

# KOREA (SOUTH)

(Pop: 51.2 million; GDP \$2.03 trillion)

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

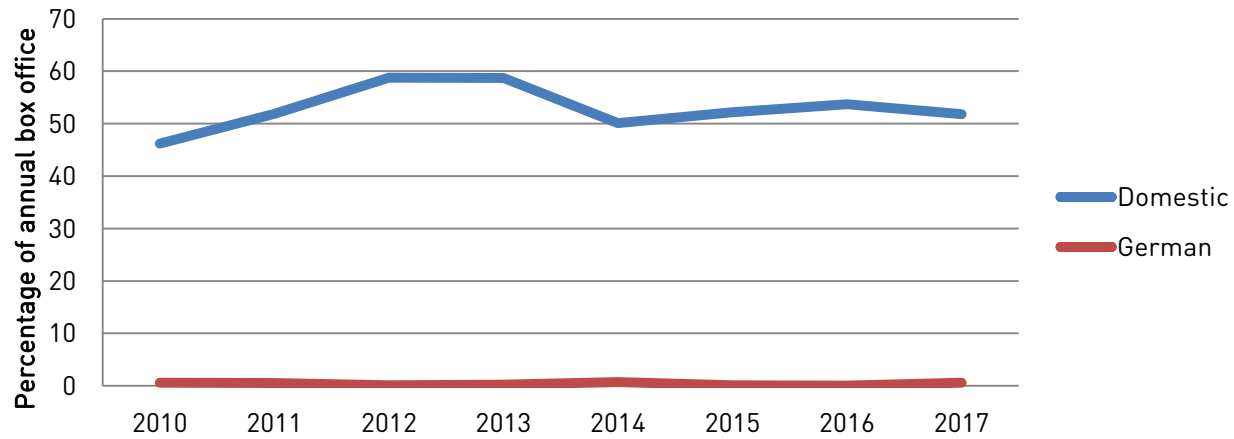
	2010	2011	2012	2013	2014	2015	2016	2017
Screens	2,003	1,974	2,081	2,184	2,281	2,492	2,492	2,575
Theatrical admissions (millions)	149.2	159.0	194.8	213.3	215.1	217.3	217.0	219.9
Per capita attendance	3.0	3.2	3.8	4.2	4.3	4.3	4.3	4.3
Average ticket price (EUR*)	5.67	5.79	5.88	5.92	5.70	5.80	6.38	5.96
Box office (EUR millions*)	869.1	823.6	1,035.9	1,023.7	1,103.6	1,260.4	1,381.0	1345.4
Releases	388	297	426	905	1,117	1,276	1,564	1,765
Domestic releases	128	93	140	183	232	286	388	395 ***
US releases	123	117	117	265	258	309	343	368 ***
European releases**	44	49	91	294	221	362	369	375 ***
German releases	7	7	7	6	14	10	4	9
Domestic market share	46.2%	51.9%	58.8%	58.7%	50.1%	52.2%	53.7%	51.8%
German market share	1.56%	0.51%	0.08%	0.29%	0.74%	0.14%	0.02%	0.61%

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

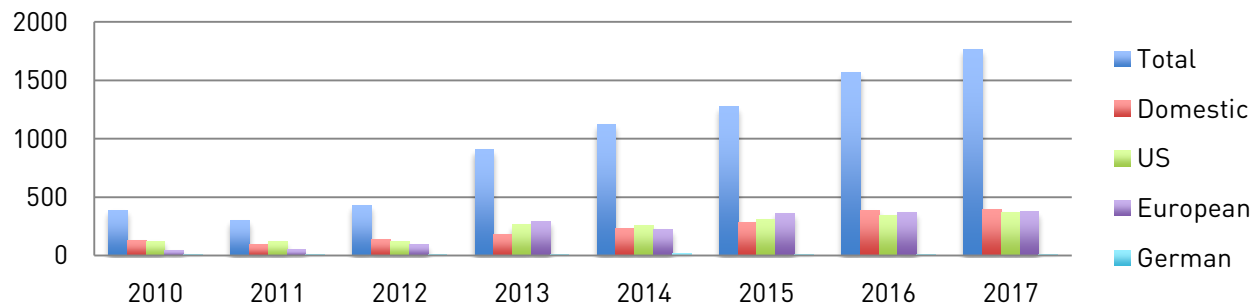
\*\*Excluding German majority films

\*\*\*Estimates

## Korea: Theatrical Market Shares 2010-17



## Korea: Theatrical Releases 2010-17 (estimated)



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

Title	Distributor	Release date	Box Office US\$
<b>2010 German films (100% or majority co-productions)</b>			
THE LAST STATION (Ger/Rus/UK)	Mediasoft Films	16.12.10	329,127
DIE TÜR (Ger)	Company L	02.09.10	77,094
DAS WEISSE BAND (Ger/Aut/It/Sp)	Peterpan Pictures	01.07.10	69,743
WÜSTENBLUME (Ger/Aut)	Old Face	22.04.10	60,902
NORDWAND (Ger/Aut/Swz)	JMD Entertainment	03.06.10	51,806
GELIEBTE CLARA (Ger/Fr/Hun)	AUD	16.12.10	36,176
PALERMO SHOOTING (Ger/Fr/it)	n/a	22.04.10	1,221
<b>2010 German minority co-productions</b>			
RESIDENT EVIL: AFTERLIFE (UK/Ger/US)	Sony Pictures (South Korea)/Buena Vista Korea	15.09.10	11,772,954
THE GHOST (Fr/Ger/UK)	Sidus FNK	02.06.10	1,069,606
HAPPILY N'EVER AFTER 2 (US/Ger)	n/a	25.02.10	378,434
DISCO ORMENE (Den/Ger)	AE Entertainment	04.02.10	54,134
UNCLE BOONMEE WHO CAN RECALL HIS PAST LIVES (Thai/Ger/Fr/Sp/UK)	BaekDu-DaeGan Films Co Ltd	16.09.10	36,794
A MATTER OF SIZE (Isr/Ger/Fr)	n/a	15.04.10	14,362
IL Y A LONGTEMPS QUE JE T'AIME (Fr/Ger)	n/a	07.01.10	11,908
EL SISTEMA (Ven/Ger/Fr/Est/Pol/Swe)	n/a	12.08.10	206

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

THE THREE MUSKETEERS (Ger/Fr/UK/US)	Lotte Entertainment	12.10.11	5,170,426
DIE FRISEUSE (Ger)	Jinjin Pictures	30.06.11	95,215
JASPER UND DAS LIMONADENKOMPLOTT (Ger/Fr)	Lotte Entertainment	18.08.11	57,264
SOUL KITCHEN (Ger/Fr/It)	Sponge Entertainment	17.02.11	42,863
TANZTRÄUME (Ger)	Jinjin Pictures	20.01.11	35,450
DREI (Ger)	TCast	29.09.11	34,223
VISION - AUS DEM LEBEN DER HILDEGARD VON BINGEN (Ger)	PoongKyung SoRi	24.11.11	34,182

### 2011 German minority co-productions

UNKNOWN (US/Ger/UK/Fr)	Warner Bros. Korea	17.02.11	3,503,340
HANNA (US/UK/Ger)	Sony Pictures Releasing Buena Vista Korea	14.04.11	1,464,299
LOURDES (Aut/Ger/Fr)	AUD	17.02.11	55,687
LE HAVRE (Fin/Fr/Ger)	Challan	08.12.11	34,791
ANTICHRIST (Den/Ger)	Mars Entertainment	14.04.11	22,781
FAUBOURG '36 (Fr/Ger/Cz)	Jinjin Pictures	17.02.11	5,834

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

RESIDENT EVIL: RETRIBUTION (Ger/Can)	Sony Pictures (South Korea)	13.09.12	4,234,025
KONFERENZ DER TIERE (Ger)	SBS	08.08.12	1,745,965
PINA (Ger/Fr/UK)	BaekDu-Dae Gan Films	2012	349,986
A DANGEROUS METHOD (Ger/Can/UK/Swz)	KT&G Sansangmadang	10.05.12	182,772
THE FUTURE (Ger/US/Fr)	TCast	2012	71,537
DIE FREMDE (Ger)	n/a	29.03.12	43,669
EL BULLI: COOKING IN PROGRESS (Ger)	n/a	2012	12,507

### 2012 German minority co-productions

HETJUR VALHALLA – THOR (Ice/Ger/UK)	Lotte Entertainment	09.02.12	4,866,862
THE VOW (US/Brz/Fr/Aus/UK/Ger)	Sony Pictures (South Korea)	14.03.12	1,625,045
NIKO 2 – LENTÄJÄVELJEKSET (Fin/Den/Ire/Ger)	n/a	25.12.12	717,895
TINKER TAILOR SOLDIER SPY (UK/Fr/Ger)	Fine Pictures Co	09.02.12	373,288
STREETDANCE 2 (UK/Ger/It)	Pancinema	12.07.12	243,156
CARNAGE (Fr/Ger/Pol/Sp)	Pancinema	16.08.12	128,692
AMOUR (Fr/Aut/Ger)	T Cast	19.12.12	120,568
MELANCHOLIA (Den/Swe/Fr/Ger)	n/a	17.05.12	106,407
VOUS N'AVEZ ENCORE RIEN VU (Fr/Ger)	Sponge Entertainment	22.11.12	19,546
LUFTSLOTTET SOM SPRÄNGDES (Swe/Den/Ger)	Pop Entertainment	05.04.12	6,229

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

CLOUD ATLAS (Ger/US)	Next Entertainment World	10.01.13	3,179,605
RITTER ROST - EISENHART & VOLL VERBEULT (Ger)	Apex Entertainment Co	18.07.13	375,665
VINCENT WILL MEER (Ger)	Sejong Communications	27.06.13	27,613
DU HAST ES VERSPROCHEN (Ger)	BaekDu-Dae Gan Films	05.09.13	10,218
BARBARA (Ger)	Sponge Entertainment	21.03.13	6,904
NANGA PARBAT (Ger)	Mountain Pictures	12.12.13	3,712

### 2013 German minority co-productions

THE MORTAL INSTRUMENTS: CITY OF BONES (US/Ger/Can)	Lotte Entertainment	12.09.13	3,676,161
HANSEL & GRETEL: WITCH HUNTERS (US/Ger)	CJ Entertainment	14.02.13	1,952,492
SONG FOR MARION (UK/Ger)	n/a	18.04.13	1,256,999
RUSH (US/UK/Ger)	Lotte Entertainment	09.10.13	656,425
MEDIANERAS (Arg/Ger/Sp)	Jinjin Pictures	12.09.13	154,013

MR. NOBODY (Bel/Ger/Can/Fr)	Bubble & Joy Pictures	24.10.13	134,918
HOLY MOTORS (Fr/Ger)	AUD	04.04.13	117,853
POULET AUX PRUNES (Fr/Ger/Bel)	TimeStory	20.06.13	76,478
PASSION (Fr/Ger)	Pancinema	14.08.13	52,032
2 DAYS IN NEW YORK (Fr/Ger/Bel)	AUD	29.08.13	51,413
PARADIES: LIEBE (Aut/Ger/Fr)	World Cinema Group	17.10.13	2,430
BAL (Tur/Ger)	BaekDu-Dae Gan Films	26.09.13	1,269
IGOR & THE CRANES' JOURNEY (Isr/Ger/Pol)	BaekDu-Dae Gan Films	01.08.13	916
LA RAFLE (Fr/Ger/Hun)	Dreamwest Pictures	16.05.13	800

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

TARZAN 3D (Ger)	Sidus Pictures	09.01.14	4,181,321
LOVE, ROSIE (Ger/UK)	Next Entertainment World	11.12.14	1,885,103
DIE BIENE MAJA – DER KINOFILM (Ger/Aus)	Sejong Communications	03.08.14	1,707,703
HECTOR AND THE SEARCH FOR HAPPINESS (Ger/Can)	ThanksCo Company	27.11.14	806,953
NIGHT TRAIN TO LISBON (Ger/Swz/Pol)	Musee Entertainment	05.06.14	548,816
DER 7BTE ZWERG (Ger)	Sane Company	24.12.14	436,395
DER TEUFELSGEIGER (Ger/Aut)	Focus & Company	24.04.14	258,417
CLOUDS OF SILS MARIA (Ger/Fr/Swz)	TCast	18.12.14	91,754
FÜNF FREUNDE 3 (Ger)	Company L	27.11.14	27,113
BELA KISS: PROLOGUE (Ger)	n/a	30.07.14	11,050
DER MONDMANN (Ger/Fr/Ire)	Mountain Pictures	13.11.14	6,758
FACK JU GÖHTE (Ger)	Sejong Communications	20.11.14	2,945
DIE FRAU HINTER DER WAND (Ger)	Company L	18.12.14	63
KREUZWEG (Ger)	Company L	09.10.14	n/a

## 2014 German minority co-productions

POMPEII (Can/Ger)	Daisy & Cinergy	20.02.14	9,579,271
ANONYMOUS (UK/Ger)	n/a	20.02.14	8,252,627
THE GRAND BUDAPEST HOTEL (US/Ger)	Twentieth Century Fox (South Korea)	20.03.14	5,596,261
LA BELLE ET LA BÊTE (Fr/Ger)	UniKorea Culture	19.06.14	2,335,249
THE MONUMENTS MEN (US/Ger)	Twentieth Century Fox (South Korea)	27.02.14	390,527
NYMPHOMANIAC: VOLUME 1 (Den/Ger/Fr/Swe/Bel)	AtnineFilm	19.06.14	336,190
ONLY LOVERS LEFT ALIVE (UK/Ger/Fr/Cyp)	Challan	09.01.14	231,873
A MOST WANTED MAN (UK/US/Ger)	Dreamwest Pictures	07.08.14	113,218
WADJDA (Saudi/Ger)	Chris Lee Pictures	19.06.14	72,986
LA RELIGIEUSE (Fr/Ger/Bel)	Green Narae Media	23.01.14	29,827
MAPS TO THE STARS (Can/US/Fr/Ger)	Doki Entertainment	25.12.14	13,113
NYMPHOMANIAC: VOLUME 2 (Den/Ger/Fr/Swe/Bel)	AtnineFilm	03.07.14	5,233
THE CONGRESS (Isr/Ger/Pol/Fr/Bel)	Cinema De Manon	05.06.14	4,979
WAKOLDA (Arg/Sp/Ger/Fr)	Company L	29.04.14	515
THE LUNCHBOX (Ind/Fr/Ger)	PeterPan Pictures	10.04.14	355
LES SALAUDS (Fr/Ger)	Challan	02.10.14	n/a

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

OOOPS! DIE ARCHE IST WEG (Ger/Ire/Bel/Lux)	Smile Ent.	30.04.15	1,481,746
DER KLEINE DRACHE KOKOSNUSS (Ger)	Smile Ent.	02.07.15	226,216
DAS KLEINE GESPENST (Ger/Swz)	Smile Ent.	11.06.15	97,782
MADAME BOVARY (Ger/Bel/US)	Noori Pics	10.12.15	38,539
GESPENSTERJÄGER (Ger/Aut/Ire)	Lumix Media	10.12.15	36,042
CITIZENFOUR (Ger/US)	n/a	19.11.15	25,619
EVERY THING WILL BE FINE (Ger/Can/Swe/Nor)	Challan	31.12.15	13,996
DIE GELIEBTEN SCHWESTERN (Ger/Aut/Swz)	Movement Pictures	31.12.15	4,420

DESSAU DANCERS (Ger)	Euro Communications Pictures	24.12.15	3,682
NICHT MEIN TAG (Ger)	Company L	08.10.15	2,103

### 2015 German minority co-productions

BRIDGE OF SPIES (US/Ger)	Twentieth Century Fox (South Korea)	05.11.15	1,777,449
HITMAN: AGENT 47 (US/Ger)	Twentieth Century Fox (South Korea)	03.09.15	423,829
AN (Jap/Fr/Ger)	Green Narae	10.09.15	177,779
LIFE (Can/Ger/Aus/US)	Dreamwest Pictures	15.10.15	137,213
THIRD PERSON (US/UK/Ger/Bel)	Joyncinema	28.05.15	76,740
UN TANGO MÁS (Arg/Ger)	Mirovision	21.12.15	51,697
KIS UYKUSU (Tur/Ger/Fr)	BaekDu-Dae Gan Films	07.04.15	48,306
3 COEURS (Fr/Ger/Bel)	Sookie Pictures	16.04.15	39,709
FEHÉR ISTEN (Hun/Ger/Swe)	9ers Entertainment	02.05.15	11,259

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

DER KLEINE MEDICUS – GEHEIMNISVOLLE MISSION IM KÖRPER (Ger/Ire/Bel/Lux)	n/a	24.11.16	194,000
RITTER TRENK (Ger/Aut)	Smile Ent.	16.06.15	47,369
DAS KLEINE RABE SOCKE – DAS GROSSE RENNEN (Ger)	Bloomsbury Resources	24.03.16	37,694
FRANCOFONIA (Ger/Fr/NL)	Jane & U Films	16.06.16	20,337

### 2016 German minority co-productions

POINT BREAK (US/Ger)	9ers Entertainment	07.01.16	1,717,247
EDDIE THE EAGLE (UK/US/Ger)	Twentieth Century Fox (South Korea)	07.04.16	1,522,072
THE DANISH GIRL (UK/Bel/Ger/US)	Universal Pictures International South Korea	17.02.16	864,973
L'AVENIR (Fr/Ger)	Challan	29.09.16	223,818
V PAPERSCICH SLUNCE (Cz/Rus/Ger/Lat/N Kor)	n/a	27.04.16	173,253



DE SURPRISE (NL/Bel/UK/Ire/Ger)	Bristol Media International	28.01.16	54,684
MUSTANG (Fr/Tur/Ger)	Mirovision	17.03.16	33,944
RACE (Can/Ger/Fr)	Jane & U Films	25.05.16	17,693
MÆND OG HØNS (Den/Ger)	n/a	26.05.16	7,162
BOLSHOI BABYLON (UK/Ger)	Apex Entertainment	25.08.16	4,648

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

RESIDENT EVIL: THE FINAL CHAPTER (Ger/Aus/Can)	Sony Pictures (South Korea)	25.01.17	5,520,764
HAPPY FAMILY (Ger/UK)	Kidari Entertainment	21.12.17	2,752,078
RICHARD DER STORCH (Ger/Bel/Lux/Nor)	n/a	15.06.17	525,150
DIE HÄSCHENSCHULE (Ger)	Yejilim Entertainment	23.11.17	369,686
MULLEWAPP - EINE SCHÖNE SCHWEINEREI (Ger/Ltx)	n/a	15.06.17	254,888
UNFRIEND (Ger)	n/a	09.02.17	162,504
TONI ERDMANN (Ger/Aut/Rom)	Green Narae Media	16.03.17	94,349
PAULA – MEIN LEBEN SOLL EIN FEST SEIN (Ger/Fr)	Andamiro Films	09.11.17	10,777
PETTERSSON UND FINDUS - KLEINER QUÄLGEIST, GROSSE FREUNDSCHAFT (Ger)	Jane & U Films	30.11.17	10,331

### 2017 German minority co-productions

A CURE FOR WELLNESS (US/Ger)	Twentieth Century Fox (South Korea)	15.02.17	1,148,911
ON THE BEACH AT NIGHT ALONE (Kor/Ger)	Finecut	23.03.17	375,402
SNOWDEN (US/Fr/Ger)	The Coup Corporation/LittleBit Pictures	09.02.17	278,313
ELLE (Fr/Ger/Bel)	Sony Pictures (South Korea)	15.06.17	228,704
COLLIDE (UK/Ger)	Doki Entertainment	22.03.17	161,197
FRANTZ (Fr/Ger)	Challan	20.07.17	125,674
PERSONAL SHOPPER (Fr/Ger)	Challan	09.02.17	92,604
UNDER SANDET (Den/Ger)	n/a	06.04.17	73,727

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

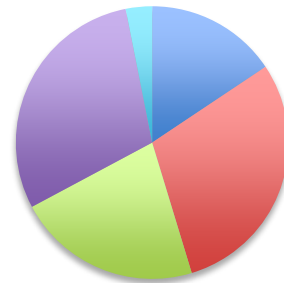
	Admissions	Box office (EUR)
RESIDENT EVIL: THE FINAL CHAPTER (2017)	764,387	4,639,297
THE THREE MUSKETEERS (2011)	738,632	3,991,569
RESIDENT EVIL: RETRIBUTION (2012)	630,941	3,204,296
TARZAN 3D (2014)	602,713	3,435,104
CLOUD ATLAS (2013)	458,101	2,195,036
HAPPY FAMILY (2017)	386,903	2,312,671
LOVE, ROSIE (2014)	273,203	1,557,095
DIE BIENE MAJA - DER KINOFILM (2014)	271,607	1,547,998
KONFERENZ DER TIERE (2012)	239,594	1,216,801
OOOPS! DIE ARCHE IST WEG (2015)	203.060	1,401,112

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

	2010	2011	2012	2013	2014	2015	2016	2017	Total
Company L	-	-	-	-	3	1	-	-	4
Smile Ent.	-	-	-	-	-	3	1	-	4
Sejong Communications	-	-	-	1	2	-	-	-	3
Jane & U Films	-	-	-	-	-	-	1	1	2
Jinjin Pictures	-	2	-	-	-	-	-	-	2
Lotte Entertainment	-	2	-	-	-	-	-	-	2
Mountain Pictures	-	-	-	1	1	-	-	-	2
Next Entertainment World	-	-	-	1	1	-	-	-	2
Sony Pictures (South Korea)	-	-	1	-	-	-	-	1	2
Sponge Entertainment	-	1	-	1	-	-	-	-	2
TCast	-	1	-	-	1	-	-	-	2
Andamiro	-	-	-	-	-	-	-	1	1
Apex Entertainment Co	-	-	-	1	-	-	-	-	1
AUD	1	-	-	-	-	-	-	-	1
BaekDu-Dae Gan Films	-	-	-	1	-	-	-	-	1
Bloomsbury Resources	-	-	-	-	-	-	1	-	1
Euro Communications Pictures	-	-	-	-	-	1	-	-	1
Challan	-	-	-	-	-	1	-	-	1
Focus & Company	-	-	-	-	1	-	-	-	1
Green Narae Media	-	-	-	-	-	-	-	1	1
JMD Entertainment	1	-	-	-	-	-	-	-	1
Kidari Entertainment	-	-	-	-	-	-	-	1	1
KY&G Sansangmadang	-	-	1	-	-	-	-	-	1
Lumix Media	-	-	-	-	-	1	-	-	1
Mediasoft Films	1	-	-	-	-	-	-	-	1

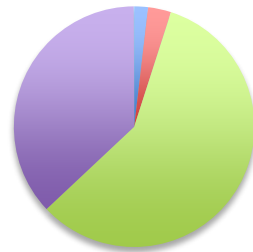
Movement Pictures	-	-	-	-	-	1	-	-	1
Musee Entertainment	-	-	-	-	1	-	-	-	1
Noori Pics	-	-	-	-	-	1	-	-	1
Old Face	1	-	-	-	-	-	-	-	1
Peterpan Pictures	1	-	-	-	-	-	-	-	1
PoongKyung SoRi	-	1	-	-	-	-	-	-	1
Sane Company	-	-	-	-	1	-	-	-	1
SBS	-	-	1	-	-	-	-	-	1
Sidus Pictures	-	-	-	-	1	-	-	-	1
ThanksCo Company	-	-	-	-	1	-	-	-	1
Yejilim Entertainment	-	-	-	-	-	-	-	1	1
Distributor unknwn	1	-	2	-	1	1	1	3	9

### Korea (South): German Releases by Genre, 2010-17



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

### Korea (South): German Films Box Office by Genre, 2010-17



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

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

Despite a relatively modest population of just over 50 million, South Korea is a key market ranked sixth in the world by the MPAA, just after France and ahead of Germany, Australia and Brazil thanks to an annual box office of \$1.6 billion (EUR 1.35). Having moved in the span of a generation from a highly regulated, inward-looking market to a commercially driven, technologically advanced one, it is currently adapting to the changes prompted by the digital revolution.

Statistics are extremely detailed, reliable but not especially comprehensive and information on the number of films released in any given year follows the Japanese model (a total at least double that for any comparable territory), including short films, one-off screenings and other marginal releases. But, on the available evidence it is not especially open to European films, German ones included, having released an average of just eight a year since 2010. The chart above shows the extreme end of a US-dominated market: in terms of German films released, it divides up more or less equally into four quarters: arthouse, German stories, English-language films and children's movies. In box-office terms, however, it divides up as: 58% English language, 37% children's films, 5% the rest. Although not quite as profitable as the English-language titles, children's films are the major German import, taking \$14 million with 19 titles, and almost entirely dominating certain years (2015).

The market is clearly growing: the number of screens increased by 29% between 2010 and 2017, with admissions climbing by 47% and box office up by 55%. Perhaps more significantly, cinemagoing remains very popular, with a per capita attendance rate holding steady at 4.3 - higher than in the US - for the past four years.

Korean audiences clearly prefer local films which have, according to KOFIC, an average market share of 53%. With the remaining 45% dominated by US movies - which took seven of the Top 20 slots in 2016 - there is little room for European films and even less for German ones, whose market share peaked in the eight-year period surveyed at 0.74% in 2014, an exceptionally good year for German films in the peninsula, with 15 titles opening. On the available evidence, however, 2016 was a major disappointment with only four German titles debuting, three of them children's films

Indeed, of the 64 German films released in the period covered by this report, 19 were children's films, with TARZAN 3D some way out in front in terms of box office. The market leaders during the period surveyed were less child-friendly, with the German majority episodes of the RESIDENT EVIL franchise some way out in front in 2012 and 2017, and a minority co-production of the same series leading the field in 2010.

A smattering of arthouse and festival fare was released, notably DAS WEISSE BAND in 2010; BARBARA in 2013; CLOUDS OF SILS MARIA in 2014; and FRANCOFONIA in 2016. TONI ERDMANN managed just under \$100,000 in 2017. Worth noting at the same time is the release of mainstream German films such as DIE FRISEUSE (\$95,000 in 2011) and FACK JU GÖHTE (\$10,500 in 2014). But the lists in Section (3) are still dominated by the same English-language movies that show up in Section (3) for most territories.

The distributors list in Section (4) shows only three - Company L, Sejong Communications and Smile Ent. - handling more than two German titles, with the familiar long tail of 22 smaller distributors each releasing a single German title over the period surveyed - a situation making it very hard for a thriving arthouse market to emerge and even harder for it to flourish. Indeed, the guarded optimism about Korea as a theatrical market which we have expressed in the past no longer seems appropriate. Like China and Japan, South Korea is a wealthy, dynamic and expanding market. But European films are unlikely to be anything other than a niche market in the foreseeable future, and German films a niche within a niche.

**What works in Korea?** Children's movies - titles beginning with THE LITTLE... seem especially popular - plus the usual English-language films.

**What doesn't work in Korea?** Arthouse and/or films too firmly rooted in European culture,

**What else might appeal?** Korea is not a good market for German films, despite the \$38 million earned by them over the eight years surveyed.

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

We have been unable to find a sufficiently detailed breakdown of TV channels available in Korea, hence no chart in this section. The available evidence suggests viewers can choose from a mix of local stations with mega-corporations broadcasting throughout the region.

One of these corporations is the only pay-TV provider whose schedules we have been able to look at in detail, and the result is disheartening for a European filmmaker. Of the 450 or so broadcast slots listed on HBO Cinemax's service in South Korea, British thriller *LAYER CAKE* and British-made Nelson Mandela biopic *CRY FREEDOM* were the only two of the 200-plus films programmed not to be American. Under the circumstances, a chart of the kind used for other territories would be pointless.

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

## **(8) KOREA: SOURCES AND ACKNOWLEDGMENTS**

CIA World Factbook, XE.com, European Audiovisual Observatory, Rentrak, KOFIC (Korean Film Council) /KOBIZ, HAN Cinema, KISA (Korea Internet & Security Agency), yesasia.com, HBO Asia, Cinando, Box Office Mo