

GREECE

(Pop: 10.77 million; GDP: \$299.5 billion)

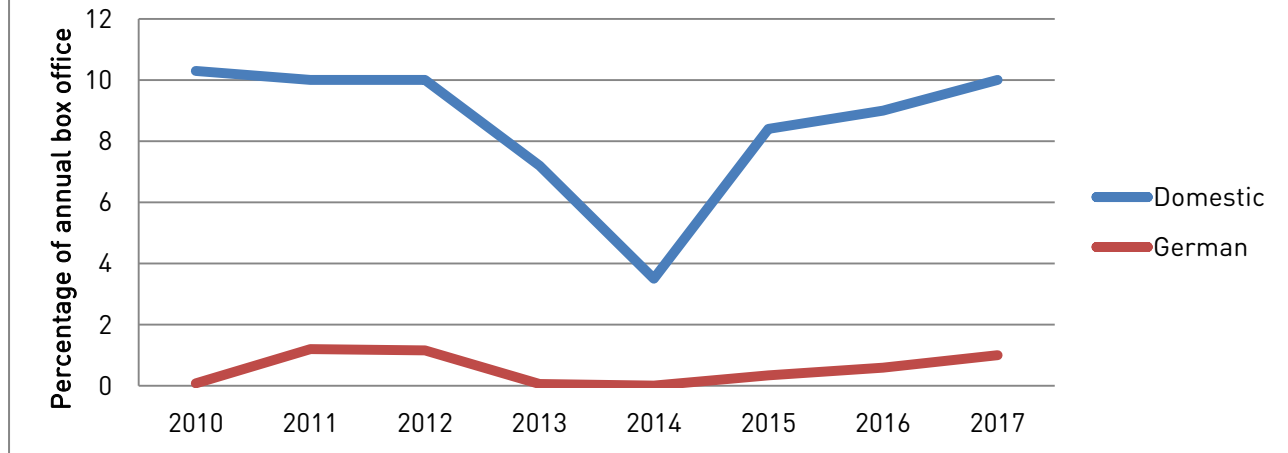
(1) GREECE: THEATRICAL MARKET OVERVIEW, 2010-17

	2010	2011	2012	2013	2014	2015	2016	2017
Screens	486	370	470	482	482	554	n/a	547
Theatrical admissions (millions)	11.7	11.9	10.9	9.2	9.0	9.8	9.8	10.1
Per capita attendance	1.0	1.0	1.0	0.8	0.89	0.90	0.91	0.90
Box office (EUR millions*)	99.4	96.6	98.1	57.1	63.7	64.6	64.4	65.0
Average ticket price (EUR*)	8.49	8.38	9.02	6.67	7.11	7.20	7.50	7.00
Releases	148	171	145	159	165	181	201	329
Domestic releases	11	11	7	4	7	10	8	22
US releases	106	118	90	115	114	107	115	150
European releases**	25	28	41	31	38	54	67	137
German releases	5	5	3	3	1	4	6	13
Domestic market share	10.3%	10.0%	10.0%	7.2%	3.5%	8.4%	n/a	10.0%
German market share	0.08%	1.20%	1.16%	0.06%	0.01%	0.34%	0.59%	0.99%

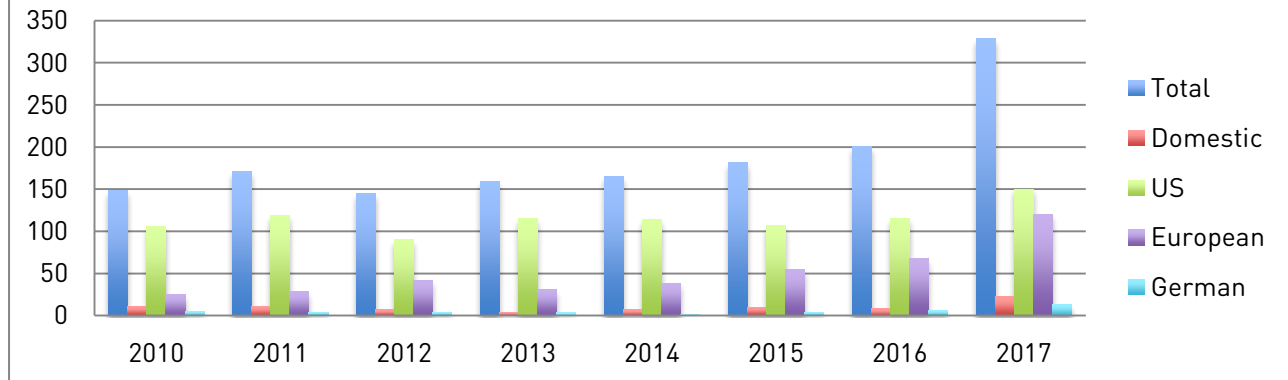
*EUR equivalents are calculated throughout at the exchange rate for December 31 of the year in question.

**Excluding German majority films

Greece: Theatrical Market Shares 2010-17



Greece: Theatrical Releases 2010-17



(2) GREECE: THEATRICAL RELEASES OF GERMAN FILMS, 2010-17

Title	Distributor	Release date	Admissions
2010 German films (100% or majority co-productions)			
WÜSTENBLUME (Ger/Aut)	Filmtrade	11.03.10	71,924
THE LAST STATION (Ger/Rus/UK)	Filmopolis	29.07.10	13,115
DER AMERIKANISCHE FREUND (re, BRD/Fr)	StraDa Films	16.09.10	4,532
WOMEN WITHOUT MEN (Ger/Aut/Fr)	Videorama Films	20.04.10	3,774
DER HIMMEL ÜBER BERLIN (re, BRD)	StraDa Films	02.09.10	1,485
2010 German minority co-productions			
THE GHOST (Fr/Ger/UK)	Odeon	18.03.10	115,344
RESIDENT EVIL: AFTERLIFE (UK/Ger/US)	Odeon	21.10.10	48,912
LA RAFLE (Fr/Ger)	Word of Mouth	29.04.10	8,305
LEBANON (Isr/Fr/Ger)	Hollywood	21.01.10	6,615
LOURDES (Aut/Ger/Fr)	Videorama Films	08.04.10	6,466
WHERE THE WILD THINGS ARE (US/Ger)	Village Roadshow Film Distributors Greece	21.01.10	6,246
LUFTSLOTTET SOM SPRÄNGDES (Swe/Den/Ger)	Rosebud.21	22.04.10	3,435
DET ENDA RATIONELLA (Swe/Fin/Ger/It)	Filmtrade	12.08.10	2,388

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

THE THREE MUSKETEERS (Ger/Fr/UK/US)	Odeon	06.10.11	68,333
A DANGEROUS METHOD (Ger/Can/UK/Swz)	Word of Mouth	24.11.11	45,733
PINA (Ger/Fr)	Odeon	24.04.11	24,471
GEGEN DIE WAND (Ger)	Odeon	14.07.11	4,662
MIN DIT - THE CHILDREN OF DIYARBAKIR (Ger/Tur)	Odeon	12.05.11	1,010

2011 German minority co-productions

UNKNOWN (US/Ger/UK/Fr)	Village Roadshow Film Distributors Greece	24.03.11	87,958
HANNA (US/UK/Ger)	Odeon	07.04.11	45,387
POULET AUX PRUNES (Fr/Ger/Bel)	Seven Films	29.12.11	31,157
MELANCHOLIA (Den/Swe/Fr/Ger)	Seven Films	08.09.11	20,743
ANONYMOUS (UK/Ger)	Feelgood Entertainment	17.11.11	19,676
CARLOS (Fr/Ger)	Village Roadshow Film Distributors Greece	14.04.11	11,128
CHÉRI (UK/Fr/Ger)	StraDa Films	03.02.11	6,756
LA PRINCESSE DE MONTPENSIER (Fr/Ger)	Village Roadshow Film Distributors Greece	07.07.11	1,927

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

CLOUD ATLAS (Ger/US)	Odeon	22.11.12	69,103
RESIDENT EVIL: RETRIBUTION (Ger/Can)	Feelgood Entertainment	20.09.12	51,341
BARBARA (Ger)	Seven Films	18.10.12	5,873

2012 German minority co-productions

TINKER TAILOR SOLDIER SPY (UK/Fr/Ger)	Village Roadshow Film Distributors Greece	16.02.12	63,984
THE VOW (US/Brz/Fr/Aus/UK/Ger)	Audiovisual	14.02.12	38,469
LE HAVRE (Fin/Fr/Ger)	Feelgood Entertainment	05.01.12	35,635
STREETDANCE 2 (UK/Ger/It)	Audiovisual	12.04.12	26,158
CARNAGE (Fr/Ger/Pol)	Village Roadshow Film Distributors Greece	02.02.12	18,479
ADIKOS COSMOS (Gr/Ger)	Feelgood Entertainment	02.02.12	9,811
ELLES (Fr/Pol/Ger)	Videorama Films	22.05.12	3,389
THE WHISTLEBLOWER (Can/Ger)	Village Roadshow Film Distributors Greece	31.05.12	2,186
ET SI ON VIVAIT TOUS ENSEMBLE? (Fr/Ger)	Ama Films	01.11.12	1,814
HOLY MOTORS (Fr/Ger)	StraDa Films	22.11.12	1,226
IN DARKNESS (Pol/Ger/Can)	Seven Films	20.09.12	653

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

NIGHT TRAIN TO LISBON (Ger/Swz/Por)	Odeon	03.10.13	16,973
OH BOY (Ger)	StraDa Films	19.12.13	9,671
HANNAH ARENDT (Ger/Lux/Fr/Isr)	StraDa Films	16.05.13	8,190

2013 German minority co-productions

THE MORTAL INSTRUMENTS: CITY OF BONES (US/Can/Ger)	Odeon	29.06.13	41,204
RUSH (US/UK/Ger)	Odeon	19.09.13	36,351
DEN SKALDEDE FRISØR (Den/Fr/It/Swe/Ger)	Odeon	08.08.13	30,595
V TUMANE (Ukr/Ger/NL/Rus)	Seven Films	07.03.13	9,601
WADJDA (Saudi/Ger)	Feelgood Entertainment	26.09.13	6,133
THE PATIENCE STONE (Fr/Ger/UK/Afg)	StraDa Films	25.04.13	2,766

2014 German films (100% or majority productions)

MR. MORGAN'S LAST LOVE (Ger/Bel/Fr/US)	Filmtrade	29.05.14	1,265
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2014 German minority co-productions

THE GRAND BUDAPEST HOTEL (US/Ger)	Odeon	06.03.14	95,286
THE MONUMENT'S MEN (US/Ger)	Odeon	13.02.14	79,274
NYMPHOMANIAC: VOLUME 1 (Den/Ger/Fr/Swe/Bel)	Seven Films	30.01.14	56,208
THE BOOK THIEF (US/Ger)	Odeon	22.01.14	56,153
LA BELLE ET LA BÊTE (Fr/Ger)	Feelgood Entertainment	20.04.14	51,034
POMPEII (Can/Ger)	Odeon	20.02.14	49,319
A MOST WANTED MAN (UK/US/Ger)	Seven Films	04.09.14	34,773
NYMPHOMANIAC: VOLUME 2 (Den/Ger/Fr/Swe/Bel)	Spentzos Film	20.02.14	17,102
WAKOLDA (Arg/Sp/Ger/Fr)	Weird Wave	27.03.14	11,518
THE LUNCHBOX (Ind/Fr/Ger)	Feelgood	04.09.14	9,711
LE MERAVIGLIE (It/Ger)	Seven Films	27.11.14	3,839
MICHAEL KOHLAAS (Fr/Ger)	Seven Films	10.04.14	2,803

2015 German films (100% or majority co-productions)

PHOENIX (Ger)	Seven Films	19.03.15	18,980
MADAME BOVARY (Ger/Bel/US)	Odeon	04.06.15	8,453
EVERY THING WILL BE FINE (Ger/Can/Swz/Nor)	Odeon	13.08.15	5,156
CLOUDS OF SILS MARIA (Ger/Fr/Swz)	Videorama Films	14.05.15	2,721

2015 German minority co-productions

THE HUNGER GAMES: MOCKINGJAY - PART 2 (US/Ger)	Spentzos Film	26.11.15	122,445
HITMAN: AGENT 47 (US/Ger)	20th Century Fox	20.08.15	27,960
POINT BREAK (US/Ger)	Odeon	24.11.15	15,787
GETT: THE TRIAL OF VIVIANE AMSALEM (Isr/Fr/Ger)	Feelgood Entertainment	19.02.15	4,990
KUZU (Tur/Ger)	Weird Wave	01.10.15	4,643
MUSTANG (Fr/Tur/Ger)	StraDa Films	10.12.15	2,974

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

TONI ERDMANN (Ger/Aut/Rom)	Seven Films	27.10.16	26,276
UNFRIEND (Ger)	Tanweer Alliances	05.05.16	12,236
ALONE IN BERLIN (Ger/Fr/Swz/UK)	Odeon	03.11.16	6,803
FRANCOFONIA (Ger/Fr/NL)	Filmtrade	31.03.16	6,434
HEIDI (Ger/Swz)	Odeon	07.04.16	3,380
HIGHWAY TO HELLAS (Ger)	Spentzos Film	11.08.16	2,921

2016 German minority co-productions

THE DANISH GIRL (UK/Bel/Ger/Den/US)	UIP	02.03.16	71,126
SNOWDEN (US/Ger)	Tanweer Alliances	28.01.16	45,718
A HOLOGRAM FOR THE KING (US/Ger)	Spentzos Film	07.07.16	26,777
ELLE (Fr/Ger/Bel)	Seven Films	06.10.16	24,807
SUNTAN (Gr/Ger)	Odeon	31.03.16	23,945
L'AVENIR (Fr/Ger)	Spentzos Film	17.11.16	6,655
LA NOVIA (Sp/Ger)	Tanweer Alliances	14.04.16	5,717
FRANTZ (Fr/Ger)	Feelgood Entertainment	20.10.16	4,981
UN TANGO MÁS (Arg/Ger)	Feelgood Entertainment	01.05.16	4,035

EDDIE THE EAGLE (UK/US/Ger)	Odeon	31.03.16	3,523
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2017 German films (100% and majority co-productions)

HAPPY FAMILY (Ger)	Tanweer Alliances	09.11.17	34,468
RESIDENT EVIL: THE FINAL CHAPTER (Ger/Aus/Can)	Feelgood Entertainment	26.01.17	25,749
DE BIENE MAJA - DER KINO FILM (Ger/Aus)	Weird Wave	19.01.17	16,386
TSCHICK (Ger)	Seven Films	09.03.17	5,624
MANIFESTO (Ger)	Danaos	30.11.17	4,731
GLEISSENDES GLÜCK (Ger)	Danaos	21.09.17	4,642
VOR DER MORGENRÖTE - STEFAN ZWEIG IN AMERIKA (Ger/Aut/Fr)	Weird Wave	18.05.17	3,221
RETURN TO MONTAUK (Ger/Fr/Ire)	Odeon	10.08.17	1,582
ALICE IN DIE STÄDTEN (re, BRD)	StraDa Films	27.07.17	1,091
IM LAUF DER ZEIT (re, BRD)	StraDa Films	07.09.17	786
NEBEL IM AUGUST (Ger/Aut)	Weird Wave	21.09.17	777
DER STAAT GEGEN FRITZ BAUER (Ger)	StraDa Films	19.01.17	437
TEHERAN TABU (Ger/Aut)	Seven Films	28.12.17	347

2017 German minority co-productions

THE SQUARE (Swe/Ger/Fr/Den)	Feelgood Entertainment	07.12.17	27,257
A CURE FOR WELLNESS (US/Ger)	Odeon	16.02.17	20,291
HAPPY END (Fr/Aut/Ger)	Seven Films	16.11.17	15,139
RENEGADES: MISSION OF HONOR (Fr/Bel/Ger)	Odeon	06.10.17	9,645
THE NILE HILTON INCIDENT (Swz/Ger/Den)	Seven Films	26.10.17	7,078
LE JEUNE KARL MARX (Fr/Ger/Bel)	Seven Films	09.11.17	5,013
PLATEIA AMERIKIS (Gr/UK/Ger)	Feelgood Entertainment	23.03.17	4,328
HYMYILEVËA MIES (Fin/Swe/Ger)	Weird Wave	02.03.17	3,380
COLLIDE (UK/Ger)	Spentzos Films	23.11.17	2,848

PARADIES (Rus/Ger)	Seven Films	28.09.17	1,697
MA LOUTE (Fr/Ger)	Weird Wave	01.06.17	1,442
WILDE MAUS (Aut/Ger)	Feelgood Entertainment	05.10.17	1,190

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

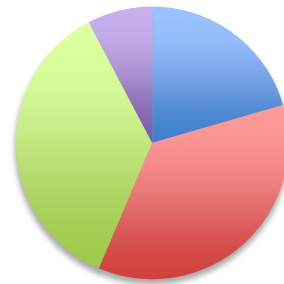
	Admissions	Box office (EUR)
WÜSTENBLUME (2010)	71,924	502,300
CLOUD ATLAS (2012)	69,103	388,814
THE THREE MUSKETEERS (2011)	68,333	532,282
RESIDENT EVIL: RETRIBUTION (2012)	51,341	433,595
A DANGEROUS METHOD (2012)	45,733	328,921
HAPPY FAMILY (2017)	34,468	242,544
TONI ERDMANN (2016)	26,276	130,892
RESIDENT EVIL: THE FINAL CHAPTER (2017)	25,749	164,709
PINA (2011)	24,471	254,547
PHOENIX (2015)	18,980	83,851

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

	2010	2011	2012	2013	2014	2015	2016	2017	Total
Odeon	-	3	2	1	-	2	2	1	11
StraDa Films	2	-	-	2	-	-	-	3	7
Seven Films	-	-	1	-	-	1	1	2	5
Filmtrade	1	-	-	-	1	-	1	-	3
Weird Wave	-	-	-	-	-	-	-	3	3
Danaos	-	-	-	-	-	-	-	2	2
Tanweer Alliances	-	-	-	-	-	-	1	1	2
Feelgood Entertainment	-	-	1	-	-	-	-	1	2
Videorama Films	1	-	-	-	-	1	-	-	2
Filmopolis	1	-	-	-	-	-	-	-	1
Spentzos Film	-	-	-	-	-	-	1	-	1
Word of Mouth	-	1	-	-	-	-	-	-	1

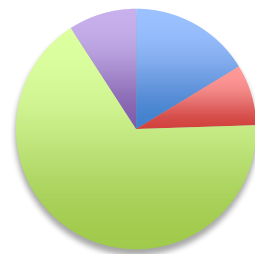
(5) GREECE: GERMAN FILMS BY GENRE, 2010-17

Greece: German Releases by Genre, 2010-17



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

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



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

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

Not surprisingly, the political and economic turmoil that Greece has undergone over the past half-decade is mirrored in the performance of its film distribution and exhibition industries. Whereas the Overview in Section (1) of this report is, for most territories, a record of growth, for Greece it marks five years of decline. Cinema admissions peaked at 11.7 million in 2010 - already low for a country with a population of 10.8 million - dropped to 9.2 million in 2013 and stayed below 10 million until 2017. The impact on box office has, as one would expect, been substantially worse: reaching a low point of EUR 57 million in 2013, it ended the period surveyed at EUR 65 million, 34% down on 2010.

In some respects, however, it has been business as usual. The by-genre chart above shows a breakdown fairly typical for a smaller European territory. English-language and German stories top the list of films distributed with 14 titles (36% of the total) each; German arthouse titles come next, with eight films (20% of the total); finally, there is a trio of children's movies. When this is translated into performance at the box office the English-language titles zoom into the lead, with 66% of the revenue, followed by arthouse (16%), children's films (9%) and German stories (8%). This is a pattern found with minor variations in many of the territories surveyed and the arthouse figures might even be said to be encouraging: most of the traditional Greek arthouse distributors have clung on during the crisis.

But there is a catch: the entire list of 40 German films and majority co-productions sold just 594,656 tickets, raising the question: how can the distribution business survive with an admissions-per-film average of just over 15,000, shrinking to 12,000 in the arthouse sector? As for developments over the period 2010-17, it is hard to draw any real conclusions, since the figures for 2010-16 in Section (1) are provisional, full statistics not being available to us.

Given the increased international profile achieved by the recent success of Greek 'Weird Wave' movies like *THE LOBSTER*, it is disappointing that they seem to have been less successful at home. Hardest hit of all by the crisis have been domestic movies, which in the early 2000s could count on a 10-15% market share, but which dropped as low as 3.5% in 2014, before ending the period with a respectable 10%. The one thing that has remained relatively stable is the performance of US films, which continue to dominate the Greek theatrical market, although even here there are signs of strain: the No 1 film in Greece in 2017 was *MURDER ON THE ORIENT EXPRESS*, a rank achieved by ticket sales of just 342,858. Showing signs of revival, meanwhile, are the country's open-air cinemas, whose decline seems to have stopped at around 90 (there were over 600 in the 1960s) and remain a popular part of Greek cinemagoing.

German films, meanwhile, peaked - during the period surveyed - at a 1.16% market share in 2012 (which saw the release of CLOUD ATLAS and RESIDENT EVIL: RETRIBUTION)), dropping to 0.01% in 2014, a year for which we have been able to track only one film (MR. MORGAN'S LAST LOVE). Under the circumstances, then, the fact that there are three culturally German films in the Top 10 (TONI ERDMANN, PINA and PHOENIX, which between them sold 70,000 tickets) must be counted as good news.

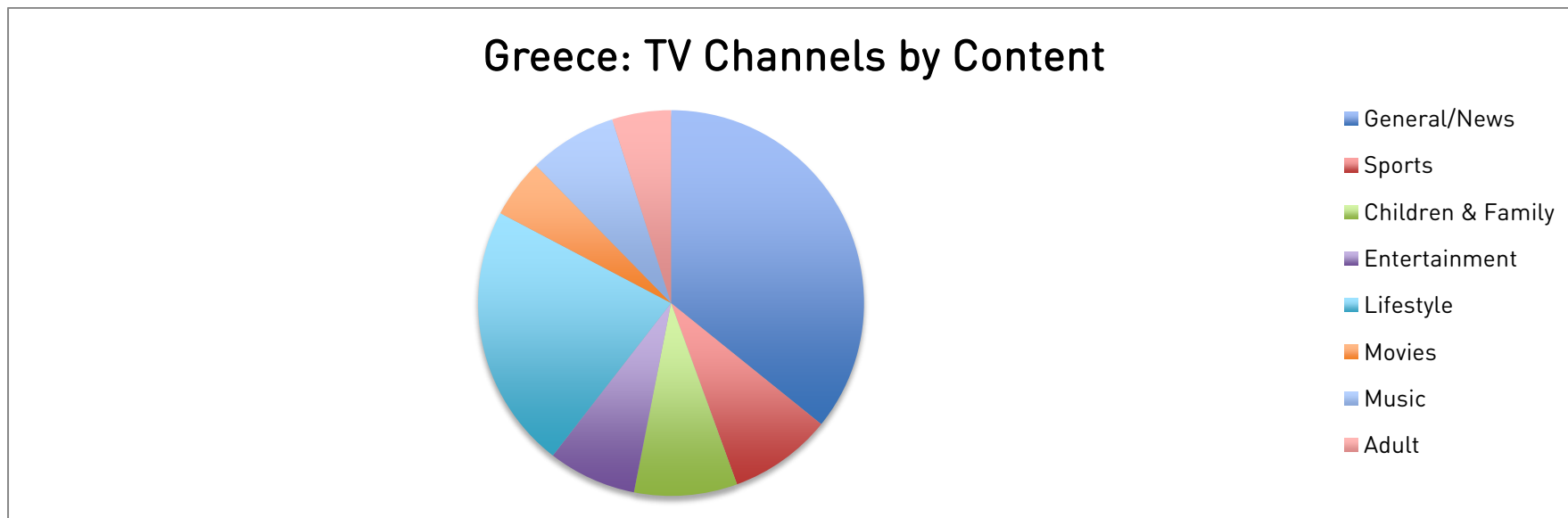
What works in Greece? The usual mix of English-language film, arthouse and German stories, but in small numbers.

What doesn't work in Greece? German stories, with only two - MADAME BOVARY and TSCHICK - selling over 10,000 tickets in 2017.

What else might appeal? The core arthouse market seems to be weathering the crisis.

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

Greek television appears to be less diversified than that in other European countries, with a limited number of channels in the Athens area - around 80, about half of them originating offshore - transmitting more news and general interest programming than sports, movies or family channels. That, certainly, is what the table below indicates. However, given the amount of doubling up to be found in other countries, the Greek televiewer probably gets much the same choice as elsewhere.



In terms of movies on TV, local audiences seem to be offered a slightly broader choice than their compatriots in other countries, at any rate on Cosmote TV2, one of four sub-channels offered by the platform (the other three are hits, TV series and Greek movies). In the week analysed, Cosmote 2 offered films from 10 countries in fixed time slots with some repeats.

There were four German films among the selection: three (DER HIMMEL ÜBER BERLIN, PARIS, TEXAS and the rarely seen DIE ANGST DES TORMANNS BEIM ELFMETER) as part of a Wim Wenders season, alongside the more recent IM LABYRINTH DES SCHWEIGENS.

Greece: Films on the Cosmote 2 Channel by Country of Origin



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

(8) GREECE: SOURCES AND ACKNOWLEDGMENTS

CIA Factbook, European Audiovisual Observatory, Rentrak, Greek Film Centre (with special thanks to Christos Kastelos), Tvchannellists.com. i.e. economics, Cosmote TV.