

# NEW ZEALAND

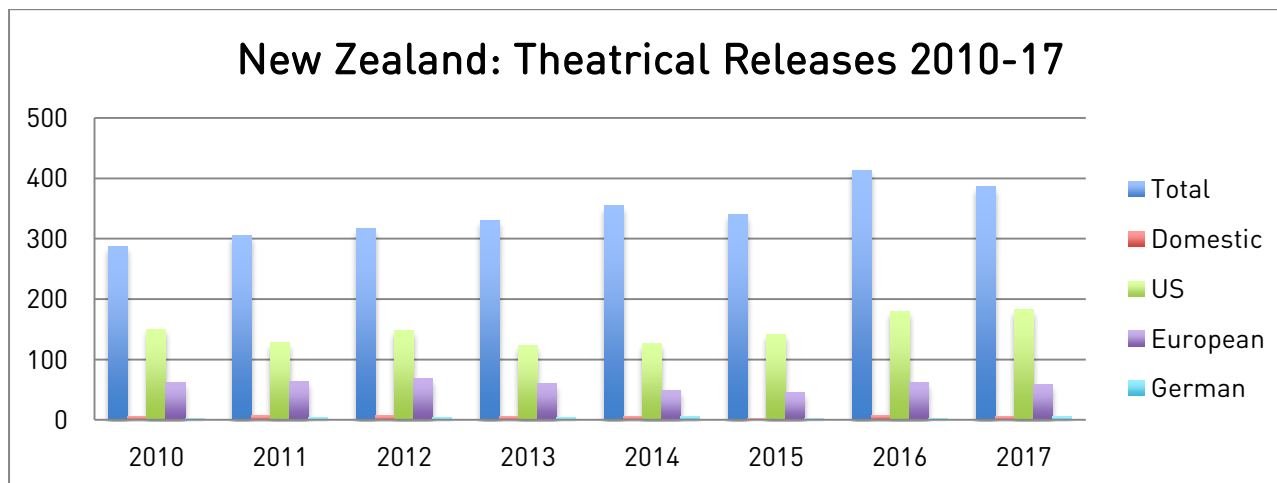
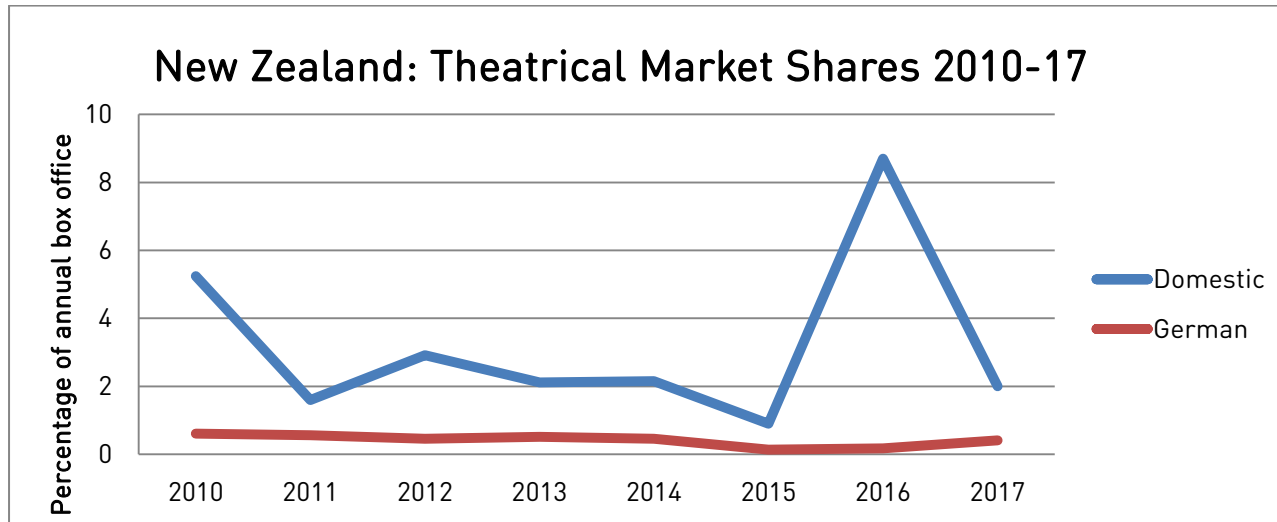
(Pop: 4.5 million; GDP: \$185.7 billion)

## (1) NEW ZEALAND: THEATRICAL MARKET OVERVIEW 2010-17

	2010	2011	2012	2013	2014	2015	2016	2017
Screens	324	409	407	407	408	417	407	421
Theatrical admissions (millions)	15.3	14.2	14.5	14.5	14.9	15.5	16.0	15.8
Per capita attendance	3.48	3.19	3.20	3.3	3.3	3.8	3.4	3.4
Box office (EUR millions)*	99.1	101.7	109.8	111.1	117.0	120.5	134.0	112.6
Releases	287	306	317	330	355	340	414	387
Domestic releases	6	7	7	6	6	2	8	6
US releases	150	128	148	123	126	142	180	183
European releases**	62	63	68	60	48	45	62	59
German releases	3	4	4	4	6	3	2	5
Domestic market share	5.24%	1.60%	2.91%	2.11%	2.16%	0.9%	8.7%	2.0%
German market share	0.61%	0.56%	0.46%	0.51%	0.47%	0.14%	0.17%	0.41%

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

\*\* Excluding German majority films



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

Title	Distributor	Release date	\$US
<b>2010 German films (100% or majority co-productions)</b>			
THE LAST STATION (Ger/Rus/UK)	Rialto Distribution	03.06.10	772,615
SOUL KITCHEN (Ger/Fr/It)	Rialto Distribution	05.08.10	41,174
DAS WEISSE BAND (Ger/Aut/It/Sp)	Paramount Pictures New Zealand	26.08.10	21,382
<b>2010 German minority co-productions</b>			
FLICKAN SOM LEKTE MED ELDEN (Swe/Fr/Ger)	Rialto Distribution	29.07.10	795,909
LUFTSLOTTET SOM SPRÄNGDES (Swe/Den/Ger)	Rialto Distribution	09.12.10	687,709
RESIDENT EVIL: AFTERLIFE (UK/Ger/US)	Sony Pictures New Zealand	28.10.10	494,381
THE GHOST (Fr/Ger/UK)	Hoyts Distribution NZ	11.11.10	343,884
MAX MANUS (Nor/Den/Ger)	Rialto Distribution	18.02.10	25,533
LEBANON (Isr/Fr/Ger)	Rialto Distribution	18.11.10	17,236
ARN – TEMPELRIDDAREN (Den/Nor/Swe/Fin/Ger/UK)	Metropolis	25.03.10	4,757
<b>2011 German films (100% or majority co-productions)</b>			
THE THREE MUSKETEERS (Ger/Fr/UK/US)	Hoyts Distribution NZ	13.10.11	571,757
WÜSTENBLUME (Ger/Aut)	Madman Entertainment NZ	13.01.11	83,277
PINA (Ger/Fr)	Hopscotch NZ	20.10.11	76,190
EL BULLI – COOKING IN PROGRESS (Ger)	Madman Entertainment NZ	08.12.11	6,305

### 2011 German minority co-productions

UNKNOWN (US/Ger/UK/Fr)	Roadshow Entertainment NZ	17.02.11	686,079
HANNA (US/UK/Ger)	United International Pictures (NZ)	01.09.11	366,724
MELANCHOLIA (Den/Swe/Fr/Ger)	Madman Entertainment NZ	22.12.11	247,496
CAVE OF FORGOTTEN DREAMS (US/Fr/Ger/Can)	Rialto Distribution	13.10.11	180,591
THE WHISTLEBLOWER (US/Can/Ger)	Hopscotch NZ	24.11.11	132,249
ANONYMOUS (UK/Ger)	Sony Pictures New Zealand	03.11.11	78,471
LA RAFLE (Fr/Ger)	Rialto Distribution	29.09.11	38,030
CHALET GIRL (UK/Ger/Aut)	Paramount Pictures New Zealand	22.09.11	32,695
HAPPY EVER AFTERS (Ire/Ger)	Hopscotch NZ	06.10.11	20,741

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

RESIDENT EVIL: RETRIBUTION (Ger/Can)	Sony Pictures New Zealand	13.09.12	580,155
A DANGEROUS METHOD (Ger/Can/UK/Swz)	Paramount Pictures New Zealand	26.04.12	50,365
WUNDERKINDER (Ger)	Umbrella Entertainment	06.09.12	28,813
VINCENT WILL MEER (Ger)	Umbrella Entertainment	23.02.12	12,056

### 2012 German minority co-productions

THE VOW (US/Brz/Fr/Aus/UK/Ger)	Sony Pictures New Zealand	09.02.12	1,271,484
TINKER TAILOR SOLDIER SPY (UK/Fr/Ger)	United International Pictures (NZ)	19.01.12	1,225,535
HYSTERIA (UK/Fr/Ger/Lux)	Hopscotch NZ	06.09.12	561,840
EN KONGELIG AFFÆRE (Den/Cz/Swe/Ger)	Madman Entertainment NZ	21.06.12	271,761
LE HAVRE (Fin/Fr/Ger)	Rialto Distribution	31.05.12	191,561
STREETDANCE 2 (UK/Ger/It)	Hoyts Distribution NZ	12.04.12	187,123
HODEJEGERNE (Nor/Den/Ger)	Rialto Distribution	08.03.12	163,192
DEN SKALDEDE FRISØR (Den/Fr/It/Swe/Ger)	Madman Entertainment NZ	13.12.12	111,503

THE MOST FUN YOU CAN HAVE DYING (NZ/Ger/Fr)	Rialto Distribution	16.04.12	69,303
NOBELS TESTAMENTE (Swe/Ger)	Rialto Distribution	31.05.12	61,192
CARNAGE (Fr/Ger/Pol)	Sony Pictures New Zealand	12.04.12	50,752
IRON SKY (Fin/Ger/Aus)	Hoyts Distribution NZ	09.08.12	35,338
I, ANNA (UK/Ger/Fr)	Madman Entertainment NZ	29.11.12	22,718

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

BARBARA (Ger)	Madman Entertainment NZ	11.04.13	411,060
DIE VERLORENE ZEIT (Ger)	Arkles Entertainment	13.06.13	236,246
NIGHT TRAIN TO LISBON (Ger/Swz/Pol)	Pinnacle Films	05.12.13	81,798
MR. MORGAN'S LAST LOVE (Ger/Bel/Fr/US)	Umbrella Entertainment	28.11.13	59,316

### 2013 German minority co-productions

THE MORTAL INSTRUMENTS: CITY OF BONES (Can/Ger)	Roadshow Entertainment NZ	22.08.13	705,242
HANSEL & GRETEL: WITCH HUNTERS (US/Ger)	Paramount Pictures New Zealand	31.01.13	564,052
SONG FOR MARION (UK/Ger)	Hopscotch NZ	09.05.13	532,511
AMOUR (Fr/Ger/Aut)	Madman Entertainment NZ	22.01.13	253,082
KON-TIKI (Nor/UK/Den/Ger)	Madman Entertainment NZ	16.05.13	168,806
THE PATIENCE STONE (Arg/Fr/Ger/UK)	Rialto Distribution	22.08.13	15,162

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

LOVE, ROSIE (Ger/UK)	StudioCanal NZ	23.10.14	289,525
TARZAN 3D (Ger)	Roadshow Entertainment NZ	26.06.14	227,345
HECTOR AND THE SEARCH FOR HAPPINESS (Ger/Can)	Becker Film Group	30.10.14	99,922
HANNAH ARENDT (Ger/Lux/Fr/Isr)	Curious Films	13.03.14	36,503
DIE BIENE MAJA - DER KINOFILM (Ger/Aus)	StudioCanal NZ	30.10.14	13,009
DIE GELIEBTEN SCHWESTERN (Ger/Aut)	Curious Films	02.10.14	6,050

### 2014 German minority co-productions

THE GRAND BUDAPEST HOTEL (US/Ger)	20th Century Fox New Zealand	10.04.14	2,081,934
THE BOOK THIEF (US/Ger)	20th Century Fox New Zealand	09.01.14	1,832,436
THE MONUMENTS MEN (US/Ger)	20th Century Fox New Zealand	13.03.14	1,182,136
THE LUNCHBOX (Ind/Fr/Ger)	Madman Entertainment NZ	18.09.14	388,250
POMPEII (Can/Ger)	Roadshow Entertainment NZ	20.03.14	226,647
WADJDA (Saudi/Ger)	EOne NZ	20.03.14	175,808
ONLY LOVERS LEFT ALIVE (UK/Ger/Fr/Cyp)	Madman Entertainment NZ	01.05.14	104,482
A MOST WANTED MAN (UK/US/Ger)	Roadshow Entertainment NZ	23.10.14	68,990
KVINDEN I BURET (Den/Ger/Swe)	Madman Entertainment NZ	04.09.14	27,009
EYJAFJALLAJÖKULL (Fr/Ger)	Pinnacle Films	26.06.14	23,004
NYMPHOMANIAC: VOLUME 1 (Den/Ger/Fr/Swe/Bel)	Madman Entertainment NZ	03.04.14	20,670

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

MADAME BOVARY (Ger/Bel/US)	Madman Entertainment NZ	10.07.15	98,291
CITIZENFOUR (Ger/US)	Madman Entertainment NZ	02.12.15	45,601
ELSER – ER HÄTTE DIE WELT VERÄNDERT (Ger)	StudioCanal NZ	10.09.15	33,647

### 2015 German minority co-productions

THE HUNGER GAMES: MOCKINGJAY - PART 2 (US/Ger)	Roadshow Entertainment NZ	19.11.15	3,200,713
POINT BREAK (US/Ger)	Roadshow Entertainment NZ	31.12.15	757,827
BRIDGE OF SPIES (US/Ger/Ind)	20th Century Fox New Zealand	22.10.15	764,117
HITMAN: AGENT 47 (US/Ger)	20th Century Fox New Zealand	20.08.15	406,783
KIS UYKUSU (Tur/Ger/Fr)	Rialto Distribution	08.01.15	15,497
SHE'S FUNNY THAT WAY (US/Ger)	Walt Disney NZ	20.08.15	33,693

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

PHOENIX (Ger)	Madman Entertainment NZ	14.04.16	122,407
IM LABYRINTH DES SCHWEIGENS (Ger)	Madman Entertainment NZ	23.06.16	109,226
HEIDI (Ger/Swz)	StudioCanal NZ	15.12.16	5,837

### 2016 German minority co-productions

EDDIE THE EAGLE (UK/US/Ger)	20th Century Fox New Zealand	28.04.16	800,521
THE DANISH GIRL (UK/Bel/Ger/Den/US)	Paramount Pictures New Zealand	28.01.16	303,538
REMEMBER (Can/Ger)	Umbrella Entertainment	14.07.16	82,308
AN (Jap/Fr/Ger)	Curious Films	17.03.16	36,971
UN TANGO MÁS (Arg/Ger)	Rialto Distribution	08.09.16	8,738
ELLE (Fr/Ger/Bel)	Sony Pictures Releasing New Zealand	22.12.16	3,333

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

RESIDENT EVIL: THE FINAL CHAPTER			
§§§§§§§§§§§§§§§§	§		(Ger/Aus/Can) Sony Pictures
Releasing New Zealand	26.01.17	314,581	

ALONE IN BERLIN (Ger/Fr/Swz/UK)	Icon Movies	02.03.17	115,127
TONI ERDMANN (Ger/Aut/Rom)	Madman Entertainment NZ	16.02.17	81,957
RICHARD DER STORCH (Ger)	Rialto Distribution	28.09.17	39,131
MEIN BLIND DATE MIT DEM LEBEN (Ger)	StudioCanal NZ	12.10.17	4,245

### 2017 German minority co-productions

PERSONAL SHOPPER (Fr/Ger)	Rialto Distribution	13.04.17	75,448
A CURE FOR WELLNESS (US/Ger)	20th Century Fox New Zealand	16.03.17	60,279
EL OLIVO (Sp/Ger)	Limelight Distribution	15.06.17	56,610
FRANTZ (Fr/Ger)	Rialto Distribution	07.09.17	47,014
THE STOLEN (UK/Ger/UAE/NZ)	Rialto Distribution	23.11.17	27,741
AU NOM DE MA FILLE (Fr/Ger)	StudioCanal NZ	13.07.17	3,935



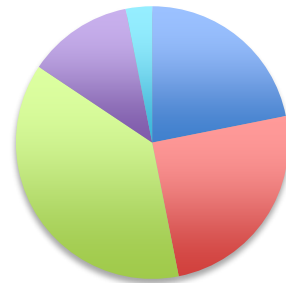
### (3) NEW ZEALAND: TOP 10 GERMAN FILMS (THEATRICAL), 2010-17

	Admissions	Box office (EUR)
THE LAST STATION (2010)	83,526	576,578
RESIDENT EVIL: RETRIBUTION (2012)	59,810	439,511
THE THREE MUSKETEERS (2011)	60,503	439,813
BARBARA (2013)	41,106	297,870
RESIDENT EVIL: THE FINAL CHAPTER (2017)	29,373	264,354
LOVE, ROSIE (2014)	26,325	239,277
DIE VERLORENE ZEIT (2013)	23,625	171,193
TARZAN 3D (2014)	20,668	187,888
PHOENIX (2016)	13,910	128,527
IM LABYRINTH DES SCHWEIGENS (2016)	12,412	104,025

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

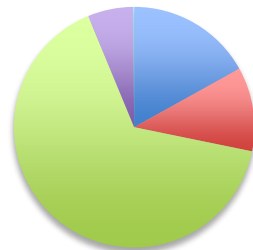
	2010	2011	2012	2013	2014	2015	2016	2017	Total
Madman Entertainment NZ	-	2	-	1	-	2	2	1	8
StudioCanal NZ	-	-	-	-	2	1	1	1	5
Paramount Pictures New Zealand	1	-	1	1	-	-	-	-	3
Rialto Distribution	2	-	-	-	-	-	-	1	3
Umbrella Entertainment	-	-	2	1	-	-	-	-	3
Curious Films	-	-	-	-	2	-	-	-	2
Sony Pictures New Zealand	-	-	1	-	-	-	-	1	2
Arkles Entertainment	-	-	-	1	-	-	-	-	1
Becker Film Group	-	-	-	-	1	-	-	-	1
Hopscotch NZ	-	1	-	-	-	-	-	-	1
Hoyts Distribution NZ	-	1	-	-	-	-	-	-	1
Icon Movies	-	-	-	-	-	-	-	1	1
Pinnacle Films	-	-	-	1	-	-	-	-	1
Roadshow Entertainment NZ	-	-	-	-	1	-	-	-	1

### New Zealand: German Releases by Genre, 2010-17



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

### New Zealand: German Films Box Office by Genre, 2010-17



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

## (6) GERMAN FILMS IN NEW ZEALAND, 2010-17, AN ANALYSIS

New Zealand is a lively, mature but very small market - the smallest of any we survey - which tends to be lumped in together with Australia when it comes to the theatrical distribution business. In general this is a mistake, because New Zealand is, in fact, economically, culturally and topographically quite different from its much larger neighbour, and is separated from it by some 4,000km of sea - roughly the distance between London and Moscow. Australia and NZ are united as much as divided by a shared language (English) while their other neighbours speak a variety of Asian languages. But film distribution tends to follow similar patterns in the two territories, with eight of the 13 distributors listed in Section (4) being local subsidiaries of Australian companies.

New Zealand's cinematic infrastructure is healthy and expanding in line with most of the territories analysed. Screens have increased by 30% since 2010, but admissions have pretty much stayed the same, as has box office. It may be small, but an average annual box office total over the eight years surveyed of (with due allowance for exchange rates) EUR 134 million is hefty for a country of less than 5 million people, a fact likewise reflected in a high per capita ratio of cinemagoing. New Zealand, in other words, is a limited but significant and dynamic market which is not easy to predict but unlikely to make a significant contribution to anyone's bottom line.

Many of the same films show up annually as in Australia (or for that matter Europe), but there are also some surprises, notably the top film of the seven-year period being THE LAST STATION, and the strong 2014 performance of WWII drama DIE VERLORENE ZEIT, a film which hardly registers elsewhere internationally. An interesting aspect of the genre charts in section (5) above is the fact that they remain proportionate, at least if one removes the necessarily bigger earning English-language films. Thus BARBARA took more than DIE BIENE MAJA and DAS WEISSE BAND more than HEIDI.

**What works in New Zealand?** Pretty much the same films - commercial as well as arthouse - as elsewhere, but with arthouse titles and one or two German stories like DIE VERLORENE ZEIT and IM LABYRINTH DES SCHWEIGENS performing proportionally better.

**What doesn't work in New Zealand?** The spread of titles acquired for distribution is too narrow for detailed analysis to be made - although that in itself is, of course, a factor.

**What else might appeal?** Again, the market is too small for an overall strategy, although the film festivals in Auckland and Wellington provide a useful launch pad for arthouse titles.

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

**New Zealand's** TV set-up is somewhat unusual. Geography cuts NZ off from most of the rest of the world, but it seems to prosper as an English-speaking market with a relatively wealthy population whose programming was boosted by cable and satellite in the late 1980s, with a wide range of choice supplementing the limited line-up offered by TVNZ as well as the dramas created for it by a flourishing production industry.

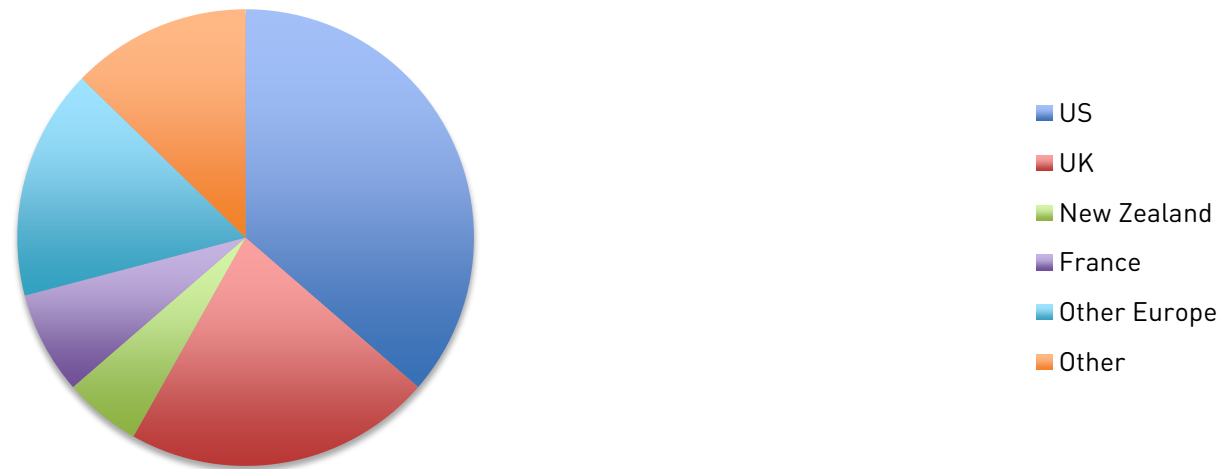
Sky remains the dominant force in NZ television, with the most unusual aspect of the set-up being that the range of channels is relatively old-fashioned, with movies on TV the biggest category. Also notable are the channels that have been added to the Fox TV server targeted at new Zealanders from South-East Asia.

### New Zealand: Fox TV Channels By Content



New Zealand likewise has a good selection of European movies available in the traditional time-slot format thanks to the programming available from independent distributor Rialto, which is itself unusual in being a New Zealand company which has spread to Australia rather than vice versa. German titles programmed were DER NACHTMAHR and TONI ERDMANN.

### New Zealand: Films on the Rialto Channel by Country of Origin



## (8) NEW ZEALAND IN OVERVIEW: 2000-2017

The following charts depict a comparative overview of the situation of German films released in New Zealand 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	1	2	19.029	36.153	128	69,1	0,78	1,56	0,01	0,05
2001	3	4	203.596	229.349	130	73,2	2,31	3,08	0,28	0,31
2002	1	15	10.931	4.813.571	125	86,4	0,80	12,00	0,01	5,57
2003	3	16	267.849	8.014.115	163	97,4	1,84	9,82	0,28	8,23
2004	3	11	915.147	2.849.480	171	94,8	1,75	6,43	0,28	0,97
2005	8	16	775.847	3.461.922	175	137,5	4,57	9,14	0,56	2,52
2006	4	18	171.373	2.779.322	195	140,9	2,05	9,23	0,12	1,97
2007	5	13	1.173.993	4.017.743	191	147,1	2,62	6,81	0,80	2,73
2008	2	13	207.732	5.484.134	234	121,5	0,85	5,56	0,17	4,51
2009	2	14	321.856	6.463.276	257	132,8	0,78	5,45	0,24	4,87
2010	3	7	835.171	2.369.409	287	137,9	1,05	2,44	0,61	5,26
2011	3	7	737.529	1.783.076	277	132,7	1,08	2,53	0,56	1,34
2012	4	9	671.389	4.234.142	291	145,1	1,37	3,09	0,47	2,92
2013	4	14	781.932	2.485.221	273	153,3	1,47	5,13	0,51	1,62
2014	6	11	665.379	2.514.399	262	141,6	2,29	4,20	0,47	1,78
2015	2	8	79.248	4.562.678	307	138,5	0,65	2,61	0,06	3,29
2016	4	12	231.923	1.847.104	361	151,7	1,11	3,32	0,15	0,98
2017	6	11	509.232	658.139	387	139,1	1,55	2,84	0,37	0,47
<b>Average</b>	4	11	476.620	3.255.735	234	124,5	1,61	5,29	0,33	2,74
<b>Total</b>	64	201	8.579.156	58.603.233	4.214	2.240,6	n/a	n/a	n/a	n/a

## **(9) NEW ZEALAND: SOURCES AND ACKNOWLEDGMENTS**

CIA World Factbook, xe.com, European Audiovisual Observatory, Rentrak, NZ Film, Lyngsat.com, JustWatch.com, www.channellists.com, Research Informa, Ezy DVD, , Statistics New Zealand, Sky TV Annual Report, scriblogs.co.nz.