

BRAZIL

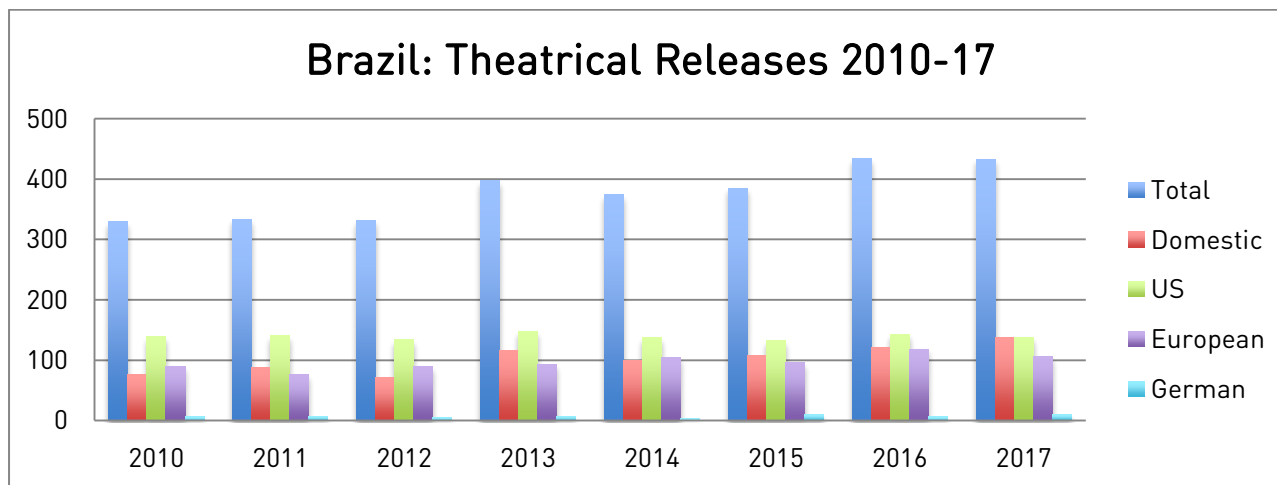
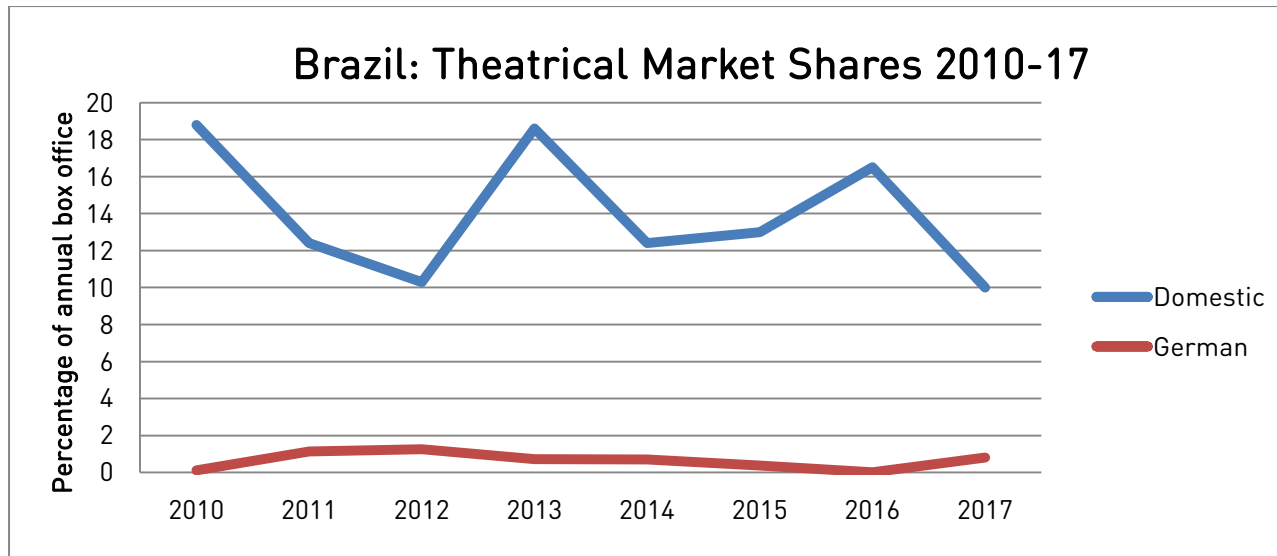
(Pop: 207.35 million; GDP: \$3.22 trillion)

(1) BRAZIL: THEATRICAL MARKET OVERVIEW, 2010-17

	2010	2011	2012	2013	2014	2015	2016	2017
Screens	2,225	2,373	2,529	2,645	2,819	3,013	3,160	3,220
Theatrical admissions (millions)	134.9	143.9	148.8	149.5	155.6	172.9	184.3	181.3
Per capita attendance	0.7	0.7	0.8	0.7	0.8	0.8	0.9	0.9
Box office (EUR millions*)	578.5	665.8	636.9	546.8	681.5	545.3	709.2	709.2
Average ticket price (EUR)	3.95	5.17	4.65	3.87	4.21	3.77	3.81	5.59
Releases	330	333	331	397	374	385	434	433
Domestic releases	76	87	71	116	100	107	121	138
US releases	139	141	134	148	137	132	143	138
European releases**	89	76	89	93	104	96	118	106
German releases	6	7	5	7	3	10	6	10
Domestic market share	18.8%	12.4%	10.3%	18.6%	12.4%	13.0%	16.5%	10%
German market share	0.12%	1.13%	1.26%	0.72%	0.71%	0.37%	0.10%	0.81

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

**Excluding German majority films



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

Title	Distributor	Release date	Admissions
2010 German films (100% or majority co-productions in red)			
DAS WEISSE BAND (Ger/Aut/It/Sp)	Imovision	12.02.10	83,979
PANDORUM (Ger/US)	Imagem Filmes	26.02.10	43,782
WÜSTENBLUME (Ger/Aut)	Imovision	25.06.10	36,193
SOUL KITCHEN (Ger/Fr/It)	Imagem Filmes	19.03.10	33,458
DAS FREMDE IN MIR (Ger)	Filmes da Mostra	06.08.10	6,645
HEXE LILLI, DER DRACHE UND DAS MAGISCHE BUCH (Ger/Aut)	Europa Filmes	22.01.10	5,661
2010 German minority co-productions			
RESIDENT EVIL: AFTERLIFE (UK/Ger/US)	Sony Pictures Brasil	17.09.10	1,443,002
THE GHOST (Fr/Ger/UK)	Paris Filmes	28.05.10	122,842
WHERE THE WILD THINGS ARE (US/Aus/Ger)	Warner Bros. Pictures Brasil	15.01.10	85,528
MÄN SOM HATAR KVINNOR (Swe/Ger/Nor)	Imagem Filmes	15.05.10	41,686
CHÉRI (UK/Ger/US)	California Filmes	22.01.10	38,826
NINJA ASSASSIN (US/Ger)	Warner Bros. Pictures Brasil	05.02.10	37,670
BAL (Tur/Ger)	Paris Filmes	20.08.10	20,896
HADEWIJCH (Fr/Ger)	Imovision	27.08.10	9,727
TULPAN (Kaz/Ger/Swz)	Filmes da Mostra	26.03.10	8,458

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

THE THREE MUSKETEERS (Ger/Fr/UK/US)	PlayArte Filmes	12.10.11	1,356,596
KONFERENZ DER TIERE (Ger)	PlayArte Filmes	18.03.11	282,419
BIS SPÄTER MAX! DIE LIEBE KOMMT, DIE LIEBE GEHT (Ger/Aut)	Filmes do Estação	22.04.11	16,338
DAS LIED IN MIR (Ger/Arg)	Serendip Filmes/Art Films	30.09.11	12,016
THE LAST STATION (Ger/Rus/UK)	Sony Pictures Brasil	28.01.11	11,236
WER WENN NICHT WIR (Ger)	Imovision	11.11.11	5,287
DREI (Ger)	Lume Filmes	09.12.11	4,482

2011 German minority co-productions

UNKNOWN (US/Ger/UK/Fr)	Warner Bros. Pictures Brasil	25.02.11	299,937
MELANCHOLIA (Den/Swe/Fr/Ger)	California Filmes	05.08.11	134,868
FLYPAPER (US/Ger)	California Filmes	25.11.11	71,570
MEDIANERAS (Arg/Ger/Sp)	Imovision	02.09.11	68,804
CONTRACORRIENTE (Peru/Col/Fr/Ger)	Festival Filmes	08.04.11	21,593
UNCLE BOONMEE WHO CAN RECALL HIS PAST LIVES (Thai/Ger/Fr/Sp/UK)	Filmes da Mostre	21.01.11	17,792
THE HUMAN RESOURCES MANAGER (Isr/Ger/Fr)	Imovision	01.07.11	11,330
BLACK BUTTERFLIES (NL/Ger/SA)	Imovision	23.09.11	11,187
TOURNÉE (Fr/Ger)	Imovision	08.04.11	10,142
UN AMOUR DE JEUNESSE (Fr/Ger)	Imovision	16.12.11	6,331
HJEM TIL JUL (Nor/Ger)	Imovision	21.10.11	1,808

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

RESIDENT EVIL: RETRIBUTION (Ger/Can)	Sony Pictures Brasil	14.09.12	1,569,094
A DANGEROUS METHOD (Ger/Can/UK/Swz)	Imagem Filmes	30.03.12	204,638
PINA (Ger/Fr)	Imovision	23.03.12	103,967

AM ENDE KOMMEN TOURISTEN (Ger)	Pandora Filmes	01.06.12	11,084
TANZTRÄUME (Ger)	Imovision	27.04.12	4,356

2012 German minority co-productions

THE VOW (US/Brz/Fr/Aus/UK/Ger)	Sony Pictures Brasil	07.06.12	273,826
TINKER TAILOR SOLDIER SPY (UK/Fr/Ger)	PlayArte Filmes	13.01.12	137,811
ET SI ON VIVAIT TOUS ENSEMBLE? (Fr/Ger)	Imovision	12.10.12	104,881
CARNAGE (Fr/Ger/Pol)	Imagem Filmes	07.06.12	85,190
FAUST (Rus/Ger)	Imovision	29.06.12	33,593
LE HAVRE (Fin/Fr/Ger)	Imovision	02.03.12	26,903
ELLES (Fr/Pol/Ger)	Imovision	20.07.12	23,153
HYSTERIA (UK/Fr/Ger/Lux)	Imagem Filmes	09.11.12	18,673
HOLY MOTORS (Fr/Ger)	Imovision	30.11.12	10,918
SCHASTYE MOE (Ukr/Ger/NL)	Filmes da Mostra	02.03.12	8,242
HODEJEGERNE (Nor/Den/Ger)	Vinny Filmes	06.07.12	6,189
GIRIMUNHO (Brz/Sp/Ger)	Vitrine Filmes	27.04.12	5,167
BROWNIAN MOVEMENT (NL/Bel/Ger)	Petrini Filmes	06.07.12	2,883
SLOVENKA (Slvn/Ger/Ser/Cro)	Tucumán Distribuidora de Filmes	27.04.12	2,385
LE QUATTRO VOLTE (It/Ger/Swz)	Filmes da Mostra	21.12.12	1,834
SVET-AKE (Kyrg/Fr/Ger/NL)	Filmes da Mostra	27.07.12	1,078
LE PÈRE DE MES ENFANTS (Fr/Ger)	n/a	20.01.12	351

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

CLOUD ATLAS (Ger/US)	Imagem Filmes	11.01.13	846,210
HANNAH ARENDT (Ger/Lux/Fr/Isr)	Esfera Filmes/Europa Filmes	05.07.13	129,980
NIGHT TRAIN TO LISBON (Ger/Swe/Por)	Europa Filmes	29.11.13	46,088
BARBARA (Ger)	Pandora Filmes	11.01.13	35,594

LORE (Ger/Aus/UK)	Europa Filmes/Mares Filmes	11.10.13	18,521
V TUMANE (Ger/Latv/NL/Belarus)	Filmes da Mostra	01.03.13	1,929
THE FUTURE (Ger/US)	Filmes da Mostra	26.04.13	452

2013 German minority co-productions

HANSEL & GRETEL: WITCH HUNTERS (US/Ger)	Paramount Pictures Brasil	25.01.13	3,703,754
THE MORTAL INSTRUMENTS: CITY OF BONES (US/Ger/Can)	Paris Filmes	23.08.13	650,589
AMOUR (Fr/Ger/Aut)	Imovision	18.01.13	222,638
DEN SKALDEDE FRISØR (Den/Swe/It/Fr/Ger)	H2O Filmes	08.03.13	91,257
EN KONGELIG AFFÆRE (Den/Cz/Swe/Ger)	Europa Filmes/Mares Filmes	08.02.13	74,462
2 DAYS IN NEW YORK (Fr/Ger/Bel)	California Filmes	06.12.13	29,486
TABU (Por/Ger/Brz/Fr)	Filmes do Espaço	28.06.13	19,927
I, ANNA (UK/Ger/Fr)	Imovision	13.09.13	16,242
WADJDA (Ger/Saudi)	Imovision	03.05.13	14,949
LES SALAUDS (Fr/Ger)	Imovision	18.10.13	11,531
KON-TIKI (Nor/UK/Den/Ger)	H2O Filmes/Art Films/Serendip Filmes	09.08.13	10,604
LA RELIGIEUSE (Fr/Ger/Bel)	Imovision	06.09.13	8,230
CAVE OF FORGOTTEN DREAMS (US/Fr/Ger/Can)	Zeta Filmes	25.01.13	7,552
CSAK A SZÉL (Hun/Ger/Fr)	Zeta Filmes	26.07.13	6,673
LA MER À L'AUBE (Fr/Ger)	Esfera Filmes/Europa Filmes	25.10.13	5,279
BIBLIOTHÈQUE PASCAL (Hun/Ger)	Tucumán Distribuidora de Filmes	13.09.13	2,089
MORE THAN HONEY (Swz/Ger/Aut)	Imovision	01.11.13	634

2014 German films (100% or majority co-productions)

TARZAN 3D (Ger)	Imagem Filmes	17.01.14	913,209
DER MEDICUS (Ger)	Imagem Filmes	09.10.14	96,175
MR. MORGAN'S LAST LOVE (Ger/Bel/Fr/US)	Tucumán Distribuidora de Filmes	03.07.14	29,947

2014 German minority co-productions

THE BOOK THIEF (US/Ger)	20th Century Fox Brasil	31.01.14	1,373,208
POMPEII (Can/Ger)	Imovision	21.02.14	780,544
THE MONUMENTS MEN (US/Ger)	20th Century Fox Brasil	14.02.14	519,039
LA BELLE ET LA BÊTE (Fr/Ger)	California Filmes	25.09.14	512,529
THE GRAND BUDAPEST HOTEL (US/Ger)	20th Century Fox Brasil	03.07.14	335,341
NYMPHOMANIAC: VOLUME 1 (Den/Ger/Fr/Swe/Bel)	California Filmes	10.01.14	250,587
PRAIA DO FUTURO (Brz/Ger)	California Filmes	15.05.14	127,606
NYMPHOMANIAC: VOLUME 2 (Den/Ger/Fr/Swe/Bel)	California Filmes	13.03.14	95,184
A MOST WANTED MAN (UK/US/Ger)	Diamond Films	09.10.14	42,272
THE LUNCHBOX (Ind/Fr/Ger)	Imovision	28.02.14	20,545
ONLY LOVERS LEFT ALIVE (UK/Ger/Fr/Cyp)	Paris Filmes	14.08.14	15,592
WAKOLDA (Arg/Sp/Ger/Fr)	Imovision	20.03.14	15,440
LA JALOUSIE (Fr/Ger)	Tucumán Distribuidora de Filmes	20.11.14	12,902
PELO MALO (Ven/Per/Arg/Ger)	Esfera Filmes/Vitrine Filmes	17.04.14	12,170
ABUS DE FAIBLESSE (Fr/Ger/Bel)	Tucumán Distribuidora de Filmes	22.05.14	5,292
THE PATIENCE STONE (Afg/Fr/Ger/UK)	Imovision	12.08.14	4,996
A LONG WAY DOWN (UK/Ger)	California Filmes	22.05.14	4,104
BETHLEHEM (Isr/Bel/Ger)	Europa Filmes	03.04.14	4,030
METEORA (Gr/Ger)	Filmes do Espaço	28.08.14	3,945
THE CONGRESS (Isr/Ger/Pol/Fr/Bel)	Imovision	20.03.14	3,225
MICHAEL KOHLHAAS (Fr/Ger)	H2O Films	11.12.14	2,488
ENTRE VALES (Brz/Uru/Ger)	Imovision	08.05.14	1,447
HELI (Mex/Ger/NL/Fr)	Zeta Filmes	22.05.14	1,142
RUN & JUMP (Ire/Ger)	Filmes da Mostra	18.12.14	927
THE LONELIEST PLANET (US/Ger)	Lume Filmes	03.04.14	450
PAU BRASIL (Brz/Ger)	Caliban Filmes	24.04.14	360

2015 German films (100% or majority productions)

LOVE, ROSIE (Ger/UK)	Imagem Filmes	05.03.15	493,861
CLOUDS OF SILS MARIA (Ger/Fr/Swz)	California Filmes	08.01.15	45,792
DER 7BTE ZWERG (Ger)	Paris Filmes	09.07.15	43,250
PHOENIX (Ger)	Imovision	09.07.15	24,961
IM LABYRINTH DES SCHWEIGENS (Ger)	Mares Filmes	17.12.15	16,655
DIE GELIEBTEN SCHWESTERN (Ger/Aut/Swz)	Europa Filmes/Mares Filmes	19.03.15	6,554
KREUZWEG (Ger)	Europa Filmes	02.04.15	3,857
TOP GIRL ODER LA DÉFORMATION PROFESSIONNELLE (Ger)	Supo Mungam	04.06.15	2,092
VICTORIA (Ger)	Imovision	24.12.15	1,121
NEMEZ (Ger)	Tucumán Distribuidora de Filmes	21.05.15	572

2015 German minority co-productions

HITMAN: AGENT 47 (US/Ger)	20th Century Fox Brasil	27.08.15	314,550
SHE'S FUNNY THAT WAY (US/Ger)	Mares Filmes	15.10.15	41,753
MAPS TO THE STARS (Can/US/Fr/Ger)	Paris Filmes	19.03.15	41,062
3 COEURS (Fr/Ger/Bel)	Europa Filmes/Mares Filmes	30.04.15	24,734
THE HUNGER GAMES: MOCKINGJAY - PART 2 (US/Ger)	Paris Filmes	18.11.16	23,940
THIRD PERSON (US/UK/Ger/Bel)	PlayArte Pictures	19.03.15	18,726
GETT: THE TRIAL OF VIVIANE AMSALEM (Isr/Fr/Ger)	Imovision	20.08.15	16,782
DANCING ARABS (Isr/Fr/Ger)	Imovision	08.10.15	9,999
LE MERAVIGLIE (It/Ger)	Alpha Filmes/Pandora Filmes	16.04.15	9,635
EN DUVA SATT PÅ EN GREN OCH FUNDERADE PÅ TILLVARON (Swe/Fr/Nor/Ger)	Mares Filmes	14.05.15	8,946
A NAGY FÜZET (Hun/Ger/Aut/Fr)	Europa Filmes	16.04.15	8,303
KIS UYKUSU (Tur/Ger/Fr)	Alpha Filmes/Pandora Filmes	30.04.15	7,849
AN (Jap/Fr/Ger)	California Filmes	03.12.15	6,912

MITA TOVA - THE FAREWELL PARTY (Isr/Ger)	Imovision	17.09.15	6,790
JAUJA (Arg/Fr/Mex/Ger/NL)	Vitrine Filmes	25.06.15	5,587
VIY (Rus/Ukr/Cz/Ger/UK)	Elite Filmes	13.08.15	5,469
AS MIL E UMA NOITES: VOLUME 1, O INQUIETO (Por/Fr/Ger/Swz)	Tucumán Distribuidora de Filmes	12.11.15	3,733
SIMINDIS KUNDZULI (Geo/Ger/Fr/Cz/Kaz)	Zeta Filmes	19.11.15	2,153
O SAMBA (Swz/Ger)	Imovision	24.09.15	159

2016 German films (100% or majority co-productions)

OOOPS! DIE ARCHE IST WEG (Ger/Ire/Bel/Lux)	Paris Filmes	04.02.16	132,291
FRANCOFONIA (Ger/Fr/NL)	Imovision	18.08.16	26,375
ELSER - ER HÄTTE DIE WELT VERÄNDERT (Ger)	Mares Filmes	03.11.16	15,006
EVERY THING WILL BE FINE (Ger/Can/Swe/Nor)	Mares Filmes	10.03.16	9,590
FITZCARRALDO (re, BRD)	Zeta Filmes/FJ Cines	19.05.16	514
GERHARD RICHTER - PAINTING (Ger)	Bretz Filmes	26.05.16	219

2016 German minority co-productions

POINT BREAK (US/Ger)	Warner Bros. Pictures Brasil	28.01.16	420,382
THE DANISH GIRL (UK/Bel/Ger/Den/US)	Universal Pictures Brasil	11.02.16	380,625
SNOWDEN (US/Fr/Ger)	Walt Disney Studios Brasil	10.11.16	105,777
A HOLOGRAM FOR THE KING (US/Ger)	Mares Filmes/Alpha Filmes	04.08.16	48,383
ELLE (Fr/Ger/Bel)	Sony Pictures Brasil	17.11.16	37,826
EDDIE THE EAGLE (UK/US/Ger)	20th Century Fox Brasil	31.03.16	24,496
DIPLOMATIE (Fr/Ger)	Pandora Filmes	07.01.16	22,711
MUSTANG (Fr/Tur/Ger)	Alpha Filmes/Pandora Filmes	21.01.16	17,907
UN TANGO MÁS (Arg/Ger)	Imovision	06.10.16	12,798
L'AVENIR (Fr/Ger)	Zeta Filmes	22.12.16	6,130
THE PRESIDENT (Geo/Ger/Fr/Cz/Kz)	California Filmes	10.03.16	3,793

CEMETERY OF SPLENDOR (Thai/Fr/Ger/UK)	Zeta Filmes	17.03.16	3,164
RACE (Fr/Ger/Can)	Diamond Filmes	23.06.16	3,142
LIFE (Can/Ger/Aus/US)	Paris Filmes	21.07.16	3,126
FEHÉR ISTEN (Hun/Ger/Swe)	Imovision	25.02.16	2,004
AS MIL E UMA NOITES: VOLUME 2, O DESOLADO (Por/Fr/Ger/Swz)	Fênix Distribuidora de Filmes	05.05.16	293
REMEMBER (Can/Ger)	Diamond Filmes	12.05.16	n/a
A TORINÓ LÓ (Hun/Fr/Ger/Swz/US)	Bretz Filmes	07.01.16	n/a
KALO POTHÍ (Nepal/Swz/Ger/Fr)	Esfera Filmes	15.12.16	n/a

2017 German films (100% or majority co-productions)

RESIDENT EVIL: THE FINAL CHAPTER (Ger/Aus/Can)	Sony Pictures Brasil	26.01.17	1,204,422
HAPPY FAMILY (Ger)	Paris Filmes	17.08.17	148,635
RICHARD DER STORCH (Ger/Bel/Lux/Nor)	PlayArte Filmes	26.10.17	69,360
TONI ERDMANN (Ger/Aut/Rom)	Sony Pictures Brasil	09.02.17	21,310
MANIFESTO (Ger)	Mares Filmes	26.10.17	14,130
ES WAR EINMAL IN DEUTSCHLAND... (Ger/Lux/Bel)	Mares Filmes	24.08.17	13,110
VOR DER MORGENRÖTE - STEFAN ZWEIG IN AMERIKA (Aut/Ger/Fr)	Esfera Filmes	14.04.17	11,528
DIE ABHANDENE WELT (Ger)	Mares Filmes	30.07.17	4,812
HUMAN FLOW (Ger/US)	Paris Filmes	16.11.17	3,862
MUITO ROMÂNTICO (Ger/Brz)	Vitrine Filmes	25.05.17	1,023
BACH IN BRAZIL (Ger/Brz)	Walt Disney Studios Brasil	08.06.17	n/a

2017 German minority co-productions

A CURE FOR WELLNESS (US/Ger)	20th Century Fox Brasil	16.02.17	105,854
PERSONAL SHOPPER (Fr/Ger)	Imovision	09.11.17	25,826
FRANTZ (Fr/Ger)	California Filmes	22.06.17	18,325
LES BEAUX JOURS D'ARANJUEZ (Fr/Ger)	Imovision	30.03.17	16,354
L'AVENIR (Fr/Ger)	Zeta Filmes	22.12.16	15,830
TOIVON TUOLLA PUOLEN (Fin/Ger)	Imovision	09.11.17	13,693
MR. GAGA (Isr/Swe/Ger/NL)	Vitrine Filmes	06.04.17	10,166
THE GIRL KING (Fin/Can/Ger/Swe)	Mares Filmes	23.02.17	7,833
PARADISE (Rus/Ger)	Mares Filmes	26.01.17	5,726
LE JEUNE KARL MARX (Fr/Ger/Bel)	California Filmes	28.12.17	5,197
EXODUS (Brz/Ger)	02 Play/Paris Filmes	28.09.17	4,529
CASANOVA VARIATIONS (Fr/Aut/Ger)	Mares Filmes	13.04.17	3,102
ON THE BEACH AT NIGHT ALONE (Kor/Ger)	Zeta Filmes	05.10.17	2,965
HYMYLEVÄ MIES (Fin/Swe/Ger)	Zeta Filmes	10.08.17	1,769
RIFLE (Brz/Ger)	Vitrine Films	03.08.17	1,420
MA LOUTE (Fr/Ger)	Alpha Filmes/Pandora Filmes	19.01.17	n/a
UN PROFIL POUR DEUX (Fr/Bel/Ger)	Paris Filmes	09.11.17	n/a
LAS TONINAS VAN AL ESTE (Uru/Arg/Ger)	Lança Filmes/Okmo Produções	23.11.17	n/a

(3) BRAZIL: TOP 10 GERMAN FILMS IN BRAZIL (THEATRICAL), 2001-2017

	Admissions	Box office (EUR)
RESIDENT EVIL: RETRIBUTION (2012)	1,569,094	7,430,719
THE THREE MUSKETEERS (2011)	1,356,596	6,749,543
RESIDENT EVIL: THE FINAL CHAPTER (2017)	1,204,422	6,732,718
TARZAN 3D (2014)	913,209	4,151,635
CLOUD ATLAS (2013)	846,210	3,580,005
LOVE, ROSIE (2015)	493,861	1,366,528
KONFERENZ DER TIERE (2011)	282,419	1,303,828
A DANGEROUS METHOD (2012)	204,638	881,919
OOOPS! DIE ARCHE IST WEG (2016)	132,291	372,510
HANNAH ARENDT (2013)	129,980	534,367

[4] BRAZIL: DISTRIBUTORS OF GERMAN FILMS, 2010-17

	2010	2011	2012	2013	2014	2015	2016	2017	Total
Imovision	2	1	2	-	-	2	1	-	8
Mares Filmes	-	-	-	1*	-	2*	2	3	8*
Imagem Filmes	2	-	1	1	2	1	-	-	7
Europa Filmes	1	-	-	3*	-	2*	-	-	6*
Paris Filmes	-	-	-	-	-	1	1	2	4*
Sony Pictures Brasil	-	1	1	-	-	-	-	2	4
PlayArte Filmes	-	2	-	-	-	-	-	1	3
Filmes da Mostra	1	-	-	2	-	-	-	-	3
Pandora Filmes	-	-	1	1	-	-	-	-	2
Tucumán Distribuidora de Filmes	-	-	-	-	1	1	-	-	2
Art Films	-	1*	-	-	-	-	-	-	1*
Bretz Filmes	-	-	-	-	-	-	1	-	1
California Filmes	-	-	-	-	-	1	-	-	1
Esfera Filmes	-	1*	-	-	-	-	-	-	1*
Filmes do Estação	-	1	-	-	-	-	-	-	1
FJ Cines	-	-	-	-	-	-	1*	-	1*
Lume Filmes	-	1	-	-	-	-	-	-	1
Serendip Filmes	-	1*	-	-	-	-	-	-	1*
Supo Mungam	-	-	-	-	-	1	-	-	1
Vitrine Filmes	-	-	-	-	-	-	-	1	1
Walt Disney Studios Brasil	-	-	-	-	-	-	-	1	1
Zeta Filmes	-	-	-	-	-	-	1*	-	1*
* including co-distribution									

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

Brazil: German Releases by Genre, 2010-17



Brazil: German Films Box Office by Genre, 2010-17



(6) GERMAN FILMS IN BRAZIL: 2010-17: AN ANALYSIS

Brazil is the fifth largest country in the world in terms of land mass, hosts the world's eighth largest economy and has a population around two thirds that of the US. But, when it comes to film distribution, while there is the lure of a market of 206 million people; an established infrastructure; and a good selection of arthouse distributors apparently ready to take a chance on 'difficult' European titles, it is hard to predict which films will work with Brazil's emerging and increasingly cine-literate middle class. Add to this the economic uncertainty which tipped into recession during 2017 and you have a somewhat contradictory picture. The arthouse and specialist sector seems to be holding up quite well, but the mainstream movie sector - and local comedies in particular - has been badly affected by the sharp reduction in its core audience's spending power.

This dichotomy is only partially reflected in the charts above, which show the familiar large-market picture of a diverse acquisitions policy, with around 100 European films opening every year since 2010, but the box-office charts dominated by the same blockbusters as elsewhere. In the case of German films, the picture is initially a little disappointing, with a smallish foothold in the European films' line-up (an average of seven titles a year over the period surveyed), and with even that presence especially dominated by English-language movies such as THE THREE MUSKETEERS and the RESIDENT EVIL franchise (2012 and 2017 episodes). Between them, these three films accounted for over 50% of all tickets sold to German films and majority co-productions in Brazil between 2010 and 2017.

By contrast, there are no arthouse or German stories in the eight-year Top 10, with those films accounting for 10% and 7.5% of admissions respectively (the balance is accounted for by animation titles). But... the presence of such films as WER WENN NICHT WIR (2011), AM ENDE KOMMEN TOURISTEN (2012), IM LABYRINTH DES SCHWEIGENS (2015) and not-made-for-export comedies like DER 7BTE ZWERG (2015) on Brazilian screens is indicative of a broader audience than that normally associated with Brazil. DAS WEISSE BAND (2010) remains the most popular film in the period surveyed (it sold just under 84,000 tickets). Germany's most recent post-Cannes stand bearer, TONI ERDMANN, did much less well in 2017, but still managed to draw 21,310 Brazilian cinemagoers.

The potential, then, is certainly there for a small but vibrant arthouse market to thrive in Brazil, although the country's volatile political and economic situation and sheer size do not provide the flattest of cinematic playing fields. Nor does Brazil's average per capita attendance rate of 0.8, which would be high for an emerging country but is lowish by Latin American standards (Mexico's is 2.0, Argentina's 1.1 and Colombia's 1.0).

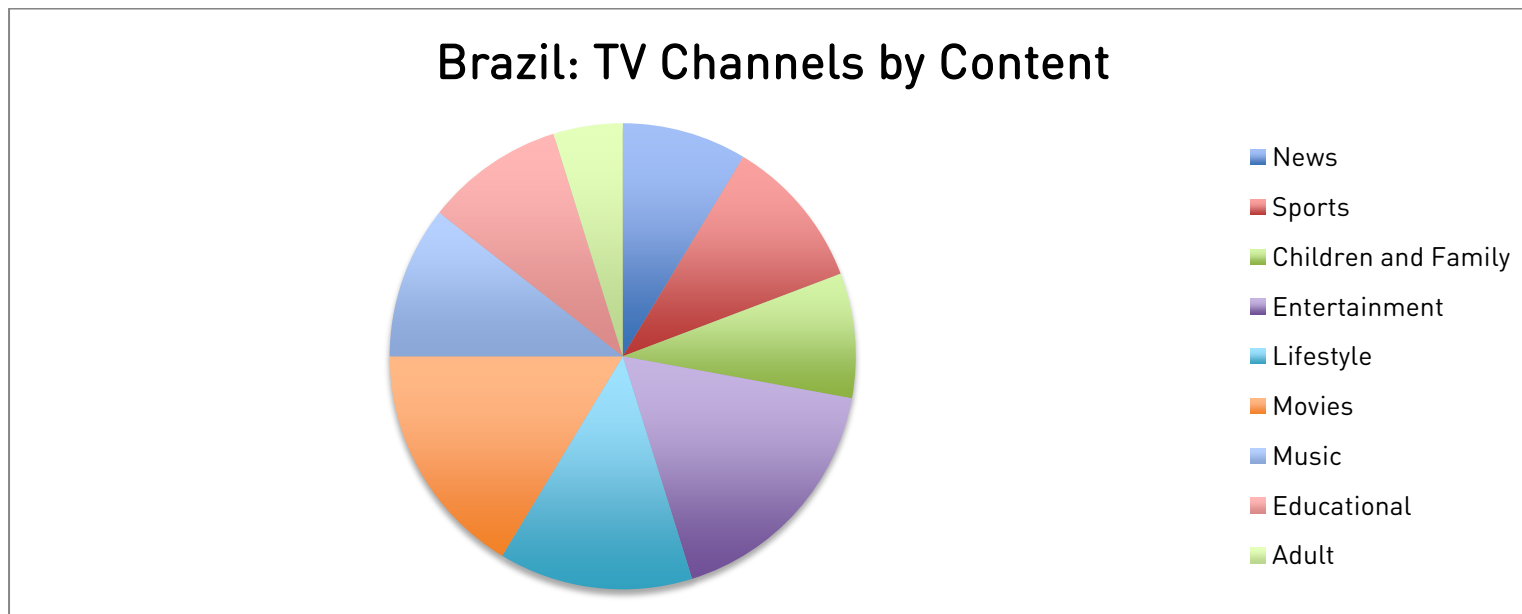
What works in Brazil? With all due allowance for the scale of the market, the encouraging thing for German films in Brazil is that more or less anything has a chance with audiences if picked up by one of the leading arthouse distributors, notably Imovision, Imagem Filmes, Mares Filmes and Paris Filmes, the latter of which has been especially active lately. The festival circuit is the preferred hunting ground for these distributors. And, if the recession does not shrink the relevant audience sector, animation movies have definitely found a way past the international market leaders Disney and Pixar, with five films - HEXE LILLI, DER DRACHE UND DAS MAGISCHE BUCH (2010), KONFERENZ DER TIERE (2011) TARZAN 3D (2014), OOOPS! DIE ARCHE IST WEG (2016) and RICHARD DER STORCH (2017) - selling 1.4 million tickets between them in the period surveyed.

What doesn't work in Brazil? The market for both German arthouse films and German stories seems weighted, like the animation movies above, in favour of the bigger names and the broader canvases: DAS WEISSE BAND and SOUL KITCHEN both 2010, rather than DAS FREMDE IN MIR (all 2010) and KREUZWEG (2015). Nor do auteurs have much influence, to judge by Wim Wenders' English-language EVERYTHING WILL BE FINE (9,500 admissions in 2016) or the re-release of Werner Herzog's FITZCARRALDO (just 514 tickets in 2016).

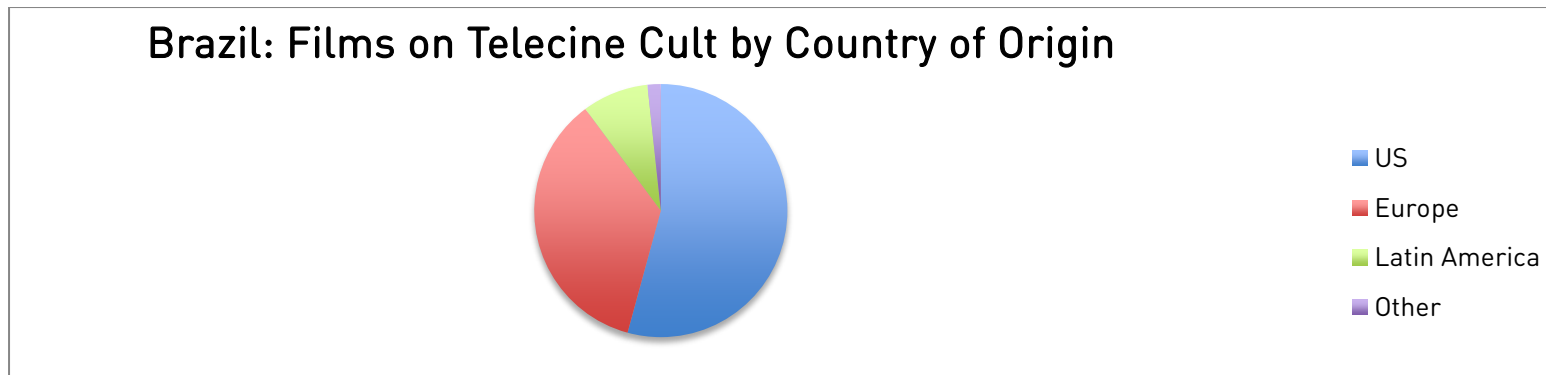
What else might appeal in Brazil? Little that has not already been tried. A film like PHOENIX (just under 25,000 tickets in 2015) - with its weirdness and its post-WWII setting - could open some doors. But industry profile and press coverage at major festivals is still the best way.

(7) BRAZIL: GERMAN FILMS ON TELEVISION OVERVIEW

Brazil is home to one of the world's biggest media companies, Globo, and as a result has a well-established cable and satellite system which, despite the distances involved, ensures that the country receives a sophisticated free-to-air and subscription TV service. As the diagram below indicates, a wide range of interests is served by a good choice of channels, many of them adapted from US versions. It currently reaches 99.5% of the population through some 122 local transmitters.



The film channel whose programming is taken as an example below is the 'Cult' division of the Telecine bouquet of channels. Others are Telecine Premium, Action, Touch, Fun and 'Pipoca' (for children). Telecine Cult claims to offer 'the best of world cinema', but is in reality a mix of old Hollywood movies, a few silent classics and one or two recent festival hits. The country of origin of the films screened during the survey window is shown in the chart below. Two German films were screened: Fritz Lang's METROPOLIS and children's film DER MONDMANN.



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

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

- **Europa Filmes** has its own VOD platform carrying a limited selection of its theatrical titles;
- **Imagem Filmes** has a streaming deal with web platform Ingresso.com;
- **Mares Filmes** has a dedicated page on You Tube enabling the streaming of its recent titles;
- Titles released theatrically by **Sony Pictures Brasil** are handled by Sony's Latin America office.

(8) BRAZIL IN OVERVIEW: 2000-2017

The following charts depict a comparative overview of the situation of German films released in Brazil 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	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
2001	n/a	n/a	n/a	n/a	153	n/a	n/a	n/a	n/a	n/a
2002	5	20	79.584	4.235.547	197	150,44	2,54	10,15	0,05	2,82
2003	10	30	1.360.954	5.744.652	214	224,08	4,67	14,02	0,61	1,22
2004	10	24	3.431.002	8.583.556	277	281,96	3,61	8,66	1,22	3,04
2005	9	22	3.644.811	9.022.747	288	282,52	3,13	7,64	1,29	3,19
2006	8	29	957.606	6.085.642	337	324,75	2,46	8,61	0,29	1,87
2007	5	24	1.294.648	9.882.718	325	401,66	1,54	7,38	0,32	2,46
2008	5	19	440.448	12.917.418	325	413,36	1,54	5,85	0,11	3,12
2009	4	11	1.394.186	14.232.209	317	557,71	1,26	3,47	0,25	2,56
2010	4	7	720.771	11.952.378	328	755,29	1,22	2,13	0,1	1,58
2011	7	11	9.780.602	13.332.155	333	758,01	2,1	3,3	1,29	1,76
2012	5	17	10.592.920	14.769.571	331	803,77	1,51	5,13	1,32	1,84
2013	7	17	5.118.048	31.226.242	397	753,13	1,76	4,28	0,68	4,12
2014	3	26	5.854.967	26.719.673	374	744,66	0,8	6,95	0,79	3,59
2015	10	18	2.199.195	4.025.845	385	586,78	2,6	4,68	0,37	0,69
2016	8	31	660.514	5.445.474	434	744,7	1,38	7,37	0,09	0,73
2017	9	48	715.776	8.404.061	433	844	0,43	5,69	0,08	1
Average	7	22	3.015.377	11.661.243	321	539	2,07	6,58	0,55	2,22
Total	109	354	48.246.032	186.579.888	5.448	8.627	n/a	n/a	n/a	n/a

(9) BRAZIL: SOURCES AND ACKNOWLEDGMENTS

CIA World Factbook, XE Currency Converter, European Audiovisual Observatory, Filme B, Rentrak, ITA Media & Entertainment, Motion Picture Association of America, Split Screen.