

The French Market/some figures

- 2010 is marked by a significant expansion in the number of admissions: two third of French population aged six and over (38.62 million) went at least once to a movie theater = more than 206 million admissions.
- The movie-going population has increased by 15.7% in 10 years.
- Habitual moviegoers (regular and frequent) accounted for 71.9% of the year's total admissions (+5.9% increase).

The French Market/some figures

- In 2010, 575 feature-length films opened in French theaters (average of 12 releases a week)
- The market share for French films was 35.7% (36.8% in 2009)
- for American films: 47.5% (49.4% in 2009)
- for European non-French: 15% (10% in 2009)
- for non-European, non-American films: 1,7% (3.5% in 2009)

- The average receipt per admission was 6.32 euros
- The top 10 distributors brought 76.1% of all revenue.

How to release an independant first feature, non European film in France?

- No distribution support.
- Work in synergy with EoF' teams to develop the awareness of the Label.
- Work in synergy with other EoF's distributors: costs sharing of promotion material, of talent venues (pan-europeen releases?)
- Information and education of exhibition on our ambitious objective: the promotion of first feature films.
- The same with press.

OLIVER SHERMAN

- Release date: March 2012
- Estimated number of prints: 30
- Release budget: 150 000 euros, promotional costs: 75 000 euros

OLIVER SHERMAN

Determine the target audience carefully

3 crucial points:

In-theater marketing

(choose the right exhibitors to talk with and motivate them to promote the movie)

Good management of press and festivals

(difficult to interest the press)

Social networks on target