

# OVERVIEW OF POLISH THEATRICAL DISTRIBUTION MARKET

MEDIA / EUROPA DISTRIBUTION MEETING

Brussels, 22 June 2006

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(data from Expert-Monitor Sp. z o.o.)

# POLAND



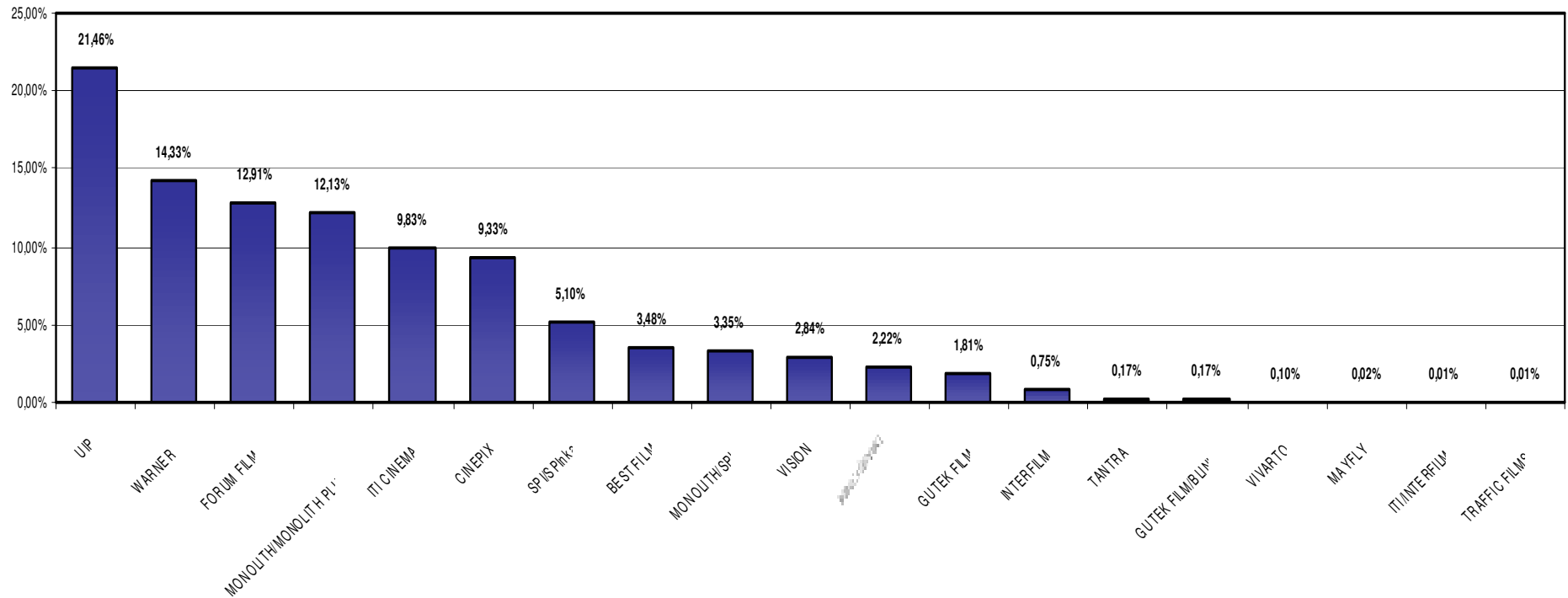
- Population 2005 (millions) – 38,6
- GDP 2004 (USD billions) – 242
- Average ticket price 2005 – 4,5 USD
- Admissions 2005 (millions) – 23,6
- Admissions/inhab. 2005 – 0,6
- Screens 2005 – 870
- Multiplexes, screens 2006 – 45, 426 (50%)
- Multiplexes' market share 2006 – 73%
- Distributors 2006 – 18
- Films released 2005 – 209
- National films produced 2005 – 23

# DISTRIBUTORS

| TOTAL MARKET 2005      |                   |        |
|------------------------|-------------------|--------|
| DISTRIBUTOR            | ADM               | %ADM   |
| UIP                    | 5 057 281         | 21,46% |
| WARNER                 | 3 377 543         | 14,33% |
| FORUM FILM             | 3 042 084         | 12,91% |
| MONOLITH/MONOLITH PLUS | 2 858 352         | 12,13% |
| ITI CINEMA             | 2 315 508         | 9,83%  |
| CINEPIX                | 2 198 384         | 9,33%  |
| SPI/SPInka             | 1 201 374         | 5,10%  |
| BEST FILM              | 820 219           | 3,48%  |
| MONOLITH/SPI           | 789 659           | 3,35%  |
| VISION                 | 668 862           | 2,84%  |
| KINO ŚWIAT             | 523 263           | 2,22%  |
| GUTEK FILM             | 425 387           | 1,81%  |
| INTERFILM              | 176 794           | 0,75%  |
| TANTRA                 | 39 548            | 0,17%  |
| GUTEK FILM/BLINK       | 38 946            | 0,17%  |
| VIVARTO                | 23 828            | 0,10%  |
| MAYFLY                 | 4 581             | 0,02%  |
| ITI/INTERFILM          | 2 002             | 0,01%  |
| TRAFFIC FILMS          | 1 917             | 0,01%  |
| <b>17</b>              | <b>23 565 532</b> |        |

# DISTRIBUTORS – cont.

DISTRIBUTORS MARKET SHARE BASED ON ADMISSION, 2005



# IND/STUDIOS /LOCAL

| <b>TOTAL MARKET 2005</b> |                   |             |  |
|--------------------------|-------------------|-------------|--|
| <b>DISTRIBUTOR</b>       | <b>ADM</b>        | <b>%ADM</b> |  |
| IND                      | 9 172 381         | 38,92%      |  |
| UIP                      | 4 024 559         | 17,08%      |  |
| WB                       | 3 377 543         | 14,33%      |  |
| BVI                      | 2 908 119         | 12,34%      |  |
| FOX                      | 2 198 384         | 9,33%       |  |
| SONY                     | 1 032 722         | 4,38%       |  |
| LOCAL                    | 851 824           | 3,61%       |  |
|                          | <b>23 565 532</b> |             |  |

# USA/EU/LOCAL

| <b>2005</b>  | <b>ADM</b>        | <b>%ADM</b>   | <b>NO OF FILMS</b> | <b>NO OF PRINTS</b> |
|--------------|-------------------|---------------|--------------------|---------------------|
|              |                   |               |                    |                     |
| <b>USA</b>   | 15 832 567        | 68,51%        | 238                | 9710                |
|              |                   |               |                    |                     |
| <b>EU</b>    | 6 130 425         | 24,72%        | 174                | 3681                |
|              |                   |               |                    |                     |
| <b>LOCAL</b> | 851 463           | 3,52%         | 39                 | 1174                |
|              |                   |               |                    |                     |
|              | <b>22 814 455</b> | <b>96,75%</b> | <b>451</b>         | <b>14565</b>        |

# USA/EU/LOCAL 1Q 2006

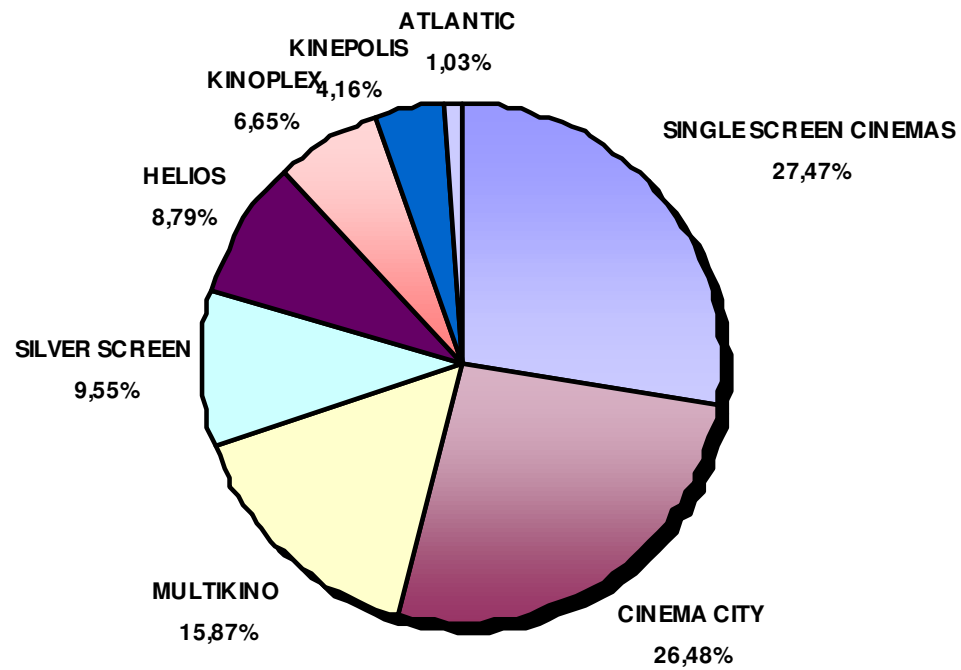
| <b>1Q2006</b> | <b>ADM</b>        | <b>%ADM</b>   | <b>NO OF FILMS</b> | <b>NO OF PRINTS</b> |
|---------------|-------------------|---------------|--------------------|---------------------|
| <b>USA</b>    | 5 743 505         | 49,85%        | 137                | 6156                |
| <b>EU</b>     | 2 660 030         | 21,10%        | 114                | 2739                |
| <b>LOCAL</b>  | 3 101 315         | 27,62%        | 25                 | 895                 |
|               | <b>11 504 850</b> | <b>98,57%</b> | <b>276</b>         | <b>9790</b>         |

# RELEASES/PRINTS

| FILMS |                        |            |    | PRINTS                 |             |
|-------|------------------------|------------|----|------------------------|-------------|
|       | DISTRIBUTOR            | 2005       |    | DISTRIBUTOR            | 2005        |
| 1     | Monolith/Monolith Plus | 29         | 1  | UIP                    | 1141        |
| 2     | UIP                    | 23         | 2  | Monolith/Monolith Plus | 1094        |
| 3     | SPI/SPInka             | 22         | 3  | Warner Bros.           | 891         |
| 4     | Best Film              | 16         | 4  | Forum Film             | 809         |
| 5     | CinePix                | 16         | 5  | CinePix                | 658         |
| 6     | Kino Świat             | 16         | 6  | SPI/SPInka             | 655         |
| 7     | Warner Bros.           | 16         | 7  | ITI Cinema             | 407         |
| 8     | Forum Film             | 15         | 8  | Best Film              | 382         |
| 9     | Vision                 | 14         | 9  | Vision                 | 370         |
| 10    | Gutek Film             | 12         | 10 | Kino Świat             | 309         |
| 11    | ITI Cinema             | 9          | 11 | Gutek Film             | 163         |
| 12    | Tantra                 | 5          | 12 | Interfilm              | 153         |
| 13    | Solopan                | 4          | 13 | Monolith/SPI           | 80          |
| 14    | Gutek Film/Blink       | 3          | 14 | Solopan                | 40          |
| 15    | Interfilm              | 3          | 15 | Gutek Film/Blink       | 25          |
| 16    | Vivarto                | 3          | 16 | Tantra                 | 24          |
| 17    | Mayfly                 | 1          | 17 | Vivarto                | 15          |
| 18    | Monolith/SPI           | 1          | 18 | Traffic Films          | 6           |
| 19    | Traffic Films          | 1          | 19 | Mayfly                 | 5           |
|       |                        | <b>209</b> |    |                        | <b>7227</b> |

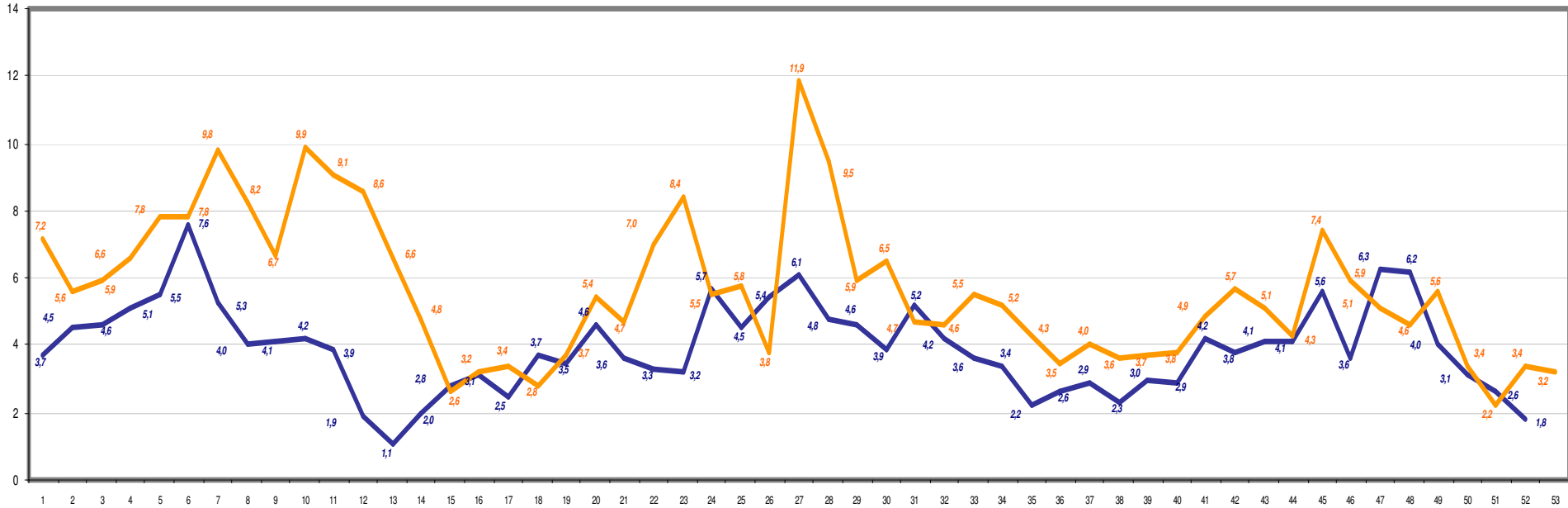
# CINEMAS

CINEMAS MARKET, 2005



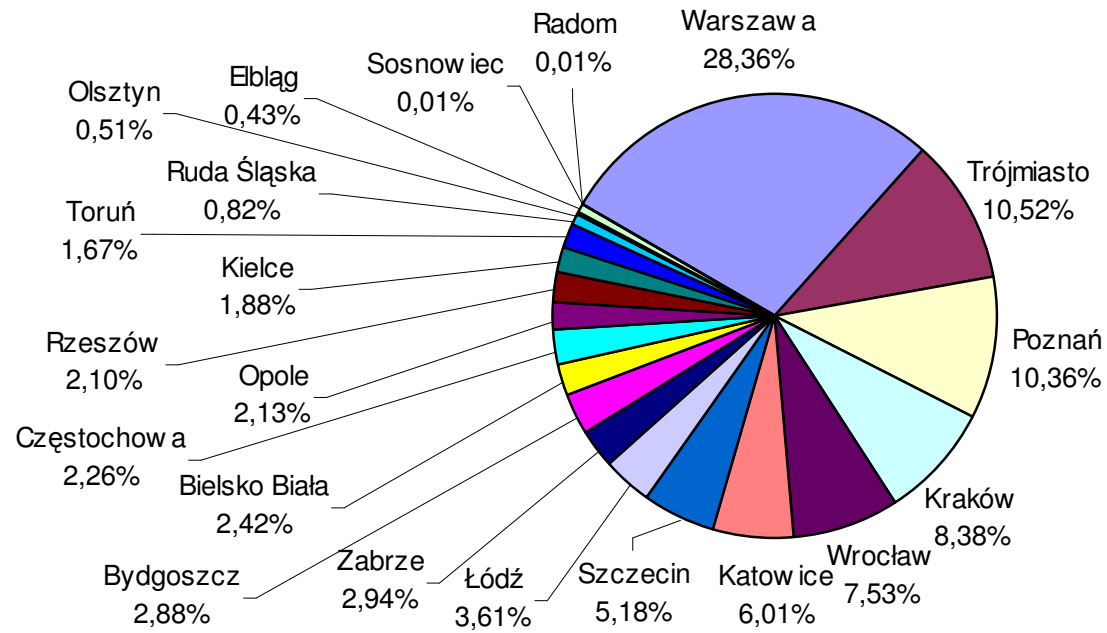
# SEASONALITY

MULTIPLEX ADMISSION BY SEAT, 2004 VS 2005



# TOWN SPLIT

**CUMULATIVE ADMISSION SHARE BY TOWN**



# 1996 - 2005

|             | <b>ADM (million)</b> | <b>NO OF NEW FILMS</b> | <b>NO OF PRINTS</b> |
|-------------|----------------------|------------------------|---------------------|
| <b>1996</b> | 21,4                 |                        |                     |
| <b>1997</b> | 23,7                 |                        |                     |
| <b>1998</b> | 19,9                 |                        |                     |
| <b>1999</b> | 26,6                 |                        |                     |
| <b>2000</b> | 18,7                 |                        |                     |
| <b>2001</b> | 26,2                 |                        |                     |
| <b>2002</b> | 25,6                 | 187                    | 5340                |
| <b>2003</b> | 23,8                 | 200                    | 5431                |
| <b>2004</b> | 33,4                 | 207                    | 6671                |
| <b>2005</b> | 23,6                 | 209                    | 7227                |

# IQ+2Q 2004-2006

(admissions in millions)

- 2002 – 13
- 2003 – 12
- 2004 – 19
- 2005 – 11
- 2006 – 17

# UNSTABILITY

- no stable growth trend
- extremely product-driven market

# TOP 10 2004

## TOP 50 TITLES, 2004

| NO | TITLE                                    | DISTR.        | B.O.       | ADM       | BOX OFFICE CUMULATIVE | B.O. PER PRINT | ADM CUMULATIVE | ADM PER PRINT | AVER. TICKET PRICE | PRINTS | RELEASE DATE |
|----|--|---------------|------------|-----------|-----------------------|----------------|----------------|---------------|--------------------|--------|--------------|
| 1  | SHREK 2                                  | UIP           | 48 155 948 | 3 390 922 | 48 155 948            | 476 792        | 3 390 922      | 33 573        | 14,20              | 101    | 02.07.2004   |
| 2  | PASSION OF THE CHRIST                    | MONOLITH      | 44 557 893 | 3 451 908 | 44 557 893            | 445 579        | 3 451 908      | 34 519        | 12,91              | 100    | 05.03.2004   |
| 3  | LORD OF THE RINGS: RETURN OF THE KING    | WARNER        | 29 875 111 | 2 089 415 | 29 875 111            | 199 167        | 2 089 415      | 13 929        | 14,30              | 150    | 02.01.2004   |
| 4  | NIGDY W ŻYCIU                            | IT/WINTERFILM | 22 756 629 | 1 620 307 | 22 756 629            | 379 277        | 1 620 307      | 27 005        | 14,04              | 60     | 13.02.2004   |
| 5  | TROY                                     | WARNER        | 17 210 594 | 1 184 083 | 17 210 594            | 111 036        | 1 184 083      | 7 639         | 14,53              | 155    | 14.05.2004   |
| 6  | BROTHER BEAR                             | FORUM FILM    | 14 447 615 | 1 170 602 | 14 447 615            | 166 065        | 1 170 602      | 13 455        | 12,34              | 87     | 23.01.2004   |
| 7  | HARRY POTTER AND THE PRISONER OF AZKABAN | WARNER        | 14 206 639 | 1 040 789 | 14 206 639            | 109 282        | 1 040 789      | 8 006         | 13,65              | 130    | 04.06.2004   |
| 8  | BRIDGET JONES: THE EDGE OF REASON        | UIP           | 12 512 007 | 831 238   | 12 512 007            | 133 106        | 831 238        | 8 843         | 15,05              | 94     | 12.11.2004   |
| 9  | SHARK TALE                               | UIP           | 12 006 131 | 911 833   | 12 006 131            | 136 433        | 911 833        | 10 362        | 13,17              | 88     | 15.10.2004   |
| 10 | DAY AFTER TOMORROW                       | CINEPIX       | 11 698 850 | 789 222   | 11 698 850            | 113 581        | 789 222        | 7 662         | 14,82              | 103    | 28.05.2004   |

# TOP 10 2005

## TOP 50 TITLES, 2005

| NO | TITLE  | DISTR.       | BO         | ADM       | BO CUMULATIVE | BO PER PRINT | ADM CUMULATIVE | ADM PER PRINT | AVER. TICKET PRICE | PRINTS | RELEASE DATE |
|----|--|--------------|------------|-----------|---------------|--------------|----------------|---------------|--------------------|--------|--------------|
| 1  | STORIA DI CARLO                              | ITI CINEMA   | 24 360 000 | 1 878 124 | 24 360 000    | 161 325      | 1 878 124      | 12 438        | 12,97              | 151    | 17.06.2005   |
| 2  | MADAGASCAR                                   | UIP          | 19 145 124 | 1 360 356 | 19 145 124    | 191 451      | 1 360 356      | 13 604        | 14,07              | 100    | 01.07.2005   |
| 3  | HARRY POTTER AND THE GOBLET OF FIRE          | WARNER       | 18 625 788 | 1 373 747 | 18 625 788    | 104 055      | 1 373 747      | 7 675         | 13,56              | 179    | 25.11.2005   |
| 4  | STAR WARS: EPISODE III - REVENGE OF THE SITH | CINEPIX      | 13 841 127 | 926 702   | 13 841 127    | 84 915       | 926 702        | 5 685         | 14,94              | 163    | 19.05.2005   |
| 5  | CHICKEN LITTLE                               | FORUM FILM   | 10 203 458 | 768 185   | 10 203 458    | 85 029       | 768 185        | 6 402         | 13,28              | 120    | 10.11.2005   |
| 6  | WAR OF THE WORLDS                            | UIP          | 8 929 605  | 583 007   | 8 929 605     | 89 296       | 583 007        | 5 830         | 15,32              | 100    | 08.07.2005   |
| 7  | POOH'S HEFFALUMP MOVIE                       | FORUM FILM   | 7 556 774  | 574 733   | 7 556 774     | 93 294       | 574 733        | 7 095         | 13,15              | 81     | 04.02.2005   |
| 8  | MR. AND MRS. SMITH                           | MONOLITH     | 6 914 359  | 447 428   | 6 914 359     | 67 788       | 447 428        | 4 387         | 15,45              | 102    | 05.08.2005   |
| 9  | KINGDOM OF HEAVEN                            | CINEPIX      | 6 287 025  | 418 812   | 6 287 025     | 66 179       | 418 812        | 4 409         | 15,01              | 95     | 06.05.2005   |
| 10 | ALEXANDER                                    | MONOLITH/SPI | 6 134 562  | 438 447   | 9 920 021     | 47 189       | 687 491        | 3 373         | 13,99              | 130    | 01.01.2005   |

# TOP 10 2006

|    | TITLE                         | DISTRIBUTOR   | ADM              | PRINTS |
|----|-------------------------------|---------------|------------------|--------|
| 1  | <b>(Pope John Paul II)</b>    | INTERFILM     | <b>1,910,763</b> | 141    |
| 2  | <b>(Ice Age 2)</b>            | CINEPIX       | <b>1,898,451</b> | 107    |
| 3  | <b>(Chronicles of Narnia)</b> | FORUM FILM    | <b>1,699,100</b> | 150    |
| 4  | <b>(Tylko mnie kochaj)</b>    | ITI/INTERFILM | <b>1,662,024</b> | 70     |
| 5  | <b>(Ja wam pokażę!)</b>       | FORUM FILM    | <b>1,177,649</b> | 113    |
| 6  | <b>(Da Vinci Code)</b>        | UIP           | <b>1,067,391</b> | 123    |
| 7  | <b>(Hoodwinked!)</b>          | MONOLITH      | <b>630,414</b>   | 55     |
| 8  | <b>(Wild)</b>                 | FORUM FILM    | <b>429,398</b>   | 95     |
| 9  | <b>(Bambi II)</b>             | FORUM FILM    | <b>321,443</b>   | 81     |
| 10 | <b>(Memoirs of Geisha)</b>    | FORUM FILM    | <b>303,532</b>   | 50     |

# SUCCESSFUL CROSS-OVERS

| Title   | Adm            | Prints    |
|---|----------------|-----------|
| Gwiezdne wojny cz.II - Atak klonów (Star Wars II)     | 870 000        | 115       |
| <b>Amelia (Amelie)</b>                                | <b>750 000</b> | <b>24</b> |
| Ice Age   | 707 000        | 65        |
| <b>American Beauty</b>                                | <b>702 000</b> | <b>23</b> |
| Mummy   | 620 000        | 50        |
| <b>Oliver Twist</b>                                   | 447 000        | 120       |
| Spider Man  | 409 000        | 92        |
| <b>Porozmawiaj z nią (Hable con ella)</b>             | <b>389 000</b> | <b>35</b> |
| Śmierć nadejdzie jutro (Die Another Day)              | 364 000        | 50        |
| King Kong   | 363 000        | 110       |
| <b>Frida</b>  | <b>308 000</b> | <b>38</b> |
| <b>Makrokosmos (Le peuple migrateur)</b>              | <b>294 000</b> | <b>62</b> |
| Oceans Twelve: Dogrywka                               | 290 000        | 65        |
| <b>Między słowami (Lost in Translation)</b>           | <b>287 000</b> | <b>35</b> |
| <b>Godziny (The Hours)</b>                            | <b>258 000</b> | <b>36</b> |
| Park jurajski III (Jurassic Park III)                 | 228 000        | 73        |
| <b>Złe wychowanie (La mala educacion)</b>             | <b>223 000</b> | <b>42</b> |
| Alien vs Predator                                     | 214 000        | 65        |
| <b>Broken Flowers</b>                                 | <b>207 000</b> | <b>40</b> |
| Batman - Początek (Bataman-Begins)                    | 197 000        | 68        |
| <b>8 kobiet (8 femmes)</b>                            | <b>195 000</b> | <b>40</b> |
| <b>Mulholland Drive</b>                               | <b>192 000</b> | <b>26</b> |
| Sposób na teściową (Monster in Law)                   | 175 000        | 49        |
| Vanilla Sky   | 155 000        | 40        |
| <b>Brokeback Mountain</b>                             | <b>152 000</b> | <b>40</b> |
| A.I. Sztuczna inteligencja (A. I.)                    | 143 000        | 60        |
| <b>Dziewczyna z perłą (Girl with a Pearl Earring)</b> | <b>143 000</b> | <b>27</b> |
| Piła II (Saw II)                                      | 125 000        | 50        |
| <b>Gusta i guściki (Le gout des autres)</b>           | <b>121 000</b> | <b>15</b> |
| Helikopter w ogniu (Black Hawk Down)                  | 115 000        | 35        |
| <b>Ziemia niczyja (No Man's Land)</b>                 | <b>105 000</b> | <b>20</b> |
| Aniołki Charliego (Charlie's Angels: Full Throttle)   | 103 000        | 45        |
| <b>Dogville</b>                                       | <b>97 000</b>  | <b>20</b> |
| Byliśmy żołnierzami (We Were Soldiers)                | 93 000         | 45        |
| <b>Kontrolerzy (Kontrol)</b>                          | <b>88 000</b>  | <b>17</b> |
| Blow  | 73 000         | 36        |
| <b>Monsunowe wesele (Monsoon Wedding)</b>             | <b>73 000</b>  | <b>7</b>  |
| Wszystko zostaje w rodzinie (Keeping Mum)             | 68 000         | 45        |
| <b>Pokój syna (La stanza di figlio)</b>               | <b>66 000</b>  | <b>14</b> |
| Miłość w Nowym Jorku (Autumn in New York)             | 61 000         | 25        |

# POLARISATION (?) – TOP 30 2006

|    | TITLE                    | DISTRIBUTOR   | ADM              | PRINTS |
|----|--------------------------|---------------|------------------|--------|
| 1  | (Pope John Paul II)      | INTERFILM     | <b>1,910,763</b> | 141    |
| 2  | (Ice Age 2)              | CINEPIX       | <b>1,898,451</b> | 107    |
| 3  | (Chronicles of Narnia)   | FORUM FILM    | <b>1,699,100</b> | 150    |
| 4  | (Tylko mnie kochaj)      | ITI/INTERFILM | <b>1,662,024</b> | 70     |
| 5  | (Ja wam pokażę!)         | FORUM FILM    | <b>1,177,649</b> | 113    |
| 6  | (Da Vinci Code)          | UIP           | <b>1,067,391</b> | 123    |
| 7  | (Hoodwinked!)            | MONOLITH      | <b>630,414</b>   | 55     |
| 8  | (Wild)                   | FORUM FILM    | <b>429,398</b>   | 95     |
| 9  | (Bambi II)               | FORUM FILM    | <b>321,443</b>   | 81     |
| 10 | (Memoirs of Geisha)      | FORUM FILM    | <b>303,532</b>   | 50     |
| 11 | (Francuski numer)        | ITI CINEMA    | <b>293,224</b>   | 50     |
| 12 | (Scary Movie 4)          | FORUM FILM    | <b>211,570</b>   | 60     |
| 13 | (Pride and Prejudice)    | UIP           | <b>206,220</b>   | 45     |
| 14 | (Hi Way)                 | KINO ŚWIAT    | <b>206,129</b>   | 81     |
| 15 | (Munich)                 | UIP           | <b>202,175</b>   | 60     |
| 16 | (Wszyscy jesteśmy...)    | VISION        | <b>196,609</b>   | 81     |
| 17 | (Inside Man)             | UIP           | <b>191,187</b>   | 40     |
| 18 | (Pink Panther)           | CINEPIX       | <b>186,531</b>   | 60     |
| 19 | (Mission Impossible III) | UIP           | <b>165,374</b>   | 110    |
| 20 | (Match Point)            | SPINKA        | <b>156,983</b>   | 45     |
| 21 | (Brokeback Mountain)     | MONOLITH PLUS | <b>155,747</b>   | 40     |
| 22 | (Asterix et les Vikings) | SPI           | <b>155,407</b>   | 60     |
| 23 | (Nanny McPhee)           | UIP           | <b>148,080</b>   | 45     |
| 24 | (Saw II)                 | KINO ŚWIAT    | <b>124,812</b>   | 50     |
| 25 | (Final Destination 3)    | WARNER        | <b>124,244</b>   | 38     |
| 26 | (Basic Instinct 2)       | BEST FILM     | <b>120,305</b>   | 80     |
| 27 | (Jasminum)               | BEST FILM     | <b>108,211</b>   | 35     |
| 28 | (Fun With Dick and Jane) | UIP           | <b>107,741</b>   | 50     |
| 29 | (Just Like Heaven)       | UIP           | <b>104,493</b>   | 46     |
| 30 | (Underworld: Evolution)  | BEST FILM     | <b>103,811</b>   | 60     |

# PROMOTION EXPENDITURE

|                   | Media         | 2005                  |     | 01-05_2006            |     |
|-------------------|---------------|-----------------------|-----|-----------------------|-----|
| ALL FILMS         | TV            | 45 119 790 PLN        | 47% | 33 961 067 PLN        | 57% |
| ALL FILMS         | Radio         | 25 572 362 PLN        | 26% | 12 011 856 PLN        | 20% |
| ALL FILMS         | Press         | 7 657 174 PLN         | 8%  | 5 069 952 PLN         | 8%  |
| ALL FILMS         | Magazines     | 18 310 375 PLN        | 19% | 8 675 336 PLN         | 14% |
| ALL FILMS         | Cinemas       |                       |     | 368 382 PLN           | 1%  |
| <b>Razem</b>      |               | <b>96 659 701 PLN</b> |     | <b>60 086 593 PLN</b> |     |
|                   | total         | 32 219 900 USD        |     | 20 028 864 USD        |     |
|                   | av. per title | 150 560 USD           |     |                       |     |
| Outdoor excluded! |               |                       |     |                       |     |

# PROMOTION EXPENDITURE

## – examples

| <b>HOOLIGANS (58 000 adm)</b>           | <b>Media</b> | <b>2006</b>          |                    |
|---|--------------|----------------------|--------------------|
|   | TV           | 19 890 PLN           | 11%                |
|   | Radio        | 30 090 PLN           | 17%                |
|   | Press        | 48 624 PLN           | 27%                |
|   | Magazines    | 81 543 PLN           | 45%                |
| <b>MEMOIRS OF GESHA (304 000 adm)</b>   | <b>Total</b> | <b>180 147 PLN</b>   | <b>60 049 USD</b>  |
|   | TV           | 626 325 PLN          | 61%                |
|   | Radio        | 127 470 PLN          | 13%                |
|   | Press        | 125 677 PLN          | 12%                |
|   | Magazines    | 139 900 PLN          | 14%                |
| <b>BROKEBACK MOUNTAIN (156 000 adm)</b> | <b>Total</b> | <b>1 019 372 PLN</b> | <b>339 791 USD</b> |
|   | TV           | 226 110 PLN          | 35%                |
|   | Radio        | 231 000 PLN          | 36%                |
|   | Press        | 85 427 PLN           | 13%                |
|   | Magazines    | 100 000 PLN          | 16%                |
| <b>SYRIANA (51 000 adm)</b>             | <b>Total</b> | <b>642 537 PLN</b>   | <b>214 179 USD</b> |
|   | TV           | 203 968 PLN          | 38%                |
|   | Radio        | 157 367 PLN          | 30%                |
|   | Press        | 39 000 PLN           | 7%                 |
|   | Magazines    | 129 850 PLN          | 24%                |
| <b>DA VINCI CODE (1 070 000 adm)</b>    | <b>Total</b> | <b>530 185 PLN</b>   | <b>176 728 USD</b> |
|   | TV           | 2 066 387 PLN        | 72%                |
|   | Radio        | 81 068 PLN           | 3%                 |
|   | Press        | 269 132 PLN          | 9%                 |
|   | Magazines    | 73 500 PLN           | 3%                 |
|   | Cinemas      | 368 382 PLN          | 13%                |
|   | <b>Total</b> | <b>2 858 469 PLN</b> | <b>952 823 USD</b> |
| Outdoor excluded!                       |              |                      |                    |

# VERTICAL INTERGRATION

- Cinema City (26% market share – 1Q 2006)  
+ Forum Film (31% market share – 1Q 2006)
- Multikino (15% market share – 1Q 2006)  
+ ITI Cinema (10% market share – 1Q 2006)  
+ TVN

# HORIZONTAL INTEGRATION

Joint ventures for individual films:

- SPI/Monolith
- SPI/Gutek Film
- Blink/Gutek Film
- Blink/Vivarto
- Interfilm/ITI Cinema

# TELEVISION

- TVP (public) – TVP1 & TVP2
- TVN (private, ITI Group)
- POLSAT (private)

# PUBLIC SUPPORT

## **Polish Film Institute**

- **Polish Film Institute (PISF)** is the newest film institute in Europe, established in 2005 in accordance with the new cinematography law, passed by Polish Parliament. It is set up similarly to the mechanisms of film industry support existing in many European countries.
- The Institute's principal task is to provide the Polish film industry with the modern mechanism of support - from the development of projects, production, promotion, distribution and circulation of Polish and European films.

# POLISH FILM INSTITUTE SUPPORT

| <b>Programme</b>  | <b>Priority</b>                     | <b>Allocation</b> | <b>sum</b>  | <b>%</b>   |
|---|-------------------------------------|-------------------|-------------|------------|
| <b>Project development</b>                                  | Development                         | 4,2               | 5           | 6,50%      |
|   | Grants for screenwriters            | 0,8               |             |            |
| <b>Film production</b>                                      | Director's debuts                   | 10,5              | 53,5        | 68%        |
|   | Production of feature films         | 34                |             |            |
|   | Production of documentary films     | 4                 |             |            |
|   | Production of animated films        | 5                 |             |            |
| <b>Dissemination of film culture</b>                        |                                     |                   | 3,5         | 4,50%      |
| <b>Promotion of Polish films abroad</b>                     | Promotion abroad                    | 2,5               | 3           | 4%         |
|   | Foreign grants                      | 0,5               |             |            |
| <b>Development of ciemna theatres and film distribution</b> | Supporting the activity of cinema   | 4                 | 11,5        | 14,50%     |
|   | Development of the ciemna theatre   | 2                 |             |            |
|   | Dystrubution of Polish films        | 5,5               |             |            |
| <b>Improvement of Professional skills</b>                   | Training and informational ventures | 1,8               | 2           | 2,50%      |
|   | Individual professionalization      | 0,2               |             |            |
| <b>TOTAL</b>  |                                     |                   | <b>78,5</b> | <b>100</b> |

# ART HOUSE CINEMA NETWORK

- sponsoring prints dedicated for cinemas of the network
- covering part of promotion expenses for the films screened at the network

Thank you

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