

NORDIC FILMS DISTRIBUTION IN SPAIN

PERIOD 2014/2018

<u>NUMBER FILMS RELEASED</u>	<u>BOX OFFICE</u>	<u>ADMISSIONS</u>
152	31.005.755 €	5.185.788

PERIOD 2010/2013

<u>NUMBER FILMS RELEASED</u>	<u>BOX OFFICE</u>
65	13.568.686 €

233,8 % increase in number of films

228,5 % increase in box-office

NORDIC FILMS DISTRIBUTION IN SPAIN

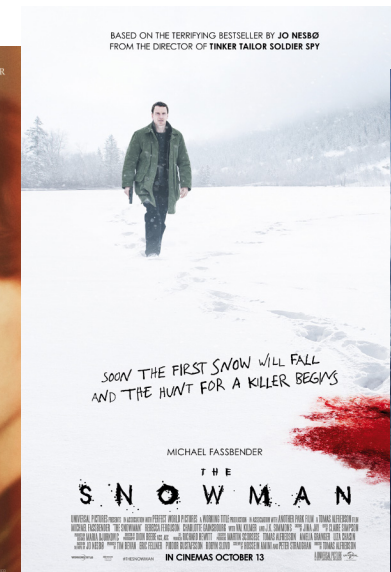
COMPARISON WITH OTHER TERRITORIES (2014-2018)

<u>TERRITORY OF ORIGIN</u>	<u>NUMBER OF FILMS</u>	<u>BOX-OFFICE</u>
GERMANY	241	60.543.869 €
ITALY	115	9.944.544 €
BENELUX	126	41.166.897 €
NORDIC COUNTRIES	152	31.005.755 €

NORDIC FILMS DISTRIBUTION IN SPAIN

TOP 10 NORDIC FILMS IN SPAIN (2014-2018)

FILM	BOX-OFFICE
1- EVEREST	6.020.776 €
2- ANGRY BIRDS	5.391.642 €
3- THE DANISH GIRL	4.985.277 €
4- THE LEGO BATMAN MOVIE	
5- THE SNOWMAN	
6- THE LITTLE VAMPIRE	
7- LUIS AND THE ALIENS	
8- A STORK JOURNEY	
9- THE OTHER SIDE OF LOVE	
10- THE NILE HILTON INCIDENT	



NORDIC FILMS DISTRIBUTION IN SPAIN

TOP 10 ART-HOUSE NORDIC FILMS (2014-2018)

FILM

- 1- OTHER SIDE OF HOPE (FINLAND)
- 2- NILE HILTON INCIDENT (SWEDEN)
- 3- THE SQUARE (SWEDEN)
- 4- 1000 TIMES GOOD NIGHT (SWEDEN)
- 5- VIRGIN MOUNTAIN - "FUSI" (ICELAND)
- 6- THE KING'S CHOICE (NORWAY)
- 7- FORCE MAJEURE (SWEDEN)
- 8- A MAN CALLED OVE (SWEDEN)
- 9- MISS JULIE (NORWAY)
- 10- THE FENCER (FINLAND)

THEY REPRESENT
20% OF THE
TOTAL BOX-OFFICE



NORDIC FILMS DISTRIBUTION IN SPAIN

TOP 5 FILMS IN DANISH (2014-2018)

FILM

- 1- THE COMMUNE
- 2- SOMEONE YOU LOVE
- 3- DEPARTMENT Q
- 4- SILENT HEART
- 5- A SECOND CHANCE

4 of the 5 films have been distributed by GOLEM,
they are the distributor of all the Lars Von Trier's films and
the number 1 buyer from TRUST-NORDISK

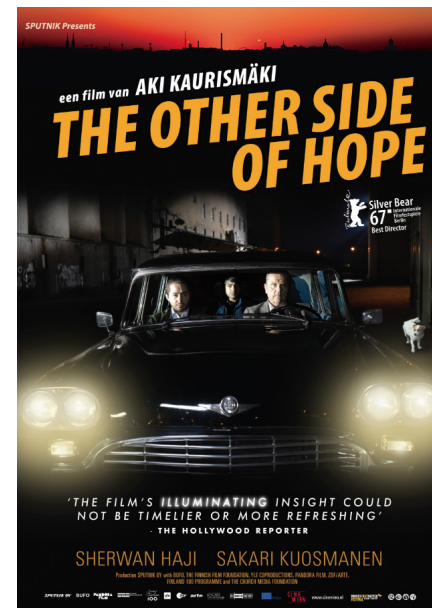


NORDIC FILMS DISTRIBUTION IN SPAIN

TOP 5 FILMS IN FINNISH (2014-2018)

FILM

- 1- THE OTHER SIDE OF HOPE
- 2- LITTLE BROTHER, BIG TROUBLE
- 3- TOM OF FINLAND
- 4- THE HAPPIEST DAY IN THE LIFE OF OLLI MAKI
- 5- THE GRUMP



El día más feliz en la vida de Olli Maki



NORDIC FILMS DISTRIBUTION IN SPAIN

TOP 5 FILMS IN ICELANDIC (2014-2018)

FILM

- 1- VIRGIN MOUNTAIN (FUSI)
- 2- RAMS
- 3- THOR - LEGEND OF MAGICAL HAMMER
- 4- SPARROWS
- 5- HEART STONE



NORDIC FILMS DISTRIBUTION IN SPAIN

TOP 5 FILMS IN NORWEGIAN (2014-2018)

FILM

1- 1000 TIMES GOOD NIGHT

2- THE KING'S CHOICE

3- THELMA

4- BLIND

5- FIDELIO



NORDIC FILMS DISTRIBUTION IN SPAIN

TOP 5 FILMS IN SWEDISH (2014-2018)

FILM

- 1- THE SQUARE
- 2- FORCE MAJEURE
- 3- A MAN CALLED OVE
- 4- A PIDGEON SAT ON A BRANCH...
- 5- A SKINNY SISTER



NORDIC FILMS DISTRIBUTION IN SPAIN

STRATEGIC AND STRONG POINTS THAT HELP THE RELEASE OF NORDIC FILMS IN SPAIN

- 1- A GROUP OF NEW DIRECTORS HAS ARRIVED AFTER MANY YEARS
WITH ONLY LARS VON TRIER, KAURISMAKI AND VINTERBERG.
- 2- STRONG PRESENCE OF NORDIC FILMS IN SPANISH FESTIVALS LIKE
SAN SEBASTIAN, VALLADOLID, SEVILLA, SITGES, ETC
- 3- MANY OF THE NORDIC FILMS OBTAINED SUPPORT
ON THE MEDIA SELECTIVE SCHEME

NORDIC FILMS DISTRIBUTION IN SPAIN

STRONG PRESENCE IN FESTIVALS

FORCE MAJEURE - BEST FILM SEVILLE FILM FESTIVAL

SPARROWS - BEST FILM SAN SEBASTIAN

RAMS- BEST FILM VALLADOLID

NILE HILTON INCIDENT - BEST FILM VALLADOLID

THELMA - JURY PRIX AND 2 MORE AWARDS IN SITGES

THE OTHER SIDE OF HOPE - FIPRESCI AWARD SAN SEBASTIAN

NORDIC FILMS DISTRIBUTION IN SPAIN

MEDIA SUPPORT (SELECTIVE) FOR NORDIC FILMS IN SPAIN

ANTBOY - 22.000 €

100 YEAR OLD MAN... - 150.000 €

FORCE MAJEURE - 45.700 €

MISS JULIE - 64.400 €

CAPTAIN SABERTOTH... - 99.000 €

A PIDGEON SAT ON A BRANCH... - 37.000 €

THE OTHER SIDE OF HOPE - 64.400 €

THE HAPPIEST DAY... OF OLLI MAKI - 22.400 €

LOUDER THAN BOMBS - 64.000 €

THE COMMUNE - 64.000 €

FUSI - 37.500 €

RAMS - 45.700 €

MY SKINNY SISTER - 35.700 €

DEPARTMENT Q - 64.000 €

THE SQUARE - 64.400

THELMA - 64.400

SANTA SWAP - 45.700 €

TOTAL - 990.300 €

NORDIC FILMS DISTRIBUTION IN SPAIN

AN SPECIAL CASE VIRGIN MOUNTAIN (FUSI)

Directed by DAGUR KARI (NOI ALBINOI - THE GOOD HEART)

A drama/comedy film about a solitary man in search for love

A moving film that was presented in Berlinale and people loved.
They applauded at the end even in the market screenings.

The film was sold by BAC worldwide

NORDIC FILMS DISTRIBUTION IN SPAIN

VIRGIN MOUNTAIN (FUSI)



INTERNATIONAL POSTERS

The film did not work well commercially almost anywhere

VIRGIN MOUNTAIN (FUSI) - A SPECIAL CASE

WE CHANGED THE TITLE

THERE WERE SEVERAL OPTIONS IN OTHER COUNTRIES

FUSI - It's just a name, it does not say anything

VIRGIN MOUNTAIN - Very confusing title, even offensive to the character.

THE STORY OF A TIMID GIANT - Too elaborate.

We were looking for a simple title, romantic and moving.

CORAZÓN GIGANTE
(A Giant Heart)

VIRGIN MOUNTAIN (FUSI) - A SPECIAL CASE



WE CHANGED THE POSTER

We wanted a romantic art-house poster where both Fusi and the woman were present.

We chose a screen capture and asked the production company for the highest possible quality image of it.

We completed the image and tried to give it the warmest possible atmosphere, added some plants and other details and kept the contrast that the characters size difference gave.

VIRGIN MOUNTAIN (FUSI) - A SPECIAL CASE

WE CHANGED THE TRAILER



We did a new trailer avoiding rock music, bullying, dominant mother and pure comedy scenes.

We changed the music, added good reviews, and centered the story in a normal man (not a fat one) that falls in love with a woman



VIRGIN MOUNTAIN (FUSI) - A SPECIAL CASE

PROMOTION AND PUBLICITY



MEDIA SUPPORT.

VISIT OF THE DIRECTOR TO SPAIN

VISIT OF THE DIRECTOR TO SPAIN

FESTIVAL TOUR IN SPAIN

MORE THAN 5.000 PEOPLE SAW THE FILM

IN PREMIERES BEFORE THE RELEASE

VIRGIN MOUNTAIN (FUSI) - A SPECIAL CASE

THE RESULT

THE FILM WAS RELEASED WITH 29 PRINTS
AND HAD 42 PRINTS AT THE WIDEST WEEK

IT REACHED MORE THAN 40.000 ADMISSIONS

THE BEST AVERAGE PER PRINT IN EUROPE

AND THE SECOND BEST BOX-OFFICE RESULT
OF ANY EUROPEAN COUNTRY.