

# DENMARK

(Pop: 5.6 million; GDP: \$285.5 billion)

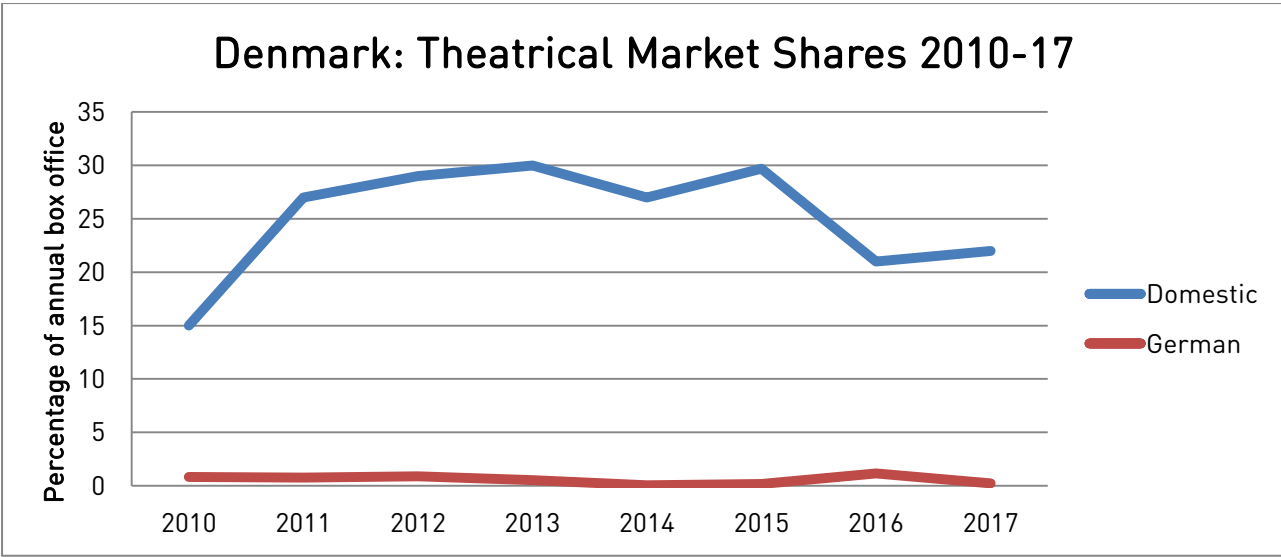
## (1) DENMARK: THEATRICAL MARKET OVERVIEW, 2010-17

	2010	2011	2012	2013	2014	2015	2016	2017
Screens	399	397	406	405	416	427	444	458
Theatrical admissions (millions)	12.9	12.4	13.5	13.6	12.2	14.2	13.0	12.4
Per capita attendance	2.3	2.2	2.4	2.4	2.2	2.5	2.3	2.1
Box office (EUR millions)*	150.54	135.25	109.91	135.91	146.02	161.00	167.45	137.90
Average ticket price (EUR)*	10.22	10.12	10.70	10.45	12.00	11.75	13.44	12.00
Releases	200	259	222	217	191	199	215	230
Domestic releases	29	27	30	26	29	29	31	30
US releases	115	107	109	112	93	93	99	103
European releases**	34	52	65	62	45	33	63	74
German releases	4	8	3	5	5	5	4	6
Domestic market share	15%	27%	29%	30%	27%	29.7%	21%	21%
German market share	0.83%	0.78%	0.88%	0.54%	0.05%	0.16%	1.15%	0.22%

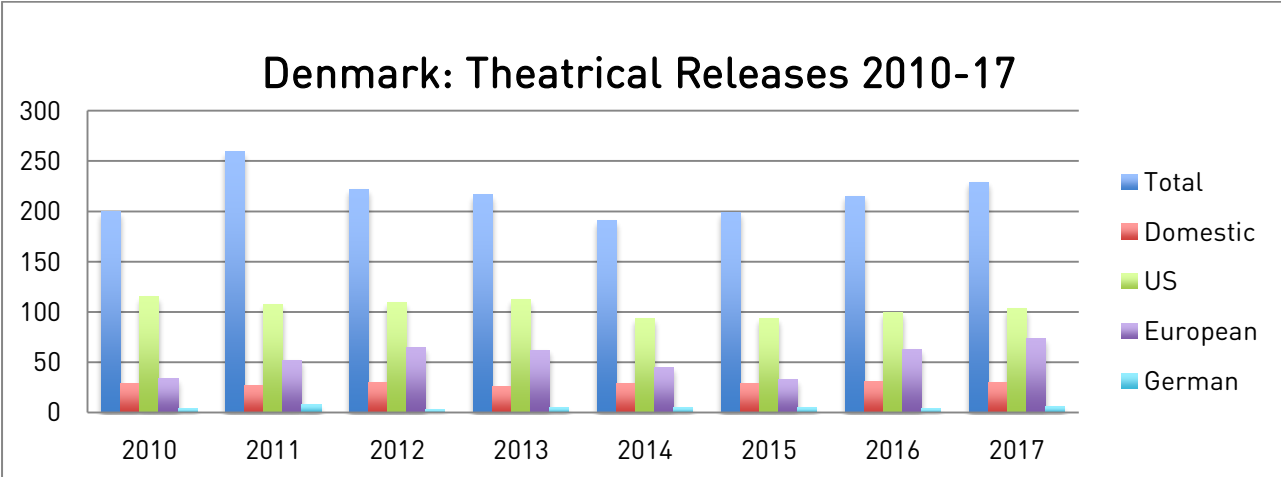
\*EUR equivalents are calculated throughout at the exchange rate for December 31 of the year in question.

\*\*Excluding German films

### Denmark: Theatrical Market Shares 2010-17



### Denmark: Theatrical Releases 2010-17



## (2) DENMARK: 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/Fr/It)	Camera Film	14.01.10	28,505
SOUL KITCHEN (Ger)	Miracle Film Distribution	17.06.10	24,882
THE LAST STATION (Ger/Rus)	Walt Disney Studios Motion Pictures Denmark	15.04.10	8,002
WÜSTENBLUME (Ger/Aut)	Miracle Film Distribution	11.03.10	6,213
ALLE ANDEREN (Ger)	Øst for Paradis	20.05.10	2,309
<b>2010 German minority co-productions</b>			
THE GHOST (Fr/Ger/UK)	SF-Film	25.03.10	42,177
RESIDENT EVIL: AFTERLIFE (US/Ger/UK)	Walt Disney Studios Motion Pictures Denmark	23.09.10	36,093
MAX MANUS (Nor/Den/Ger)	Nordisk Film	07.01.10	13,979
BAL (Tur/Ger)	Miracle Film Distribution	19.08.10	7,860
CHASSEURS DE DRAGONS (Fr/Ger/Lux)	Angel Film	10.06.10	6,064
SNABBA CASH (Swe/Den/Ger)	Camera Film	19.08.10	5,371
LEBANON (Isr/Fr/Ger)	Miracle Film Distribution	06.05.10	3,480
LOURDES (Aut/Fr/Ger)	Camera Film	09.12.10	2,854
MR. NOBODY (Bel/Fr/Can/Ger)	Camera Film	25.12.10	832
ORNJÄGERENS SON (Swe/Ger)	Øst for Paradis	07.10.10	276
<b>2011 German films (100% or majority co-productions)</b>			
THE THREE MUSKETEERS (Ger/Fr/UK/US)	SF-Film	13.10.11	63,141
KONFERENZ DER TIERE (Ger)	SF-Film	13.10.11	25,156

EL BULLI: COOKING IN PROGRESS (Ger)	Miracle Film Distribution	27.10.11	2,696
WER WENN NICHT WIR (Ger)	Miracle Film Distribution	22.09.11	2,582
DREI (Ger)	Øst for Paradis	08.12.11	2,474
JUD SÜSS – FILM OHNE GEWISSEN (Ger/Aut)	Miracle Film Distribution	14.04.11	1,294
DIE BLECHTROMMEL (re, BRD/Fr)	Det Danske Filminstitut	17.09.11	608
UNTER DIR DIE STADT (Ger)	Det Danske Filminstitut	16.06.11	338

### 2011 German minority co-productions

MELANCHOLIA (Den/Swe/Fr/Ger)	Nordisk Film	26.05.11	56,687
UNKNOWN (US/Ger/UK/Fr)	Warner Bros. Denmark	23.06.11	21,382
HANNA (US/UK/Ger)	Walt Disney Studios Motion Pictures Denmark	07.07.11	11,694
LOS VIAJES DEL VIENTO (Col/Ger/NL)	Camera Film	30.06.11	6,057
NA PUTU (Bos/Ger/Aut/Cro)	Øst for Paradis	19.05.11	3,725
LE QUATTRO VOLTE (It/Ger/Swz)	Øst for Paradis	17.03.11	3,149
THE WHISTLEBLOWER (US/Ger)	Scanbox Entertainment Group	23.06.11	3,020
DET ENDA RATIONELLA (Swe/Fin/Ger/It)	Sunrise Film Distribution	07.07.11	1,709
AJAMI (Isr/Ger/UK)	Øst for Paradis	18.08.11	1,573
A TURINÓI LÓ (Hun/Fr/Ger/Swz)	Det Danske Filminstitut	14.07.11	1,095
UNCLE BOONMEE WHO CAN RECALL HIS PAST LIVES (Thai/Ger/Fr/Sp/UK)	Sunrise Film Distribution	04.08.11	990
ENTER THE VOID (Fr/Ger/It)	Det Danske Filminstitut	12.05.11	572

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

A DANGEROUS METHOD (Ger/Can/UK/Swz)	Scanbox Entertainment Group	21.06.12	93,344
PINA (Ger/Fr)	Reel Pictures	12.01.12	19,262
BARBARA (Ger)	United International Pictures (Denmark)	29.11.12	7,225

## 2012 German minority co-productions

DEN SKALDEDE FRISØR (Den/Fr/It/Swe/Ger)	Nordisk Film	06.09.12	643,571
EN KONGELIG AFFÆRE (Den/Cz/Swe/Ger)	Nordisk Film	29.03.12	527,992
NIKO 2 – LENTÄJÄVELJEKSET (Fin/Den/Ire/Ger)	Nordisk Film	01.11.12	407,101
NOBELS TESTAMENTE (Swe/Ger)	Nordisk Film	07.06.12	115,342
THE VOW (US/Brz/Fr/Aus/UK/Ger)	SF-Film	16.05.12	35,456
TINKER TAILOR SOLDIER SPY (UK/Fr/Ger)	SF-Film	09.02.12	30,961
DEN SOM DRÆBER – FORTIDENS SKYGGE (Den/Swe/Nor/Ger)	SF-Film	15.03.12	19,314
IRON SKY (Fin/Ger/Aus)	United International Pictures (Denmark)	19.04.12	16,186
CARNAGE (Fr/Ger/Pol)	United International Pictures (Denmark)	02.02.12	5,680
LE HAVRE (Fin/Fr/Ger)	Camera Film	15.03.12	5,499
ELLES (Fr/Pol/Ger)	Camera Film	25.10.12	5,269
HOLY MOTORS (Fr/Ger)	Camera Film	15.11.12	4,282
AMOUR (Fr/Ger/Aut)	Camera Film	20.12.12	3,023

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

3096 TAGE (Ger)	United International Pictures (Denmark)	25.07.13	41,012
CLOUD ATLAS (Ger/US)	United International Pictures (Denmark)	14.03.13	27,834
LORE (Ger/Aus/UK)	Miracle Film Distribution	04.04.13	6,925
KRIEGERIN (Ger)	Angel Films	02.05.13	1,750
THIS AIN'T CALIFORNIA (Ger)	Det Danske Filminstitut	12.09.13	n/a

## 2013 German minority co-productions

KVINDEN I BURET (Den/Ger/Swe)	Nordisk Film	03.10.13	721,256
KON-TIKI (Nor/UK/Den/Ger)	Nordisk Film	04.04.13	176,988
RUSH (US/UK/Ger)	United International Pictures (Denmark)	12.09.13	24,376

THE MORTAL INSTRUMENTS: CITY OF BONES (US/Ger/Can)	SF-Film	21.08.13	21,924
HANSEL AND GRETEL: WITCH HUNTERS (US/Ger)	SF-Film	07.02.13	20,777
SONG FOR MARION (UK/Ger)	Scanbox Entertainment Group	08.05.13	20,506
NYMPHOMANIAC: VOLUME 1 (Den/Ger/Fr/Bel/Swe)	Nordisk Film	25.12.13	13,437
PARADIES: LIEBE (Aut/Ger/Fr)	Øst for Paradis	16.05.13	7,397
THE WEIGHT OF ELEPHANTS (Den/NZ/Ger/Fr/Swe)	Øst for Paradis	06.06.13	1,542
PARADIES: GLAUBE (Aut/Ger/Fr)	Øst for Paradis	11.07.13	1,505
PARADIES: HOFFNUNG (Aut/Ger/Fr)	Øst for Paradis	01.08.13	1,455
SEPIDEH (Den/Iran/Ger/US/Nor/Swe)	DOX:BIO	02.10.13	1,317
POST TENEBRAS LUX (Mex/Fr/NL/Ger)	Øst for Paradis	18.07.13	800

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

DIE ANDERE HEIMAT – CHRONIK EINER SEHNSUCHT (Ger/Fr)	Camera Film	27.02.14	3,001
FREIER FALL (Ger)	Reel Pictures	09.01.14	2,310
OH BOY (Ger)	Angel Films	28.05.14	389
GOLD (Ger)	Øst for Paradis	03.04.14	317
CATHEDRALS OF CULTURE (Ger/Den/Nor/US)	Nordisk Film	08.06.14	n/a

#### 2014 minority German co-productions

THE GRAND BUDAPEST HOTEL (US/Ger)	20th Century Fox Films Denmark	27.03.14	89,253
THE MONUMENTS MEN (US/Ger)	20th Century Fox Films Denmark	27.02.14	44,618
ANTBOY: DEN RØDE FURIES HÆVN (Den/Ger)	SF-Film	25.12.14	43,055
WADJDA (Saudi/Ger)	Øst for Paradis	30.01.14	18,122
HROSS Í OSS (Ice/Ger)	Angel Films	19.06.14	14,386
POMPEII (Can/Ger)	Nordisk Film	01.05.14	10,916
THE LUNCHBOX (Ind/Fr/Ger)	Scanbox Entertainment Group	20.03.14	9,312
THE BOOK THIEF (US/Ger)	20th Century Fox Films Denmark	03.04.14	8,615

ONLY LOVERS LEFT ALIVE (UK/Ger/Fr/Cyp)	Miracle Film Distribution	20.03.14	5,100
NYMPHOMANIAC: VOLUME II (Den/Ger/Fr/Swe/Bel)	Nordisk Film	11.09.14	3,494
DIPLOMATIE (Fr/Ger)	United International Pictures (Denmark)	16.10.14	2,333
HELI (Mex/Ger/NL/Fr)	Øst for Paradis	08.05.14	915
MY SWEET PEPPER LAND (Fr/Ger)	Øst for Paradis	10.04.14	846
A NAGY FÜZET (Hun/Ger/Aut/Fr)	Miracle Film Distribution	16.04.14	679
ALPHABET (Aut/Ger)	Miracle Film Distribution	18.09.14	n/a
LES SALAUDS (Fr/Ger)	Camera Film	25.09.14	n/a

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

IM LABYRINTH DES SCHWEIGENS (Ger)	Scanbox Entertainment Group	03.09.15	9,519
PHOENIX (Ger)	Camera Film	20.08.15	7,429
KREUZWEG (Ger)	Miracle Film Distribution	19.03.15	3,514
VICTORIA (Ger)	Reel Pictures	04.12.15	2,358
DIE ABHANDENE WELT (Ger)	Miracle Film Distribution	26.11.15	504

### 2015 German minority co-productions

MAEND OG HØNS (Den/Ger)	Walt Disney Studios Motion Pictures Denmark	05.02.15	358,568
THE HUNGER GAMES: MOCKINGJAY - PART 2 (US/Ger)	Nordisk Film	18.11.15	313,975
UNDER SANDET (Den/Ger)	Nordisk Film	03.12.15	119,958
BRIDGE OF SPIES (US/Ger)	20th Century Fox Films Denmark	26.11.15	58,678
HITMAN: AGENT 47 (US/Ger)	20th Century Fox Films Denmark	27.08.15	28,984
POINT BREAK (US/Ger)	United International Pictures (Denmark)	25.12.15	15,618
EN DUVA SATT PÅ EN GREN OCH FUNDERADE PÅ TILLVARON (Swe/Fr/Nor/Ger)	Camera Film	12.03.15	8,864
MITA TOVA - THE FAREWELL PARTY (Isr/Ger)	Scanbox Entertainment Group	09.07.15	4,355
SIMINDIS KUNDZULI (Geo/Ger/Fr/Cz/Kaz)	41shadows	24.09.15	1,810
1001 GRAM (Nor/Fr/Ger)	41shadows	16.07.15	1,531

MIN LILLA SYSTER (Swe/Ger)	Scanbox Entertainment Group	15.10.15	1,490
NOSTALGIA DE LA LUZ (Chile/Sp/Fr/Ger/US)	Øst for Paradis	10.12.15	1,195
GETT: THE TRIAL OF VIVIANE AMSALEM (Isr/Fr/Ger)	Øst for Paradis	05.03.15	1,104
MEDITERRANEA (It/Fr/US/Ger/Qat)	Øst for Paradis	15.10.15	957
A BLAST (Gr/Ger/NL)	Øst for Paradis	17.09.15	560
THE VOICES (US/Ger)	United International Pictures (Denmark)	30.04.15	260
FEHÉR ISTEN (Hun/Ger/Swe)	FilmBazar	20.08.15	238

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

ELSER - ER HÄTTE DIE WELT VERÄNDERT (Ger)	SF-Film	16.06.16	76,012
TONI ERDMANN (Ger/Aut/Rom)	Camera Film	01.12.16	68,983
DER STAAT GEGEN FRITZ BAUER (Ger)	Scanbox Entertainment Group	01.09.16	4,456
MEERES STILLE (Ger)	Julex Film	19.05.16	709

### 2016 German minority co-productions

FLASKEPOST FRA P (Den/Ger/Swe/Nor)	Nordisk Film	03.03.16	658,829
THE DANISH GIRL (UK/Bel/Ger/Den/US)	United International Pictures (Denmark)	04.02.16	170,289
ANTBOY 3 (Den/Ger)	SF-Film	11.02.16	94,906
SNOWDEN (US/Fr/Ger)	Scanbox Entertainment Group	29.09.16	55,535
EDDIE THE EAGLE (UK/US/Ger)	20th Century Fox Films Denmark	31.03.16	9,136
AN (Jap/Fr/Ger)	Miracle Film Distribution	28.04.16	8,809
MUSTANG (Fr/Tur/Ger)	Scanbox Entertainment Group	31.03.16	6,740
UN TANGO MÁS (Arg/Ger)	Miracle Film Distribution	07.04.16	5,690
L'AVENIR (Fr/Ger)	Another World	17.11.16	3,868
MIEKKAILIJA (Fin/Ger/Est)	Øst for Paradis	31.03.16	2,062
LAMB (Fr/Ger/Eth)	Øst for Paradis	03.03.16	1,596
BUGS (Den/NL/Fr/Ger)	DOX: BIO	07.09.16	1,346



ROSEMARI (Nor/Den/Ger)	Scanbox Entertainment Group	10.11.16	1,073
LA REGIÓN SALVAJE (Mex/Den/Fr/Ger/Nor/Swz)	Øst for Paradis	25.12.16	693
A HOLOGRAM FOR THE KING (US/Ger)	United International Pictures (Denmark)	19.05.16	377
MAPPLETHORPE: LOOK AT THE PICTURES (US/Ger)	Miracle Film Distribution	16.06.16	292

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

VOR DER MORGENRÖTE - STEFAN ZWEIG IN AMERIKA (Ger/Aut/Fr)	Camera Film	07.09.17	20,198
MANIFESTO (Ger/Aus)	Natlys	09.11.17	3,052
PAULA - MEIN LEBEN SOLL EIN FEST SEIN (Ger/Fr)	FilmBazar	21.09.17	2,399
RESIDENT EVIL: THE FINAL CHAPTER (Ger/Aus/Can)	CinemaxX	02.02.17	1,356
RETURN TO MONTAUK (Ger/Fr/Ire)	Another World	07.12.17	242

### 2017 German minority co-productions

THE SQUARE (Swe/Ger/Fr/Den)	Scanbox Entertainment Group	23.11.17	70,476
THE LITTLE VAMPIRE 3D (NL/Ger/Den)	Copenhagen Bombay	26.10.17	19,767
FRANTZ (Fr/Ger)	Camera Film	30.03.17	17,289
ELLE (Fr/Ger/Bel)	United International Pictures (Denmark)	16.03.17	8,204
A CURE FOR WELLNESS (US/Ger)	20th Century Fox Films Denmark	16.02.17	7,815
AMINAS BREVE (Den/Ger)	Scanbox Entertainment Group	09.03.17	7,601
PERSONAL SHOPPER (Fr/Ger)	Camera Film	06.07.17	4,972
TOIVON TUOLLA PUOLEN (Fin/Ger)	Camera Film	17.08.17	4,474
THE NILE HILTON INCIDENT (Swe/Ger/Den)	Scanbox Entertainment Group	12.10.17	4,355
UNA MUJER FANTÁSTICA (Chile/Ger)	Miracle Film Distribution	26.10.17	3,443
LE JEUNE KARL MARX (Fr/Ger/Bel)	Another World	09.11.17	2,976
HYMYILEVÄ MIES (Fin/Swe/Ger)	41shadows	02.02.17	1,433
MA LOUTE (Fr/Ger)	Another World	06.07.17	1,360
AU NOM DE MA FILLE (Fr/Ger)	Another World	21.09.17	825

NOCTURAMA (Fr/Ger/Bel)  
SUNTAN (Gr/Ger)  
SHALOM ITALIA (Isr/Ger)  
TOM OF FINLAND (Fin/Swe/Den/Ger/Ire)

Another World	30.03.17	171
Det Danske Filminstitut	08.06.17	n/a
Det Danske Filminstitut	22.06.17	n/a
Angel Films	03.10.17	n/a

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

	Admissions	Box office (EUR)
A DANGEROUS METHOD (2012)	93,344	709,678
ELSER - ER HÄTTE DIE WELT VERÄNDERT (2016)	76,012	1,030,714
TONI ERDMANN (2016)	68,983	927,132
THE THREE MUSKETEERS (2011)	63,141	743,770
3096 TAGE (2013)	41,012	244,348
CLOUD ATLAS (2013)	27,834	304,560
KONFERENZ DER TIERE (2011)	25,156	327,028
VOR DER MORGENRÖTE - STEFAN ZWEIG IN AMERIKA (2017)	20,198	166,146
PINA (2012)	19,262	186,987
IM LABYRINTH DES SCHWEIGENS (2015)	9,519	111,848

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

	2010	2011	2012	2013	2014	2015	2016	2017	Total
Miracle Film Distribution	2	3	-	1	-	2	-	-	8
Camera Film	1	-	-	-	1	1	1	1	5
Det Danske Filminstitut	-	2	-	1	-	-	-	-	3
Øst for Paradis	1	1	-	-	1	-	-	-	3
Reel Pictures	-	-	1	-	1	1	-	-	3
Scanbox Entertainment Group	-	-	1	-	-	1	1	-	3
SF-Film	-	2	-	-	-	-	1	-	3
United International Pictures (Denmark)	-	-	1	2	-	-	-	-	3
Angel Films	-	-	-	1	1	-	-	-	2
Another World	-	-	-	-	-	-	-	1	1
CinemaxX	-	-	-	-	-	-	-	1	1
FilmBazar	-	-	-	-	-	-	-	1	1
Julex Film	-	-	-	-	-	-	1	-	1
Natlys	-	-	-	-	-	-	-	1	1
Nordisk Film	-	-	-	-	1	-	-	-	1
Walt Disney Studios Motion Pictures Denmark	1	-	-	-	-	-	-	-	1

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

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



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



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

With a population of just 5.7 million, Denmark is a small but wealthy country with a highly developed film support system which ensures that local audiences see local films to an extent unparalleled in other minority-language European countries. Over the eight-year period surveyed, local films averaged a 25% market share (and almost 30% in two of the years). With a comparatively small number of screens, with audience access to arthouse titles focused mainly on Copenhagen and Århus, and with 220-plus US movies a year to accommodate, that doesn't leave much space for other European titles (the average annual European release total is in the mid-50s), German films are in especially restricted supply, with only between three and five opening in seven of the eight years since 2010.

Denmark has one screen for every 13,000 inhabitants - close to the European average - and the number is slowly increasing by around 11% a year. Moreover the Danish tradition of cinemagoing ensures a comparatively high per capita attendance rate of 2.5 visits per inhabitant per year in the period surveyed. Ticket prices are high (as they are in all Nordic countries), so returns can sometimes be impressive. In 2016, for instance, two German films - *ELSER - ER HÄTTE DIE WELT VERÄNDERT* and *TONI ERDMANN* - drew a substantial number of Danish cinemagoers, with the former taking almost half a million Euros at the local box office.

But realistically, the arthouse sector in a country with so small a population is necessarily restricted, and only one German majority co-production - the English-language *A DANGEROUS METHOD* - even approached the 100,000-admissions barrier between 2010 and 2017. As a result, German films' overall share of the Danish market is weak.

The really big admission figures for Danish films, moreover, go not to arthouse fare, nor even to mainstream franchises but to local comedies like the *FAR TILL FIRE (FATHER OF FOUR)* series and to local thrillers (some of which, like *KVINDEN I BURET/THE KEEPER OF LOST CAUSES* also export). Denmark's international profile, meanwhile, is boosted by being home to two of Europe's small band of film auteurs whose names are familiar to foreign arthouse audiences: Lars Von Trier and Nicolas Winding Refn. Finally, the huge success of Scandinavian noir series like *THE KILLING* and *THE BRIDGE* on television over the past few years has likewise done much to raise Denmark's profile with international audiences.

The most striking element in the market is the fact that the 100% German films and majority co-productions released between 2010 and 2017 are split into almost equal thirds between arthouse fare, German stories and English-language films not just in the number of films imported but in admissions figures too (see charts above). Particularly striking is the case of *3096 TAGE*, the fact-based film about the abduction of

Natascha Kampusch, which was not released theatrically in any of the other territories surveyed but was the best-performing German film in Denmark in 2013, easily beating CLOUD ATLAS. By contrast, a trio of German films released between 2011 and 2015 - JUD SÜSS - FILM OHNE GEWISSEN, KRIEGERIN and KREUZWEG - sold only 6,500 tickets between them.

Only seven 100% German films or majority co-productions sold more than 25,000 tickets between 2010 and 2017: DAS WEISSE BAND in 2010; THE THREE MUSKETEERS and KONFERENZ DER TIERE in 2011; 3096 TAGE and CLOUD ATLAS in 2016; and ELSER - ER HÄTTE DIE WELT VERÄNDERT and TONI ERDMANN in 2016. The latter was the best year for some time for German films on the Danish market.

In distribution terms, the Danish niche market is pretty much divided evenly between Camera Film and Miracle Film Distribution, while veteran Århus-based exhibitor/distributor Øst for Paradis ('East of Eden') picks up a dozen or so more 'difficult' titles a year (only three of them German in the period surveyed).

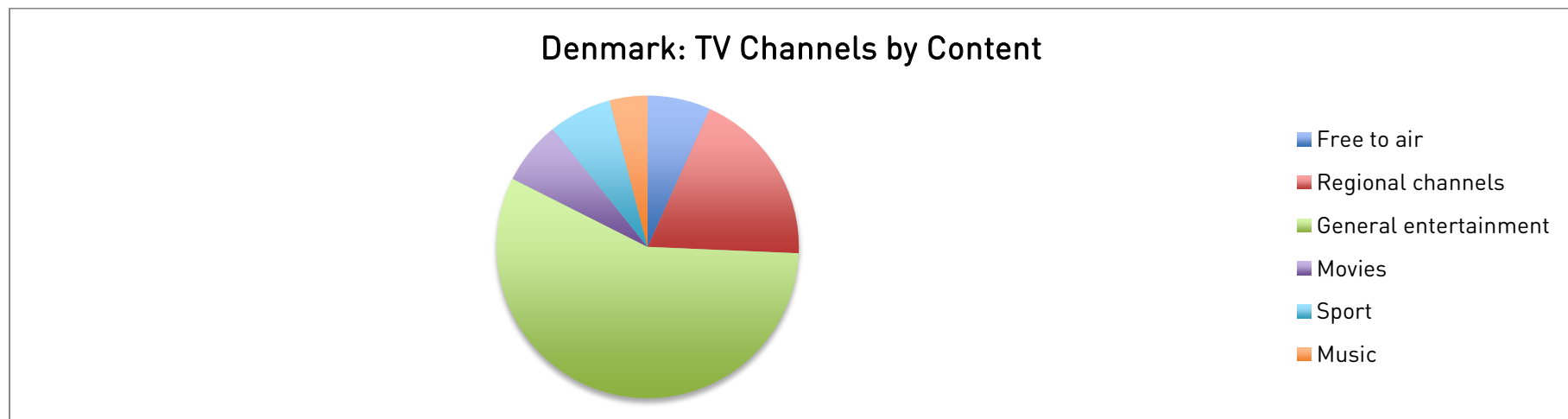
**What works in Denmark?** Local films, but also quality arthouse titles and the more serious end of the mainstream spectrum (the RESIDENT EVIL franchise has never been a major hit in Denmark, with THE FINAL CHAPTER selling only 1,356 tickets). But any notion of 'working' at the box office has to be set in the context of one of Europe's smaller markets, in which in 2017 only nine films sold over EUR 1 million's worth of tickets. In other respects, Denmark is a difficult market to read, as can be judged by the diversity of the list of films that have sold over 40,000 tickets between 2010 and 2017: THE THREE MUSKETEERS (2011), A DANGEROUS METHOD (2012), 2096 TAGE (2013), ELSER - ER HÄTTE DIE WELT VERÄNDERT and TONI ERDMANN (2016).

**What doesn't work?** Danish distributors are good at buying films, but often struggle to sell large numbers of tickets. TONI ERDMANN apart, 31 of the 39 films released between 2010 and 2017 sold less than 10,000 tickets.

**What else might appeal?** Given the recent success of Danish TV series in the Nordic noir category and the fact that some of these have been German co-productions, further collaboration on the big and small screens might open a few doors.

## (7) DENMARK: GERMAN FILMS IN DENMARK, 2010-17: TV AND VOD

Depending on where they live, Danish viewers have access to between 75 and 88 locally focused channels, with pan-Nordic channels supplying essentially the same subscription-driven film, sports and general entertainment throughout the region. It is therefore hard to provide a focused portrait of the availability of films, let alone German films, on Danish television, since the country has for some time constituted the southern edge of the Nordic TV footprint.



Pay-TV was already well developed in Scandinavia when Netflix arrived, so its impact has so far been limited, probably also because it charges what look to be the highest subscription rates in Europe. Pay-TV programming is a mix of Hollywood and local titles; Netflix combines a small number of studio pictures with a few genre movies and a plethora of documentaries; and there appears to be a reasonable back catalogue of classic German titles plus one or two new movies in the dwindling DVD business, where revenues are eroding at the rate of around 20% per year.

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



**(8) DENMARK IN OVERVIEW: 2000-2017**

The following charts depict a comparative overview of the situation of German films released in Denmark 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	4	10	92.767	3.628.456	192	69,97	2,08	5,21	0,13	5,19
2001	4	5	318.956	390.268	172	77,57	2,33	2,91	0,41	0,50
2002	5	16	136.879	3.202.114	207	104,27	2,42	7,73	0,13	3,07
2003	6	15	354.535	1.215.197	210	123,06	2,86	7,14	0,29	0,98
2004	6	17	2.670.066	8.860.785	237	141,86	2,53	7,17	1,88	6,25
2005	9	28	4.171.650	20.240.100	231	124,64	3,90	12,12	3,34	16,24
2006	9	24	2.347.936	8.784.982	233	149,38	3,86	10,30	1,57	5,88
2007	7	24	1.395.559	12.543.436	236	160,23	2,97	10,17	0,87	7,83
2008	1	15	126.729	10.937.757	212	169,25	0,47	7,08	0,08	6,46
2009	4	17	135.453	28.463.391	206	134,71	1,94	8,25	0,10	21,13
2010	5	15	77.158	1.468.901	200	161,33	2,50	10,50	0,05	0,91
2011	8	20	137.147	1.602.034	259	175,83	3,09	7,72	0,78	0,91
2012	3	16	127.670	25.821.495	222	145,08	1,35	7,21	0,88	17,80
2013	5	18	1.012.824	2.293.610	217	187,56	2,30	8,29	0,54	1,22
2014	5	21	26.502	3.318.006	191	176,68	2,62	11,00	0,05	1,88
2015	5	21	280.784	7.736.442	199	175,49	2,51	10,55	0,16	2,53
2016	4	24	1.805.820	15.012.159	215	166,40	3,26	11,16	1,09	9,02
2017	8	20	541.886	2.473.148	229	190,76	3,49	8,73	0,29	1,30
<b>Average</b>	5	18	875.573	8.777.349	215	146,34	2,58	8,51	0,70	6,06
<b>Total</b>	98	326	15.760.321	157.992.281	3.868	2634,07	n/a	n/a	n/a	n/a

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

CIA World Factbook. XE Currency Converter, European Audiovisual Observatory, Lumière, Det Danske Filminstitut, Danmarks Statistik, Rentrak, [www.headweb.com](http://www.headweb.com), [TVGuide.dk](http://TVGuide.dk), Danmarks Radio, International Video Federation, Cinando. Wiith special thanks to Kim Fosse.