

SERBIA

(Pop: 7.1 million; GDP: \$106.6 billion)

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

	2010	2011	2012	2013	2014	2015	2016	2017
Screens	113	136	123	117	114	118	126	134
Theatrical admissions (millions)	2.11	2.00	2.52	2.37	3.16	3.16	3.53	4.14
Per capita attendance	0.3	0.3	0.4	0.3	0.3	0.3	0.5	0.5
Box office (EUR millions*)	n/a	5.54	7.08	7.76	9.57	9.44	10.94	13.64
Average ticket price (EUR*)	2.5	2.5	2.5	2.5	2.5	2.5	2.5	3.3
Releases	120	114	139	148	143	102	n/a	n/a
Domestic releases	5	7	14	9	9	1	n/a	n/a
US releases	93	89	94	105	93	73	n/a	n/a
European releases**	18	15	35	19	27	20	n/a	n/a
German releases	2	2	6	3	3	8	6	9
Domestic market share	n/a	n/a	n/a	9%	30%	22%	16%	13.5%
German market share	n/a	1.91%	1.75%	0.13%	0.93%	0.60%	0.36%	1.53%

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

**Excluding German majority films,

Some figures estimates

[2] Serbia: Theatrical Releases of German Films, 2010-17

Title	Distributor	Release date	Box office \$US
2010 German films (100% or majority co-productions)			
DAS WEISSE BAND (Ger/Aut/It/Sp)	MegaCom Film	18.02.10	13,277
DIE PÄPSTIN (Ger/UK/It/Sp)	Tuck Vision	04.03.10	9,871
2010 German minority co-productions			
ZENA SOM SLOMJENIM NOSEM (Ser/Ger)	Hollydan Works	02.09.10	113,631
RESIDENT EVIL: AFTERLIFE (UK/Ger/US)	Sony Pictures Serbia	23.09.10	58,686
THE GHOST (Fr/Ger/UK)	MegaCom Film	20.05.10	56,344
2011 German films (100% or majority co-productions)			
THE THREE MUSKETEERS (Ger/Fr/UK/US)	Tuck Vision	20.10.11	120,792
PINA (Ger/Fr)	MegaCom Film	08.12.11	16,901
2011 German minority co-productions			
UNKNOWN (US/Ger/UK/Fr)	Warner Bros.	21.04.11	48,590
HANNA (US/UK/Ger)	Sony Pictures Serbia	09.06.11	29,099
TOURNÉE (Fr/Ger)	MegaCom Film	06.01.11	2,570
2012 German films (100% or majority co-productions)			
CLOUD ATLAS (Ger/US)	Blitz Film & Video Distribucija	15.11.12	70,137

RESIDENT EVIL: RETRIBUTION (Ger/Can)	n/a	13.09.12	53,274
A DANGEROUS METHOD (Ger/Can/UK/Swz)	n/a	07.01.12	20,267
ALS DER WEIHNACHTSMANN VOM HIMMEL FIEL (Ger)	MegaCom Film	13.12.12	7,861
DAS HAUS DER KROKODILE (Ger)	MegaCom Film	15.11.12	6,495
DIE TÜR (Ger)	n/a	06.09.12	5,918

2012 German minority co-productions

THE VOW (US/Brz/Fr/Aus/UK/Ger)	Sony Pictures Serbia	09.02.12	66,372
MELANCHOLIA (Den/Swe/Fr/Ger)	MegaCom Film	12.04.12	23,379
CARNAGE (Fr/Ger/Pol)	MegaCom Film	01.03.12	20,196
LE HAVRE (Fin/Fr/Ger)	MegaCom Film	19.04.12	13,715
IRON SKY (Fin/Ger/Aus)	n/a	17.05.12	5,180
ET SI ON VIVAIT TOUS ENSEMBLE? (Fr/Ger)	Delta Video	14.06.12	232

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

RITTER ROST - EISENHART UND VOLL VERBEULT (Ger)	MegaCom Film	14.11.13	11,532
V TUMANE (Ger/Lat/NL/Belarus)	MegaCom Film	31.01.13	1,614
DER MONDMANN (Ger/Fr/Ire)	MegaCom Film	14.10.13	n/a

2013 German minority co-productions

DEN SKALDEDE FRISØR (Den/Fr/It/Swe/Ger)	Cinefest	18.04.13	77,944
HANSEL & GRETEL: WITCH HUNTERS (US/Ger)	Taramount Film	07.02.13	61,583
RUSH (US/UK/Ger)	Blitz Film & Video Distribucija	17.10.13	42,474
NIKO 2 – LENTÄJÄVELJEKSET (Fin/Den/Ire/Ger)	Taramount Film	28.11.13	37,168
AMOUR (Fr/Ger/Aut)	MegaCom Film	28.02.13	33,945
THE MORTAL INSTRUMENTS: CITY OF BONES (US/Ger/Can)	n/a	05.09.13	16,649
THE CONGRESS (Isr/Ger/Pol/Fr/Bel/Lux)	MegaCom Film	12.12.13	2,359

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

DIE BIENE MAJA - DER KINOFILM (Ger/Aus)	Taramount Film	23.10.14	88,078
TARZAN 3D (Ger)	Tuck Vision	17.04.14	11,168
HECTOR AND THE SEARCH FOR HAPPINESS (Ger/Can)	MegaCom Film	06.11.14	8,187

2014 German minority co-productions

THE GRAND BUDAPEST HOTEL (US/Ger)	MegaCom Film	06.03.14	97,142
THE MONUMENTS MEN (US/Ger)	MegaCom Film	13.02.14	43,863
SPOMENIK MAJKLU DZEKSONU (Ser/Ger/Cro/Mace)	Continental Film	30.10.14	39,897
LA BELLE ET LA BÊTE (Fr/Ger)	MegaCom Film	20.03.14	36,602
POMPEII (Can/Ger)	Tuck Vision	14.02.14	31,498
NYMPHOMANIAC: VOLUME 1 (Den/Ger/Fr/Swe/Bel)	Cinemanía Group	10.04.14	22,452
THE BOOK THIEF (US/Ger)	MegaCom Film	13.03.14	18,965
NYMPHOMANIAC: VOLUME 2 (Den/Ger/Fr/Swe/Bel)	Cinemanía Group	24.04.14	16,203
KIS UYKUSU (Tur/Ger/Fr)	MegaCom Film	05.12.14	4,794
EN DUVA SATT PÅ EN GREN OCH FUNDERADE PÅ TILLVARON (Swe/Fr/Nor/Ger)	MegaCom Film	27.11.14	4,081
ONLY LOVERS LEFT ALIVE (UK/Ger/Fr/It/US)	Cinefest	24.04.14	1,176

CLOUDS OF SILS MARIA (Fr/Swz/Ger/US)	Continental Film	21.11.14	810
KVINDEN I BURET (Den/Ger/Swe)	Cinefest	07.03.14	308
LE MERAVIGLIE (It/Ger)	MegaCom Film	n/a	167
SIMON MAGUS (Cro/Ger)	Delta Video	12.06.14	120

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

DER 7BTE ZWERG (Ger)	Taramount Film	30.01.15	41,225
EVERY THING WILL BE FINE (Ger/Can/Swe/Nor)	MegaCom Film	04.09.15	4,356
FRANCOFONIA (Ger/Fr/NL)	MegaCom Film	17.12.15	1,743
CITIZENFOUR (Ger/US)	Delta Video	27.05.15	1,593
PHOENIX (Ger)	Delta Video	03.03.15	1,029
THE CUT (Ger/Fr/Pol)	MegaCom Film	28.05.15	807
ALS WIR TRÄUMTEN (Ger/Fr)	MegaCom Film	06.03.15	789
DER KLEINE DRACHE KOKOSNUSS (Ger)	Blitz Film & Video Distribucija	28.05.15	188

2015 German minority co-productions

BRIDGE OF SPIES (US/Ger)	MegaCom Film	27.11.15	107,579
HITMAN: AGENT 47 (US/Ger)	MegaCom Film	28.08.15	49,190
POINT BREAK (US/Ger)	Blitz Film & Video Distribucija	24.12.15	29,709
ENKLAVA (Ser/Ger)	MegaCom Film	19.03.15	12,136
MY BEAUTIFUL COUNTRY (Ser/Ger/Cro)	MegaCom Film	18.03.15	1,758
FEHÉR ISTEN (Hun/Ger/Swe)	MegaCom Film	28.02.15	711
DOKTOR PROKTORS PROMPEPULVER (Nor/Ger)	MegaCom Film	26.11.15	649
BOX (Rom/Ger/Fr)	MegaCom Film	15.10.15	321
AS MIL E UMA NOITES: VOLUME 1, O INQUIETO (Por/Fr/Ger/Swz)	MegaCom Film	27.11.15	186
VERGINE GIURATA (It/Swz/Ger/Alb/Kos)	MegaCom Film	08.10.15	175

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

DER KLEINE RITTER TRENK (Ger/Aut)	Fame Solutions	18.09.16	15,503
OOOPS! DIE ARCHE IST WEG (Ger/Ire/Bel/Lux)	Blitz Film & Video Distribucija	07.01.16	13,635
TONI ERDMANN (Ger/Aut/Rom)	MegaCom Film	22.11.16	3,748
IM LABYRINTH DES SCHWEIGENS (Ger)	Blitz Film & Video Distribucija	17.02.16	2,220
COLONIA DIGNIDAD - ES GIBT KEIN ZURÜCK (Ger/Fr/Lux)	Dima Vision	16.10.16	1,922
24 WOCHEN (Ger)	MegaCom Film	22.12.16	252

2016 German minority co-productions

SNOWDEN (US/Ger/Fr)	Taramount Film	29.09.16	51,431
EDDIE THE EAGLE (UK/US/Ger)	MegaCom Film	31.03.16	9,196
THE DANISH GIRL (UK/Bel/Ger/Den/US)	Taramount Film	03.03.16	7,356
MOLLY MONSTER - DER KINOFILM (Swz/Ger/Swe)	MegaCom Film	16.10.16	2,894
VOYAGE OF TIME: LIFE'S JOURNEY (US/Ger/Fr)	MegaCom Film	14.08.16	1,364
V PAPERSCICH SLUNCE (Rus/Cz/Ger/Lat)	Five Stars Film Distribucija	09.11.16	1,126
MUSTANG (Fr/Tur/Ger)	Five Stars Film Distribucija	11.02.16	401
HYMYILEVÄ MIES (Fin/Swe/Ger)	Five Stars Film Distribucija	02.09.16	393

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

HAPPY FAMILY (Ger/UK)	Blitz Film & Video Distribucija	26.10.17	133,063
RICHARD DER STORCH (Ger/Bel/Lux/Nor)	Taramount Film	02.03.17	63,677
DIE HÄSCHENSCHULE (Ger)	Dexin Films	16.03.17	25,229
RESIDENT EVIL: THE FINAL CHAPTER (Ger/Aus/Can)	Continental Film	26.01.17	17,926
MEIN BLIND DATE MIT DEM LEBEN (Ger)	2iFilm	29.06.17	4,103
VOR DER MORGENRÖTE - STEFAN ZWEIG (Ger/Fr/Aut)	MegaCom Film	03.08.17	1,935
GRÜBE AUS FUKUSHIMA (Ger)	MegaCom Film	06.04.17	1,863

PETER HANDKE: BIN IM WALD. KANN SEIN, DASS ICH MICH VERSPÄTE (Ger)	MegaCom Film	24.08.17	1,138
AUF EINMAL (Ger/NL)	MegaCom Film	15.01.17	203

2017 German minority co-productions

COLLIDE (UK/Ger)	MegaCom Film	02.03.17	7,217
TOIVON TUOLLA PUOLEN (Fin/Ger)	MegaCom Film	11.05.17	2,940
HAPPY END (Fr/Aut/Ger)	MegaCom Film	21.12.17	1,356
RAY (Rus/Ger)	MegaCom Film	25.02.17	1,251
FRANTZ (Fr/Ger)	MegaCom Film	09.03.17	695
SUNTAN (Gr/Ger)	Centar Beogradskih Festivala	25.02.17	280
A CIAMBRA (It/Ger)	Five Stars Film Distribution	03.11.17	206

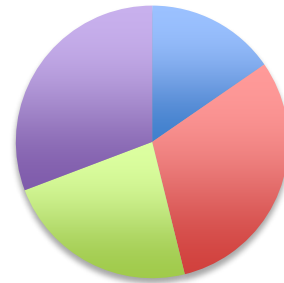
(3) SERBIA: TOP 10 GERMAN FILMS (THEATRICAL), 2010-17

	Admissions	Box office (EUR)
THE THREE MUSKETEERS (2012)	36,604	91,509
HAPPY FAMILY (2017)	33,710	111,818
DIE BIENE MAJA - DER KINOFILM (2014)	29,117	72.791
RICHARD DER STORCH (2017)	23,876	53,510
CLOUD ATLAS (2012)	21,254	53,134
RESIDENT EVIL: RETRIBUTION (2012)	16,144	40,359
DER 7BTE ZWERG (2015)	15,128	37,821
DIE HÄSCHENSCHÜLE 92017)	10,277	21,201
A DANGEROUS METHOD (2012)	6,142	15,354
RESIDENT EVIL: THE FINAL CHAPTER (2017)	5,284	15,064

(4) SERBIA: DISTRIBUTORS OF GERMAN FILMS (THEATRICAL), 2010-17

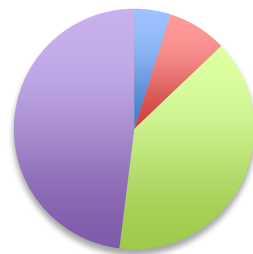
	2010	2011	2012	2013	2014	2015	2016	2017	Total
MegaCom Film	1	1	2	3	1	4	2	4	18
Blitz Film & Video Distribucija			1	-	-	1	2	1	5
Tuck Vision	1	1	-	-	1	-	1	-	4
Taramount Film	-	-	-	-	1	1	-	1	3
Delta Video	-	-	-	-	-	2	-	-	2
2i Film	-	-	-	-	-	-	-	1	1
Continental Film	-	-	-	-	-	-	-	1	1
Dexin Film	-	-	-	-	-	-	-	1	1
Dima Vision	-	-	-	-	-	-	1	-	1
Fame Solutions	-	-	-	-	-	-	1	-	1
Distributor unknown	-	-	3	-	-	-	-	-	3

Serbia: German Releases by Genre, 2010-17



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

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



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

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

Once the core of the former Yugoslavia, Serbia has seen its frontiers contract over the past two decades, becoming a Balkan country of 7 million inhabitants but preserving some of the characteristics of its former size, notably in the range of films imported and the continued existence of a theatrical market of the sort that one would find in a European country with a more peaceful history. Unfortunately the data is missing to analyse this in greater depth: there is a lack of consistent statistics (and often of any statistics) in certain key areas. Those figures that are available from other sources are clearly estimates, notably in the case of domestic market share and above all average ticket price. For this reason we have dropped the graphics in Section (1) relating to market share and number of films released.

More German films than we have been able to identify are likely to have been released in Serbia over the eight years surveyed, especially at the beginning of the period when details are at their most sketchy. Nevertheless we are confident that the basic outlines of this report are accurate, even if we are not able to go into the same detail as with other territories.

Annual box office over the seven years for which figures are available has averaged EUR 8.71 million but the trend has been upwards, rising almost continuously (notwithstanding a slight blip in 2015) by 57% over the years surveyed. The genre graphs above show the number of films released split more or less equally between arthouse; German stories; English-language films; and animation and children's films. In box-office terms, however, animation and children's films are the clear winners, accounting for 48% of the revenue, followed by English-language films with 39%. The six arthouse titles sold just under 5% of the total, with none notching up more than \$20,000 at the Serbian box office.

It is hard, on the available evidence, to reach any conclusion about distributors, but it is notable that both commercial and arthouse release schedules are dominated by MegaCom Film, which releases films throughout the former Yugoslavia.

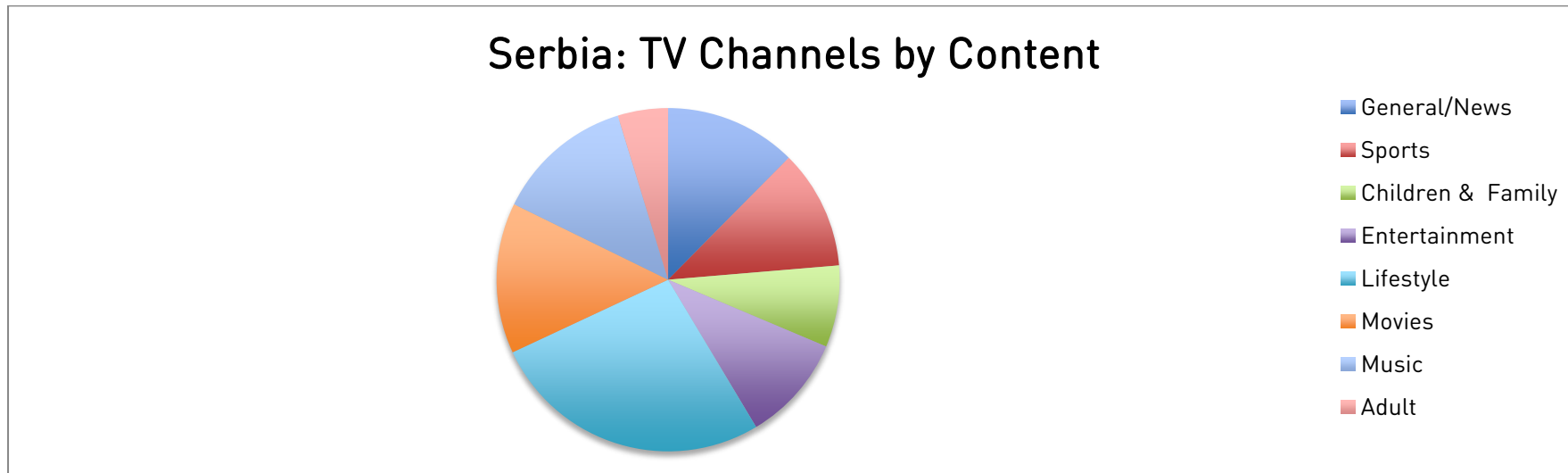
What works in Serbia? The same titles as elsewhere in Central and Eastern Europe, but with lower returns.

What doesn't work in Serbia? Arthouse: films are acquired, but draw very small audiences (PINA did best).

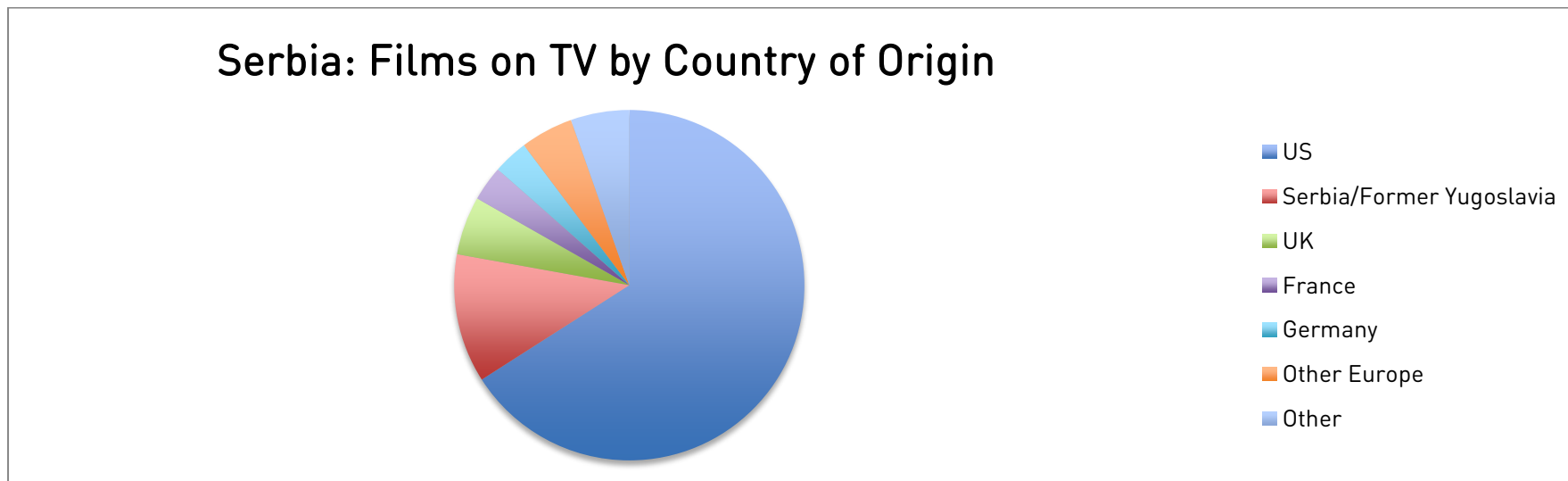
What else might appeal? The market has little room to expand.

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

Serbian viewers have access to two free-to-air networks - RTS (Public) and Pink (private) - and much the same array of pay-per-view channels delivered by cable or satellite as any other European country. As the breakdown of channels in the chart below suggests, movies make up the second largest block (after the catch-all 'lifestyle' channels) of programmes on offer.



Serbia's movie channels are more adventurous than one might expect. Certainly, US movies account for the majority (around 60% of the 200 or so films) but there is a good selection of classics from the former Yugoslavia as well as European and other films, both mainstream and arthouse. Cinemania channel appears to offer the most interesting selection. The German films in the period surveyed - DER BUNKER; EVERY THING WILL BE FINE; IM LABYRINTH DES SCHWEIGENS; DER LETZTE SCHÖNE TAG; SCHWEIGEMINUTE; and WOYZECK - ranged from TV movies to newer features and one New German Cinema classic.



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

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

- **MCF (MegaCom Film)** has a streaming platform covering Albania and the former Yugoslavia;
- **Tuck Visions** has a VOD platform for its Serbian theatrical titles.

(8) SERBIA: SOURCES AND ACKNOWLEDGMENTS

CIA Factbook, XE.com, Filmski Centar Srbije (with special thanks to Andjelija Andric and Una Domazetoski), Rentrak, Box Office Mojo, Aladin info, www.danubeograd.rs