

## SWITZERLAND IN FIGURES

<b>GENERAL DATA</b>		<b>2004</b>
Area		41.284 km <sup>2</sup>
Population		7.164 million
Language spoken		
Swiss German		63%
French		19%
Italian		8%
Rhaeto-Romanic		1%
Ohters		9%

<b>GENERAL DATA ON SWISS CINEMAS</b>	<b>2004</b>	<b>2005</b>
Number of cinemas	335	334
Number of screens	540	539
Number of seats	110 455	109 596
Number of Arthouse cinemas	61	61
Number of screens (members Swiss Arthouse Ass.)	87	87
Number of theatres with 7 screens and more	10	10
Distribution companies	47	46
Active production companies (approx)	38	
Film directors (approx)	250	
Number of fiction films produced	25	
Number of feature-length documentaries produced	22	

<b>BOX OFFICE</b>		<b>2004</b>		<b>2005</b>	
Number of admissions		17 199 769	%	14 976 956	%
of which	in the German part	11 536 424	67,1	10 000 801	66,8
	in the French part	5 039 562	29,3	4 426 241	29,6
	in the Italian part	623 783	3,6	549 914	3,7
Admission rate (per person per year)		2,32			
Box office		CHF 245'691'090		CHF 214'701'219	
		EUR 158'510'380		EUR 138'516'915	
Average ticket price		EUR 8.93 / CHF 14.28			

	<b>2004</b>		<b>2005</b>	
<b>Number of new titles distributed</b>	466	%	466	%
of which Swiss Films	48	10,3	58	12,4
French Films	113	24,2	99	21,2
German Films	33	7,1	39	8,4
Italian Films	27	5,8	17	3,6
Total European films	259	55,6	268	57,5
Total American films	127	27,3	114	24,5
Total other origins	80	17,2	84	18,0

MARKET SHARE IN % 2004			MARKET SHARE IN % 2005		
USA	69,2		USA	58,7	
CH	2,6		CH	5,9	
Other	6,0		Other	6,5	
Europe	22,2		Europe	28,9	
	of which France	8,2		of which FR	8,5
	of which Germany	9,1		of which Germany	6,3
	of which Italy	1,4		of which Italy	0,9
	of which UK	1,6		of which UK	11,1
	of which Spain	0,9		of which Spain	1,1
	of which other	1,0		of which others	1,1

## OUTLOOK ON EUROPEAN DISTRIBUTION

DISTRIBUTION / EXHIBITION	
Total distribution companies	45
of which independent	41

	Market Share 2004	%	Market Share 2005	%
1	BVI	23,70	UIP	20,31
2	WB	17,21	BVI	16,63
3	UIP	16,93	WB	14,94
4	MONOPOLE PATHE	7,86	ELITE	10,75
5	FOX	6,14	FRENETIC	9,42
6	ELITE	5,94	FOX	7,64
7	FRENETIC	5,81	MONOPOLE PATHE	5,00
8	RIALTO	5,08	FILMCOOPI	4,51
9	FILMCOOPI	3,36	RIALTO	2,03
10	VEGA	1,54	XENIX	1,54
11	JMH	0,96	JMH	1,48
12	XENIX	0,81	TRIGON	1,00
13	TRIGON	0,69	LOOK NOW!	0,72
14	MORANDINI	0,68	MORANDINI	0,62
15	COLUMBUS	0,63	AGORA	0,60
16	LOOK NOW!	0,57	VEGA	0,51
17	AGORA	0,30	CINEWORX	0,30
18	MONT-BLANC	0,25	COLUMBUS	0,28
19	CINEWORX	0,24	MONT-BLANC	0,21
20	HELVJET	0,16	SWISS	0,14
21	Various (27)	1,14	VARIOUS (26)	1,37

Market share of 10 first distributors	
2004	93,60
2005	92,80

Number of independent distributors in the top 20	
2004	16
2005	16

Market share of independent distributors	
2004	36,02
2005	40,48

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**RELEASE OF MOVIES**

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Number of screens 540

of which independent screens 87

Number of films released in 2005 466

Number of films released ten years ago 332

Number of films released by independent distributors 2005 378

Number of films released by US Majors 2005 88

Films released per week up to 8 in German and French speaking Switzerland  
less in Italian speaking Switzerland

Number of prints circulating in 2005 / 10 Years ago

Today the number of prints is at least  
two times as high as it was ten years ago

LORD OF THE RINGS 1 - 2001 120 prints

LORD OF THE RINGS 2 - 2002 140 prints

LORD OF THE RINGS 3 - 2003 160 prints

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**PROMOTION**

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Promotion costs of the release budget 40 - 60 %

Average promotion COSTS for a blockbuster (US Major) EUR 250'000 - 450'000

Average promotion COSTS for an independent distributor

From EUR 15'000 for a two print release  
up to EUR 150'000 for a release of 50 prints

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**ROLE OF THE TV BROADCASTER IN THE INDUSTRY**

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*Free-TV : SF DRS / TSR / TSI*

Co-producer of national films for theatrical exploitation

Producer of national TV-movies

Regular acquisition of all sorts of independent movies of all origins but on very low prices

*Pay-TV*

French speaking Switzerland :

Canal+, operated out of France, no additional acquisition

German speaking Switzerland :

Teleclub, connectet with Premiere Germany

Small participation on local film production

Other acquisitions only in rare cases

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**PUBLIC SUPPORT**

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National and regional subsidies for national filmproduction

National and regional subsidies for distribution of Swiss films

National subsidies for independent low-budget films, preferably from third-world countries  
but also eligible for films of other origins.

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