

FINLAND

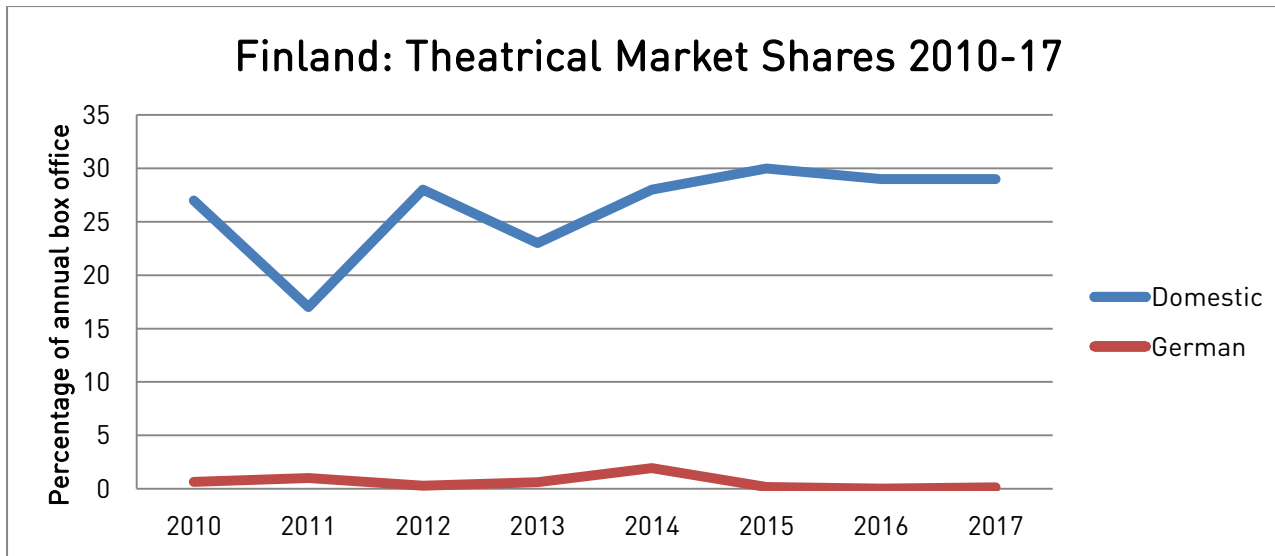
(Pop: 5.5 million; GDP: \$242.4 billion)

(1) FINLAND: THEATRICAL MARKET OVERVIEW

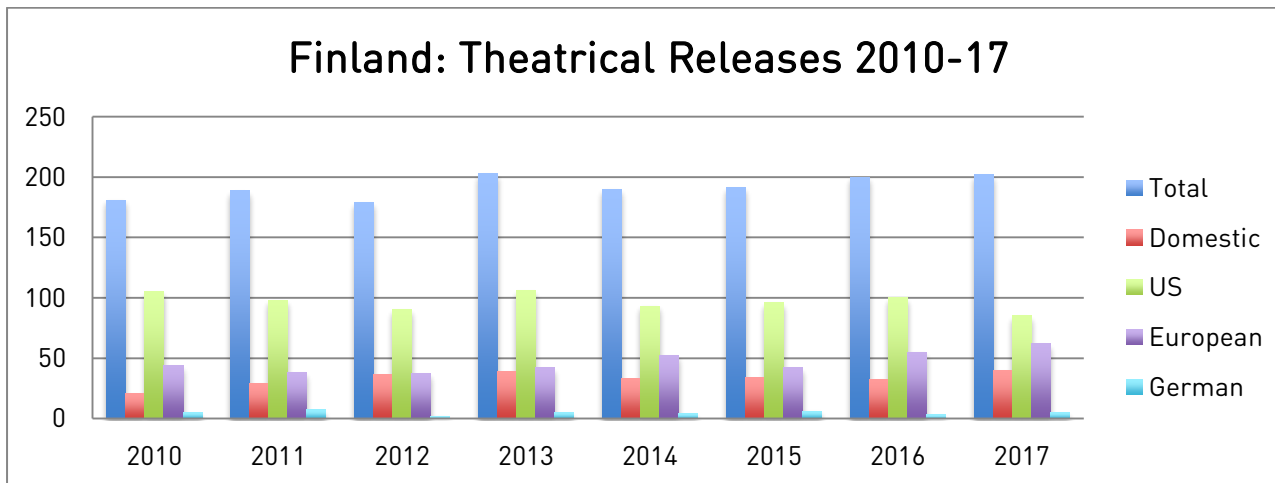
	2010	2011	2012	2013	2014	2015	2016	2017
Screens	294	283	280	282	294	311	312	312
Theatrical admissions (millions)	7.5	7.1	8.5	7.0	7.3	8.7	8.7	9.0
Per capita attendance	1.4	1.3	1.5	1.4	1.3	1.6	1.6	1.6
Box office (EUR millions)	58.0	64.8	78.8	74.5	71.8	91.6	91.1	85.0
Average ticket price (EUR)	8.7	9.0	8.9	9.6	10.5	10.5	10.5	9.4
Releases	181	189	179	203	190	191	200	202
Domestic releases	21	29	36	39	33	34	32	40
US releases	105	98	90	106	93	96	100	85
European releases*	44	38	37	42	52	42	55	62
German releases	5	7	2	5	4	6	3	5
Domestic market share	27%	17%	28%	23%	28%	30%	29%	27%
German market share	0.66%	1.00%	0.29%	0.61%	1.94%	0.18%	0.01%	0.15%

*Excluding German majority films

Finland: Theatrical Market Shares 2010-17



Finland: Theatrical Releases 2010-17



(2) THEATRICAL RELEASES IN FINLAND

Title	Distributor	Release date	Admissions
2010 German films (100% or majority co-productions)			
WÜSTENBLUME (Ger/Aut)	Future Film	01.04.10	28,360
DAS SANDMÄNNCHEN - ABENTEUR IM TRAUMLAND (Ger)	Finnkino	17.12.10	5,979
DAS WEISSE BAND (Ger/Aut/Fr/It)	Future Film	12.03.10	4,995
SOUL KITCHEN (Ger)	Future Film	27.08.10	4,112
THE LAST STATION (Ger/Rus)	Walt Disney Studios Motion Pictures Finland	01.04.10	2,965
2010 German minority co-productions			
RESIDENT EVIL: AFTERLIFE (US/Ger/UK)	Walt Disney Studios Motion Pictures Finland	17.09.10	34,388
THE GHOST (Fr/Ger/UK)	FS Film	09.04.10	26,118
MR. NOBODY (Fr/Bel/Can/Ger)	Cinema Mondo	01.10.10	19,636
SNABBA CASH (Swe/Den/Ger)	Bio Rex	01.04.10	13,798
DET ENDA RATIONELLA (Swe/Fr/Ger/It)	Cinema Mondo	29.10.10	7,417
ENTER THE VOID (Fr/Ger/It)	Cinema Mondo	03.09.10	3,918
EARTH (UK/US/Ger)	Future Film	11.12.09	3,525
SKAVABÖLEN POJAT (Fin/Ger)	FS Film	04.09.09	3,104
NINJA ASSASSIN (US/Ger)	Sandrew Metronome Distribution Finland	08.01.10	2,644
LA RAFLE (Fr/Ger)	Cinema Mondo	19.11.10	2,197
FREETIME MACHOS (Fin/Ger)	Klaffi Tuotannot	12.03.10	1,911
TOURNÉE (Fr/Ger)	Cinema Mondo	19.03.10	1,405
HJEM TIL JUL (Nor/Ger)	Sandrew Metronome Distribution Finland	17.12.10	1,016
ORNJÄGERENS SON (Swe/Ger)	Kinoscreen Illusion	19.02.10	202

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

THE THREE MUSKETEERS (Ger/Fr/UK/US)	FS-Film	21.10.11	31,949
KONFERENZ DER TIERE (Ger)	FS-Film	01.07.11	14,802
PINA (Ger/Fr)	Bio Rex Distribution	23.09.11	10,427
MAMA AFRICA (Ger/SA/Fin)	FS-Film	23.08.11	8,509
LIFE, ABOVE ALL (Ger/SA)	Atlantic Film	19.08.11	3,489
WER WENN NICHT WIR (Ger)	Atlantic Film	07.10.11	927
DREI (Ger)	Future Film Distribution	02.09.11	529

2011 German minority co-productions

LE HAVRE (Fin/Fr/Ger)	Future Film Distribution	09.09.11	116,719
MELANCHOLIA (Den/Swe/Fr/Ger)	Nordisk Film	17.06.11	21,825
HANNA (US/UK/Ger)	Walt Disney Studios Motion Pictures Finland	03.06.11	12,164
HODEJEGERNE (Nor/Den/Ger)	Nordisk Film	30.09.11	9,894
UNKNOWN (US/Ger/UK/Fr)	FS-Film	17.06.11	8,484

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

A DANGEROUS METHOD (Ger/Can/UK/Swz)	Scanbox Entertainment Finland	13.04.12	18,588
BARBARA (Ger)	Future Film Distribution	17.08.12	5,823

2012 German minority co-productions

IRON SKY (Fin/Ger/Aus)	Walt Disney Studios Motion Pictures Finland	04.04.12	181,327
NIKO 2 - LENTÄJÄVELJEKSET (Fin/Den/Ire/Ger)	Nordisk Film	12.10.12	150,899
VUOSAARI (Fin/Ger)	Walt Disney Studios Motion Pictures Finland	03.02.12	95,910
TINKER TAILOR SOLDIER SPY (UK/Fr/Ger)	FS-Film	24.02.12	29,880
CARNAGE (Fr/Ger/Pol)	Future Film Distribution	10.02.12	10,914

2 DAYS IN NEW YORK (Fr/Ger/Bel)	Cinema Mondo	09.11.12	7,532
DEN SKALDEDE FRISØR (Den/Fr/It/Swe/Ger)	Atlantic Film	07.12.12	6,662
SNABBA CASH II (Swe/Den/Ger)	Bio Rex Distribution	14.09.12	4,519
NOBELS TESTAMENTE (Swe/Ger)	Nordisk Film	09.03.12	3,329
FAUST (Rus/Ger)	Atlantic Film	23.11.12	213

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

CLOUD ATLAS (Ger/US)	Future Film Distribution	01.03.13	31,548
MR. MORGAN'S LAST LOVE (Ger/Bel/Fr/US)	SF-Film	29.11.13	5,047
3096 TAGE (Ger)	Future Film Distribution	02.08.13	4,149
MITTSOMMERNACHTSTANGO (Ger/Fin/Arg)	Pirkanmaan Elokuvakeskus	18.10.13	1,654
IN THE DARKROOM (Ger/Isr/Fin/Rom/It)	Pirkanmaan Elokuvakeskus	15.03.13	320

2013 German minority co-productions

HANSEL & GRETEL: WITCH HUNTERS (US/Ger)	SF-Film	08.02.13	36,337
AMOUR (Fr/Ger/Aut)	Future Film Distribution	15.02.13	34,656
RUSH (US/UK/Ger)	Future Film Distribution	13.09.13	29,595
THE MORTAL INSTRUMENTS: CITY OF BONES (US/Ger/Can)	SF-Film	30.08.13	21,261
KON-TIKI (Nor/UK/Den/Ger)	Atlantic Film	19.04.13	11,092
SONG FOR MARION (UK/Ger)	Scanbox Entertainment Finland	19.04.13	6,087
MORE THAN HONEY (Swz/Ger/Aut)	Cinema Mondo	26.04.13	4,615
SNABBA CASH – LIVET DELUXE (Swe/Den/Ger)	Bio Rex Distribution	13.09.13	2,616
PIONIER (Nor/Ger/Swe/Fr/Fin)	Bio Rex Distribution	04.10.13	759

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

PETTERSSON UND FINDUS – KLEINER QUÄLGEIST, GROSSE FREUNDSCHAFT (Ger)	SF-Film	12.09.14	137,064
CLOUDS OF SILS MARIA (Ger/Fr/Swz)	Cinemanse	05.09.14	2,028

FEUCHTGEBIETE (Ger)	Future Film Distribution	09.05.14	1,764
LOVE & ENGINEERING (Ger/Fin/Bul)	Suomen Elokuvakontakti	09.05.14	1,108

2014 German minority co-productions

THE GRAND BUDAPEST HOTEL (US/Ger)	SF-Film/Twentieth Century Fox Finland	11.04.14	169,130
THE MONUMENTS MEN (US/Ger)	SF-Film/Twentieth Century Fox Finland	28.02.14	63,238
POMPEII (Can/Ger)	Nordisk Film	02.05.14	30,690
THE BOOK THIEF (US/Ger)	SF-Film/Twentieth Century Fox Finland	04.04.14	21,392
THE LUNCHBOX (Ind/Fr/Ger)	Finnkino	04.04.14	16,982
ONLY LOVERS LEFT ALIVE (UK/Gr/Fr/Cyp)	Kuusan Kino	21.03.14	16,744
NYMPHOMANIAC: VOLUME 1 (Den/Ger/Fr/Swe/Bel)	Nordisk Film	07.02.14	15,168
NYMPHOMANIAC: VOLUME 2 (Den/Ger/Fr/Swe/Bel)	Nordisk Film	07.02.14	12,376
DIPLOMATIE (Fr/Ger)	Cinema Mondo	22.08.14	9,798
A MOST WANTED MAN (UK/US/Ger)	SF-Film	10.10.14	9,288
THE CONGRESS (Isr/Ger/Pol/Fr/Bel)	Future Film Distribution	29.08.14	1,580
TUULENSIEPPAAJAT (Fin/Den/Brz/Ger/Swe)	Pirkanmaan Elokuvakeskus	02.05.14	932

2015 German films (100% or majority productions)

DIE BIENE MAJA - DER KINOFILM (Ger/Aus)	VL Media	30.10.15	5,318
DIE SCHNEEKÖNIGIN (Ger/Fin)	VL Media	04.12.15	5,284
PHOENIX (Ger)	Future Film Distribution	14.08.15	2,092
CITIZENFOUR (Ger/US)	Cinemanse	20.03.15	2,000
ELSER - ER HÄTTE DIE WELT VERÄNDERT (Ger)	SF-Film	20.11.15	1,098
NICHT SCHON WIDER RUDI! (Ger)	Kuusan Kino	16.10.15	233

2015 German minority co-productions

BIG GAME (Fin/Ger/UK)	Nordisk Film	20.03.15	130,121
MIEKKAILIJA (Fin/Ger/Est)	Nordisk Film	13.03.15	61,239
THE GIRL KING (Fin/Can/Ger/Swe)	SF-Film	11.12.15	20,023
HITMAN: AGENT 47 (US/Ger)	SF-Film/Twentieth Century Fox Finland	21.08.15	12,981
POINT BREAK (US/Ger)	Future Film Distribution	25.12.15	9,112
EN DUVA SATT PÅ EN GREN OCH FUNDERADE PÅ TILLVARON (Swe/Fr/Nor/Ger)	Cinema Mondo	06.03.15	5,838
SHE'S FUNNY THAT WAY (US/Ger)	Future Film Distribution	31.07.15	2,337
THE VOICES (US/Ger)	Future Film Distribution	08.05.15	1,528
ATOMIN PALUU (Fin/Ger)	B-Plan Distribution	06.11.15	1,336
MIN LILLA SYSTER (Swe/Ger)	Kinoscreen	11.12.15	984
FEHÉR ISTEN (Hun/Ger/Swe)	Future Film Distribution	30.01.15	628

2016 German films (100% or majority productions)

TONI ERDMANN (Ger/Aut/Rom)	Future Film Distribution	16.12.16	6,081
DER KLEINE RABE SOCKE 2 - DAS GROSSE RENNEN (Ger)	Snapper Film Distribution	11.11.16	1,777
PETTERSSON UND FINDUS – KLEINER QUÄLGEIST, GROSSE FREUNDSCHAFT (RE, Ger)	SF-Film	25.11.16	718

2016 German minority co-productions

HYMYLEVÄ MIES (Fin/Swe/Ger)	B-Plan Distribution	02.09.16	50,088
THE DANISH GIRL (UK/Bel/Ger/Den/US)	Finnkino/Universal	05.02.16	39,562
SNOWDEN (US/Fr/Ger)	Finnkino/Sony Films Finland	23.09.16	17,301
EDDIE THE EAGLE (UK/US/Ger)	SF-Film/ Twentieth Century Fox Finland	01.04.16	11,666
AN (Jap/Fr/Ger)	Cinema Mondo	08.04.16	10,987
A HOLOGRAM FOR THE KING (US/Ger)	Future Film Distribution	27.05.16	10,608
L'AVENIR (Fr/Ger)	Angel Films	14.10.16	4,705

ELLE (Fr/Ger/Bel)	Walt Disney Studios Motion Pictures Finland /Sony Films Finland	09.12.16	4,352
UNDER SANDET (Den/Ger)	Atlantic Film	29.04.16	3,517
MUSTANG (Fr/Tur/Ger)	Finnkino/Scanbox Entertainment Finland	01.04.16	2,686
UN TANGO MÁS (Arg/Ger)	Kuasan Kino	26.08.16	888

2017 German films (100% or majority productions)

ÜBERFLIEGER: KLEINE VÖGEL – GROSSES GEKLAPPER (Ger, Bel/Lux/Nor/US)	B-Plan Distribution	28.04.17	7,378
RETURN TO MONTAUK (Ger/Fr/Ire)	Atlantic Film	13.10.17	2,774
MANIFESTO (Ger/Aus)	Cinemanse	27.10.17	2,503
24 WOCHEN (Ger)	Atlantic Film	13.01.17	1,351
HUMAN FLOW (Ger/US)	Nordisk Film	20.10.17	265

2017 German minority co-productions

TOM OF FINLAND (Fin/Swe/Den/Ger/Ice)	Finnkino	24.02.17	102,154
TOIVON TUOLLA PUOLEN (Fin/Ger)	B-Plan Distribution	03.02.17	52,914
A CURE FOR WELLNESS (US/Ger)	SF-Film/Twentieth Century Fox Finland	17.02.17	13,775
FRANTZ (Fr/Ger)	Cinema Mondo	07.04.17	11,066
EL OLIVO (Sp/Ger)	Cinema Mondo	07.07.17	9,133
THE SQUARE (Swe/Ger/Fr/Den)	Finnkino/Scanbox Entertainment Finland	17.11.17	7,973
MR. GAGA (Isr/Swe/Ger/NL)	Cinemanse	28.04.17	2,869
POKOT (Pol/Ger/Swz/Cz)	Atlantic Film	28.07.17	2,340
COMRADE, WHERE ARE YOU TODAY (Fin/Ger)	Pirkanmaan Elokuveskus	11.11.17	1,859
MACHINES (Ind/Ger/Fin)	Pirkanmaan Elokuveskus	24.02.17	1,817

(3)FINLAND: TOP 10 GERMAN FILMS (THEATRICAL), 2010-2017

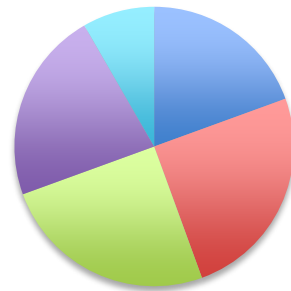
	Admissions	Box office (EUR)
PETTERSSON UND FINDUS - KLEINER QUÄLGEIST, GROSSE FREUNDSCHAFT (2014)	137,064	574,512
WÜSTENBLUME (2010)	28,360	265,302
THE THREE MUSKETEERS (2011)	31,949	319,412
CLOUD ATLAS (2013)	31,548	223,577
A DANGEROUS METHOD (2012)	18,588	135,200
KONFERENZ DER TIERE (2011)	14,802	140,022
PINA (2011)	10,427	70,992
MAMA AFRICA (2011)	8,509	44,883
ÜBERFLIEGER: KLEINE VÖGEL – GROSSES GEKLAPPER (2017)	7,378	44,221
TONI ERDMANN (2016)	6,081	53,066

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

	2010	2011	2012	2013	2014	2015	2016	2016	Total
Future Film Distribution	3	1	1	2	1	1	1	-	10
FS-Film	-	3	-	1	1	1	1	-	7
Atlantic Film	-	2	-	-	-	-	-	2	4
Cinemanse	-	-	-	-	1	1	-	1	3
Pirkanmaan Elukovakeskus	-	-	-	2	-	-	-	-	2
VL Media	-	-	-	-	-	2	-	-	2
Bio Rex Distribution	-	1	-	-	-	-	-	-	1
B-Plan Distribution	-	-	-	-	-	-	-	1	1
Finnkino	1	-	-	-	-	-	-	-	1
Kuusan Kino	-	-	-	-	-	1	-	-	1
Nordisk	-	-	-	-	-	-	-	1	1
Scanbox Entertainment Finland	-	-	1	-	-	-	-	-	1
Snapper Film Distrbution	-	-	-	-	-	-	1	-	1
Suomen Elokuvakontakti	-	-	-	-	1	-	-	1	1
Walt Disney Studios Motion Pictures Finland	1	-	-	-	-	-	-	1	1

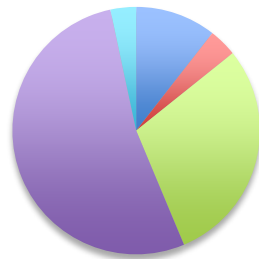
(5) FINLAND: GERMAN FILMS BY GENRE, 2010-17

Finland: German Releases by Genre, 2010-17



- Arthouse
- German Stories
- English Language
- Animation & Children's Films
- Local Interest

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



- Arthouse
- German Stories
- English Language
- Animation & Children's Films
- Local Interest

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

Three things characterise Finland as a market for German films - and, to an extent, as a market for all imported films: isolation, size and an appetite for children's films.

Finland is a small market isolated both geographically and culturally: while people from the other Nordic countries can understand each other's language, Finnish is related linguistically to none of them (Hungarian is its closest relative). As a result, it has (like Denmark) a well-developed and generous cinema production support scheme designed to counteract the linguistic isolation. Without it, Finnish cinemagoers would not be able to see films in their native language. The policy seems to work well enough: local films account for almost exactly 15% of releases and an average of 26% of admissions. But this results in a somewhat inward-looking production industry, content to feed the appetite for local films. A notable exception is the Kaurismäki brothers, whose films - perhaps for the same reason - do not play especially well at home.

Thus it is fair to say that Finland is not an especially welcoming market for European films: over the past eight years, US films have accounted in every year for over 50% of releases; domestic titles have accounted for a further 17%, leaving just 33% for films from elsewhere Europe, including Germany. The key statistics (see above) are likewise on the low side: the population is just 5.5 million, and the average Finn goes to the cinema only 1.4 times a year, the lowest per-capita rate in Europe after Greece.

The number of screens has increased only minimally in the period surveyed, so there is still only one screen for every 17,000 people - again, low by European standards. Admissions stayed around 7 million until the mid-teens, rising to 8.7 million in 2015 and 9 million in 2017. Box office is the one area in which there has been steady growth, from EUR 58 million in 2010 to EUR 100 million in 2016, an increase of 72%, partly accounted for by increased ticket prices.

The one consolation for German film exporters in Finland is animation and other children's films. These account for 22% of all German films released and 53% of admissions, indeed, Finland is the only European market where this trend is to be observed, and eight out of the 40 German films imported between 2010 and 2017 were children's films, with the best performing being PETERSSON UND FINDUS - KLEINER QUÄLGEIST, GROSSE FREUNDSCHAFT, the 2014 film in the Nordic series which was a majority German production. It sold 370,000 tickets in 2014.

The best-performing German-language titles, meanwhile, were TONI ERDMANN, which sold just over 6,000 tickets in 2016, and BARBARA , which sold just under 6,000 in 2015. On average, the German share of the Finnish film market over the most recent period surveyed was a disappointing 0.6%. Only the PETTERSSON UND FINDUS episode was sufficient to raise Germany's market share above 1% in its year of release. The fact that TONI ERDMANN finds a place in the top 10 German films in Finland with a mere 6,000 tickets sold indicates just how small a foothold German films have on the Finnish market.

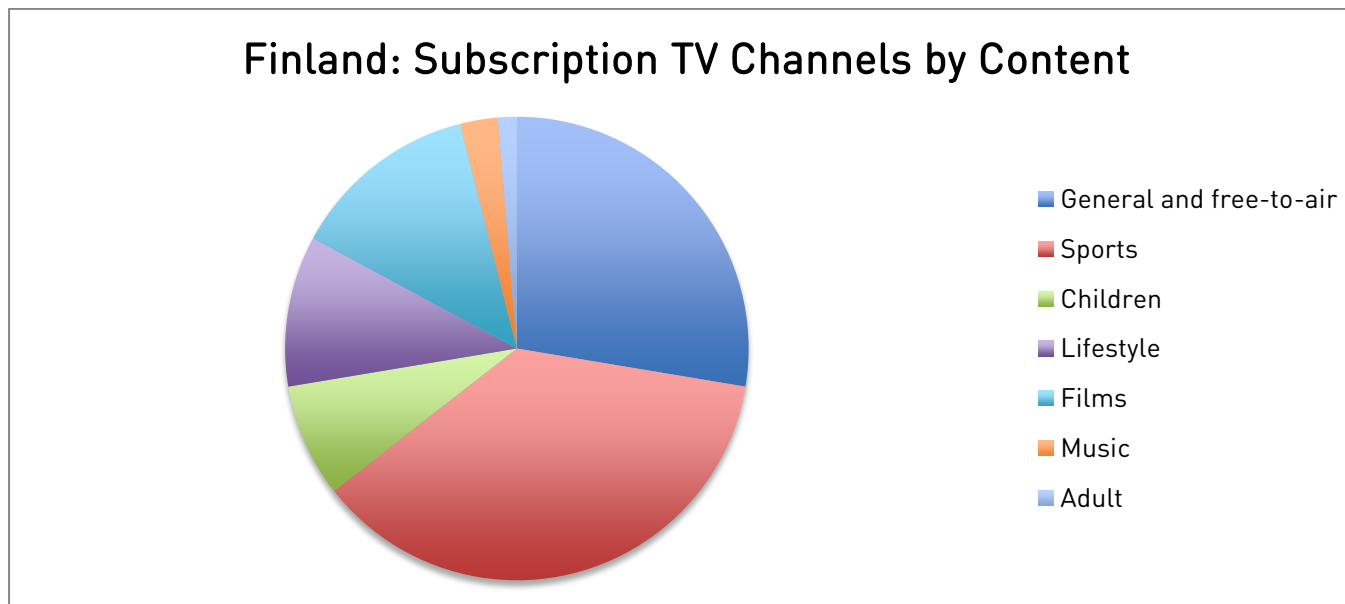
What works in Finland? First and foremost animated children's films, which accounted for 10% of German releases but 67% of admissions to German films. The performance of arthouse titles is about average for European markets. There also seems to be a degree of openness to German stories, but the number of tickets sold (just over 12,000 in eight years) suggests that Finnish film buyers may be more open than Finnish audiences

What doesn't work in Finland? German films co-produced with Finland, like Mika Kaurismäki's Mama Africa, which sold under 3,500 tickets

What else might appeal? Hard to say: the market is too small and too settled - in the sense that the various elements change little from year to year - for there to be many niches to discover.

(7) German Films in Finland, 2010-17: TV and VOD

Finland has less subscription channels than its Nordic neighbours, with sport channels - and particularly ice hockey - very much to the fore. As noted in the separate Home Entertainment survey, however, the country is very much within the footprint of the various pan-Nordic TV and VOD platforms. These are not included in the chart below, which is restricted to those channels aimed at or adapted for a Finnish audience.



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

- both **Atlantic Film** and **Future Film Distribution** provide a VOD link for their recent theatrical releases;
- pan Nordic distributor **SF-Film** is one of the region's leading VOD platforms, SF Anytime;

For details of on-line DVD and VOD platforms available in Norway, see separate survey, Home Entertainment Market.

(8) FINLAND: SOURCES AND ACKNOWLEDGMENTS

CIA World Factbook, XE Currency Converter, European Audiovisual Observatory, Suomen Elokuvasäätiö (Finnish Film Foundation), Suomen Filmikamari oy, Rentrak, Viasat Finland, tvchannellists.com. With special thanks to Tero Koistinen.