

RUSSIA

(Pop: 142.2 million; GDP: \$4 trillion)

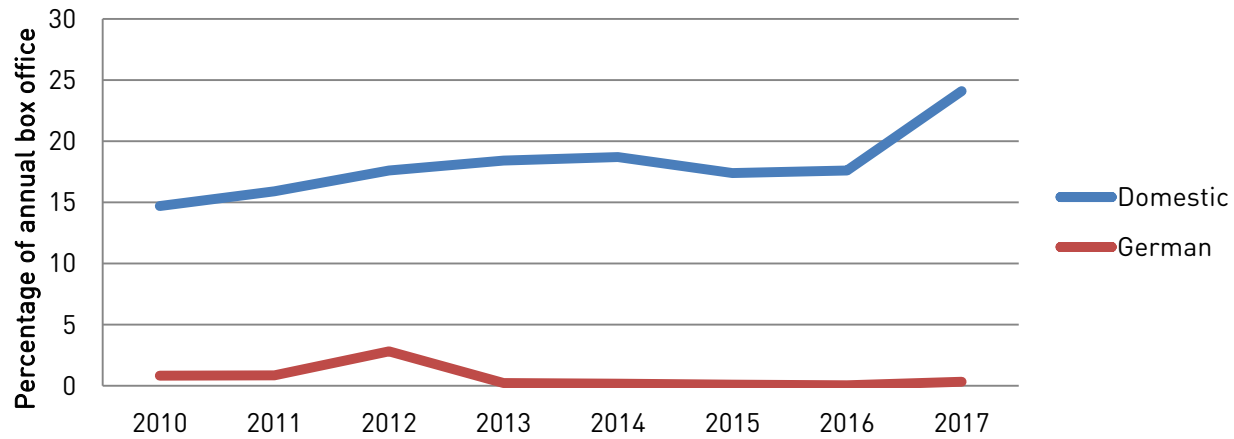
(1) RUSSIA: THEATRICAL MARKET OVERVIEW, 2010-17

	2010	2011	2012	2013	2014	2015	2016	2017
Screens	2,436	2,726	3,142	3,479	3,829	4,021	4,372	4,793
Theatrical admissions (millions)	155.9	159.5	156.9	177.1	176.1	174.1	194.7	212.2
Per capita attendance	1.1	1.2	1.1	1.2	1.2	1.2	1.4	1.5
Box office (EUR millions*)	779.8	893.4	775.4	963.4	949.9	689.8	678.1	767.2
Average ticket price (EUR*)	4.81	5.63	5.88	5.90	5.37	3.90	3,52	3.61
Releases	335	306	451	308	414	300	304	431
Domestic releases	62	55	81	55	55	70	62	80
US releases	140	133	145	74	137	138	149	169
European releases**	120	110	217	166	56	53	70	124
German releases	10	8	8	12	10	8	7	15
Domestic market share	14.7%	15.9%	17.6%	18.4%	18.7%	17.4%	17.6%	24.1%
German market share	0.82%	0.86%	2.81%	0.23%	0.18%	0.10%	0.05%	0.33%

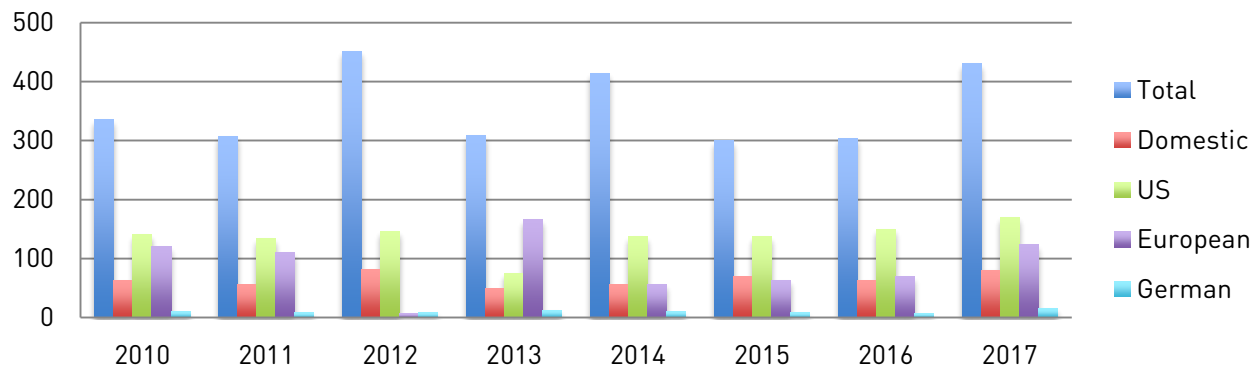
*EUR equivalents are calculated throughout at the exchange rate for December 31 of the year in question.

**Excluding German majority films

Russia: Theatrical Market Shares 2010-17



Russia: Theatrical Releases 2010-17



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

Title	Distributor	Release date	Admissions
2010 German films (100% or majority co-productions)			
KONFERENZ DER TIERE (Ger)	Luxor Company/Caroprokat	28.10.10	842,463
ZWEIOHRKÜKEN (Ger)	Cascade Film	15.04.10	242,871
MULLEWAPP - DAS GROSSE KINOABENTEUER DER FREUNDE (Ger/It/Fr)	Luxor Entertainment	29.04.10	81,359
SOUL KITCHEN (Ger/Fr/It)	Volga Film	21.01.10	39,180
DIE PÄPSTIN (Ger/Fr/Sp)	West Video	20.06.10	35,656
THE LAST STATION (Ger/Rus/UK)	Production Center of Andrei Konchalovsky	11.11.10	19,947
DAS WEISSE BAND (Ger/Aut/It/Sp)	Cinema Without Frontiers	04.03.10	11,339
ALLE ANDEREN (Ger)	Russian Report	29.04.10	4,330
PHANTOMSCHMERZ (Ger)	CMF	25.02.10	2,236
WOMEN WITHOUT MEN (Ger/Aut/Fr)	Sota Cinema Group	11.03.10	1,240
2010 German minority co-productions			
RESIDENT EVIL: AFTERLIFE (UK/Ger/US)	Walt Disney Studios/Sony Pictures Releasing	09.09.10	2,514,911
BURNT BY THE SUN 2: EXODUS (Rus/Ger/Fr)	Central Partnership	22.04.10	1,136,346
TURTLE: THE INCREDIBLE JOURNEY (UK/Aut/Ger)	Luxor Company	22.04.10	590,098
THE GHOST (Fr/Ger/UK)	Central Partnership	05.08.10	166,791
MR. NOBODY (Bel/Fr/Can/Ger)	Premium Film	15.04.10	85,604
LA PRINCESSE DE MONTPENSIER (Fr/Ger)	West Video	09.12.10	58,657
CHÉRI (UK/Ger/US)	Maywin Media	25.02.10	18,292

MÄN SOM HATAR KVINNOR (Swe/Ger/Nor)	Caravella DCC	02.09.10	10,610
MAMMOTH (Swe/Ger/Den)	Russian Report	25.03.10	10,205
ENTER THE VOID (Fr/Ger/It)	Premium Film	29.04.10	9,938
TOURNÉE (Fr/Ger)	Cinema Without Frontiers	04.11.10	8,143
LOURDES (Aut/Fr/Ger)	LeoART	01.07.10	3,767
AJAMI (Isr/Ger/UK)	Cinema Without Frontiers	15.07.09	2,241
LEBANON (Isr/Fr/Ger)	Caravella DCC	12.08.10	2,212
SHE, A CHINESE (UK/Fr/Ger)	Popular and Intellectual Films	08.07.10	1,673
SNABBA CASH (Swe/Ger/Den)	Cinema Without Frontiers	14.10.10	1,193
MAX MANUS (Nor/Den/Ger)	Caravella DCC	27.05.10	823
TRILOGIA II: I SKONI TOU HRONOU (Gr/Ger/It)	LeoART	12.08.10	623
THE UGLY DUCKLING AND ME! (Den/Ger/Fr/Ire)	Luxor Entertainment	16.09.10	49

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

THE THREE MUSKETEERS (Ger/Fr/UK/US)	Central Partnership	13.10.11	940,026
WIR SIND DIE NACHT (Ger)	Volga Film	07.04.11	162,183
KOKOWÄÄH (Ger)	Kaskad Film	08.09.11	161,228
PINA (Ger/Fr)	Premium Film	28.07.11	61,901
DER FALL CHODORKOWSKI (Ger)	Kinoclub	01.12.11	26,561
DREI (Ger)	Russian Report	09.06.11	7,847
THE FUTURE (Ger/US)	P&I Films	10.11.11	2,520
DAS LEBEN IST ZU LANG (Ger)	Exponenta Film	10.02.11	1,271

2011 German minority co-productions

ANONYMOUS (UK/Ger)	Walt Disney Studios/Sony Pictures Releasing	17.11.11	380,592
HANNA (US/UK/Ger)	Volga Film	05.05.11	277,956
UNKNOWN (US/Ger/UK/Fr)	Caro Premier	17.02.11	268,539

CHALET GIRL (UK/Ger/Aut)	Kaskad Film	04.07.11	170,533
FLYPAPER (US/Ger)	Kaskad Film	25.08.11	159,287
MELANCHOLIA (Den/Swe/Fr/Ger)	Central Partnership	08.07.11	132,699
TINKER TAILOR SOLDIER SPY (UK/Fr/Ger)	Top Film	08.12.11	130,580
CARNAGE (Fr/Ger/Pol)	Luxor Entertainment	08.12.11	102,530
NICOSTRATOS LE PÉLICAN (Fr/Ger)	West Video	21.07.11	24,377
UNCLE BOONMEE WHO CAN RECALL HIS PAST LIVES (Thai/Ger/Fr/Sp/UK)	Exponenta Film	28.04.11	4,865
QUARTIER LOINTAIN (Bel/Lux/Ger/Fr)	Caravella DDC	04.08.11	4,472
LE QUATTRO VOLTE (It/Ger/Swz)	Cinema Without Frontiers	23.06.11	2,066
LA RAFLE (Fr/Ger)	Russian World Studios	28.07.11	1,708
MY JOY (Ukr/Ger/NL)	Sota Cinema Group	31.03.11	1,688
SOUL BOY (Ken/Ger)	Artcinema Distribution	24.02.11	1,222

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

CLOUD ATLAS (Ger/US)	20th Century Fox Russia	08.11.12	2,201,858
RESIDENT EVIL: RETRIBUTION (Ger/Can)	Walt Disney Studios/Sony Pictures Releasing	13.09.12	1,940,517
MÄNNERHERZEN... UND DIE GANZ GANZ GROSSE LIEBE (Ger)	Luxor Entertainment	23.02.12	131,481
A DANGEROUS METHOD (Ger/Can/UK/Swz)	Cinema Without Frontiers	27.01.12	120,711
4 TAGE IM MAI (Ger/Rus/Ukr)	Paradise Film Distribution	17.02.12	5,294
DIE UNSICHTBARE (Ger)	Russian Report	07.06.12	4,169
FENSTER ZUM SOMMER (Ger/Fin)	P&I Films	31.05.12	3,869
BARBARA (Ger)	Cinema Prestige	16.08.12	3,265

2012 German minority co-productions

THE VOW (US/Brz/Fr/Aus/UK/Ger)	Walt Disney Studios/Sony Pictures Releasing	01.03.12	415,009
STREETDANCE 2 (UK/Ger/It)	Paradise Film Distribution	26.04.12	238,323

NIKO 2 – LENTÄJÄVELJEKSET (Fin/Den/Ire/Ger)
 FAUST (Rus/Ger)
 THOR - LEGENDS OF VALHALLA (Ice/Ger/Ire)
 IRON SKY (Fin/Ger/Aus)
 HODEJEGERNE (Nor/Den/Ger)
 BELLE DU SEIGNEUR (Fr/Lux/Ger/Bel/Swz/UK)
 AMOUR (Fr/Ger/Aut)
 HOLY MOTORS (Fr/Ger)
 ELLES (Fr/Pol/Ger)
 PARADIES: LIEBE (Aut/Ger/Fr)
 LE HAVRE (Fin/Fr/Ger)
 NOBELS TESTAMENTE (Swe/Ger)
 LE GRAND SOIR (Fr/Bel/Ger)
 THE LONELIEST PLANET (US/Ger)
 TABU (Por/Ger/F)
 A TORINÓI LÓ (Hun/Fr/Ger/Swz)
 CIRKUS COLUMBIA (Bos/Fr/Ger/UK/Slvn/Bel)
 ALOIS NEBEL (Cz/Ger/Slvk)

Paradise Film Distribution	13.12.12	137,815
Luxor Entertainment	10.02.12	100,213
Central Partnership	22.03.12	78,748
Utopia Pictures	12.07.12	62,497
Caravella DDC	13.01.12	31,768
Arena/All Media	29.11.12	26,537
Drugoe Kino	25.10.12	25,033
Russian Report	18.10.12	14,593
Cinema Without Frontiers	17.05.12	10,391
Cinema Without Frontiers	16.08.12	7,881
Russian Report	21.06.12	4,043
Caravella DDC	12.04.12	3,739
Cinema Without Frontiers	27.09.12	3,305
Drugoe Kino	08.11.12	2,018
Drugoe Kino	01.11.12	1,663
Cinema Prestige	15.03.12	1,638
Russian Report	17.02.12	1,347
Russian Report	19.04.12	1,145

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

SCHUTZENGELE (Ger)	20th Century Fox Russia	07.03.13	124,000
RUBINROT (Ger)	Caravella DDC	14.03.13	121,003
KOKOWÄÄH 2 (Ger)	20th Century Fox Russia	20.06.13	73,600
DIE ABENTEUER DES HUCK FINN (Ger)	Luxor Entertainment	02.05.13	37,440
DIE VAMPIRSCHWESTERN (Ger)	Exponenta Film	31.10.13	13,845
LUDWIG II (Ger/Aut)	Russian Report	28.03.13	6,800
DIE VERMESSUNG DER WELT (Ger/Aut)	Cinema Without Frontiers	11.04.13	6,400
MANN TUT WAS MANN KANN (Ger)	Russian Report	25.07.13	6,000

ADIEU PARIS (Ger/Lux/Fr)	Russian Report	19.09.13	5,030
TÜRKISCH FÜR ANFÄNGER (Ger)	Cinema Prestige	26.09.13	4,773
RUSSENDISKO (Ger)	Drugoe Kino	24.01.13	3,732
¡VIVAN LAS ANTIPODAS! (Ger/NL/Arg)	Cinema Without Frontiers	13.06.13	3,200

2013 German minority co-productions

HANSEL & GRETEL: WITCH HUNTERS (US/Ger)	Central Partnership	17.01.13	2,055,145
THE MORTAL INSTRUMENTS: CITY OF BONES (US/Ger/Can)	Central Partnership	22.08.13	867,247
RUSH (US/UK/Ger)	20th Century Fox Russia	10.10.13	544,384
KON-TIKI (Nor/UK/Den/Ger)	Luxor Entertainment	18.04.13	263,060
HET MEISJE EN DE DOOD (NL/Rus/Ger)	Drugoe Kino	24.04.13	14,000
DEN SKALDEDE FRISØR (Den/Swe/It/Fr/Ger)	Nashe Kino/Premium Film	07.03.13	13,274
PARADIES: HOFFNUNG (Aut/Ger/Fr)	Cinema Without Frontiers	15.08.13	4,441
PARADIES: GLAUBE (Aut/Ger/Fr)	Cinema Without Frontiers	28.03.13	3,400
LES SALAUDS (Fr/Ger)	Russian Report	31.10.13	2,814
METÉORA (Gr/Ger)	Cinema Without Frontiers	03.01.13	2,500
INTO THE WHITE (Nor/Swe/Ger)	Russian Report	09.05.13	2,101
LA MER À L'AUBE (Fr/Ger)	Cinema Prestige	07.03.13	1,400
SNABBA CASH II (Swe/Den/Ger)	Cinema Without Frontiers	05.09.13	322

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

TARZAN 3D (Ger)	Paradise Film Distribution	02.01.14	732,783
DIE BIENE MAJA - DER KINOFILM (Ger/Aus)	Universal Pictures International Russia	30.10.14	408,239
DER 7BTE ZWERG (Ger)	Caro Premier	28.08.14	392,917
DER MEDICUS (Ger)	Luxor Entertainment	06.02.14	188,059
LOVE, ROSIE (Ger/UK)	West Video	13.11.14	185,126
SAPHIRBLAU (Ger)	Utopia Pictures	25.09.14	92,903

HECTOR AND THE SEARCH FOR HAPPINESS (Ger/Can)	Exponenta Film	11.12.14	43,225
RITTER ROST - EISENHART & VOLL VERBEULT (Ger)	Nashe Kino	30.01.14	28,238
FACK JU GÖHTE (Ger)	Raketa Releasing	04.12.14	9,626
MR. MORGAN'S LAST LOVE (Ger/Bel/Fr/US)	Arena Film	13.03.14	7,983

2014 German minority co-productions

VIY 3D (Rus/Ukr/Cz/Ger/UK)	Universal Pictures International Russia	30.01.14	4,444,690
POMPEII (Can/Ger)	Paradise Film Distribution	20.02.14	1,422,246
THE GRAND BUDAPEST HOTEL (US/Ger)	20th Century Fox Russia	13.03.14	745,274
LA BELLE ET LA BÊTE (Fr/Ger)	West Video	27.03.14	652,679
THE MONUMENTS MEN (US/Ger)	20th Century Fox Russia	20.02.14	347,728
NORTHMEN - A VIKING SAGA (Swz/Ger/SA)	Central Partnership	23.10.14	301,156
NYMPHOMANIAC: VOLUME 1 (Den/Ger/Fr/Swe/Bel)	Caro Premier	13.02.14	237,322
THE BOOK THIEF (US/Ger)	20th Century Fox Russia	16.01.14	187,393
ONLY LOVERS LEFT ALIVE (UK/Ger/Fr/Cyp)	Caravella DDC	10.04.14	147,456
NYMPHOMANIAC: VOLUME 2 (Den/Ger/Fr/Swe/Bel)	Caro Premier	06.03.14	137,264
A MOST WANTED MAN (UK/US/Ger)	Volga Film	11.09.14	60,298
EYJAFJALLAJÖKULL (Fr/Ger)	Premium Film/Kaskad Film	15.05.14	44,232
3 COEURS (Fr/Ger/Bel)	Russian Report	25.12.14	34,531
MAPS TO THE STARS (Can/US/Fr/Ger)	Top Film	18.12.14	22,907
THIRD PERSON (US/UK/Ger/Bel)	Top Film	27.11.14	22,222
A LONG WAY DOWN (UK/Ger)	Premium Film	15.05.14	7,458

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

OOOPS! DIE ARCHE IST WEG (Ger/Ire/Bel/Lux)	Universal Pictures International Russia	20.08.15	452,640
WHO AM I - KEIN SYSTEM IST SICHER (Ger)	23rd Floor Film	13.08.15	96,456
DER KLEINE DRACHE KOKOSNUSS (Ger)	Cinema Prestige	30.07.15	60,208

CITIZENFOUR (Ger/US)	24 Doc/MVK	09.07.15	32,616
THE CUT (Ger/Fr/Pol)	Central Partnership	19.02.15	28,267
NICHT MEIN TAG (Ger)	Luxor Entertainment	14.05.15	24,308
VICTORIA (Ger)	A-One Films	11.06.15	6,658
WACKEN 3D (Ger)	Kinologistika	09.07.15	5,530

2015 German minority co-productions

POINT BREAK (US/Ger)	Caro Premier	24.12.15	1,354,120
HITMAN: AGENT 47 (US/Ger)	20th Century Fox Russia	03.09.15	995,371
BRIDGE OF SPIES (US/Ger)	20th Century Fox Russia	03.12.15	504,096
SHE'S FUNNY THAT WAY (US/Ger)	Central Partnership	07.05.15	156,693
BIG GAME (Fin/Ger/UK)	Luxor Entertainment	16.04.15	73,365
EN DUVA SATT PÅ EN GREN OCH FUNDERADE PÅ TILLVARON (Swe/Fr/Nor/Ger)	Arthouse	02.07.15	16,081
FEHÉR ISTEN (Hun/Ger/Swe)	Cinema Prestige	12.02.15	3,337

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

UNFRIEND (Ger)	Luxor Entertainment	17.03.16	108,659
FACK JU GÖHTE 2 (Ger)	Luxor Entertainment	28.01.16	94,199
GESPENSTERJÄGER (Ger/Aut/Ire)	Luxor Entertainment	28.04.16	68,848
COLONIA DIGNIDAD - ES GIBT KEIN ZURÜCK (Ger/Fr/Lux)	Cinema Prestige	31.03.16	22,115
FRANCOFONIA (Ger/Fr/NL)	Cinema Prestige	17.03.16	18,120
BUNKER OF THE DEAD (Ger)	Big Movie	18.02.16	4,002
ELSER - ER HÄTTE DIE WELT VERÄNDERT (Ger)	Cinema Prestige	28.04.16	3,693

2016 German minority co-productions

SNOWDEN (US/Fr/Ger)	Central Partnership	15.09.16	281,687
EDDIE THE EAGLE (UK/US/Ger)	20th Century Fox Russia	07.04.16	122,658
A HOLOGRAM FOR THE KING (US/Ger)	Paradise Film Distribution	12.05.16	94,992
THE DANISH GIRL (UK/Bel/Ger/Den/US)	Universal Pictures International Russia	28.01.16	67,171
ELLE (Fr/Ger/Bel)	Cinema Prestige	22.09.16	58,070
FRANTZ (Fr/Ger)	Cinema Prestige	13.10.16	24,445
MA LOUTE (Fr/Ger)	Cinema Prestige	07.07.16	10,775
V PAPERSCICH SLUNCE (Cz/Rus/Ger/Lat/N Kor)	Cinema Without Frontiers	27.10.16	10,689
RACE (Can/Ger/Fr)	Arthouse	14.07.16	10,427
REMEMBER (Can/Ger)	Luxor Entertainment	24.03.16	7,298
LIFE (UK/Ger)	Capella Film	24.03.16	6,370

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

RESIDENT EVIL: THE FINAL CHAPTER (Ger/Aus/Can)	Walt Disney Studios/ Sony Pictures Releasing	10.02.17	1,183,479
RICHARD DER STORCH (Ger/Bel/Lux/Nor)	Nashe Kino	18.05.17	553,518
HAPPY FAMILY (Ger)	Volga Film	26.10.17	472,829
DIE HÄSCHENSCHÜLE (Ger)	Luxor Entertainment	20.07.17	93,540
MEIN BLIND DATE MIT DEM LEBEN (Ger)	Volga Film	16.02.17	48,083
RAMMSTEIN: PARIS (Ger)	NevaFilm Emotion	21.03.17	39,559
DER KLEINE RITTER TRENK (Ger/Aus)	Raketa Releasing	19.01.17	31,349
MANIFESTO (Ger/Aus)	Russian World Vision/A-One Films	08.06.17	28,825
PETTERSSON UND FINDUS – KLEINER QUÄLGEIST, GROSSE FREUNDSCHAFT (Ger)	Big Animation Fest	23.03.17	18,757
TONI ERDMANN (Ger/Aut/Rom)	Russian Report	23.02.17	17,263
VIER GEGEN DIE BANK (Ger)	Raketa Releasing	07.12.17	9,460
SELBSTKRITIK EINES BÜRGERLICHEN HUNDES (Ger)	Cineticle Films	15.06.17	2,406

AUSTERLITZ (Ger)	Cinedoc	13.04.17	1,276
TSCHICK (Ger)	n/a	04.05.17	1,070

2017 German minority co-productions

PARADIES (Rus/Ger)	Walt Disney Studios/Sony Pictures Releasing	19.01.17	180,096
THE LITTLE VAMPIRE 3D (NL/Ger/Den)	Nashe Kino	09.11.17	119,005
RENEGADES: MISSION OF HONOR (Fr/Bel/Ger)	Megogo Distribution	05.10.17	44,718
THE SQUARE (Swe/Ger/Fr/Den)	A-One Films	07.09.17	35,105
BRIMSTONE (NL/Fr/Bel/Ger)	Volga Film	12.01.17	24,052
COLLIDE (UK/US/Ger)	Megogo Distribution	02.03.17	21,454
VOYAGE OF TIME: LIFE'S JOURNEY (Fr/Ger/US)	Capella Film	30.03.17	20,360
PERSONAL SHOPPER (Fr/Ger)	Capella Film	02.03.17	13,775
A CURE FOR WELLNESS (US/Ger)	20th Century Fox Russia	30.03.17	7,999
LES BEAUX JOURS D'ARANJUEZ (Fr/Ger/Por)	Russian Report	09.02.17	4,687
THE HUNTER'S PRAYER (US/Sp/Ger)	Paradise Film Distribution	08.06.17	4,532
HYMYILEVÄ MIES (Fin/Swe/Ger)	Russian World Vision	13.04.17	1,164

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

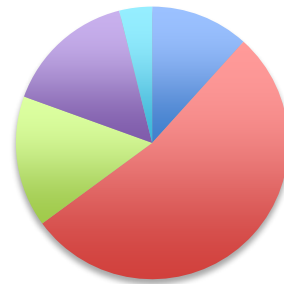
	Admissions	Box office (EUR)
CLOUD ATLAS (2012)	2,201,858	12,902,392
RESIDENT EVIL: RETRIBUTION (2012)	1,940,465	12,709,692
RESIDENT EVIL: THE FINAL CHAPTER (2017)	1,183,479	5,256,211
THE THREE MUSKETEERS (2011)	1,114,264	7,059,105
KONFERENZ DER TIERE (2010)	842,663	3,733,462
TARZAN 3D (2014)	732,783	4,658,585
RICHARD DER STORCH (2017)	553,518	1,483,395
HAPPY FAMILY (2017)	472,829	1,534,873
OOOPS! DIE ARCHE IST WEG (2015)	452,540	1,167,767
DIE BIENE MAJA - DER KINOFILM (2014)	408,213	1,457,868

(4) Russia: Distributors of German Films

	2010	2011	2012	2013	2014	2015	2016	2017	Total
Luxor Entertainment	1*	-	1	1	1	1	3	1	9*
Russian Report	1	-	1	1	3	-	-	1	7
Cinema Prestige	-	-	1	1	-	1	3	-	6
Cinema Without Frontiers	1	-	1	2	-	-	-	-	4
20th Century Fox Russia	-	-	1	2	-	-	-	-	3
Exponenta Film	-	1	-	1	1	-	-	-	3
Volga Film	1	1	-	-	-	-	-	1	3
A-One Films	-	-	-	-	-	1	-	1*	2*
Central Partnership	-	1	-	-	-	1	-	-	2
P&I Films	-	1	1	-	-	-	-	-	2
Nashe Kino	-	-	-	-	1	-	-	1	2
Paradise Film Distribution	-	-	1	-	1	-	-	-	2
Raketa Releasing	-	-	-	-	1	-	-	1	2
Universal Pictures International Russia	-	-	-	-	1	1	-	-	2
West Video	1	-	-	-	1	-	-	-	2
23rd Floor Film	-	-	-	-	-	1	-	-	1
24 Doc/MVK	-	-	-	-	-	1	-	-	1
Arena Film	-	-	-	-	1	-	-	-	1
Big Animation Fest	-	-	-	-	-	-	-	1	1
Big Movie	-	-	-	-	-	-	1	-	1
Caravella DDC	-	-	-	1	-	-	-	-	1
Caro Premier	-	-	-	-	1	-	-	-	1
Caroprokat	1*	-	-	-	-	-	-	-	1*
Cascade Film	1	-	-	-	-	-	-	-	1
Cinedoc	-	-	-	-	-	-	-	1	1

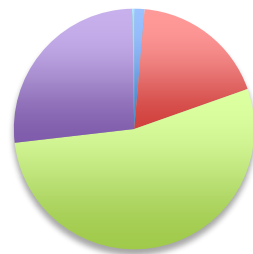
Cineticle Films	-	-	-	-	-	-	-	1	1
Drugoe Kino	-	-	-	1	-	-	-	-	1
Kaskad Film	-	1	-	-	-	-	-	-	1
Kino Klub	-	-	-	-	-	1	-	-	1
NevaFilm Emotion	-	-	-	-	-	-	-	1	1
Premium Film	-	1	-	-	-	-	-	-	1
Production Center of Andrei Konchalovsky	1	-	-	-	-	-	-	-	1
Russian World Vision	-	-	-	-	-	-	-	1*	1*
Sony Pictures Releasing	-	-	-	-	-	-	-	1*	1*
Sota Cinema Group	1	-	-	-	-	-	-	-	1
Utopia Pictures	-	-	-	-	1	-	-	-	1
Walt Disney Studios/ Sony Pictures Releasing	-	-	1	-	-	-	-	1*	1*
Distributor unknown	-	-	-	-	-	-	-	1	1
* including co-distribution									

Russia: German Releases by Genre, 2010-17



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

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



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

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

With a population of 142 million spread across 12 time zones and 15 million square kilometres, Russia is the world's largest country, albeit with a much lower density - and thus a smaller population - than the United States. Still, even with a comparatively low per-capita attendance rate (1.5, up from 1.1 in 2010), 2017 admissions were 212 million (up 36% since 2010).

That same period - 2010-2017 - saw the number of screens rise from 2,436 to 4,793 (an increase of 97%) as the Russian exhibition business continued to upgrade cinemas and bring the movie business as a whole in line with the country's status as a major economic power. In terms of stadium seating and 3D-equipped screens then, the country is more or less on a par with Western Europe. But there is still only one screen for every 26,000 Russians - nearer to Brazil than to major western European countries like France and Germany.

Although admissions have broadly kept pace with these developments (they're up 36% during the period surveyed), box office has shown itself less healthy, having peaked at EUR 944.9 million in 2014 before falling back to EUR 689.8 in 2015, then to EUR 678.1 in 2016, 13% lower than in 2010. Figures finally picked up to 767.2 in 2017. The local market share has stayed pretty much the same over the period - somewhere between 14.7% and 18.7% - prior to a surge in 2017. The number of US imports has remained largely the same, meanwhile, while European releases dipped in the years 2014-16 before picking up in 2017. German films managed to corner over 1% of the Russian market on average - and almost 3% in 2012, the year of CLOUD ATLAS and RESIDENT EVIL: RETRIBUTION - before tailing off to around 0.3% at the end of the period surveyed.

These figures need, however, to be treated with a certain degree of caution, not so much because they have been manipulated (which they undoubtedly have been on occasions) but because they are compiled from a number of different sources, not all of them compatible. Likewise this report's base currency, the Euro, has fluctuated considerably against both the US dollar and the Russian rouble: figures recorded in roubles, converted to dollars (the most common currency used for international cinema statistics) and converted to Euros can vary along the way by as much as 20%. This may account for the apparent box-office slump over the past couple of years. Measured by tickets sold, the Russian film business dipped by only two million between 2014 and 2015 (just over 1%), a perfectly normal year-to-year variation.

There is still some volatility in the market, and particularly in Russian distribution companies, with Luxor Entertainment, Cinema Prestige and Russian Report the most frequent buyers of German titles, opening 22 of the 78 German films in the period surveyed. Companies which have

tried to build up an arthouse slate have not prospered, however, and it may be significant that 23 (over half) of the companies which released a German film in Russia between 2010 and 2017 released just one.

A comparison between the genre charts above - those for releases and those by box office - reveal the predictable profile: lots of German stories released (53% of the total), but the box-office totals of those films (18%) was easily eclipsed by English-language films (53%) and animation and children's films (26%). But the figures also hide a distinctive feature of the Russian market: much less influenced by Hollywood than other European countries, Russia has proved successful with commercial films from other European countries like France and Germany. In the case of the latter, seven of the German stories sold more than 100,000 tickets. Especially notable has been the success of films starring Til Schweiger: ZWEIOHRKÜKEN, THE THREE MUSKETEERS, KOKOWÄÄH, MÄNNERHERZEN... UND DIE GANZ GANZ GROSSE LIEBE, and KOKOWÄÄH 2 between them selling 1.5 million tickets.

However, although the Russian theatrical market may be dominated by local comedies and Hollywood blockbusters - pretty much like theatrical markets anywhere - those European films which do get a foot in the door, including a number of non-mainstream movies, stand as good a chance of netting a fair return, given the sheer size of the market. The only other territories in which films like CLOUD ATLAS, RESIDENT EVIL: RETRIBUTION and THE THREE MUSKETEERS all sold over a million tickets were the US and France. The prospects for genuinely German films and arthouse fare are less rosy and at best variable: distributors acquire them on a haphazard basis and the failure to create a genuine arthouse circuit - attempting to do so has defeated adventurous distributors like Cinema Without Frontiers - is one of the major disappointments of a market which has otherwise settled down quite well after the chaos of the 1990s and the caution of the 2000s.

What works in Russia? The usual English-language movies, plus animated epics and high-concept European movies starring (or directed by) Til Schweiger, the only German actor who can reliably open a film in Russia.

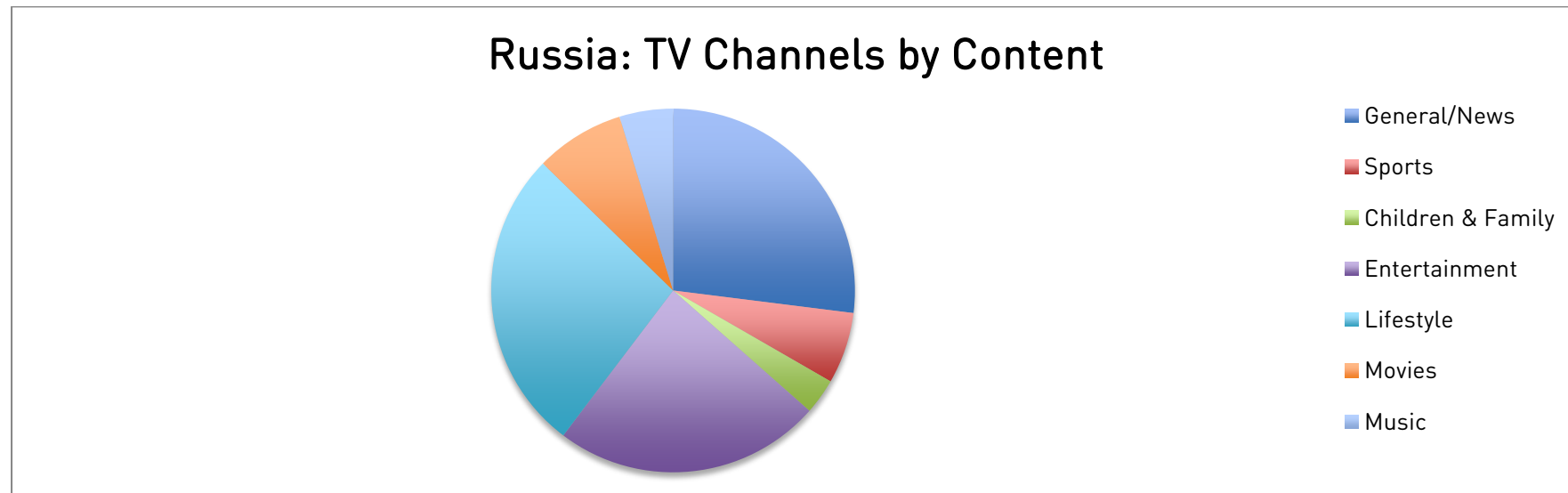
What doesn't work in Russia? Arthouse, which has been pronounced dead in Russia several times in the past decade. For the record, TONI ERDMANN sold just 17,000 tickets despite strong word-of-mouth.

What else might appeal? Entertainment value, particularly thrillers and romcoms work best, Russian filmmakers having cornered the comedy and action sector of the market.

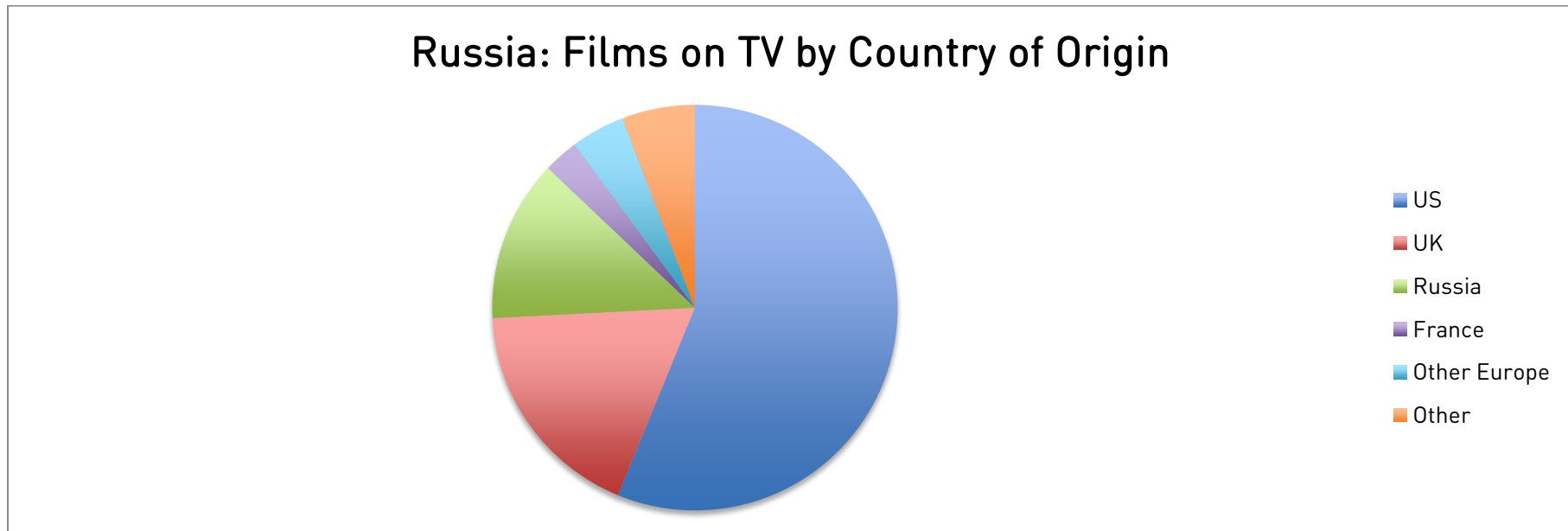
(7) GERMAN FILMS IN RUSSIA, 2010-17: TV AND VOD

Russian audiences went from a diet of strictly controlled TV in the 1980s to full deregulation the following decade, but do not seem to have embraced - or have been offered - the multichannel world with the same enthusiasm as some of the former COMECON countries in Central and Eastern Europe. As with the theatrical business, size is a determining factor: the country is so huge, satellite delivery is often a necessity.

We are not sure we have identified all channels currently available to Russian viewers, but the breakdown seems to be as indicated in the chart below. Non-specialised channels - news, entertainment, lifestyle - seem to outnumber specialist offerings like sport and movies.



We have been unable to find a detailed non-Cyrillic programme grid from which to draw conclusions about Russian movie channels on TV, but the available evidence suggests that the Dom Kino ('House of Cinema') channel chart we used last year - reproduced below - remains representative of what is available in terms of specialist programming.



(8) RUSSIA: SOURCES AND ACKNOWLEDGMENTS

CIA World Factbook, XE.com, European Audiovisual Observatory, Russian Federal State Statistics Service, Nevafilm Research, Rentrak, Russian Film Market 2013, KinoMetro, DomKino, Russian Film Business Today (kinobusiness.com), Russian Film Booker's Bulletin, ivi.ru, KVG Research, Cinando.