

**OUTLOOK
ON EUROPEAN
DISTRIBUTION
GREECE**

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Distribution Exhibition

- **14** distributors in Greece :
 - **4** majors
Share 2005: **87.5%**
Share 2006: **93%**
 - **10** independent
Share 2005: **12.5%**
Share 2006: **7%**

Annual figures from mid- August to mid-August

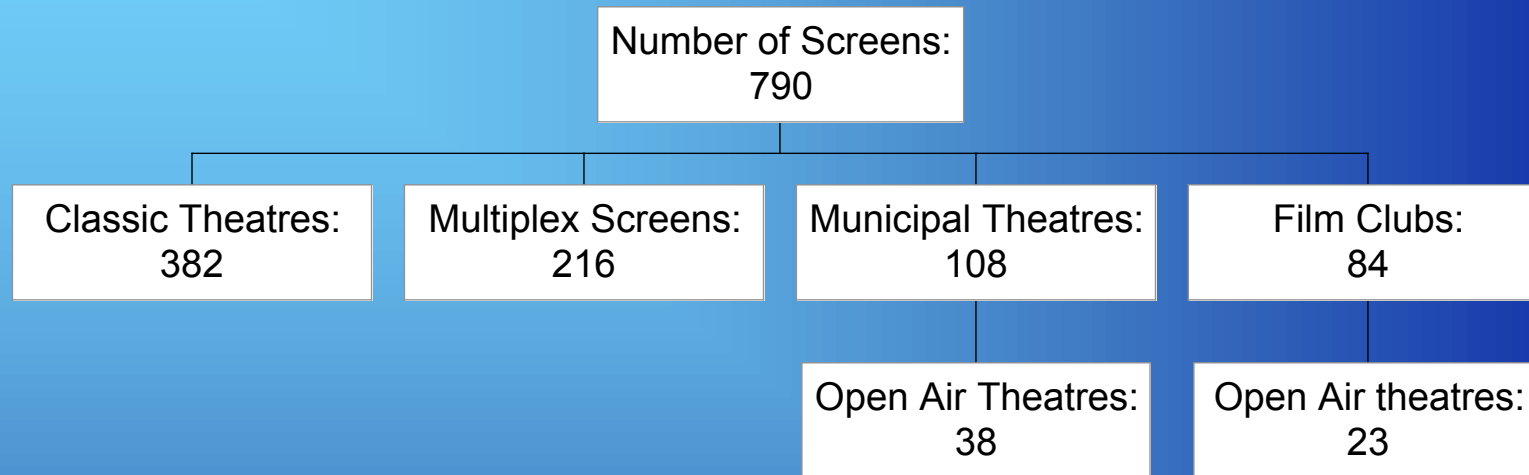
Year	Admissions
Aug. 15, 2004 – Aug. 14, 2005	12.500.000
Aug. 15, 2005 – June 15, 2006	11.500.000

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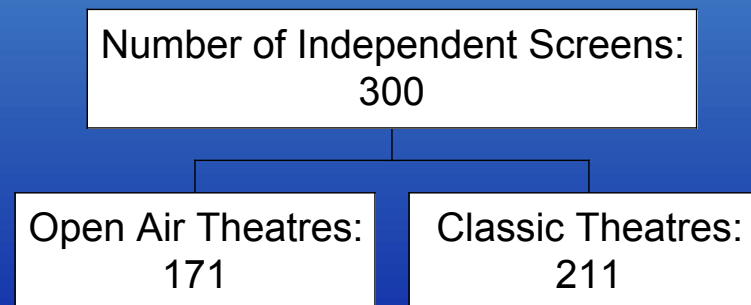
Average admission price	7 euros
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Release of Movies

Screens

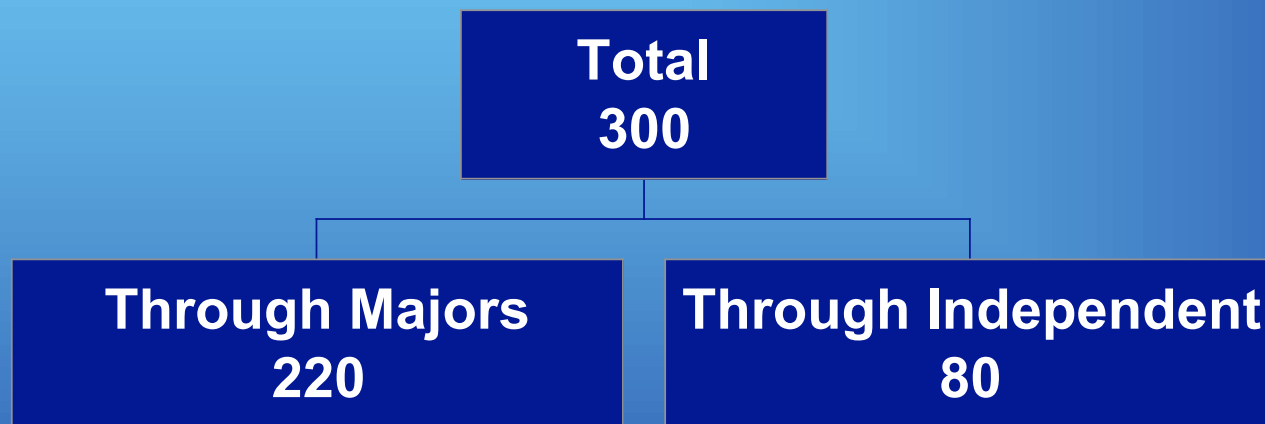


Number of Independent Screens among the Above



Films

Number of films released in 2005



→ The number of pictures released has tripled during the decade ←

- Approximately 6 films are released each week on an annual basis.

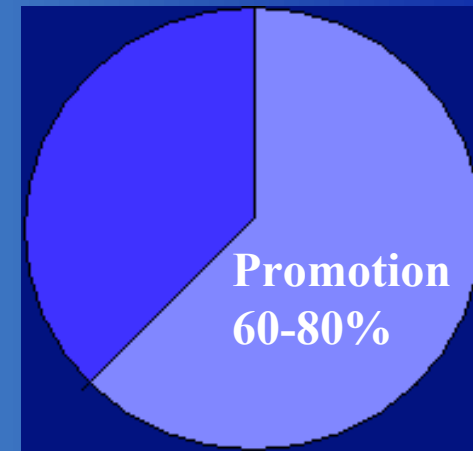
- The US blockbusters stay on screens 2 to 4 weeks.

- The independent films stay on screens 1 week.

- 3000 prints circulated in 2005, half of which concerns approx 20 blockbusters and the other half all the other pictures.

Promotion

- Promotion costs represent the 60% to 80% of the p&a budget.
- Advertising campaign for a blockbuster: 250,000 to 700,000 euros.
- Advertising campaign for an average independent film: 40,000 to 100,000 euros.



TV

- The role of the TV broadcasters is major, however, their investment and airing of theatrical pictures has dramatically decreased in the last 6 years.
- They are obliged by law to invest 1.5% of their net income in the national cinematic productions.
- They are not strongly supporting the independent European cinema.
- The Greek audiences favour the English language films.

PUBLIC SUPPORT

- The Greek Film Center (G.F.C.) concerning only Greek productions.
- Public Subsidies: only concerning financing of national films.

SUGGESTIONS

1. Decrease the number of films produced. The Supply is dramatically higher than the Demand for films.
2. Smarter and cost effective methods for the theatrical release of small European pictures.
3. Amelioration and simplification of the Media Selective and Automatic Programs in favor of the smaller films and the smaller distributors.
4. Tighter collaboration between the local European distributors: research, campaigns, materials recycling, dates co-ordination, etc.