

FINDING NEW AUDIENCES FOR NORDIC CHILDREN'S FILMS

**Excerpt from a feasibility study by Biografcentralen
presented at BUFF 2013,
14 March Malmö**



norden

Nordisk Kulturfond



With the support from Nordisk kulturfond and Film & Kino (Norway), during 2013, Biografcentralen is working on a feasibility study aimed at using new digital opportunities to create new projects and actions that can strengthen the distribution and viewing of children films outside the country of production.

The study will be presented at the film festival in Haugesund, Norway in August 2013.



The following is an excerpt from the presentation held at BUFF 2013 in Malmö, presenting statistics regarding children's film shown at cinemas in the Nordic countries during the years 2008, 2009, 2010, 2011.



Stats. Table of content

- **Difficulties**
- **Definition**
- **The data**
- **What's on the repertoire?**
- **Numbers across Nordic borders**
- **What do the numbers tell us?**



Difficulties getting exact figures

- **No specific records for this category**
- **No united definition of what constitutes as a children's film – definition becomes somewhat subjective**
- **Different counting systems: yearly admissions or admission numbers for entire showing period**



Our definition - Children's film

- **A film where content and form is intended for children up to twelve years old**
- **Important that the film highlights the child's perspective**



The Data – A Work in Progress

- **Film & admissions numbers from cinemas in the Nordic countries - years 2008, 2009, 2010, 2011**
- **Where do the numbers come from?**
- **Film institutes in the Nordic Countries**
- **Film & Kino**

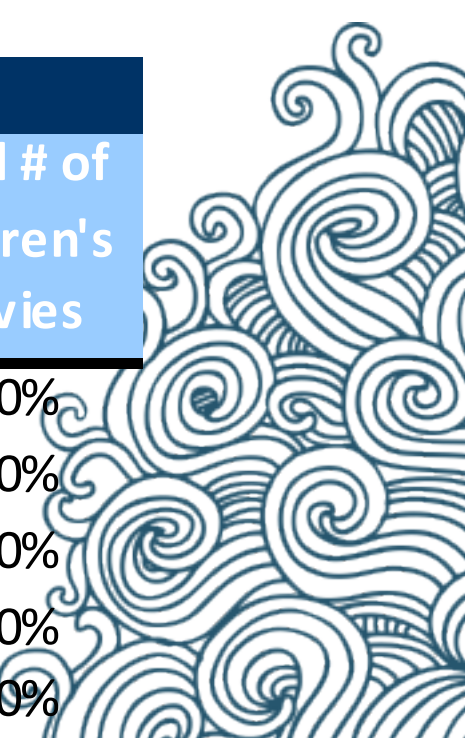


What's on the repertoire?

Where do the films shown at the cinemas come from?

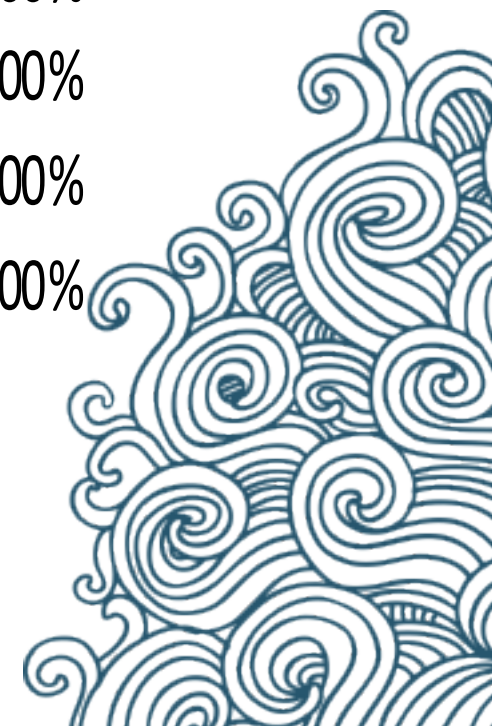
2008						
Country	Domestic	Other Nordic Countries	Rest of Europe	Anglo-Am.	Rest of World	Total # of Children's Movies
Norway	2	7	2	23	0	34
Sweden	4	3	3	15	1	26
Iceland	3	0	4	26	0	33
Denmark	7	2	4	18	1	32
Finland	4	2	4	12	1	23

2008						
Country	Domestic	Other Nordic Countries	Rest of Europe	Anglo-Am.	Rest of World	Total # of Children's Movies
Norway	6%	21%	6%	68%	0%	100%
Sweden	15%	12%	12%	58%	4%	100%
Iceland	9%	0%	12%	79%	0%	100%
Denmark	22%	6%	13%	56%	3%	100%
Finland	17%	9%	17%	52%	4%	100%



What's on the repertoire- 2008 through 2011?

Distribution by Country For Years 2008 through 2011						
Country	Domestic	Other Nordic Countries	Rest of Europe	Anglo-Am.	Rest of World	Total # of Children's Movies
Norway	17%	14%	9%	58%	3%	100%
Sweden	17%	8%	13%	58%	4%	100%
Iceland	4%	4%	8%	80%	4%	100%
Denmark	20%	5%	16%	55%	4%	100%
Finland	11%	7%	12%	63%	7%	100%



Most seen Nordic film

- **The most seen overall children's film admissions numbers compared to the most seen Nordic children's film admissions numbers**
- **Comparison of most seen overall children's film admissions numbers and most seen non-domestic Nordic children's film admissions numbers in %**



Most seen overall vs. most seen Nordic

2008						
Country	Top Overall Film	Top Overall Film - Origin	Top Overall Film - Admissions	Top Nordic Film	Top Nordic Film - Admissions	Top Nordic Film - Origin
Norway	Kung Fu Panda	USA	302 301	Mamma Mu & Kråkan	71 933	Sweden
Sweden	WALL-E	USA	357 173	Niko - På väg mot stjärnorna	19 807	Finland
Iceland	Kung Fu Panda	USA	40 675	None		
Denmark	Rejsen til Saturn	Denmark	391 000	Niko og de flyvende rensdyr	92 028	Finland
Finland	Ricky Rapper	Finland	213 027	Mamma Mu och Kråkan	43 882	Sweden

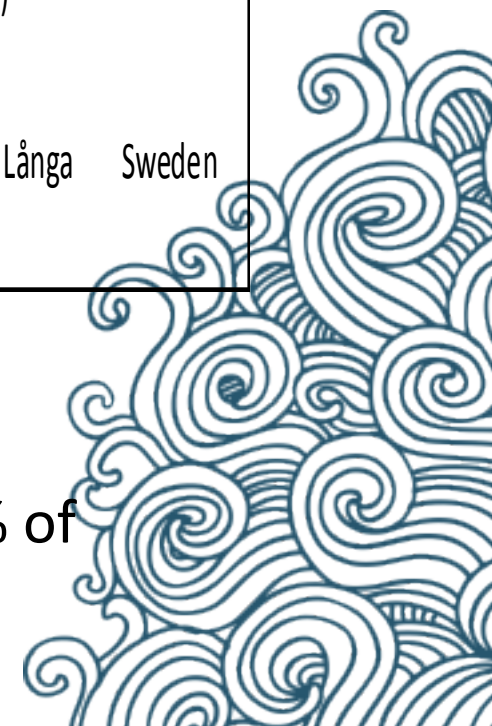


Top non-domestic Nordic admission as % of top overall admissions

Top Nordic Admissions As % Top Overall Admissions												
Country	2008	Title	Country of Origin	2009	Title	Country of Origin	2010	Title	Country of Origin	2011	Title	Country of Origin
Norway	24%	(Mamma Mu & Kråkan)	Sweden	7%	(Pettson och Findus - Glömligheter)	Sweden	4%	(Lilla Spöket Laban - Bullar och Bång)	Sweden	4%	(Orla Frøsnapper)	Denmark
Sweden	6%	(Niko and the Way to the Stars)	Finland	5%	(Disco-daggarna)	Denmark	2%	(Muumi Ja Punainen Pырstötähti)	Finland	1%	(Elias och Jakten på Havets Guld)	Norway
Iceland	0%	(NONE SHOWN)		0%	(NONE SHOWN)		11%	(Niko and the Way to the Stars)	Finland	3%	(Muumi Ja Punainen Pырstötähti)	Finland
Denmark	24%	(Niko and the Way to the Stars)	Finland	7%	(Pettsson & Findus - Glömligheter)	Sweden	0.2%	(Ingen Forbindelse)	Iceland	0%	(NONE SHOWN)	
Finland	21%	(Mamma Mu och Kråkan)	Sweden	16%	(Pettsson & Findus - Glömligheter)	Sweden	0%	(NONE SHOWN)		2%	(Var Inte Rädd, Långa Fabron)	Sweden

Example:

In 2008 in Norway the admissions for the top non-domestic Nordic film were 24% of what the admissions for the overall most seen film were.



The following slides show the titles and admissions numbers of the non domestic Nordic children's films shown in each Nordic country the years 2008-2011.



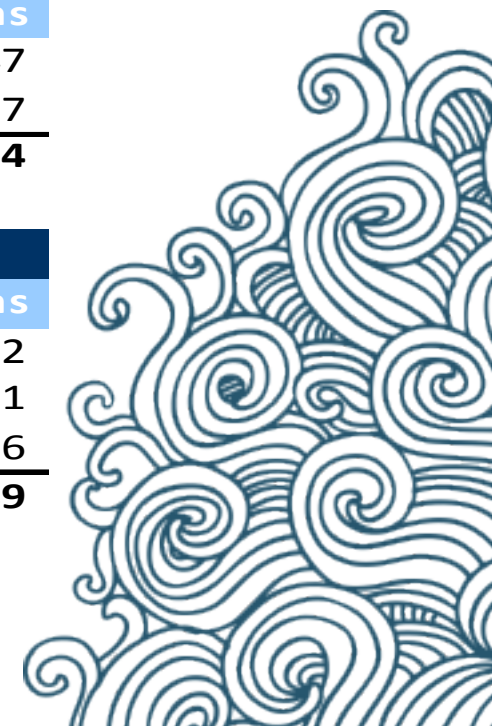
Norway

2008		
Origin of Movie	Title	Admissions
Denmark	Jungeldyret Hugo 3	58,210
Sweden	Lilla Spöket Laban - Spökdays	21,691
Denmark	Cykelmyggen og Dansemyggen	10,260
Sweden	Desmond och Träskpatraskfällan	8,492
Sweden	Mamma Mu & Kråkan	71,933
Finland	Joulutarina	13,903
Finland	Niko and the Way to the Stars	10,386
Total		194,875

2009		
Origin of Movie	Title	Admissions
Iceland	Duggholufólkid	6,429
Denmark	Disco Ormene	18,233
Sweden	Lilla Spöket Laban - Världens Snällaste Spöke	21,588
Sweden	Pettson och Findus -Glömligheter	63,540
Total		109,790

2010		
Origin of Movie	Title	Admissions
Sweden	Lilla Spöket Laban - Bullar och Bång	16,647
Finland	Muumi Ja Punainen Pyrstötähti	10,337
Total		26,984

2011		
Origin of Movie	Title	Admissions
Denmark	Den kæmpestore bjørn	15,912
Denmark	Kidnappet	8,891
Denmark	Orla Frøsnapper	21,186
Total		45,989



Sweden

2008		
Origin of Movie	Title	Admissions
Finland	En Tomtesaga	3,778
Denmark	De Glömda Själarnas	6,605
Finland	Niko and the Way to the Stars	19,807
	Total	30,190

2009		
Origin of Movie	Title	Admissions
Denmark	Disco-Daggarna	35,064
Finland	Mumintrollens Farliga Midsommar	10,285
	Total	45,349

2010		
Origin of Movie	Title	Admissions
Denmark	Superbror	423
Denmark	Äpplet & Masken	3,846
Finland	Mimuntrollet och kometjakten	13,645
	Total	17,914

2011		
Origin of Movie	Title	Admissions
Norway	Elias och Jakten på Havets Guld	8,167
	Total	8,167



Denmark

2008		
Origin of Movie	Title	Admissions
Finland	Niko and the Way to the Stars	92,028
Sweden	Mamma Mu och Kråkan	23,399
Total		115,427

2009		
Origin of Movie	Title	Admissions
Sweden	Pettsson & Findus - Glömligheter	36,336
Finland	Mimitroidene: Farligmidsommer	6,323
Norway	Kurt blir Grusom	1,412
Sweden	Kongen af Ping Pong	228
Total		44,299

2010		
Origin of Movie	Title	Admissions
Iceland	Ingen Forbindelse	1,268
Total		1,268

2011		
Origin of Movie	Title	Admissions
NA	NA	NA
Total		NA



Iceland

2008		
Origin of Movie	Title	Admissions
NA	NA	NA
	Total	NA

2009		
Origin of Movie	Title	Admissions
NA	NA	NA
	Total	NA

2010		
Origin of Movie	Title	Admissions
Finland	Niko and the Way to the Stars	5,830
Denmark	Jungledyret Hugo: Fraek, Flabet og Fri	3,567
Denmark	The Ugly Duckling and Me	1,775
	Total	11,172

2011		
Origin of Movie	Title	Admissions
Finland	Muumi Ja Punainen Pyrstötähti	1,752
Finland	Niko and the Way to the Stars	573
Norway	Elias og Jakten på Havets Gull	462
	Total	2,787



Finland

2008		
Origin of Movie	Title	Admissions
Sweden	Mamma Mu och Kråkan	43,882
Norway	Elias og Kongeskipet	12,754
	Total	56,636

2009		
Origin of Movie	Title	Admissions
Sweden	Pettsson & Findus - Gömligheter	60,349
Denmark	Disco Ormene	12,761
	Total	73,110

2010		
Origin of Movie	Title	Admissions
NA	NA	NA
	Total	NA

2011		
Origin of Movie	Title	Admissions
Norway	Elias og Jakten på Havets Gull	2,812
Sweden	Var Inte Rädd, Långa Fabron	6,921
	Total	9,733



Admissions across the border, a closer look at *Mamma Mu och Kråkan* (Sweden)

2008 - Mamma Mu och Kråkan (Sweden)	
Country	Admissions
Norway	71,933
Sweden	147,755
Iceland	Did not show
Denmark	23,399
Finland	43,882



Admissions across the border, a closer look at

Elias og Jakten på Havets Gull (Norway)

2011 - Elias och Jakten på Havets Guld (Norway)	
Country	Admissions
Norway (2010)	71,067
Sweden	8,167
Iceland	462
Denmark	Did not show
Finland	2,812



What do the numbers tell us?

Share of total number of films

- Anglo-Am. films dominate. Average = 50,4%, median = 58%
- Nordic films Average = 7,2%, median = 7%
- Norway most Nordic titles – cultural factor

Tickets sold

- Nordic films never reach to the top

Which Nordic films travel?

- Animated films are clearly overrepresented
- Established characters



Contact

Please feel free to contact us at:

Jens Lanestrand: jens.lanestrand@biografcentralen.se

Cecilie Stranger-Thorsen: cecilie@stranger.no

Alyssa Lewin: alyssa@stranger.no

