

OUTLOOK ON EUROPEAN DISTRIBUTION: Norway

Åge Hoffart - Brussels, June 2006



In 10 mins...

- ◆ Distribution & Exhibition
- ◆ Releases
- ◆ Promotion
- ◆ TV
- ◆ Public Support
- ◆ Norway = the independant country..?



Historical facts

- ◆ 1st screening: April 6th 1896
- ◆ 1st production 1908
- ◆ Law of Cinemas, 1913
- ◆ Censorship
- ◆ Municipal ownership
- ◆ Population: 4,6 mill
- ◆ Tickets sold: 13 mill

Circus Varieté.
Mandag (2den Paaskedag)
Kl. 5 Kaffe-Concert
med Optræden af de nye ankomne Artister.
Kl. 8 Stor Forestilling.
Fuldstændig nyt Program.

Kun i Paris og Christiania Cinematografen
(Bioskop).

Sensationel Nyhed.

Morgenbladets Pariser Korrespondent skriver 6te Marts 1896 i en Correspondance om denne nye epokevækkende Opfindelse:

Folk staar i Queue hele Dagen for at komme ind i Cinematograftheatret ved Boulevard des Capucins.

I Løbet af 15 Minutter optræder i Cinematograftheatret:

1. Italiensk Bondedans udføres af 2 Børn.	6. Kammarintzky, russ. National-Dans (6 Brødre Tschepanoff).
2. Komisk Reck v. Brødr. Milton.	7. Serpentindans (Mdle. Aneron).
3. Mr. Elevere m. sin hængende Kænguruh.	8. Brydekamp mellem Greiner & Sandon.
4. Mr. Petras, Jongler.	9. Apotheose (Brødrene Skladonowsky).
5. Akrobatisk Potpourri (9 Personer).	

Endvidere Optræden af en Række nye Artister, ankomne fra Newyork, Marseille, Wien og Kjøbenhavn.

Til Slut
Dr. Frithjof Nansens
Reise til Nordpolen
i flere Tableauer.



Distribution

- ◆ Active distributors: 15
- ◆ SF, UIP, Buena Vista, SandrewM, ColTriN, Fox, **ORO FILM, Scanbox, Arthaus**, (8 - 12% m.sh)
- ◆ SEG/Action, Fidalgo, Europafilm, Coriander, Tour de Fosse, Filmoptimistene (6 last < 1% marketshare).
- ◆ 6 non-independent distributors have appr 90% marketshare
- ◆ Hor/vertical integration. No, because of the cinema system



Release of movies:

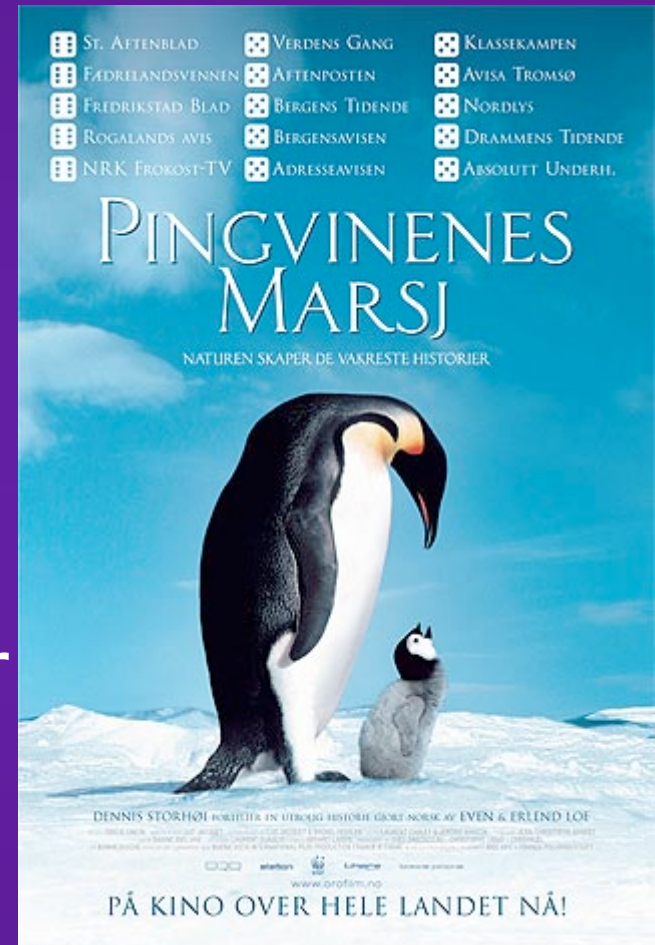


- ◆ Number of scr.: **400**
- ◆ +Local, travelling: 200 counting for 1%
- ◆ Independent = **ALL!**
- ◆ Films released-05: **232**
- ◆ Released 2004: **205**
- ◆ American = **75%**
- ◆ Indep.: appr **80** films
- ◆ Each week **4-5** openings
- ◆ Prints: **4.478** (avg 19, doubled in 10 years)



Promotion:

- ◆ Cost: % of budget?
- ◆ Blockb.promo: € 300 - 500'
- ◆ Promo indep.: € 20 - 200'
- ◆ Last 10 years: Shorter windows, more prints, bigger budgets.
- ◆ Big gets bigger, small smaller





- ◆ No big player
- ◆ Buying European movies
- ◆ But at low prices: €5-10'





Public support

- ◆ Cinema system = structural equality
- ◆ 5-6 films gets € 6 – 10'
- ◆ Subsidies are for all
- ◆ Dubbing support
- ◆ 4 of the top cinemas may give guarantee against P/A loss



More questions?

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