



Ken Loach Films

Box Office Italy

title	release date	prints	box office in €	admissions (approx.)
Land and Freedom	24/09/1995	24	1.090.000	218.000
Carla's Song	22/09/1996	41	1.280.000	256.000
My Name is Joe	04/12/1998	53	1.315.000	263.000
Bread & Roses	06/12/2000	52	1.058.000	211.600
The Navigators	14/09/2001	46	650.000	130.000
Sweet Sixteen	21/03/2003	44	511.000	87.350
Ae Fond Kiss	05/01/2005	89	1.580.000	270.085

Ae Fond Kiss

Box Office Italy

	weekend box office	range	total week box office
release week - 09/01/05 (5 days) prints 37	212.861	11	289.669
2° week - 16/01/05 prints 81	297.790	8	395.472
3° week - 23/01/05 prints 85	229.559	10	340.511
4° week - 30/01/05 prints 68	144.684	13	215.067
5° week - 06/02/05 prints 60	90.388	16	141.374
6° week - 13/02/05 prints 35	38.956	20	75.575
7° week - 20/02/05 prints 16	19.815	24	36.801
8° week - 27/02/05 prints 8	6.569	26	17.033
9° week - 06/03/05 prints 5	6.381	31	10.936
10° week - 13/03/05 prints 5	5.498	30	13.789
plus 26 other weeks	total box office		1.580.000

Ae Fond Kiss

Exploitation on different medias (values in percentage)

Theatrical release 05/01/2005	Home Video release May 2005	Pay Per View 05/09/2005 → 06/12/2005	Pay TV from 05/01/2006	Free TV from 05/03/2007
	copies rental 6000 copies sell through 7500	viewers 1082		
51,25%	9,00%	0,17%	25,19%	14,40%

Ae Fond Kiss – distribution costs

type of cost	percentages
Publicity material	
Inter-negative trailer	
Poster design and layout	
Poster printing	
TV spots	6,47%
Website / homepage for the film	
Publicity spaces	
Placing of posters	
Advertising on TV	
Advertising in professional press	43,25%
Advertising in papers	
Promotion	
Bromides and postcards	
Promotion material (press files...)	8,59%
other promotional costs	
Prints/copies	
Striking prints of trailers	102
Striking prints of film	89
	22,13%
Dubbing and subtitling	
Dubbing film & trailer	88
Sub-titling film	1
	14,83%
other costs	
Audit fees	
Transport and taxes levied on film	
Censorship	4,74%
TOTAL DIRECT DISTRIBUTION COSTS	