

# HONG KONG

(Pop: 7.2 million; GDP: \$453 billion)

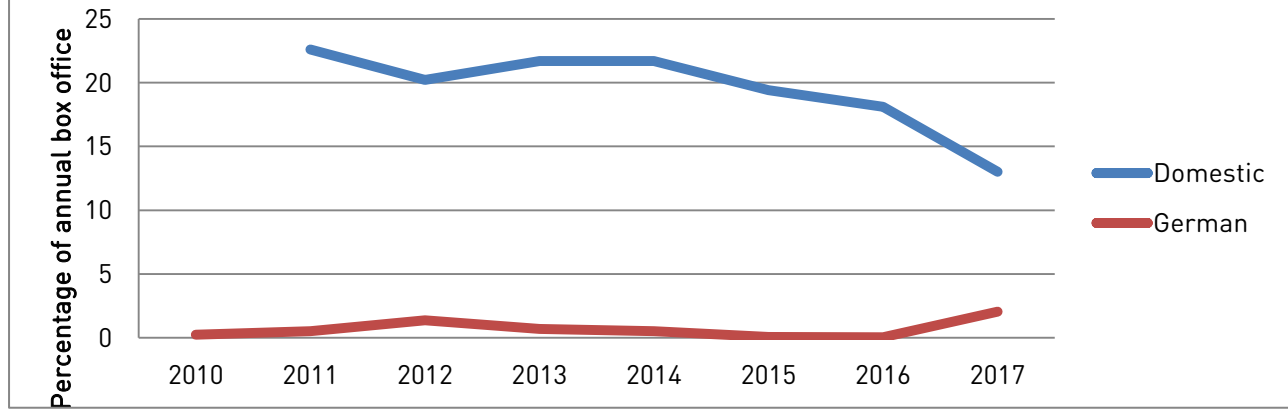
## (1) HONG KONG: THEATRICAL MARKET OVERVIEW, 2010-17

	2010	2011	2012	2013	2014	2015	2016	2017
Screens	200	204	207	222	232	221	221	230
Theatrical admissions (millions)	22.5	22.5	24.2	24.3	24.9	24.1	28.3	25.7
Per capita attendance	3.2	3.2	3.4	3.4	3.4	3.3	3.9	3.5
Box office (EUR millions*)	128.7	137.8	152.0	151.8	175.5	236.6	239.2	199.9
Average ticket price (EUR*)	5.6	5.9	6.3	6.0	6.9	8.1	8.7	8.2
Releases	275	271	291	298	303	326	348	331
Domestic releases	70	76	49	57	61	59	62	53
US releases	127	115	112	125	110	121	287	253
European releases**	28	31	43	37	37	38	18	22
German releases	2	5	2	3	3	3	2	3
Domestic market share	n/a	22.6%	20.2%	21.7%	21.7%	19.4%	18.1%	13.0%
German market share	0.25%	0.52%	1.37%	0.70%	0.53%	0.06%	0.05%	2.05%

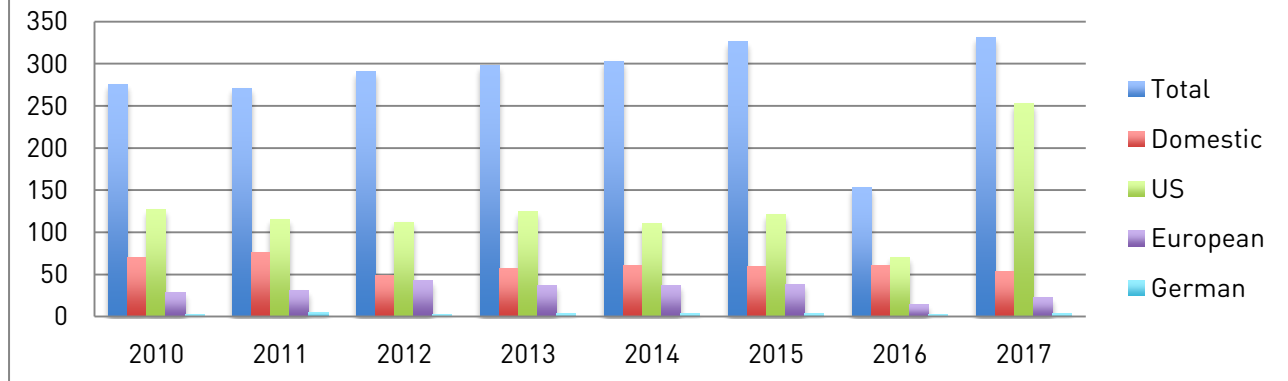
\*EUR equivalents are calculated throughout at the exchange rate for December 31 of the year in question.

\*\*Excluding German majority films

## Hong Kong: Theatrical Market Shares 2010-17



## Hong Kong: Theatrical Releases 2010-17



## (2) HONG KONG: THEATRICAL RELEASES OF GERMAN FILMS, 2010-17

Title	Distributor	Release date	Box office US\$
<b>2010 German films (100% or majority co-productions)</b>			
DAS WEISSE BAND (Ger/Aut/Fr/It)	First Distributors	25.03.10	23,850
THE LAST STATION (Ger/Rus/UK)	EDKO Films	18.03.10	18,792
<b>2010 German minority co-productions</b>			
RESIDENT EVIL: AFTERLIFE (Can/Ger/Fr/US)	EDKO Films	30.09.10	1,623,452
STREETDANCE (UK/Ger/It)	Golden Scene	09.09.10	351,323
THE GHOST (Fr/Ger/UK)	Deltamac (Hong Kong)	22.04.10	204,820
MÄN SOM HATAR KVINNOR (Swe/Den/Ger/Nor)	EDKO Films	14.10.10	106,816
AU REVOIR, TAIPAI (Tai/US/Ger)	Golden Scene	13.08.10	68,737
FLICKAN SOM LEKTE MED ELDEN (Swe/Ger)	EDKO Films	02.12.10	42,390
LA RAFLE (Fr/Ger)	Panasia Films	25.11.10	8,108
THE GOOD HEART (Ice/Den/Fr/Ger)	Cable	02.12.10	5,243
GOOD (UK/Ger)	Vil Pillars Entertainment	2010	3,307
<b>2011 German films (100% or majority co-productions)</b>			
THE THREE MUSKETEERS (Ger/Fr/UK/US)	Intercontinental Films Distribution	03.11.11	752,192
PINA (Ger/Fr)	EDKO Films	15.09.11	117,710
LIEBER MAUER (Ger)	Panasia Films	06.01.11	25,712
DIE PÄPSTIN (Ger/UK/It/Sp)	EDKO Films	27.01.11	24,201
SOUL KITCHEN (Ger/Fr/It)	First Distributors	21.07.11	18,094

### 2011 German minority co-productions

LIMITLESS (US/Ger)	Lark Films Distribution	07.04.11	587,830
UNKNOWN (UK/Ger/Fr/US)	Warner Bros Pictures Hong Kong	17.03.11	538,535
HANNA (US/UK/Ger/It)	Golden Scene	14.04.11	149,167
THE WHISTLEBLOWER (Can/Ger)	First Distributors	25.08.11	87,390
LUFTSLOTTET SOM SPRÄNGDES (Swe/Den/Ger)	EDKO Films	13.01.11	38,893
L'ARBRE (Fr/Aus/Ger/It)	Golden Scene	14.04.11	18,480

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

RESIDENT EVIL: RETRIBUTION (Ger/Can)	Sony Pictures Hong Kong	13.09.12	2,605,663
A DANGEROUS METHOD (Ger/Can/UK/Swz)	Golden Scene	19.04.12	140,609

### 2012 German minority co-productions

STREETDANCE 3D (UK/Ger/It)	Golden Scene	06.09.12	345,450
THE VOW (US/Brz/Fr/Aus/UK/Ger)	Sony Pictures Hong Kong	10.05.12	299,177
TINKER TAILOR SOLDIER SPY (UK/Fr/Ger)	Deltamac (Hong Kong)	15.03.12	143,036
POULET AUX PRUNES (Fr/Ger/Bel)	EDKO Films	21.06.12	95,486
HODEJGERNE (Nor/Swe/Den/Ger)	EDKO Films	20.09.12	72,721
CARNAGE (Fr/Ger/Pol)	Golden Scene	22.03.12	70,420
IN DARKNESS (Pol/Ger/Can)	EDKO Films	19.04.12	61,154
IRON SKY (Fin/Ger/Aus)	Vii Pillars Entertainment	06.12.12	47,909
LE COCHON DE GAZA (Fr/Ger/Bel)	Panasia Films	19.07.12	43,306
ELLES (Fr/Pol/Ger)	Deltamac (Hong Kong)	05.07.12	38,279
MELANCHOLIA (Den/Swe/Fr/Ger)	EDKO Films	05.01.12	33,457
ANONYMOUS (UK/Ger)	Sony Pictures Hong Kong	02.02.12	13,716

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

CLOUD ATLAS (Ger/US)	Lark Films Distribution	24.01.13	1,386,383
3096 TAGE (Ger)	Lark Films Distribution	19.09.13	78,506
BARBARA (Ger)	EDKO Films	06.06.13	11,420

### 2013 German minority co-productions

THE MORTAL INSTRUMENTS: CITY OF BONES (US/Ger/Can)	Lark Films Distribution	22.08.13	1,563,371
HANSEL AND GRETEL: WITCH HUNTERS (US/Ger)	Intercontinental Films Distribution	24.01.13	1,030,747
RUSH (US/UK/Ger)	Golden Scene	10.10.13	351,535
AMOUR (Fr/Ger/Aut)	First Distributors	07.03.13	137,174
THE BLING RING (US/UK/Fr/Ger/Jap)	Golden Scene	05.09.13	53,928
2 DAYS IN NEW YORK (Fr/Ger/Bel)	Golden Scene	24.01.13	48,960
LA RELIGIEUSE (Fr/Ger/Bel)	Lark Films Distribution	28.11.13	36,097
DEN SKALDEDE FRISØR (Den/Fr/It/Swe/Ger)	Cable	28.11.13	22,164
HOLY MOTORS (Fr/Ger)	EDKO Films	07.02.13	19,590
PASSION (Fr/Ger)	EDKO Films	21.03.13	16,771
EN KONGELIG AFFÆRE (Den/Cz/Swe/Ger)	First Distributors	28.03.13	16,428

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

LOVE, ROSIE (Ger/UK)	Golden Scene	25.12.14	842,813
HECTOR AND THE SEARCH FOR HAPPINESS (Ger/Can)	Cinehub	27.11.14	145,994
TARZAN 3D (Ger/US)	Deltamac (Hong Kong)	07.08.14	105,461

### 2014 German minority co-productions

POMPEII (Can/Ger)	EDKO Films	27.02.14	727,778
THE MONUMENTS MEN (US/Ger)	Twentieth Century Fox Hong Kong	20.02.14	602,220
THE GRAND BUDAPEST HOTEL (US/Ger)	Twentieth Century Fox Hong Kong	20.03.14	519,422
THE BOOK THIEF (US/Ger)	Twentieth Century Fox Hong Kong	06.02.14	281,582
THE LUNCHBOX (Ind/Fr/Ger)	EDKO Films	06.03.14	185,048
NYMPHOMANIAC: VOLUME 1 (Den/Ger/Fr/Swe/Bel)	Deltamac (Hong Kong)	03.04.14	108,335
THIRD PERSON (US/UK/Ger/Bel)	Golden Scene	11.09.14	62,822
A MOST WANTED MAN (UK/US/Ger)	Tomson International	04.12.14	55,987
NYMPHOMANIAC: VOLUME 2 (Den/Ger/Fr/Swe/Bel)	Deltamac (Hong Kong)	24.04.14	54,601
ONLY LOVERS LEFT ALIVE (UK/Ger/Fr/Cyp)	Cable	24.07.14	37,052
KIS UYKUSU (Tur/Ger/Fr)	EDKO Films	18.12.14	17,450

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

CITIZENFOUR (Ger/US)	EDKO Films	07.05.15	84,082
CLOUDS OF SILS MARIA (Ger/Fr/Swz)	Golden Scene	15.01.15	40,697
EVERY THING WILL BE FINE (Ger/Can/Swe/Nor)	EDKO Films	03.09.15	23,160

### 2015 German minority co-productions

HITMAN: AGENT 47 (US/Ger)	Twentieth Century Fox Hong Kong	29.08.15	1,593,3688
BRIDGE OF SPIES (US/Ger/Ind)	Twentieth Century Fox Hong Kong	22.10.15	1,267,072
POINT BREAK (US/Ger)	Intercontinental Films Distribution	03.12.15	1,228,621
MAPS TO THE STARS (Can/US/Fr/Ger)	Golden Scene	09.04.15	20,995
SHE'S FUNNY THAT WAY (US/Ger)	Twentieth Century Fox Hong Kong	27.08.15	15,858

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

HEIDI (Ger/Swz)	Golden Scene	16.06.16	88,451
ELSER - ER HÄTTE DIE WELT VERÄNDERT (Ger)	First Distributors	08.12.16	26,942

### 2016 German minority co-productions

THE DANISH GIRL (UK/Bel/Ger/Den/US)	EDKO Films	25.02.16	1,924,296
SNOWDEN (US/Fr/Ger)	EDKO Films	06.10.16	799,774
EDDIE THE EAGLE (UK/US/Ger)	Twentieth Century Fox Hong Kong	31.03.16	334,487
AN (Jap/Fr/Ger)	EDKO Films	28.01.16	160,632
A HOLOGRAM FOR THE KING (US/Ger)	Intercontinental Films Distribution	18.08.16	69,299
RACE (Fr/Ger/Can)	Golden Scene	05.05.16	57,084
DE SURPRISE (NL/Bel/UK/Ire/Ger)	Golden Scene	2016	49,948
LIFE (Can/Ger/Aus/US)	EDKO Films	14.04.16	10,803
MUSTANG (Fr/Tur/Ger)	First Distributors	2016	9,689
APPRENTICE (Sing/Ger/Fr/HK/Qat)	BRVS	27.10.16	7,318

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

RESIDENT EVIL: THE FINAL CHAPTER (Ger/Aus/Can)	Sony Pictures Hong Kong	02.02.17	4,749,525
TONI ERDMANN (Ger/Aut/Rom)	EDKO Film	02.02.17	58,294
MANIFESTO (Ger/Aus)	EDKO Film	14.09.17	9,494

### 2017 German minority co-productions

A CURE FOR WELLNESS (US/Ger)	Twentieth Century Fox Hong Kong	16.02.17	476,316
ELLE (Fr/Ger/Bel)	EDKO Film	09.03.17	37,601

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

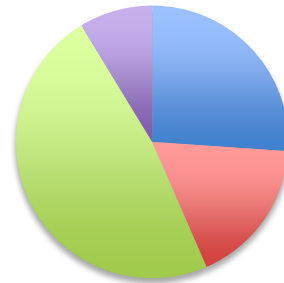
	Admissions	Box office (EUR)
RESIDENT EVIL: THE FINAL CHAPTER	486,731	3,991,197
RESIDENT EVIL: RETRIBUTION (2012)	313,331	1,973,987
CLOUD ATLAS (2013)	167,438	1,004,625
LOVE, ROSIE (2014)	100,803	696,540
THE THREE MUSKETEERS (2011)	98,069	578,609
HECTOR AND THE SEARCH FOR HAPPINESS (2014)	17,486	120,656
A DANGEROUS METHOD (2012)	16,908	106,522
PINA (2011)	15,347	90,546
TARZAN 3D (2014)	12,632	87,158
CITIZENFOUR (2015)	9,886	80,078



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

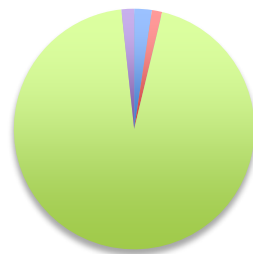
	2010	2011	2012	2013	2014	2015	2016	2017	Total
EDKO Films	1	2	-	1	-	2	-	2	8
Golden Scene	-	-	1	-	1	1	1	-	4
First Distributors	1	1	-	-	-	-	1	-	3
Lark Films Distribution	-	-	-	2	-	-	-	-	2
Sony Pictures Hong Kong	-	-	1	-	-	-	-	1	2
Panasia Film	-	1	-	-	-	-	-	-	1
Intercontinental Films Distribution	-	1	-	-	-	-	-	1	1
Cinehub	-	-	-	-	1	-	-	-	1
Deltamac (Hong Kong)	-	-	-	-	1	-	-	-	1

### Hong Kong: German Releases by Genre, 2010-17



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

### Hong Kong: German Films Box Office by Genre, 2010-17



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

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

The charts above reveal a theatrical landscape almost entirely dominated by US imports. These may account for only 46% of the German productions released, but amount to 95% of the box office revenue generated by those titles. A couple of decades ago, local (Hong Kong) produced films might have provided some kind of counterbalance. But one of the indisputable effects of the handover to the People's Republic is to shift the centre of gravity for Chinese film production firmly to the north. That apart, the figures above suggest that a cosmopolitan audience still exists in the former colony but is not very well served, with only six arthouse titles released during the eight years surveyed.

The territory - a peninsular of the southern Chinese province of Guangdong plus a number of smaller islands - was ceded from the UK, of which it had been a Crown Territory since the mid-19th century, to the People's Republic of China in 1997 under a treaty designed to make Hong Kong an autonomous province, operating under the so-called 'one country, two systems' political and economic arrangement.

With a population of over 7 million crammed into just over 1,000 square kilometres, Hong Kong is the fourth most densely populated country in the world. Its film industry was one of the territory's most dynamic export businesses but has, again, lost out to China, whose deeper pockets enable bigger budgets and more lavish productions. Thus the domestic market share as recorded on page 1 of this report has declined from just under a quarter (23% to a little over an eighth (13%). Most other markers, meanwhile, show an upward trend between 2010 and 2017: number of screens (up 15%), theatrical admissions (up 14%); and box office revenue (up 55%). All of which suggests a basically healthy industry: Per capita cinema attendance is high, averaging 3.4 and peaking at 3.9 in 2016.

Given the dominance of US product, it is scarcely surprising that Hong Kong's openness to German films is limited, with only 23 released over the eight-year period. The usual list of English-language titles are the only ones to make much impact on the box office: RESIDENT EVIL (both the 2012 and 2017 episodes), THE THREE MUSKETEERS, CLOUD ATLAS and LOVE, ROSIE between them took most of the revenue earned by German films in the period surveyed. The best-performing German-language film was HEIDI in 2016.

On the basis of the available information, it is hard to establish trends, although it does look as though German films' market share is getting smaller year by year. There are a handful of Hong Kong-based sales companies who keep the world arthouse market supplied with smaller-budget local films, but the boutique arthouse distributors in Hong Kong itself who operated in the 1980s and 1990s do not seem to have survived the transition, or have done so in a much slimmed-down version. A third of all the German films released in the territory over the

period surveyed were handled by local major EDKO, which specialises in independent crossover titles like BROKEBACK MOUNTAIN and DAS LEBEN DER ANDEREN.

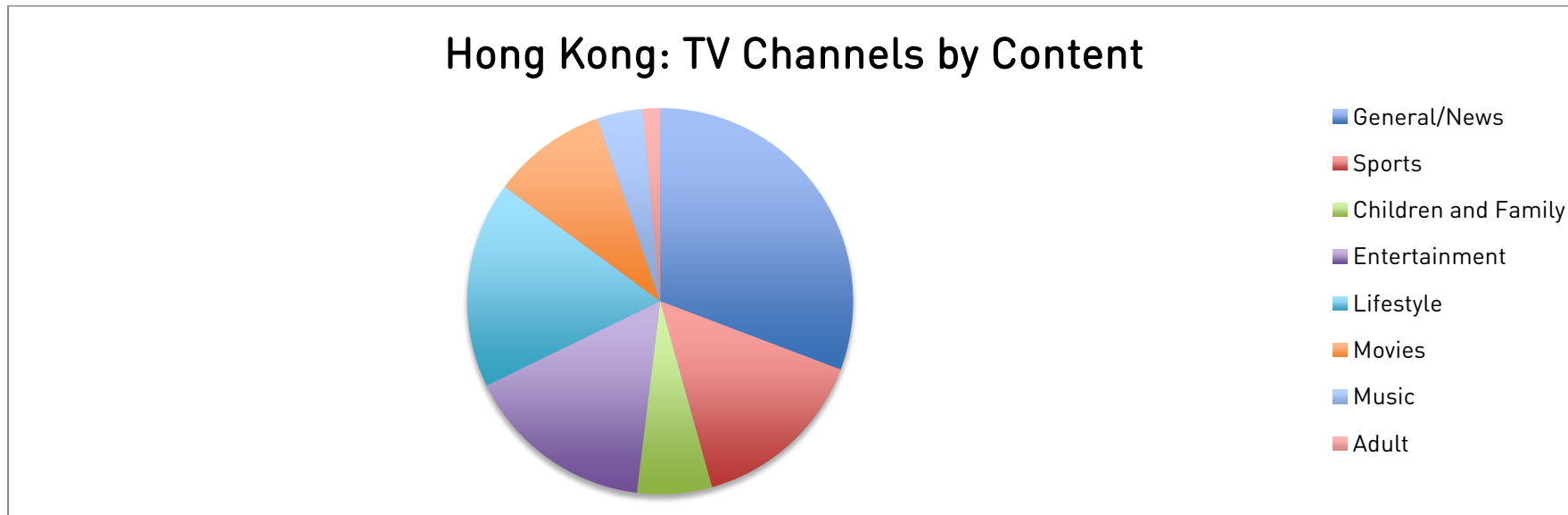
**What works in Hong Kong?** Hollywood movies and very little else.

**What doesn't work in Hong Kong?** Children's animation, since this market is amply catered for by Chinese productions like MONSTER HUNT. Given the huge difference between that record-breaking duo and most European animation films, it is not hard to see why the second film has taken \$356 million in China and \$5 million in the rest of the world.

**What else might appeal?** The 90,000 tickets sold by PINA suggest a niche market for non-narrative arthouse titles.

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

Hong Kong acts as a kind of television hub for Asia as a whole, with several hundred channels available via IPTV platforms such as Now TV from Japan, the Philippines, India and mainland China. Quantity apart, however, the breakdown of subject matter in the chart below is much the same as anywhere else, in Asia and beyond.



Films are available on Hong Kong television in multiple languages. The main English-language platform Cinemax, which covers most of Asia, offers an overwhelming number of US titles on its Hong Kong schedule: 440 of the 473 programming slots in the month surveyed were filled with US titles, with the remainder given over to films made in English elsewhere in the world. No German films were programmed.

## Hong Kong: Films on the Cinemax Channel by Country of Origin



### (8) HONG KONG: SOURCES AND ACKNOWLEDGMENTS

CIA Factbook, xe.com, Hong Kong Trade Development Council, European Audiovisual Observatory, Rentrak, Box Office Mojo, cinemaxasia.com.