

# PORTUGAL

(Pop: 10.8 million; GDP \$311.3 million)

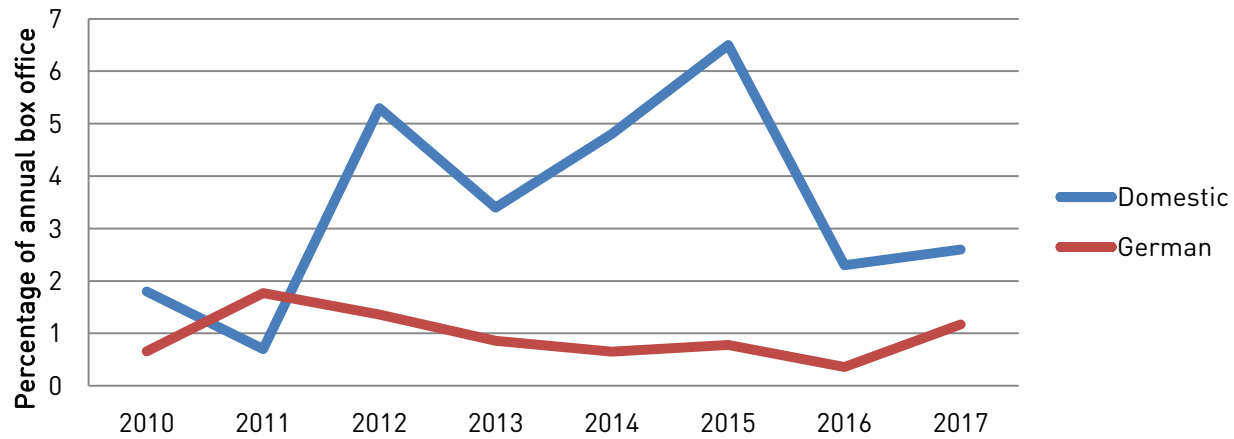
## (1) PORTUGAL: THEATRICAL MARKET OVERVIEW, 2010-17

	2010	2011	2012	2013	2014	2015	2016	2017
Screens	564	554	550	545	545	547	549	571
Theatrical admissions (millions)	16.6	15.7	13.8	12.5	12.1	14.6	14.9	15.6
Per capita attendance	1.6	1.5	1.3	1.2	1.2	1.4	1.4	1.5
Box office (EUR millions*)	82.24	85.62	71.90	63.04	68.9	76.4	80.8	81.6
Average ticket price (EUR*)	4.97	5.46	5.23	5.00	5.70	5.23	5.43	5.23
Releases	261	284	306	354	341	367	411	372
Domestic releases	22	23	31	20	39	28	28	38
US releases	146	147	153	213	175	173	172	155
European releases**	46	99	107	106	112	151	184	180
German releases	10	5	7	8	5	14	8	9
Domestic market share	1.9%	0.7%	5.3%	3.4%	4.8%	6.5%	2.3%	2.6%
German market share	0.66%	1.77%	1.36%	0.86%	0.65%	0.78%	0.36%	1.17%

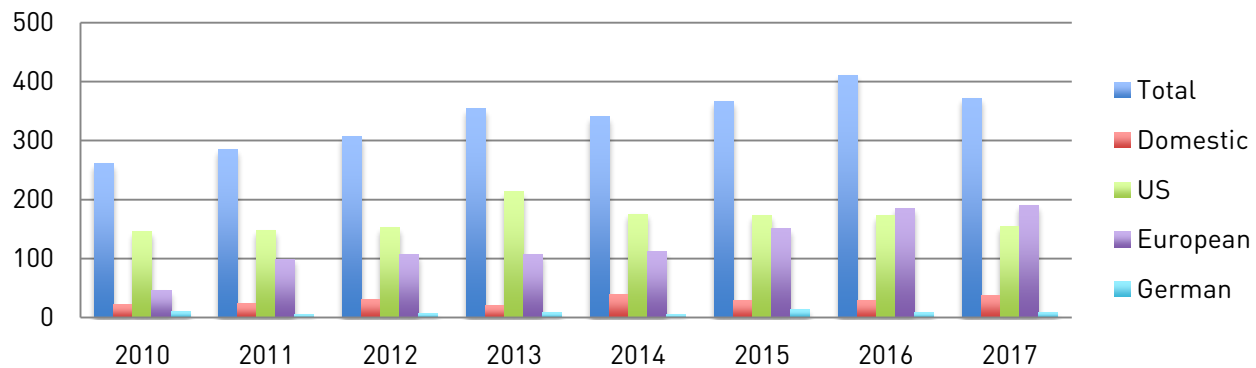
\*EUR equivalents are calculated throughout at the exchange rate for December 31 of the year in question.

\*\*Excluding German majority films

## Portugal: Theatrical Market Shares 2010-17



## Portugal: Theatrical Releases 2010-17



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

Title	Distributor	Release date	Admissions
<b>2010 German films (100% or majority co-productions)</b>			
URMEL AUS DEM EIS (Ger)	Lusomundo Audiovisuais	22.04.10	42,116
DAS WEISSE BAND (Ger/Aut/It/Sp)	Clap Filmes	14.01.10	22,050
THE LAST STATION (Ger/Rus/UK)	Alambique	08.12.10	16,119
WÜSTENBLUME (Ger/Aut)	Pris Audiovisuais	24.06.10	7,634
PANDORUM (Ger/US)	Lusomundo Cinemas	14.10.10	7,478
SOUL KITCHEN (Ger/Fr/It)	Atalanta Filmes	22.04.10	4,292
ALLE ANDEREN (Ger)	Clap Filmes	16.09.10	3,807
DIE PÄPSTIN (Ger/UK/It/Sp)	Lusomundo Cinemas	16.09.10	3,081
JOHN RABE (Ger/Cn/Fr/It/Sp)	Pris Audiovisuais	03.06.10	2,327
DER ROTE BARON (Ger)	Lusomundo Cinemas	05.08.10	1,297
<b>2010 German minority co-productions</b>			
RESIDENT EVIL: AFTERLIFE (UK/Ger/US)	Columbia TriStar Warner	16.09.10	141,005
THE GHOST (Fr/Ger/UK)	Lusomundo Audiovisuais	15.07.10	84,004
WHERE THE WILD THINGS ARE (US/Aus/Ger)	Columbia TriStar Warner	07.01.10	15,619
ANTICHRIST (Den/Ger/Fr/Swe/It)	Pris Audiovisuais	28.01.10	11,918
LEBANON (Isr/Fr/Ger)	Cinema City	06.05.10	7,833
FLICKAN SOM LEKTE MED ELDEN (Swe/Fr/Ger)	Lusomundo Cinemas	25.03.10	4,420
TULPAN (Kaz/Ger/Pol/Rus/Swz)	Clap Filmes	30.12.10	4,222
DEUSYNLIGE (Nor/Swe/Ger)	Pris Audiovisuais	19.08.10	2,666
WHISKY (Uru/Sp/Ger)	Bosque Secreto	01.07.10	1,943
GIGANTE (Uru/Ger/Arg)	Midas Filmes	09.09.10	1,244

LE PÈRE DE MES ENFANTS (Fr/Ger)	Alambique	14.10.10	759
THE WORLD IS BIG AND SALVATION LURKS AROUND THE CORNER (Bul/Ger/Slvn)	Atalanta Filmes	25.11.10	176

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

KONFERENZ DER TIERE (Ger)	Valentim de Carvalho Multimedia	04.08.11	107,978
THE THREE MUSKETEERS (Ger/Fr/UK/US)	Lusomundo Cinemas	13.10.11	90,633
A DANGEROUS METHOD (Ger/Can/UK/Swz)	Lusomundo Audiovisuais	24.11.11	53,292
PINA (Ger/Fr)	Midas Filmes	12.05.11	24,019
TANZTRÄUME (Ger)	Midas Filmes	12.05.11	1,518
WELT AM DRAHT (re, BRD)	Clap Filmes	17.11.11	753
LIFE, ABOVE ALL (Ger/SA)	Pris Audiovisuais	09.06.11	518

### 2011 German minority co-productions

UNKNOWN (US/Ger/UK/Fr)	Columbia TriStar Warner	06.05.11	75,005
HANNA (US/UK/Ger)	Columbia TriStar Warner	07.07.11	31,077
CARNAGE (Fr/Ger/Pol)	Lusomundo Audiovisuais	29.12.11	28,674
TINKER TAILOR SOLDIER SPY (UK/Fr/Ger)	Lusomundo Cinemas	22.12.11	28,372
ANONYMOUS (UK/Ger)	Columbia TriStar Warner	01.12.11	23,788
CHASSEUR DE DRAGONS (Fr/Lux/Ger)	Lusomundo Cinemas	28.07.11	23,682
MELANCHOLIA (Den/Swe/Fr/Ger)	Clap Filmes	01.12.11	14,462
NIKO - LENTÄJÄN POIKA (Fin/Den/Ire/Ger)	Valentim de Carvalho Multimedia	22.12.11	10,326
CHALET GIRL (UK/Ger/Aut)	Lusomundo Cinemas	16.06.11	5,056
CARLOS (Fr/Ger)	Lusomundo Cinemas	02.06.11	4,520
UNCLE BOONMEE WHO CAN RECALL HIS PAST LIVES (Thai/Ger/Fr/Sp/UK)	Midas Filmes	31.03.11	4,486
BAL (Tur/Ger)	Atalanta Filmes	24.03.11	4,192
LE QUATTRO VOLTE (It/Ger/Swz)	Clap Filmes	28.04.11	2,985
THE HUMAN RESOURCES MANAGER (Isr/Ger/Fr)	Clap Filmes	11.08.11	2,757

JOUEUSE (Fr/Ger)	Lusomundo Cinemas	13.01.11	2,009
DU LEVANDE (Swe/Fr/Ger/Den)	Alambique	13.01.11	1,947
LA SOLITUDINE DEI NUMERI PRIMI (It/Ger/Fr)	Alambique	28.03.11	1,892
LUFTSLOTTET SOM SPRÄNGDES (Swe/Den/Ger)	Lusomundo Cinemas	28.09.11	1,473
AURORA (Rom/Fr/Swz/Ger)	Clap Filmes	05.05.11	1,099
LOURDES (Aut/Fr/Ger)	Alambique	12.05.11	1,047
MY JOY (Ukr/Ger/NL)	Lusomundo Audiovisuais	29.01.11	951
TOKIO! (Jap/Fr/Ger)	Clap Filmes	17.02.11	621
HJEM TIL JUL (Nor/Ger)	Alambique	08.12.11	572
DER RÄUBER (Aut/Ger)	Zero Em Comportamento	03.03.11	81

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

CLOUD ATLAS (Ger/US)	Lusomundo Audiovisuais	29.11.12	104,329
RESIDENT EVIL: RETRIBUTION (Ger/Can)	Columbia TriStar Warner	20.09.12	64,980
URMELL VOLL IN FAHRT (Ger)	Lusomundo Audiovisuais	04.10.12	13,467
DREI (Ger)	Alambique	13.04.12	1,837
THE FUTURE (Ger/US)	Leopardo Filmes	15.08.12	1,751
DAS LETZTE SCHWEIGEN (Ger)	Pris Audiovisuais	09.08.12	764
JERICHOW (Ger)	Leopardo Filmes	13.09.12	606

#### 2012 German minority co-productions

AMOUR (Fr/Ger/Aut)	Leopardo Filmes	06.12.12	38,166
TABU (Por/Ger/Brz/Fr)	O Som e a Furia	05.04.12	23,571
STREETDANCE 2 (UK/Ger/It)	Pris Audiovisuais	21.06.12	13,076
2 DAYS IN NEW YORK (Fr/Ger/Bel)	Midas Filmes	23.08.12	10,859
LE HAVRE (Fin/Fr/Ger)	Midas Filmes	16.02.12	9,279
ELLES (Fr/Pol/Ger)	Alambique	11.10.12	5,249

LARGO WINCH II (Fr/Bel/Ger)	Lusomundo Audiovisuais	19.07.12	4,205
CAVE OF FORGOTTEN DREAMS (Can/US/Fr/UK/Ger)	Pris Audiovisuais	05.01.12	3,782
HOLY MOTORS (Fr/Ger)	Leopardo Filmes	20.12.12	3,608
UN AMOUR DE JEUNESSE (Fr/Ger)	Alambique	22.03.12	3,204
POULET AUX PRUNES (Fr/Ger/Bel)	Midas Filmes	18.10.12	2,685
LA PRINCESSE DE MONTPENSIER (Fr/Ger)	Lusomundo Audiovisuais	02.08.12	1,260
ENTER THE VOID (Fr/Ger/It)	Lanterna de Pedra Filmes	15.03.12	1,190
LA RAFLE (Fr/Ger)	Lusomundo Audiovisuais	27.09.12	609
CIRKUS COLUMBIA (Bos/Fr/Ger/UK/Slvn/Bel)	Leopardo Filmes	27.09.12	436
MR. NOBODY (Fr/Ger/Bel/Can)	Lusomundo Audiovisuais	04.10.12	352
SWANS (Por/Ger)	Midas Filmes	22.03.12	157
THE HUNTER (Iran/Ger)	Leopardo Filmes	20.09.12	145

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

NIGHT TRAIN TO LISBON (Ger/Swz/Por)	Lusomundo Cinemas	21.03.13	58,903
HANNAH ARENDT (Ger/Lux/Fr/Isr)	Alambique	03.10.13	22,594
BARBARA (Ger)	Leopardo Filmes	31.01.13	7,235
WICKIE AUF GROSSER FAHRT (Ger)	Lusomundo Cinemas	07.02.13	5,674
WICKIE UND DIE STARKEN MÄNNER (Ger)	Lusomundo Cinemas	07.02.13	5,396
LORE (Ger/Aus/UK)	Alambique	20.06.13	5,236
GOLD (Ger/Can)	Leopardo Filmes	26.09.13	1,096
3096 TAGE (Ger)	Lusomundo Cinemas	04.07.13	1,033

### 2013 German minority co-productions

RUSH (US/UK/Ger)	Lusomundo Audiovisuais	03.10.13	62,633
HANSEL & GRETEL: WITCH HUNTERS (US/Ger)	Lusomundo Cinemas	31.01.13	54,552
HETJUR VALHALLA: THOR (Ice/Ger/UK)	Lusomundo Audiovisuais	14.11.13	10,863

HYSTERIA (UK/US/Fr/Ger/Lux)	Outsider Films	04.07.13	8,327
NIKO 2: LENTÄJÄVELJEKSET (Fin/Den/Ire/Ger)	Lusomundo Audiovisuais	02.12.13	6,828
DEN SKALDEDE FRISØR (Den/Fr/It/Swe/Ger)	Vendetta Filmes	09.05.13	4,656
ET SI ON VIVAIT TOUS ENSEMBLE? (Fr/Ger)	Leopardo Filmes	28.02.13	2,481
KON-TIKI (Nor/UK/Den/Ger)	Lusomundo Audiovisuais	12.09.13	1,566
V TUMANE (Belarus/Ger/Lat/NL)	Alambique	11.07.13	1,433
MORE THAN HONEY (Swz/Ger/Aut)	Alambique	10.10.13	1,239
POST TENEBRAS LUX (Mex/Fr/NL/Ger)	Midas Filmes	04.07.13	1,224
HODEJGERNE (Nor/Den/Ger)	Vendetta Filmes	13.06.13	1,107
LE COCHON DE GAZA (Fr/Ger/Bel)	Lusomundo Cinemas	24.01.13	1,005
A REPÚBLICA DE MININUS (Por/Fr/Ger/Bel/Guinea-Bissau)	Filmes de Tejo II	11.07.13	922
CATIVOS (Fr/Ger/UK/Phil)	Alambique	11.04.13	600
THE LONELIEST PLANET (US/Ger)	Alambique	23.05.13	569
CSAK A SEL (Hun/Ger/Fr)	Alambique	05.09.13	551

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

DER 7BTE ZWERG (Ger)	Pris Audiovisuais	02.10.14	39,168
TARZAN 3D (Ger)	Lusomundo Audiovisuais	10.04.14	23,515
DER MEDICUS (Ger)	Outsider Films	11.09.14	9,837
ZWEI LEBEN (Ger/Nor)	Films4You	23.10.14	3,366
DIE ANDERE HEIMAT: CHRONIK EINER SEHNSUCHTS (Ger/Fr)	Leopardo Filmes	02.10.14	3,095

#### 2014 German minority co-productions

POMPEII (Can/Ger)	Lusomundo Audiovisuais	27.02.14	61,351
THE BOOK THIEF (US/Ger)	Big Picture 2 Films	23.01.14	43,920
NYMPHOMANIAC: VOLUME 1 (Den/Ger/Fr/Swz/Bel)	Leopardo Filmes	16.01.14	15,843
MAPS TO THE STARS (Can/US/Fr/Ger)	Lusomundo Audiovisuais	11.12.14	9,664

NYPHOMANIAC: VOLUME 2 (Den/Ger/Fr/Swz/Bel)	Leopardo Filmes	30.01.14	9,271
3 COEURS (Fr/Ger/Bel)	Leopardo Filmes	25.12.14	6,702
ONLY LOVERS LEFT ALIVE (UK/Ger/Fr/Cyp)	Lusomundo Audiovisuais	12.06.14	5,919
CASANOVA VARIATIONS (Fr/Aut/Ger)	Leopardo Filmes	04.12.14	4,374
DIPLOMATIE (Fr/Ger)	Lusomundo Audiovisuais	24.04.14	3,111
WADJDA (Saudi/Ger)	Alambique	20.03.14	2,042
THE CONGRESS (Isr/Ger/Pol/Fr/Bel)	Midas Filmes	13.03.14	1,527
BETHLEHEM (Isr/Bel/Ger)	Alambique	31.07.14	1,264
KVINDEN I BURET (Den/Ger/Swe)	Vendetta Filmes	31.07.14	1,106
HARMONY LESSONS (Kaz/Ger/Fr)	Leopardo Filmes	06.03.14	869
VOUS N'AVEZ ENCORE RIEN VU (Fr/Ger)	Midas Filmes	09.10.14	639
BRIDGES OF SARAJEVO (Bos/Fr/Swz/It/Ger/Por)	Alambique	13.11.14	605
PELO MALO (Ven/Per/Arg/Ger)	Nitrato Filmes	02.10.14	294

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

OOOPS! DIE ARCHE IST WEG (Ger/Ire/Bel/Lux)	Pris Audiovisuais	27.08.15	39,033
DIE BIENE MAJA - DER KINOFILM (Ger/Aus)	Outsider Filmes	08.01.15	38,415
PHOENIX (Ger)	Leopardo Filmes	16.04.15	11,269
CLOUDS OF SILS MARIA (Ger/Fr/Swz)	Leopardo Filmes	02.07.15	5,958
MADAME BOVARY (Ger/Bel/US)	Lusomundo Audiovisuais	25.06.15	4,095
CITIZENFOUR (Ger/US)	Leopardo Filmes	12.03.15	4,020
HECTOR AND THE SEARCH FOR HAPPINESS (Ger/Can/UK)	Outsider Filmes	26.02.15	3,152
ELSER - ER HÄTTE DIE WELT VERÄNDERT (Ger)	Outsider Filmes	12.11.15	2,725
IM LABYRINTH DES SCHWEIGENS (Ger)	Films4You	16.04.15	2,563
LAUF JUNGE LAUF (Ger/Fr/Pol)	Cinemundo	06.03.15	1,990
EVERY THING WILL BE FINE (Ger/Can/Swe/Nor)	Lusomundo Audiovisuais	12.11.15	1,817
KREUZWEG (Ger)	Vendetta Filmes	04.06.15	913
VERGISS MEIN ICH (Ger)	Legendmain Filmes	19.11.15	606



## 2015 German minority co-productions

BRIDGE OF SPIES (US/Ger/Ind)	Big Picture 2 Films	26.11.15	101,193
HITMAN: AGENT 47 (US/Ger)	Big Picture 2 Films	27.08.15	98,728
AS MIL E UMA NOITES: VOLUME 1, O INQUIETO (Por/Fr/Ger/Swz)	O Som e a Furia	27.08.15	19,426
BIG GAME (Fin/Ger/UK)	Cinemundo	28.05.15	11,169
AS MIL E UMA NOITES: VOLUME 2, O DESOLADO (Por/Fr/Ger/Swz)	O Som e a Furia	24.09.15	9,123
AS MIL E UMA NOITES: VOLUME 3, O ENCANTADO (Por/Fr/Ger/Swz)	O Som e a Furia	08.10.15	6,453
KIS UYKUSU (Tur/Ger/Fr)	Leopardo Filmes	08.01.15	6,172
NORTHMEN - A VIKING SAGA (Swz/Ger/SA)	Lusomundo Audiovisuais	12.02.15	3,055
LE MERAVIGLIE (It/Ger)	Midas Filmes	26.03.15	3,009
GERMANIA ANNO ZERO (re, It/BRD)	Leopardo Filmes	30.03.15	2,139
EN DUVA SATT PA EN GREN OCH FUNDERADE PA TILLVARON (Swe/Fr/Nor/Ger)	Alambique	25.06.15	2,081
AMOUR FOU (Aut/Lux/Ger)	Alambique	26.03.15	1,351
A LONG WAY DOWN (UK/Ger)	Lusomundo Audiovisuais	26.03.15	1,151
THE VOICES (US/Ger)	Lusomundo Audiovisuais	26.03.15	1,026
DE SURPRISE (NL/Bel/UK/Ire/Ger)	Cinemundo	01.10.15	942
FEHER ISTEN (Hun/Ger/Swe)	Alambique	28.05.15	899
DER ANSTÄNDIGE (Aut/Ger/Isr)	Midas Filmes	22.01.15	613
THE PRESIDENT (Geo/Fr/UK/Ger)	Lanterna de Pedra Filmes	10.09.15	501
MICHAEL KOHLHAAS (Fr/Ger)	Leopardo Filmes	26.03.15	410
PRAIA DO FUTURO (Brz/Ger)	Nitrato Filmes	08.05.15	264
MORE (re, Fr/Ger/Lux)	Leopardo Filmes	19.11.15	252

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

HEIDI (Ger/Swz)	Cinemundo	07.01.16	32,055
UNFRIEND (Ger)	Lusomundo Audiovisuais	03.11.16	9,149
ALONE IN BERLIN (Ger/Fr/Swz/UK)	Pris Audiovisuais	17.11.16	6,972
FRANCOFONIA (Ger/Fr/NL)	Leopardo Filmes	14.07.16	6,948
DER STAAT GEGEN FRITZ BAUER (Ger)	Films4You	30.05.16	1,827
DIE GELIEBTEN SCHWESTERN (Ger/Aut/Swz)	Legendmain Filmes	05.10.16	1,422
VICTORIA (Ger)	Midas Filmes	14.07.16	1,029
WAS BLEIBT (Ger)	Legendmain Filmes	14.04.16	911

## 2016 German minority co-productions

SNOWDEN (US/Fr/Ger)	Lusomundo Audiovisuais	22.09.16	61,222
POINT BREAK (US/Ger/Can)	Pris Audiovisuais	07.01.16	39,726
A HOLOGRAM FOR THE KING (US/Ger)	Pris Audiovisuais	05.05.16	32,760
ELLE (Fr/Ger/Bel)	Midas Filmes	17.11.16	14,272
RACE (Can/Ger/Fr)	Lusomundo Audiovisuais	04.08.16	7,811
L'AVENIR (Fr/Ger)	Alambique	16.06.16	7,590
EDDIE THE EAGLE (UK/US/Ger)	Big Picture 2 Films	31.03.16	6,484
MUSTANG (Fr/Tur/Ger)	Outsider Films	18.02.16	6,353
AN (Jap/Fr/Ger)	Leopardo Filmes	28.07.16	6,340
LES BEAUX JOURS D'ARANJUEZ (Fr/Ger/Por)	Leopardo Filmes	15.12.16	2,867
ANGRY INDIAN GODDESSES (Ind/Ger)	Outsider Films	16.06.16	2,667
NOSTALGIA DE LA LUZ (Chile/Sp/Fr/Ger/US)	Midas Filmes	11.02.16	1,857
VERGINE GIURATA (It/Swz/Alb/Ger)	Midas Filmes	06.10.16	781
MITA TOVA - THE FAREWELL PARTY (Isr/Ger)	Films4You	21.07.16	533
MIN LILLA SYSTER (Swe/Ger)	Leopardo Filmes	09.06.16	524
SADILISHTETO (Bul/Ger/Cro)	Lanterna de Pedra Filmes	18.02.16	243

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

HAPPY FAMILY (Ger)	Lusomundo Audiovisuais	12.10.17	62,233
RESIDENT EVIL: THE FINAL CHAPTER (Ger/Aus/Can)	Big Picture 2 Films	26.01.17	54,433
RICHARD DER STORCH (Ger)	Lusomundo Audiovisuais	24.08.17	42,352
TONI ERDMANN (Ger/Aut/Rom)	Alambique	16.02.17	7,757
VOR DER MORGENRÖTE – STEFAN ZWEIG IN AMERIKA (Ger/Fr/Aut)	Alambique	23.02.17	6,874
RETURN TO MONTAUK (Ger/Fr/Ire)	Outsider Films	14.09.17	5,662
ALICE IN DEN STÄDTEN (re, BRD)	Leopardo Filmes	16.03.17	1,307
RAMMSTEIN: PARIS (Ger)	UCI Cinemas	23.03.17	829
MEIN BLIND DATE MIT DEM LEBEN (Ger)	Cinemundo	01.06.17	700

### 2017 German minority co-productions

THE LITTLE VAMPIRE 3D (NL/Ger/Den)	Cinemundo	19.10.17	23,628
COLLIDE (UK/Ger)	Lusomundo Audiovisuais	16.03.17	18,507
THE SQUARE (Swe/Ger/Fr/Den)	Alambique	26.10.17	18,140
LE JEUNE KARL MARX (Fr/Ger/Bel)	Films4You	20.04.17	7,324
TOIVON TUOLLA PUOLEN (Fin/Ger)	Midas Filmes	26.10.17	5,524
MA LOUTE (Fr/Ger)	Legendmain Filmes	20.04.17	3,545
UNA MUJER FANTASTICA (Chile/Ger)	Alambique	21.12.17	2,415
PERSONAL SHOPPER (Fr/Ger)	Legendmain Filmes	02.03.17	1,119
FÉLICITÉ (Fr/Sen/Bel/Ger/Leb)	Lanterna de Pedra	01.06.17	748
HYMIYLEVÄ MIES (Fin/Swe/Ger)	Legendmain Filmes	22.06.17	267

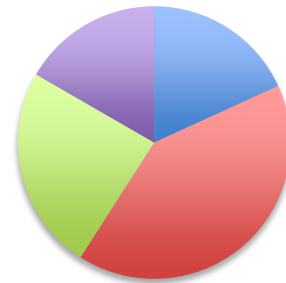
### (3) PORTUGAL: TOP 10 GERMAN FILMS (THEATRICAL), 2010-17

	Admissions	Box office (EUR)
KONFERENZ DER TIERE (2011)	107,978	636,224
CLOUD ATLAS (2012)	104,329	528,114
THE THREE MUSKETEERS (2011)	90,633	506,358
RESIDENT EVIL: RETRIBUTION (2012)	64,980	402,631
HAPPY FAMILY (2017)	62,233	310,681
NIGHT TRAIN TO LISBON (2013)	58,903	272,120
RESIDENT EVIL: THE FINAL CHAPTER (2017)	54,433	325,239
A DANGEROUS METHOD (2011)	53,292	252,814
RICHARD DER STORCH (2017)	42,352	202,471
URMELL AUS DEM EIS (2010)	42,116	183,610

#### [4] PORTUGAL: DISTRIBUTORS OF GERMAN FILMS, 2010-17

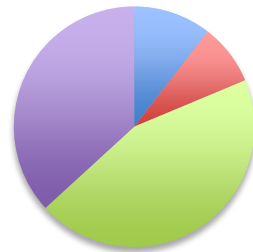
	2010	2011	2012	2013	2014	2015	2016	2017	Total
Leopardo Filmes	-	-	2	2	1	3	1	1	10
Lusomundo Audiovisuais	1	1	2	-	1	1	1	2	9
Lusomundo Cinemas	3	1	-	4	-	-	-	-	8
Alambique	1	-	1	3	-	-	-	2	7
Pris Audiovisuais	2	1	1	-	1	1	-	-	6
Outsider Films	-	-	-	-	1	3	-	1	5
Clap Filmes	2	1	-	-	-	-	-	-	3
Legendmain Filmes	-	-	-	-	-	1	2	-	3
Midas Filmes	-	2	-	-	-	-	1	-	3
Films4You	-	-	-	-	1	1	1	-	3
Cinemundo	-	-	-	-	-	1	1	1	3
Atalanta Filmes	1	-	-	-	-	-	-	-	1
Big Picture 2 Films	-	-	-	-	-	-	1	-	1
Columbia TriStar Warner	-	-	1	-	-	-	-	-	1
UCI Cinemas	-	-	-	-	-	-	-	-	1
Valentim de Carvalho Multimedia	-	1	-	-	-	-	-	-	1
Vendetta Filmes	-	-	-	-	-	1	-	-	1

### Portugal: German Releases by Genre, 2010-17



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

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



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

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

A small territory with a proud cinematic tradition tending towards the experimental, Portugal has a domestic market share averaging 3.4% over the eight-year period surveyed. As a result, the vast majority of films released in Portugal are imported at both the arthouse and the commercial ends of the spectrum. This is, of course, also true of German films, with the 65 titles released in Portugal over the eight years ranging from austere arthouse titles like *KREUZWEG*, which sold under 1,000 tickets in 2015, to English-language films like *CLOUD ATLAS* (104,000 in 2012) and animated epics like *KONFERENZ DER TIERE* (108,000 in 2011).

The difference between the two genre charts above is a classic one. The first - by films released regardless of box office - is divided roughly into thirds between German stories, with 27 titles; English-language films, with 16; and arthouse and children's films, with 23 between them. Measured by admissions, however, English-language films take a clear lead with just under 500,000, accounting for 44% of the total, followed fairly closely by animation and children's films with 412,000 (37%), with the two other categories accounting for more or less equal shares of the remaining 20%.

Closer analysis of the eight-year figures in Section (1) reveals a more nuanced picture. The number of screens has remained unchanged at a time when the rest of Europe was retooling its cinemas with digital projection and stadium seating. More disastrously, admissions plunged by over 30%, from 16.6 million in 2010 to 12.1 million in 2014, before beginning to pick up in 2015 and finish the period only 6% down on the start of the decade. Box office revenue similarly fell from EUR 82 million in 2010 to EUR 63 million in 2013, but picked up to end the period surveyed just 7% down on 2010.

Surprisingly, however, there was no slowdown in the number of films released, which continued to climb throughout the eight-year period, from 261 features opening in 2010 to 411 in 2017, an increase of 57%. In fact, Portugal imports as many European films as a territory two or three times its size. This has to be seen as an act of faith by Portuguese distributors, since more releases and less overall box office is not a healthy mix. Thus while Portugal has proved a very welcoming market for German films and (especially) co-productions, the returns have been on the low side. A total of 65 German films and majority co-productions opened in Portugal between 2010 and 2017, but sold only just over a million tickets in total, averaging out at 17,500 per film. Given that the Top 10 German films sold 681,294 of those tickets that left an average of under 700 a title for the remainder.

Distributors, led by the veteran industry company Lusomundo (releasing films under two different banners and opening between them a third of all German films), may have taken a chance on smaller German titles, but audiences seemed to have preferred much the same films as elsewhere in Europe. The Top 10 films - see Section (3) - consist of the usual 50/50 mix of family films and English-language movies, with only two - KONFERENZ DER TIERE and CLOUD ATLAS - selling more than 100,000 tickets. PINA would have made the list if we had been drawing it up in 2015, so there was at least one arthouse hit during the period. TONI ERDMANN, by contrast, sold just 7,757 tickets.

Local films fared, if anything, worse: for what it is worth, Portugal is the only territory among the 30 surveyed in which German films outperformed local ones. That was in 2011. The local industry's best year was 2015, when Miguel Gomes' arthouse trilogy AS MIL E UMA NOITES sold a total of 35,000 tickets, albeit with each episode dropping off from the previous one.

**What works in Portugal?** In commercial terms, pass-for-Hollywood English-language films and animated children's movies topped Portugal's wish list. As for arthouse, 12 imports is good for a country of 10 million, but an average of under 10,000 admissions less so.

**What doesn't work in Portugal?** German stories were especially disappointing: 27 films imported, averaging 3,400 admissions per title. Only DER 7BTE ZWERG sold over 10,000 tickets.

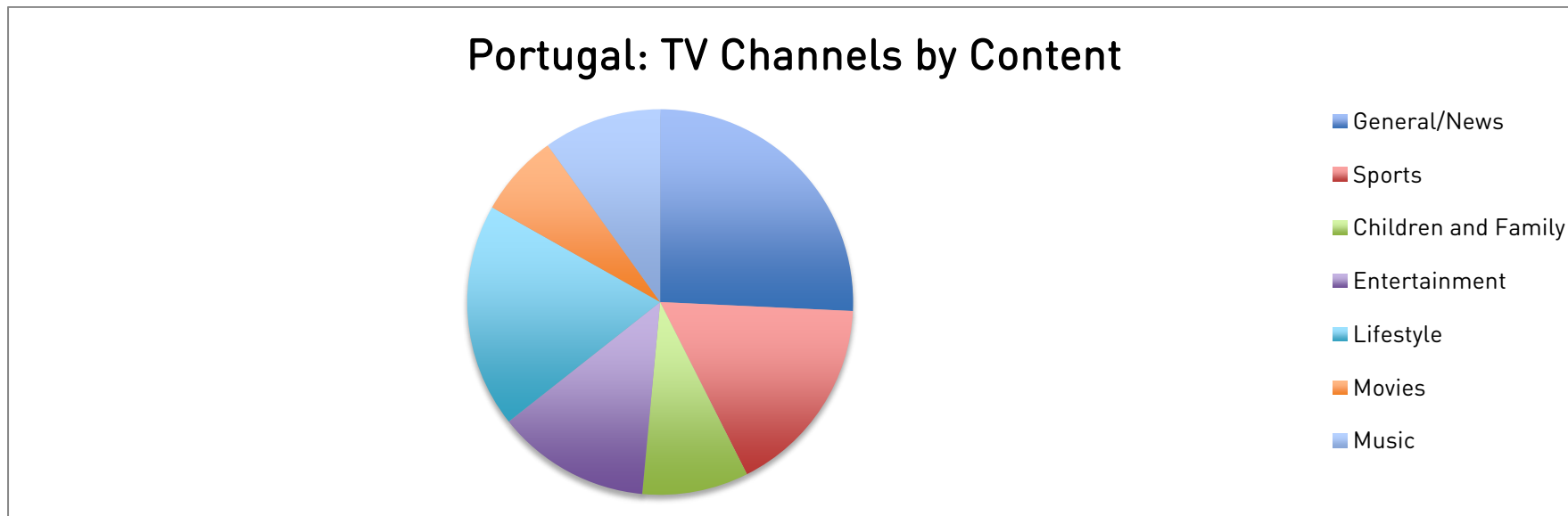
**What else might appeal?** The present mix seems about right for the market. There is little room for expansion.



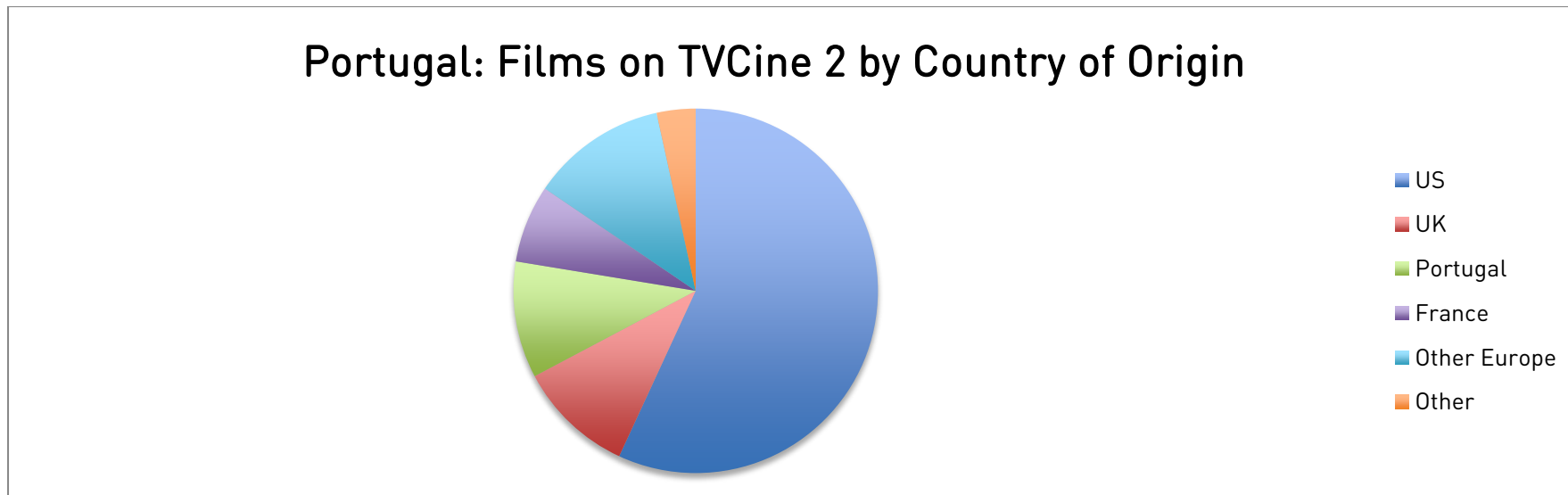
## (7) PORTUGAL: GERMAN FILMS ON TELEVISION OVERVIEW

Portugal has the same history as other European countries, with a national broadcaster, Radio e Televisão de Portugal, starting with a monopoly situation and with the usual array of pay TV channels coming in around the end of the last millennium. But since this happened later than elsewhere in Europe, reliance on alternative forms of signal delivery - cable, satellite, IPTV - has taken a stronger hold on viewing habits.

Not that this effects the choice of programming available, as the table below (based on what is carried by the NOS satellite), indicates. The choice of movie channels is notably restricted.



The breakdown by nationality of films on fixed-time-slot TV available on Portugal's TVC2 - the most adventurous of a range of five branded channels - is about average for European movie channels, with one exception: the number of repeat screenings which in the week examined was very high. US titles dominated, but there were some unusual arthouse classics (Kurosawa's KAGEMUSHA) and two German-interest titles: TONI ERDMANN and Wim Wenders' LES BEAUX JOURS D'ARANJUEZ, which was shot in Portugal.



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

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

- **Alambique Filmes** has its own on-demand platform;
- some titles distributed by **Leopardo Filmes** are available for streaming on Vimeo.

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

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