

# ARGENTINA

(Pop: 44.3 million; GDP: \$912 billion)

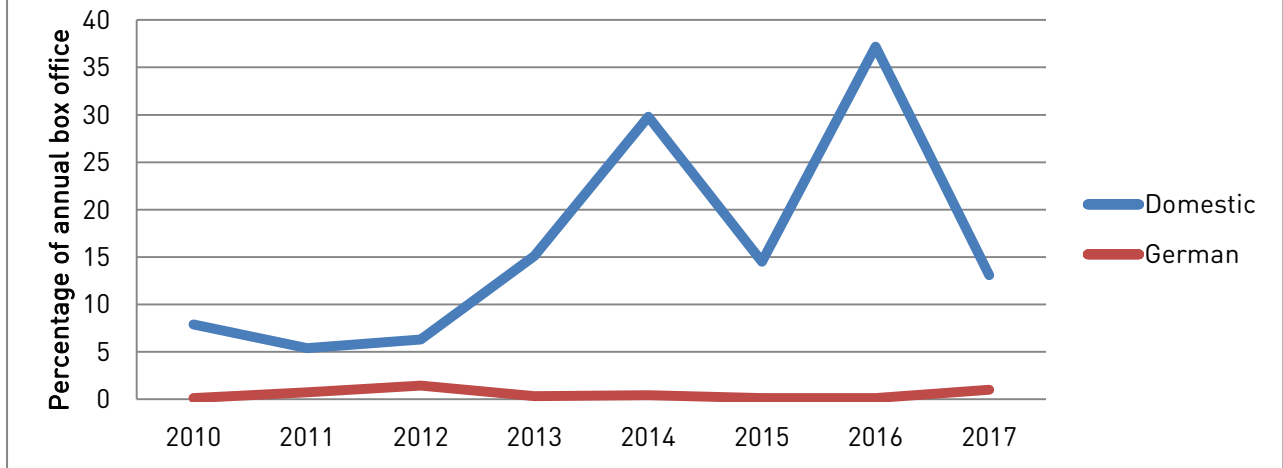
## (1) ARGENTINA: THEATRICAL MARKET OVERVIEW, 2010-17

	2010	2011	2012	2013	2014	2015	2016	2017
<b>Screens</b>	827	800	800	866	867	875	933	963
<b>Theatrical admissions (millions)</b>	38.2	42.5	46.3	46.9	44.2	50.4	50.1	47.5
<b>Per capita attendance</b>	0.94	1.00	1.10	1.10	1.10	1.20	1.20	0.93
<b>Box office (EUR millions*)</b>	127.6	174.6	164.7	188.6	194.0	194.9	254.7	194.2
<b>Average ticket price (EUR*)</b>	3.36	4.70	4.66	4.80	4.29	4.02	5.05	4.08
<b>Releases</b>	290	313	310	370	322	325	403	433
<b>Domestic releases</b>	75	108	102	134	96	79	150	165
<b>US releases</b>	127	119	114	134	129	136	136	129
<b>European releases**</b>	60	56	72	59	82	62	85	91
<b>German releases</b>	7	3	4	4	5	11	4	11
<b>Domestic market share</b>	7.89%	5.40%	6.32%	15.10%	29.80%	14.50%	37.2%	13.1%
<b>German market share</b>	0.14%	0.73%	1.43%	0.33%	0.44%	0.12%	0.13%	1.00%

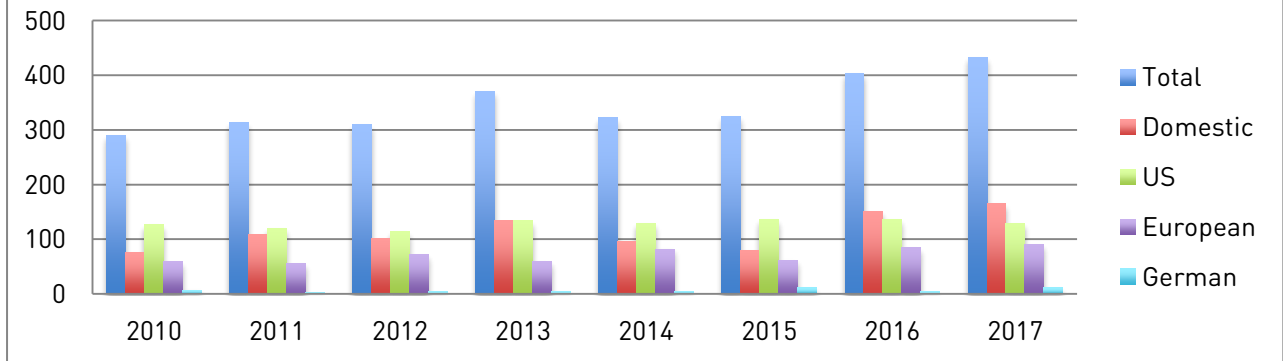
\*EUR equivalents are calculated throughout at the exchange rate for December 31 of the year in question.

\*\*Excluding German majority films

### Argentina: Theatrical Market Shares 2010-17



### Argentina: Theatrical Releases 2010-17



## [2] ARGENTINA: THEATRICAL RELEASES OF GERMAN FILMS, 2010-17

Title	Distributor	Release date	Admissions
<b>2010 German films (100% or majority co-productions)</b>			
DAS WEISSE BAND (Ger/Aut/It/Sp)	Zeta Films	22.04.10	41,400
DER FISCHER UND SEINE FRAU (Ger)	Primer Plano	18.03.10	7,160
JERICHOW (Ger)	Alfa Films	20.05.10	4,859
ANONYMA – EINE FRAU IN BERLIN (Ger)	Alfa Films	04.11.10	4,264
BERLIN CALLING (Ger)	Impacto Cine	16.12.10	2,773
WHISKY MIT WODKA (Ger)	Primer Plano	07.10.10	611
RENTNER GMBH (Ger)	Independiente	04.11.10	93
<b>2010 German minority co-productions</b>			
RESIDENT EVIL: AFTERLIFE (UK/Ger/US)	Sony Pictures Releasing of Argentina	14.10.10	244,248
THE GHOST (Fr/Ger/UK)	Alfa Films	13.05.10	182,294
MÄN SOM HATAR KVINNOR (Swe/Ger/Nor)	Energía Entusiasta	18.02.10	64,653
NINJA ASSASSIN (US/Ger)	Warner Bros. Argentina	07.01.10	32,754
CHÉRI (UK/Ger/US)	CDI Films	08.07.10	27,465
SÉRAPHINE (Fr/Bel/Ger)	CDI Films	01.04.10	25,454
FLICKAN SOM LEKTE MED ELDEN (Swe/Ger)	Energía Entusiasta	05.08.10	15,138
LE PÈRE DE MES ENFANTS (Fr/Ger)	Distribution Company Sudamericana	08.04.10	13,018
MARIA LARSSONS EVIGA ÖGONBLICK (Den/Fin/Nor/Swe/Ger)	Alfa Films	07.10.10	8,081
HADJEWICH (Fr/Ger)	CDI Films	20.05.10	7,073
FLAMMEN & CITRONEN (Den/Cz/Ger)	Mirada Distribution	24.06.10	6,941
GIGANTE (Uru/Arg/Ger/NL)	Primer Plano	14.10.10	5,969
LOS VIAJES DEL VIENTO (Col/Arg/Ger/NL)	Primer Plano	11.02.10	3,431

DET ENDA RATIONELLA (Swe/Fin/Ger/It)	Primer Plano	28.10.10	3,054
MONGOL (Kaz/Ger/Rus/Mon)	Alfa Films	11.03.10	1,728
DIOSES (Peru/Arg/Ger/Fr)	Arte Cinema	27.05.10	1,136
REMBRANDTS J'ACCUSE (NL/Fr/Ger)	Bellasombra	16.09.10	1,117
SURVEILLANCE (US/Ger)	Alfa Films	09.12.10	949

### 2011 German films (100% or majority co-productions)

THE THREE MUSKETEERS (Ger/Fr/UK/US)	Distribution Company Sudamericana	27.10.11	177,004
PINA (Ger/Fr)	Zeta Films	06.10.11	56,011
SOUL KITCHEN (Ger/Fr/It)	Alfa Films	05.05.11	10,359

### 2011 German minority co-productions

UNKNOWN (US/Ger/UK/Fr)	Warner Bros. Argentina	17.02.11	190,737
MEDIANERAS (Arg/Ger/Sp)	Aura Films	06.10.11	60,441
HANNA (US/UK/Ger)	Sony Pictures Releasing of Argentina	09.06.11	33,886
THE WHISTLEBLOWER (US/Can/Ger)	Alfa Films	01.09.11	14,161
UNCLE BOONMEE WHO CAN RECALL HIS PAST LIVES (Thai/Ger/Fr/Sp/UK)	Zeta Films	21.04.11	10,652
DER RÄUBER (Aut/Ger)	IFA Argentina	05.09.11	9,901
LE QUATTRO VOLTE (It/Ger/Swz)	Zeta Films	19.05.11	8,684
LEBANON (Isr/Fr/Ger)	Distribution Company Sudamericana	17.03.11	6,407
DEUSYNLIGE (Nor/Swe/Ger)	IFA Argentina	09.06.11	6,288
AJAMI (Isr/Ger/UK)	Primer Plano	14.04.11	5,297
CARLOS (Fr/Ger)	Mirada Distribution	16.06.11	4,827
THE WORLD IS BIG AND SALVATION LURKS AROUND THE CORNER (Bul/Ger/Slvn)	IFA Argentina	24.03.11	3,943
THE HUMAN RESOURCES MANAGER (Isr/Ger/Fr)	Distribution Company Sudamericana	16.06.11	3,040
LA PRINCESSE DE MONTPENSIER (Fr/Ger)	Alfa Films	29.09.11	3,005
CAVE OF FORGOTTEN DREAMS (US/Fr/Ger/Can)	Zeta Films	29.12.11	2,134

## 2012 German films (100% or majority co-productions)

RESIDENT EVIL: RETRIBUTION (Ger/Can)	Universal Pictures International Argentina	27.09.12	338,495
A DANGEROUS METHOD (Ger/Can/UK/Swz)	Alfa Films	29.03.12	124,892
DER DEUTSCHE FREUND (Ger/Arg)	Primer Plano	04.10.12	12,268
SCHLAFKRANKHEIT (Ger/Fr/NL)	Zeta Films	22.03.12	5,672

## 2012 German minority co-productions

TODOS TENEMOS UN PLAN (Arg/Sp/Ger)	20th Century Fox Argentina	30.08.12	130,698
TINKER TAILOR SOLDIER SPY (UK/Fr/Ger)	Distribution Company Sudamericana	23.02.12	57,573
CARNAGE (Fr/Ger/Pol)	Alfa Films	08.03.12	45,047
LE HAVRE (Fin/Fr/Ger)	Alfa Films	24.05.12	41,975
THE VOW (US/Brz/Fr/Aus/UK/Ger)	Sony Pictures Releasing of Argentina	10.05.12	37,677
ELLES (Fr/Pol/Ger)	CDI Films	30.08.12	23,595
HODEJGERNE (Nor/Den/Ger)	Impacto Cine	27.09.12	21,847
HYSTERIA (UK/Fr/Ger/Lux)	Distribution Company Sudamericana	25.10.12	20,663
TOURNÉE (Fr/Ger)	IFA Argentina	20.09.12	12,882
LE COCHON DE GAZA (Fr/Ger/Bel)	Distribution Company Sudamericana	23.08.12	11,348
FAUST (Rus/Ger)	Zeta Films	20.12.12	9,152
O'HORTEN (Nor/Ger/Fr/Den)	Mirada Distribution	12.01.12	3,791
ENTER THE VOID (Fr/Ger/It)	Fisner Film	15.03.12	2,892
35 RHUMS (Fr/Ger/Bel)	Mirada Distribution	10.05.12	1,751
LAS MALAS INTENCIONES (Per/Arg/Ger)	3C Films Group	29.11.12	1,606
¡VIVAN LAS ANTIPODAS! (Arg/Ger/NL)	IND Films	06.09.12	1,454
EL MENSAJERO (Arg/Sp/Ger)	Independent	20.09.12	286
EL CIRCULO (Arg/Chile/Uru/Ger)	Mirada Distribution	25.10.12	158

### 2013 German films (100% or majority co-productions)

CLOUD ATLAS (Ger/US)	Energía Entusiasta	03.01.13	125,368
HANNAH ARENDT (Ger/Lux/Fr/Isr)	Alfa Films	26.09.13	31,971
BARBARA (Ger)	Zeta Films	20.06.13	18,175
DREI (re, Ger)	Mirada Distribution	17.01.13	4,650

### 2013 German minority co-productions

HANSEL & GRETEL: WITCH HUNTERS (US/Ger)	Universal Pictures International Argentina	24.01.13	511,918
THE MORTAL INSTRUMENTS: CITY OF BONES (US/Ger)	Diamond Films	22.08.13	139,354
AMOUR (Fr/Ger/Aut)	CDI Films	21.02.13	45,610
RUSH (US/UK/Ger)	Accion Films	31.10.13	39,551
ET SI ON VIVAIT TOUS ENSEMBLE? (Fr/Ger)	IFA Argentina	14.02.13	20,668
TABU (Por/Ger/Brz/Fr)	Zeta Films	25.04.13	19,919
SONG FOR MARION (UK/Ger)	Diamond Films	19.12.13	7,312
KON-TIKI (Nor/UK/Den/Ger)	Distribution Company Sudamericana	05.12.13	6,031
PARADIES: LIEBE (Aut/Ger/Fr)	Lat-E	26.12.13	1,597

### 2014 German films (100% or majority productions)

TARZAN 3D (Ger)	Energía Entusiasta	20.03.14	156,887
LORE (Ger/Aus/UK)	Mirada Distribution	24.07.14	18,307
MR. MORGAN'S LAST LOVE (Ger/Bel/Fr/US)	IFA Argentina	23.10.14	9,721
ZWEI LEBEN (Ger/Nor)	CDI Films	25.09.14	9,692
MITTSOMMERNACHTSTANGO (Ger/Fin/Arg)	KAFilms	27.11.14	1,467

### 2014 German minority co-productions

THE GRAND BUDAPEST HOTEL (US/Ger)	20th Century Fox Argentina	20.03.14	185,884
POMPEII (Can/Ger)	Energía Entusiasta	20.02.14	121,156
THE MONUMENTS MEN (US/Ger)	20th Century Fox Argentina	27.02.14	103,455
THE BOOK THIEF (US/Ger)	20th Century Fox Argentina	23.01.14	57,728
THE LUNCHBOX (Ind/Fr/Ger)	CDI Films	03.07.14	44,532
A MOST WANTED MAN (UK/US/Ger)	Diamond Films	11.09.14	41,833
MAPS TO THE STARS (Can/US/Fr/Ger)	Alfa Films	23.10.14	18,795
WADJDA (Saudi/Ger)	Alfa Films	22.05.14	18,505
LA TERCERA ORILLA (Arg/Ger/NL)	Distribution Company Sudamericana	13.03.14	9,926
JAUJA (Arg/Fr/Mex/Ger/NL)	Distribution Company Sudamericana	27.11.14	9,126
DOS DISPAROS (Arg/Chile/Ger/NL)	Zeta Films	09.10.14	4,616
THE DOOR (Hun/Ger)	Distribution Company Sudamericana	06.03.14	2,546
HISTORIA DEL MIEDO (Arg/Uru/Ger/Fr)	KAFilms	22.05.14	2,309
BERBERIAN SOUND STUDIO (UK/Ger)	Zeta Films	27.03.14	1,619
PELO MALO (Ven/Peru/Arg/Ger)	Obra Cine	30.10.14	1,262

### 2015 German films (100% or majority productions)

PHOENIX (Ger)	Alfa Films	26.03.15	50,413
LOVE, ROSIE (Ger/UK)	Energía Entusiasta	15.01.15	45,476
DER 7BTE ZWERG (Ger)	Alfa Films	14.05.15	44,497
OOOPS! DIE ARCHE IST WEG (Ger/Ire/Bel/Lux)	Alfa Films	15.10.15	25,708
CLOUDS OF SILS MARIA (Ger/Fr/Swz)	Alfa Films	11.06.15	18,586
IM LABYRINTH DES SCHWEIGENS (Ger)	CDI Films	17.09.15	14,680
DIE BIENE MAJA - DER KINOFILM (Ger/Aus)	SBP Worldwide	05.11.15	11,433
HECTOR AND THE SEARCH FOR HAPPINESS (Ger/Can)	Buena Vista International Argentina	02.04.15	6,503
AUF DAS LEBEN! (Ger)	IFA Argentina	03.12.15	3,680

VICTORIA (Ger)	Mirada Distribution	01.10.15	3,580
DIE GELIEBTEN SCHWESTERN (Ger/Aut/Swz)	CDI Films	27.08.15	2,590

### 2015 German minority co-productions

THE HUNGER GAMES: MOCKINGJAY - PART 2 (US/Ger)	Diamond Films	19.11.15	1,003,271
HITMAN: AGENT 47 (US/Ger)	20th Century Fox Argentina	03.09.15	55,163
EL 5 DE TALLERES (Uru/Arg/Ger/Fr/NL)	Primer Plano	26.03.15	19,949
LA BELLE & LA BÊTE (Fr/Ger/Bel)	CDI Films	09.04.15	18,452
3 COEURS (Fr/Ger/Bel)	CDI Films	30.04.15	14,690
GETT: THE TRIAL OF VIVIANE AMSALEM (Isr/Fr/Ger)	Mirada Distribution	26.11.15	12,149
LA MEMORIA DEL AGUA (Chile/Sp/Arg/Ger)	Primer Plano	05.11.15	10,761
KIS UYKUSU (Tur/Ger/Fr)	Zeta Films	05.03.15	8,195
THIRD PERSON (US/UK/Ger/Bel)	Distribution Company Sudamericana	30.04.15	5,967
UN TANGO MÁS (Arg/Ger)	Distribution Company Sudamericana	10.12.15	5,477
HROSS Í OSS (Ice/Ger)	Mirada Distribution	04.06.15	4,303
MR KAPLAN (Uru/Sp/Ger)	Mirada Distribution	17.12.15	3,336
FAIR PLAY (Cz/Slvk/Ger)	Zeta Films	30.07.15	2,001
LOS HONGOS (Col/Fr/Ger/Arg)	Cine Tren	22.10.15	1,472
LA RELIGIEUSE (Fr/Ger)	Mirada Distribution	30.07.15	1,309
ESCUCHAR A DIOS (Arg/Sp/Ger)	Riesgo Cinematografica	26.02.15	824
ONLY LOVERS LEFT ALIVE (UK/Ger/Fr/Cyp)	Independent	05.06.15	548
RÉIMON (Arg/Ger)	Compañía Amateur	25.06.15	55



## 2016 German films (100% or majority productions)

FRANCOFONIA (Ger/Fr/NL)	CDI Films	26.05.16	33,126
HEIDI (Ger/Swz)	Impacto Cine	18.08.16	29,224
DER STAAT GEGEN FRITZ BAUER (Ger)	Alfa Films	03.03.16	2,878
WACKEN 3D (Ger)	Other Screen	29.03.16	193

## 2016 German minority co-productions

POINT BREAK (US/Ger)	Warner Bros. Pictures Argentina	14.01.16	95,943
THE DANISH GIRL (UK/Bel/Ger/US)	UIP Argentina	18.02.16	65,825
MUSTANG (Fr/Tur/Ger)	CDI Films	14.01.16	14,535
EDDIE THE EAGLE (UK/US/Ger)	20th Century Fox Argentina	29.03.16	11,130
REMEMBER (Can/Ger)	Diamond Films	31.03.16	10,777
MA LOUTE (Fr/Ger)	Alfa Films	07.07.16	10,565
SNOWDEN (US/Fr/Ger)	Buena Vista International Argentina	08.12.16	8,851
DANCING ARABS (Isr/Fr/Ger)	Mirada Distribution	28.01.16	8,187
DE SURPRISE (NL/Bel/UK/Ire/Ger)	Distribution Company Sudamericana	30.06.16	7,435
LE MERAIGLIE (It/Ger)	Zeta Films	22.09.16	4,999
UN ETAJ MAI JOS (Rom/Fr/Ger/Swe)	Zeta Films	02.06.16	4,868
AU NOM DE MA FILLE (Fr/Ger)	Mont Blanc Cinema	15.12.16	4,295
MIN LILLA SYSTER (Swe/Ger)	Mont Blanc Cinema	02.06.16	2,670
CASANOVA VARIATIONS (Fr/Aut/Ger)	Daniel Rosenfeld Films	08.12.16	562
OCHENTAISIETE (Ecu/Arg/Ger)	Obra Cine	18.02.16	231
OSCURO ANIMAL (Col/Arg/NL/Ger)	Distribution Company Sudamericana	25.08.16	47

### 2017 German films (100% or majority productions)

RESIDENT EVIL: THE FINAL CHAPTER (Ger/Aus/Can)	UIP Argentina/Sony Pictures Releasing of Argentina	26.01.17	286,588
HAPPY FAMILY (Ger/UK)	BF Argentina/Family Films	09.11.17	109,003
RICHARD DER STORCH (Ger/Bel/Lux/Nor)	Energia Entusiasta	25.05.17	66,936
PAULA - MEIN LEBEN SOLL EIN FEST SEIN (Ger/Fr)	Mirada Distribution	09.11.17	3,180
WILLKOMMEN BEI DEN HARTMANNS (Ger)	Cinemático	16.11.17	2,795
RAMMSTEIN: PARIS (Ger)	Showcase Cinemas	30.03.17	1,942
HUMAN FLOW (Ger/US)	Lat-E	23.11.17	1,291
BLUE VELVET REVISITED (Ger/Slvn)	Fuera de la Común Distribución	06.07.17	352
TONI ERDMANN (Ger/Aut/Rom)	UIP Argentina	16.11.17	276
THE SERPENT'S EGG (re, BRD/US)	n/a	23.12.17	122
EAT THAT QUESTION: FRANK ZAPPA IN HIS OWN WORDS (Ger/Fr)	Sony Pictures Releasing of Argentina	02.12.17	86

### 2017 German minority co-productions

THE LITTLE VAMPIRE 3D (NL/Ger/Den)	Energía Entusiasta	26.10.17	57,375
A CURE FOR WELLNESS (US/Ger)	20th Century Fox Argentina	16.02.17	35,863
ELLE (Fr/Ger/Bel)	Energía Entusiasta	16.03.17	32,483
FRANTZ (Fr/Ger)	Distribution Company Sudamericana	20.04.17	28,922
L'AVENIR (Fr/Ger)	Zeta Films	13.04.17	24,875
TOIVON TUOLLA PUOLEN (Fin/Ger)	Mirada Distribution	03.08.17	22,486
MIEKKALIJA (Fin/Ger/Den)	Mirada Distribution	25.05.17	8,897
PERSONAL SHOPPER (Fr/Ger)	CDI Films	27.04.17	8,432
THE SQUARE (Swe/Ger/Fr/Den)	CDI Films	16.11.17	8,204
UNA ESPECIE DE FAMILIA (Arg/Brz/Pol/Fr/Ger)	UIP Argentina	14.09.17	4,153
UN PROFIL POUR DEUX (Fr/Ger/Bel)	BF Argentina/Paris Filmes	07.12.17	4,075
PARADIES (Rus/Ger)	CDI Films	27.07.17	3,677
AL CENTRO DE LA TIERRA (Arg/NL/Ger/Fr)	Cine Tren	09.11.17	731

### (3) ARGENTINA: TOP 10 GERMAN FILMS (THEATRICAL), 2010-17

	Admissions	Box office (EUR)
RESIDENT EVIL: RETRIBUTION (2012)	338,495	1,921,223
RESIDENT EVIL: THE FINAL CHAPTER (2017)	286,588	1,157,039
THE THREE MUSKETEERS (2011)	177,004	899,826
TARZAN 3D (2014)	156,887	705,260
CLOUD ATLAS (2013)	125,368	566,889
A DANGEROUS METHOD (2012)	124,892	508,267
PINA (2011)	56,011	337,892
PHOENIX (2015)	50,413	194,629
LOVE, ROSIE (2015)	45,476	166,496
DER 7BTE ZWERG (2015)	44,497	171,838

#### (4) ARGENTINA: DISTRIBUTORS OF GERMAN FILMS, 2010-17

	2010	2011	2012	2013	2014	2015	2016	2017	Total
Alfa Films	2	1	1	1	-	4	1	-	10
CDI Films	-	-	-	-	1	2	1	-	4
Zeta Films	1	1	1	1	-	-	-	-	4
Energía Entusiasta	-	-	-	1	1	1	-	1	4
Mirada Distribution	-	-	-	1	1	1	-	1	4
Primer Plano	2	-	1	-	-	-	-	-	3
UIP Argentina*	-	-	1	-	-	-	-	2	3
Sony Pictures Releasing of Argentina*	-	-	-	-	-	-	-	2	2
IFA Argentina	-	-	-	-	1	1	-	-	2
BF Distribution Argentina	-	-	-	-	-	-	-	1	1
Buena Vista International Argentina	-	-	-	-	-	1	-	-	1
Cinemátiko	-	-	-	-	-	-	-	1	1
Distribution Company Sudamericana	-	1	-	-	-	-	-	-	1
Fuera de la Común Distribución	-	-	-	-	-	-	-	1	1
Impacto Cine	1	-	-	-	-	-	1	-	1
KAFilms	-	-	-	-	1	-	-	-	1
Lat-E	-	-	-	-	-	-	-	1	1
Other Screen	-	-	-	-	-	-	1	-	1
Showcase Cinemas	-	-	-	-	-	-	-	1	1
Unknown	-	-	-	-	-	-	-	1	1

\* including co-distribution

**(5) ARGENTINA: GERMAN FILMS BY GENRE, 2010-17**

**Argentina: German Releases by Genre, 2010-17**



**Argentina: German Films Box Office by Genre, 2010-17**



## (6) GERMAN FILMS IN ARGENTINA, 2010-17: AN ANALYSIS

The number of German films released in Argentina varies considerably from year to year - from 11 in 2015 and 2017 to three in 2012 - but the box office share rises above 1% only when driven by an English-language franchise such as RESIDENT EVIL.

A sophisticated market with a good cinematic infrastructure, the southern-most Latin American country has been reasonably brave in opening arthouse festival hits such as DAS WEISSE BAND, the top-grossing 100% German film or majority co-production in 2010. But, with just over 41,000 admissions, that film failed to make it even into the Top 100 for the year (it ranked 111th). Symptomatic of the same trend is the fact that, while the number of arthouse films accounts for about a third of all releases between 2010 and 2017, their box-office share is less than half that. For English-language films, the pattern is reversed: they account for 20 % of all releases but 58% of box-office revenue. What is more, the number of arthouse films is in general if not always steady decline, from five in 2010 to an average of under two in the remaining six years surveyed.

Animation proved popular, selling 370,000 tickets to five films - an average of 74,000 per film, with TARZAN 3D topping the list at 156,000 tickets sold. But, set in context, the results were not so hot: in animation as in so many things, branding counts and 2017's top film, DESPICABLE ME, notched up 32 times TARZAN'S admissions total. DIE BIENE MAJA, meanwhile, with limited local TV exposure to promote it, was a relative disappointment.

Going against the international box office grain, however, Argentine distributors have recently proved prepared to take a chance on German stories, with 16 films spread evenly over the years surveyed. The biggest successes, however, came where these German stories were also children's movies (HEIDI, with 29,000 admissions in 2016) or broad comedy (DER 7BTE ZWERG, with 44,500 admissions in 2015). German domestic hit WILLKOMMEN BEI DEN HARTMANNNS, by contrast, sold less than 3,000 tickets in Argentina.

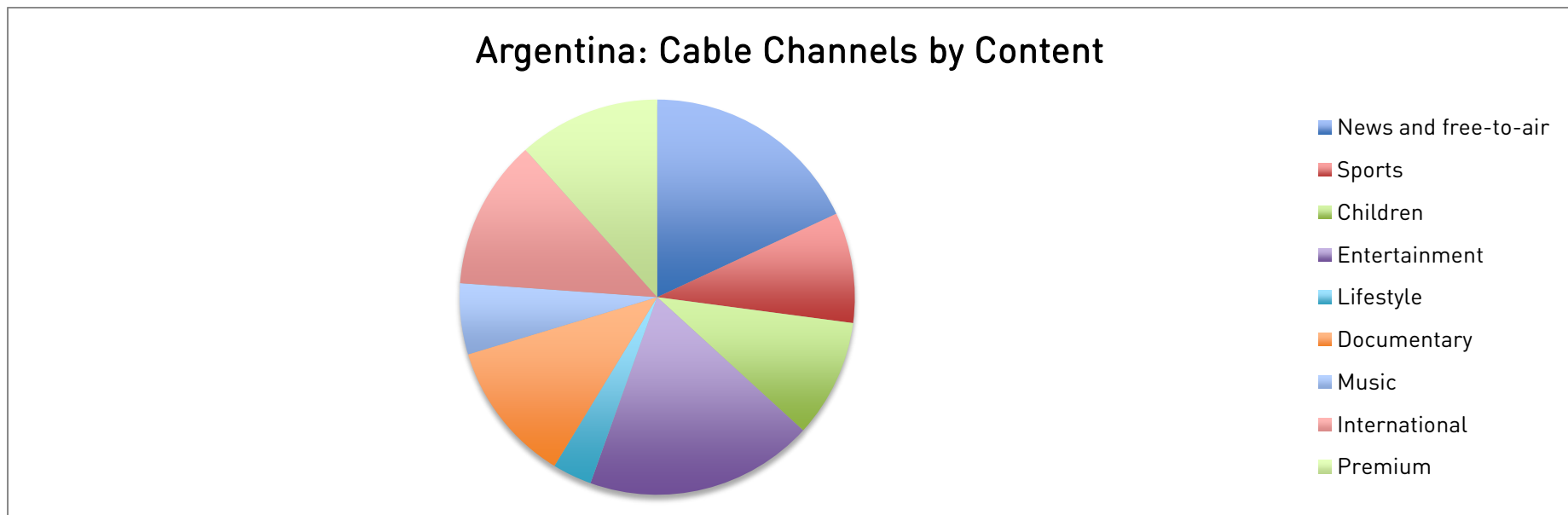
**What works in Argentina?** Commercially reliable franchises such as RESIDENT EVIL - two of those featuring in the period surveyed were German majority productions - and action/adventure movies with recognisable themes, like THE THREE MUSKETEERS. Quality English-language films with German participation (CLOUD ATLAS) or themes (A DANGEROUS METHOD) did well. And established auteurs with the right subject (Wim Wenders with PINA and Christian Petzold with PHOENIX) likewise found an audience.

**What doesn't work in Argentina?** German auteur films and other movies with too specifically German a theme (WHISKY MIT WODKA; DIE GELIEBTEN SCHWESTERN) or those too reliant on word of mouth, however enthusiastic the build-up (TONI ERDMANN sold just 276 tickets).

**What else might appeal?** Mainstream animation, where language is no problem. There is also a sizable German diaspora in Argentina, so stories with direct relevance to local audiences could have an appeal, although this is especially hard to gauge. And one thing is certain: no German film is ever going to recoup from the Argentine box office alone. But DER DEUTSCHE FREUND, about two young people, one from a German Jewish family the other with a Nazi background meeting in 1950s Argentina, sold a reasonable number of tickets. LORE, set in the immediate postwar period but in Europe, also performed better than in many markets.

## [7] GERMAN FILM IN ARGENTINA, 2010-17: TV AND VOD

Argentine viewers have access to some 160 channels, including 18 premium ones; the breakdown of content is shown in the chart below. There are 29 'entertainment channels' which offer mainly TV-generated material from the US, Europe and local sources. Viva! (formerly Volver) specialises in local soaps and series. Each of the US majors has its own channel, along with Sundance, SyFy and TBS; federal film body INCAA also has its own channel specialising in Argentine cinema, to which access is free.



Six of the 29 'entertainment channels' show mainly or exclusively feature films. US titles dominate; European films are rare, German films hardly ever programmed; and subtitled arthouse movies almost never.



For details of on-line VOD platforms available in Argentina, see the appropriate appendix.

Of the distributors listed in Section (4) above who handled two or more German films and/or majority co-productions, several have VOD platforms:

- Leading crossover distributor **Alfa** releases some of its more mainstream movies (e.g. LA LA LAND) via You Tube but not apparently its more limited-audience titles;
- **Energía Entusiasta** offers a VOD platform service on a fee basis if requested; no catalogue is available;
- **UIP Argentina's** VOD releases are handled by Universal Pictures in the US.

## (8) ARGENTINA IN OVERVIEW: 2000-2017

The following charts depict a comparative overview of the situation of German films released in Argentina between the years 2000-2017.

Year	Majority German releases	All German releases	Majority German films box office (US\$)	All German films box office (US\$)	All releases	All box office (million US\$)	Majority German films % releases share	All German films % releases share	Majority German films % box office share	All German films % box office share
2000	1	5	732.406	2.105.463	176	163,30	0,57	2,80	0,45	1,29
2001	7	13	839.154	1.757.910	193	152,04	3,63	6,75	0,55	1,16
2002	3	14	58.764	2.112.613	181	46,64	1,66	7,73	0,12	3,27
2003	3	20	188.727	2.433.081	188	62,59	1,60	10,64	0,30	3,89
2004	4	19	717.737	3.447.699	201	91,11	2,00	9,45	0,79	3,78
2005	7	21	2.076.188	5.980.120	193	84,04	3,60	10,88	2,47	7,12
2006	6	24	150.027	1.970.093	204	94,06	2,94	11,76	0,16	2,09
2007	5	20	1.339.095	3.806.863	237	197,92	2,11	8,44	0,68	0,68
2008	2	15	527.135	19.987.758	258	373,90	0,78	5,81	0,14	5,35
2009	10	28	3.644.410	19.243.020	292	454,19	3,42	9,59	0,80	4,24
2010	7	25	984.252	14.157.188	284	657,43	2,46	8,80	0,15	2,15
2011	3	18	1.656.954	3.871.236	313	226,98	0,96	5,75	0,73	1,71
2012	4	22	3.108.820	5.719.359	310	217,40	1,29	7,10	1,43	2,63
2013	4	13	858.891	6.106.026	370	260,27	1,08	3,51	0,33	2,35
2014	5	20	1.032.680	4.270.722	322	234,70	1,56	6,21	0,44	1,82
2015	11	28	254.928	976.396	325	212,44	3,38	8,62	0,12	0,46
2016	7	27	358.658	1.685.380	403	267,40	1,74	6,70	0,13	0,63
2017	11	24	472.624	702.993	324	196,40	3,56	7,41	0,24	0,44
<b>Average</b>	6	20	1.055.636	5.574.107	265	221,82	2,13	7,66	0,56	2,50
<b>Total</b>	100	356	19.001.450	100.333.920	4.774	3.992,81	n/a	n/a	n/a	n/a

## **(9) ARGENTINA: SOURCES AND ACKNOWLEDGMENTS**

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