

CASE STUDY: « Ae fond kiss » / “Just a Kiss” / Ken Loach / UK / 2003

Animator: Eric Lagesse, Pyramide Films, France

Synopsis: In Glasgow, Scotland, the Pakistani parents of Casim Khan have decided that he is going to marry his cousin Jasmine. Unfortunately, Casim has just fallen in love with his younger sister's music teacher Roisin. Not only is she 'goree', a white woman, she is also Irish and catholic, things that may not go down well with Casim's parents. They start a relationship but Casim is torn between following his heart and being a good son.

Speakers:

- Stephan De Potter, Cineart, Belgium
- Hans König, Polyfilm, Austria
- Antonio Medici, Bim Distribuzione, Italy

Figures in Belgium

- Date of release: 25 August 2004
- Number of prints: 15 (original version)
- Number of admissions: 55 000
- Promotional costs: 36 000€.

Figures in Austria

- Date of release: 14th January 2005
- Number of prints: 8 prints (4 subtitled prints + 4 dubbed prints)
- Number of admissions: 22 489 admissions (14 219 admission with subtitled prints + 8 270 admissions with dubbed prints)
- P&A costs (without print costs): 12 000 €

Figures in Italy

- Date of release: 5 January 2005
- Number of prints: 37 copies for the first weekend, rising to 85 copies max by the third weekend of release.
- Number of admissions: 340 000
- P&A costs (without print costs): 250 000 €