



Film
Fonds

NETHERLANDS FILM FUND
JAN LUYKENSTRAAT 2
1071 CM AMSTERDAM
THE NETHERLANDS
PHONE (+31) (0)20 5707676
FAX (+31) (0)20 5707689
INFO@FILMFONDS.NL
WWW.FILMFONDS.NL
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FILM FACTS AND FIGURES

OF THE NETHERLANDS
EDITION SUMMER 2009

Film
Fonds

FILMFEITEN EN CIJFERS
ZOMER 2009



**NEDERLANDS FONDS VOOR DE FILM
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WEBSITE > WWW.FILMFONDS.NL**

Film facts and figures OF THE NETHERLANDS

MEASURED IN 2008

Colophon

This publication contains an overview of the main facts and figures on the production, distribution and exhibition of movies in 2008 in the Netherlands. It is published annually by the Netherlands Film Fund.

COMPILATION

The Netherlands Foundation for Film Research (Jeroen Margry, Engel Veld), The Netherlands Film Fund (Jonathan Mees and Maarten Wijdenes).

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Oorlogswinter, Isabella Films, photo: Jaap Vrenegoor

Introduction

The Netherlands Film Fund is the national agency responsible for the support of film production and cinema in the Netherlands. It focuses on the quality and diversity of feature films, documentaries, shorts, animation en experimental films. The Fund's operations cover participation in the development, production, distribution and marketing. It is also in charge of promoting a good climate for the national movie industry.

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KEURMERK
FSC

Chart 1

KEY FIGURES THE NETHERLANDS

Population (2008)	16.405.399
Population (2009-april)	16.509.303
Government/ political organisation	Constitutional Monarchy
Average G.D.P. 2007 (million €)	567.066
Regulatory body for media	Ministry of Education, Culture and Science
BUDGETS (2008)	
Total government subsidy to cinema activities	58.692.000
Subsidies Arts department, excluding Film Fund ¹	10.267.000
Subsidies Arts department, Film Fund ²	38.825.000
Subsidies Media department ³	9.600.000
PRODUCTION (RELEASES 2008)	
FEATURE FILMS	
Domestic feature films released ⁴	32
> supported by Film Fund	24
Minor co-productions released and	4
> supported by Film Fund	4
average cost of a feature film (1000) ⁵	2.256
average subsidy coverage (1000) ⁶	470
DOCUMENTARIES	
Domestic documentaries released	17
> supported by Film Fund	15
minor co-productions	0
average cost of a documentary (1000) ⁵	339
average subsidy coverage (1000) ⁶	111
ANIMATION	
Film Fund Animation Films	5
average cost of an animation (1000) ⁵	135
average subsidy coverage (1000) ⁶	52
EXPERIMENTAL FILMS (0 & 0)	
completed experimental films	18
average cost (1000) ⁵	54
average subsidy (1000) ⁵	24
SHORTS	
Completed shorts	12
Average cost (1000)	65
Average subsidy (1000)	28
DISTRIBUTION 2008	
Number of distributors	18
Number of films released	296
EXHIBITION 2008	
Number of cinemas	161
Number of screens	649
Number of seats (x1000)	109
Number of admissions per capita	1,4
Average ticket price (€)	7,0
Average film rental percentage of GBO	39,9%
Cinema admissions / national share	23,5 million, national share 17,9%
GBO / national share (€)	165,1 million, national share 17,7%
TELEVISION & VIDEO 2008	
Number of public nationwide broadcasting channels	3
Number of commercial nationwide broadcasting channels	15
Number of public internet television channels	17
TV, CABLE, INTERNET, SATELLITE DISH PENETRATION OF HOUSEHOLD	
TV (2008)	98,0%
Cable (2008)	73,0%
Digital	42,8%
VCR players/recorders	35,9%
DVD players/recorders	60,1%
Internet users (mln)	11,2
Broadband homes (mln)	5,9

¹ subsidies according to the Cultuurnota

² subsidies include Eurimages, incidental contributions and Ministry of Finance

³ Media department (MLB) including Telefilm, Telescoopfilm, contributions Mediafonds and CoBO Extra

⁴ including co-productions

⁵ 30 titles included

⁶ Film Fund subsidised projects only

STELLET LICHT



RADELOOS / DESPERATE



RECYCLE



JOAQUIN SABINA, 19 DAYS & 500 NIGHTS



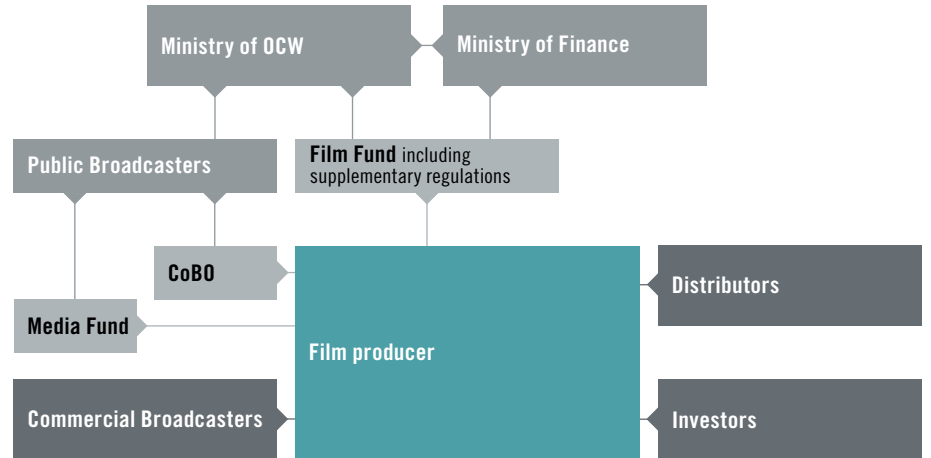
UNFINISHED SKY



Financing

FUNDING NATIONAL PRODUCTION

> Film producers obtain subsidies for different stages in the production process (see: Chart 2) from the Film fund (directly financed by the Ministry of Education, Culture and Science), the CoBO fund (financed by the public broadcasters; aimed at tv) and Media Fund (financed by the public broadcasters; cultural objectives tv and radio). In the EU context, special conditions have to be met in order to obtain European subsidy at Eurimages and the Media Plus programs. As of 2007 entries for the new Supplementary Regulations can be made. Producers with 65% of their production financing in place can apply for the final 35% of their film's budget. 25% of total financing must be from private investors. The budget is yearly 11,75 million euros.



FUNDING INTERNATIONAL COPRODUCTION

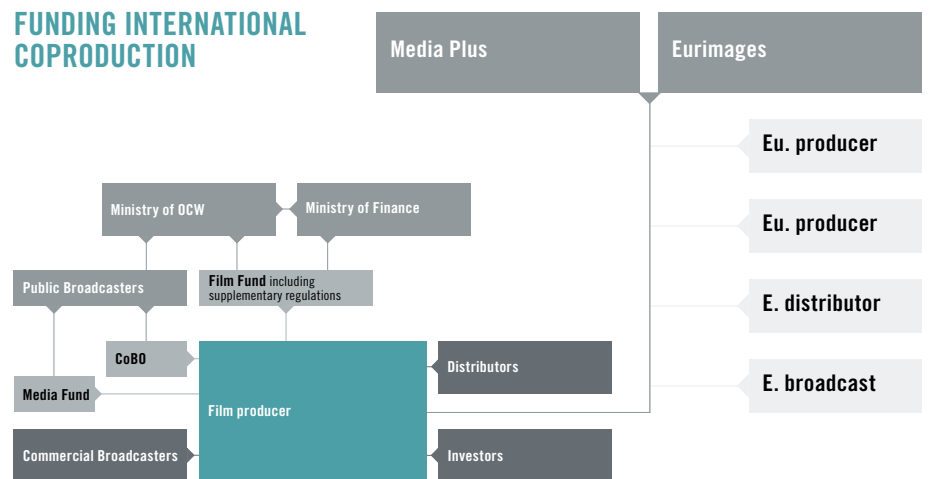


Figure 1a

DOMESTIC MARKET SHARES IN ADMISSIONS 2004-2008

> Admission market shares of domestic films in the Netherlands (including co productions) in 2008 increased significantly to 17.9%. The last four years this market share almost doubled. The American films market keeps decreasing. In 2008 it dropped to 61.5%.

■ Films from USA ■ Films from The Netherlands
■ Films from Europe ■ Films from other countries

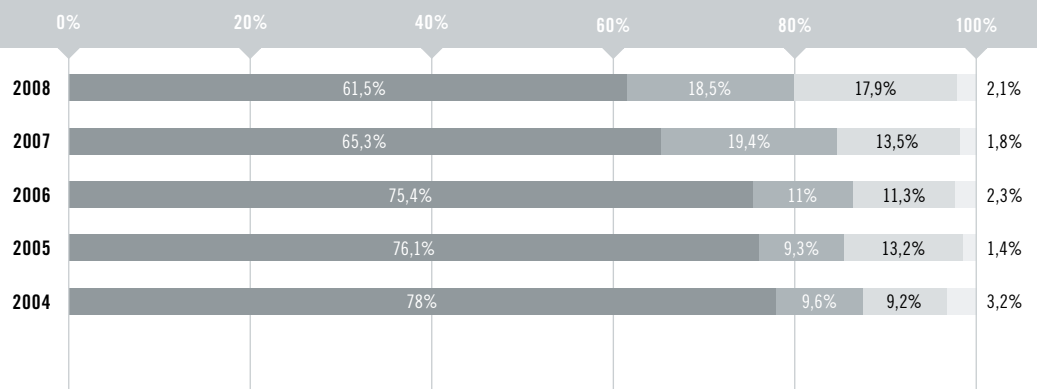


Figure 1b

MARKET SHARES IN ADMISSIONS DOMESTIC PRODUCTIONS

> In 2008 the shares of all countries recovered, except for Italy and Sweden. Just like last year the Dutch market share is higher than the share in Spain. This year it also approaches the percentage of Sweden (20%). The French and German domestic shares fell back in 2007, but both recovered remarkably this year. As usual the shares in France (46%) are the highest of the EU big five.

■ French films in France ■ Danish films in Denmark
■ Italian films in Italy ■ Swedish films in Sweden
■ British films in GB ■ Belgian films in Belgium
■ German films in Germany ■ Domestic films in The Netherlands
■ Spanish films in Spain

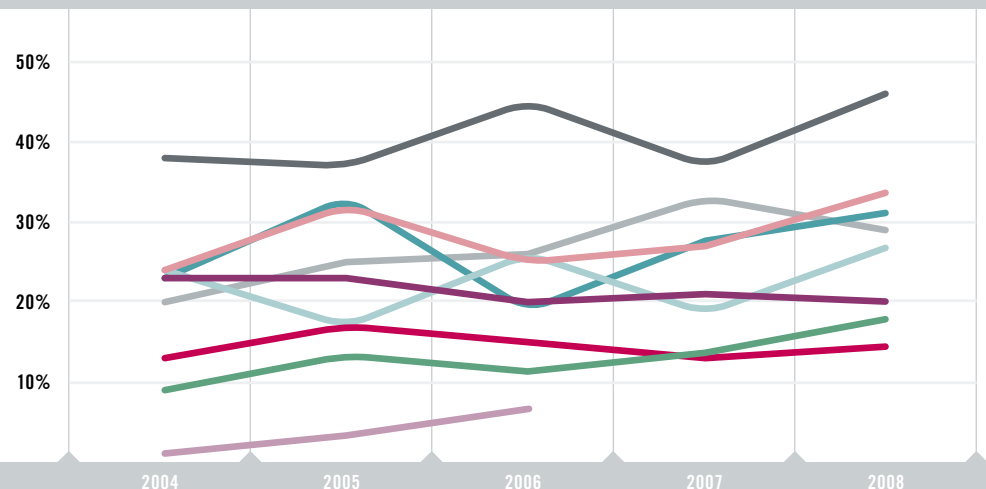


Chart 2 FILM FUND BUDGET & ACTIVITIES 2008

> The Film Fund offers subsidies for different aspects of film production and for various types of film. In 2008, 517 out of 1064 projects were allocated with a total budget of 34,891,206 euros.

	2004	2005	2006	2007	2008
KEY FIGURES 2004-2008					
Number of submitted projects	831	931	1.012	1.251	1.064
Number of allocated project subsidies	318	452	517	587	517
Allocation (%)	38%	49%	51%	47%	47%
TOTAL ALLOCATED BUDGET	15.182.636	15.255.963	19.935.866	34.623.177	34.891.206

	SUBMITTED	ALLOCATED	ALLOCA-TION %	ALLOCATED BUDGET	ALLOCATED BUDGET %
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BUDGET 2008: SUBMISSIONS AND ALLOCATIONS PER CATEGORY AND SUBSIDY TYPE					
FEATURE FILMS SUBSIDIES					
Production	75	31	41%	11.994.835	46%
Supplementary regulations	17	13	76%	13.194.522	50%
Hubert Bals Fonds	4	4	100%	200.000	1%
Project development	13	5	38%	54.300	0%
Script development	92	33	36%	413.900	2%
Post-production	7	3	43%	232.509	1%
Additional grants	0	0	0%	0	0%
Other subsidies	5	5	100%	88.000	0%
Promotion / Marketing	10	10	100%	174.088	1%
TOTAL	223	104		26.352.154	100%

SPECIAL PROJECTS					
Telescoop	8	2	25%	1.157.140	89%
One Night Stand - development	18	18	100%	140.000	11%
One Night Stand - production	0	0	0%	0	0%
TOTAL	26	20		1.297.140	100%

SHORT FICTION					
Production	99	10	10%	330.530	96%
Post-production	5	2	40%	13.342	4%
TOTAL	104	12		343.872	100%

DOCUMENTARY					
Production	39	14	36%	1.465.000	66%
Wild cards	21	3	14%	141.000	6%
Script-development	32	17	53%	231.339	10%
Post-production	7	3	43%	104.020	5%
Other activities	2	2	100%	16.350	1%
CinemaNet/Cinema Delicatessen	2	2	100%	250.000	11%
TOTAL	103	41		2.207.709	100%

ANIMATION					
Production	20	8	40%	587.016	80%
Development	13	9	69%	68.861	9%
Post-production	1	1	100%	30.000	4%
Additional grants	2	2	100%	20.500	3%
E-culture	1	1	100%	30.000	4%
TOTAL	37	21		736.377	100%

RESEARCH & DEVELOPMENT					
Production	84	20	24%	628.269	74%
Development	62	24	39%	136.825	16%
Post-production	16	5	31%	38.009	4%
Additional grants	6	6	100%	24.435	3%
E-culture	1	1	100%	20.000	2%
TOTAL	169	56		847.538	100%

SUBMISSIONS AND ALLOCATIONS PER SUBSIDY TYPE					
Production	367	105	29%	29.698.312	85%
Project development	13	5	38%	54.300	0%
Script development	217	101	47%	990.925	3%
Commissioner commercial film	87	28	32%	218.500	1%
Commissioner artistic films	83	58	70%	421.090	1%
Post-production	36	15	42%	417.880	1%
Additional grants	8	8	100%	44.935	0%
Promotion / Marketing	10	10	100%	174.088	0%
Bonus for Success/Stimulans voor succes	13	13	100%	358.500	1%
Festivals and investment theatres	45	23	51%	325.000	1%
Distribution subsidies/Distributiebijdragen	19	18	95%	285.105	1%
Distribution youth films and arthouse films	34	28	82%	401.203	1%
Subsidies HGIS/Bijdragen HGIS regeling	19	19	100%	595.333	2%
Special subsidies/Bijzondere bijdragen	73	60	82%	275.285	1%
Media-education	29	15	52%	226.400	1%
Other subsidies/Overige bijdragen	9	9	100%	154.350	0%
CinemaNet	2	2	100%	250.000	1%
TOTAL	1.064	517		34.891.206	100%

AKIKO

CREPUSCULE

BIKKEL

DE BELOFTE - WIERINGERRANDMEER

THE LAST DAYS OF SHISHMAREF

FACES

Chart 3

DUTCH DOCUMENTARIES, ANIMATION, EXPERIMENTAL FILMS AND SHORTS - RELEASES 2008

> On average the subsidies were one third (documentaries) up to 38% of the total production costs (animation).



DOMESTIC TITLE	PRODUCTION COMPANY	DIRECTOR	PRODUCTION COSTS € (1000S)	FILMFUND SUBSIDY € (1000S)	%	PARTICIPATION	LENGTH (MIN)	PUBLIC CINEMA SCREENING
DOCUMENTARY								
Faces	Pieter van Huystee Film & TV	Gérard Maximin	227	40	18%		76	2008
The Blood Wedding/Le Mariaj Lenlensou	Interakt	Hans Fels	333	85	26%		93	2008
Talking Guitars	Docu Shot	Claire Pijman	152	42	28%		72	2008
Joaquin Sabina, 19 Days & 500 Nights	Pieter van Huystee Film & TV	Ramon Gieling	449	160	36%		75	2008
The Last Colony	Zeppers Film & TV	Astrid Bussink	261	80	31%		70	2008
Bikkel	Pieter van Huystee Film & TV	Leo de Boer	390	100	26%		90	2008
Recycle	iSee Film	Mahmoud al Massad	180	0	0%		78	2008
The Last Days of Shismaref	Miroir Film	Jan Louter	515	50	10%		93	2008
Black Eyes/Zwarte Ogen	SNG Film	Jan Bosdriesz	330	170	52%		97	2008
Salah, an African Toubab	Metropolis Film	Margriet Jansen	80	0	0%		68	2008
Oblivion/EI Olvido	Cobos Film	Heddy Honigmann	592	194	33%	ZDF	93	2008
J'Accuse	Submarine Films	Peter Greenaway	532	205	39%		86	2008
Carmen Meets Borat	Pieter van Huystee Film & TV	Mercedes Stalenhoef	394	122	31%	SUNDANCE	60	2008
Episode 3 - Enjoy Poverty	Renzo Martens	Renzo Martens	282	75	27%		90	2008
Sweetie, The Friends, Betrayal and Murder of Maja Braderic/Sweetie, de Love, Life en Dood van Maja Braderic	Pieter van Huystee Film & TV	Menna Laura Meijer	420	111	26%		94	2008
Bridging the Gap	IJswater Films	Corinne van Egeraat	320	170	53%		80	2008
Transit Dubai	Volya Films	Ineke Smits	302	60	20%		90	2008
SUBTOTAL AVERAGE			5.759 339	1.664 111	29%			
ANIMATION								
The Elixir/Het Elixer	Mooves	Wilfred Ottenheim	78	68	87%		5	2008
The Heart of Amos Klein	IJssel Producties	Uri Kranot	358	40	11%	CNC, ARTE	14	2008
The Phantom of the Cinema	il Luster Producties	Erik van Schaaik	113	85	75%		7	2008
Theater Patouffe	Musch & Tinbergen Coöp. Vereniging	Maarten Koopman	75	62	83%		8	2008
My Dear Grandma	Nederlands Instituut voor Animatiefilm	Marta Abad Blay	52	5	10%		5	2008
SUBTOTAL AVERAGE			676 135	260 52	38%			
EXPERIMENTAL FILM (ONDERZOEK & ONTWIKKELING)								
5 Walks (Hercynia Silva)	Stichting Rongwrong	Anna Abrahams	53	41	77%		5	2008
Sarah Ann	Pim Zwier	Pim Zwier	8	8	100%		11	2008
Jolanda23	Pim Zwier	Pim Zwier	26	25	96%		12	2008
Loud_Things	Minuszero	Telco Systems	25	16	64%		12	2008
The Swamp/Het Moeras	Purple Earth Productions	Barbara Hanlo	39	17	44%		64	2008
Moments of Considered Time	Arthur Kleinjan	Arthur Kleinjan	23	16	70%		15	2008
Megumi, Until they took her away	Stichting Mirfilm	Mirjam van Veelen	231	98	42%		60	2008
Binnenverblijven	Arianne Olthaar	Arianne Olthaar	11	9	82%		10	2008
The Truthmachine	Loneproductions	Simone Bennett	30	20	67%		15	2008
Institute	Barbara Meter	Barbara Meter	16	10	63%		8	2008
Homeland Security	Erik van Lieshout	Erik van Lieshout	33	6	18%		45	2008
About Love, Mr. and Mrs. Chan	Stichting Moon Film	Ting Chang	20	10	50%		25	2008
Paradiso Stills	Marc Geerards	Marc Geerards	75	50	67%		70	2008
De Belofte: Wieringerrandmeer	Quirijn Kuchlein	Quirijn Kuchlein	10	10	100%		10	2008
De Jazz van het Bankroet	Roxy Movies	Frank Herrebut, Leo van Maaren	71	22	31%		38	2008
Waiting for Ralf	Harryfilm	Julia Kaiser	43	31	72%		16	2008
Don't watch this Film	Lopez Carlos produkties	Eugenio Lopez Carlos	8	6	75%		33	2008
In Conflict	Moving Image Production	Antoon Sturkenboom	242	35	14%	ESF/EQUAL	80	2008
SUBTOTAL AVERAGE			964 54	430 24	45%			
SHORTS								
Wilde Appel	Armadillo Film	Annick Vroom	74	33	45%		10	2008
Success/Succes	IDTV Film	Diederik Ebbinge	75	33	44%		10	2008
Terugweg	Haasz.nl	Henk Haseleger, Michael Helmerhorst	74	33	45%		10	2008
Vera/Vera's Handen	Nijenhuis & De Levita Film & TV	Thomas Korthals Altes	90	33	37%		10	2008
Salto Mortale	Eyeworks Egmond Film and Television	Vincent Schuurman	74	33	45%		10	2008
Akiko	Lev Pictures	Michaël Sewandono	82	33	40%		10	2008
About Fish and Revolution/ Vis en Revolutie	BosBros. Film-TV Productions	Margien Rogaar	74	33	45%		10	2008
VUI	IDTV Film	Marleen Jonkman	75	33	44%		10	2008
The last Day/De laatste Dag	Lemming Film	Saskia Diesing	74	33	45%		10	2008
No Work	Fu Works Productions	Berend Boorsma, Roel Boorsma	79	33	42%		10	2008
Cry & laugh	Stage 74	Robbert-Jan Vos	4	3	75%		2	2008
Goodbye Neighbour/Dag Buurvrouw	Stage 74	Robbert-Jan Vos	10	8	80%		5	2008
SUBTOTAL AVERAGE			785 65	341 28	43%			
TOTAL AVERAGE			8.184 157	2.695 54				

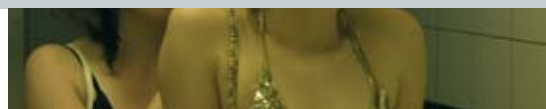


Chart 4

DUTCH FEATURE FILM PRODUCTION VOLUME 2008

> 16 films (including co-productions) were shot mainly or wholly in the Netherlands. Six films (including co-productions) were shot mainly or wholly abroad. The Netherlands participated in 15 international productions.

TITLE	PRODUCTION COMPANIES	BUDGET (€ MIL.)	TV BACK-ING	DISTRI-BUTION	SUBSIDY	COPRODUCING COUNTRIES	START DATE DD/MM/YY	
DUTCH PRODUCTIONS SHOT MAINLY OR WHOLLY IN THE NETHERLANDS								
Atlantis	Waterland Film & TV	1,63	BOS	AFD	Filmfund, Public Broadcasting Fund, Matching Fund		26/02/08	
Scum/Schoft	Buzzmedia Network	n.a.					02/08	
The Multi Culti Story/De Multi Culti Story	Zig Zag Film	0,20		TWF			04/10/08	
Life in one Day/Het Leven uit een Dag	Dutch Mountain Movies	2,50	NPS	IF	Filmfund, Public Broadcasting Fund, Matching Fund		23/03/08	
The Secret Book of Nicolas/Sinterklaas en het Geheim van het Grote Boek	Stichting Regionale Sinterklaas Promotie	0,40		RCV			30/04/08	
Spy of Orange/Spion van Oranje	Fu Works Productions	3,76	VARA	AFD	Filmfund, Public Broadcasting Fund, Matching Fund, Filmfund Rotterdam, tax shelter Belgium		06/05/08	
Desperate/Radeloos	Shooting Star Filmcompany	1,87	KRO	RCV	Public Broadcasting Fund, Matching Fund		08/05/08	
Frogs & Toads/Kikkerdril	Lemming Film	1,49	KRO	AFD	Filmfund, Public Broadcasting Fund, Matching Fund		28/06/08	
Crepuscule	De Productie/Moskito Film	0,08		AMF	Filmfund		06/08	
My dad is a Detective - The mysterious Island Fort/Mijn Vader is een Detective! - Het geheimzinnige Forteiland	A'dam Films	1,10	TROS	RCV	Public Broadcasting Fund		07/08	
Winterland	Column Films	0,31			Filmfund		20/07/08	
Happy end	Eyeworks Egmond Film & Television	1,35	NPS	BFD	Filmfund, Public Broadcasting Fund, Matching Fund		27/08/08	
Hunting and Sons/Hunting & Zn.	NFI Productions	0,74		AFD	Filmfund, Filmfund Rotterdam		31/08/08	
The Indian/De indiaan	BosBros. Film-TV Productions	1,40	VPRO	AFD	Filmfund, Public Broadcasting Fund, Matching Fund		17/09/08	
The Storm/De storm	Nijenhuis & De Levita Film & TV	6,01	NCRV	UPI	Filmfund, Public Broadcasting Fund, Matching Fund		22/09/08	
Flowing/Alles stroomt	IDTV Film	1,00	NCRV	AFD	Filmfund, Public Broadcasting Fund		23/09/08	
TOTAL (16 FILMS)		23,84						
DUTCH PRODUCTIONS SHOT MAINLY OR WHOLLY ABROAD								
Bollywood hero	IDTV Film	0,94		AFD	Filmfund, Matching Fund		05/02/08	
Winter silence/Winterstilte	SNG Film	0,30		AMF	Filmfund		09/02/08	
The last conversation/Het laatste gesprek	Holland Harbour Productions	0,32		FM	Filmfund, Filmfund Rotterdam		22/02/08	
The Silent Army/Wit Licht	The Entertainment Group	7,03	VARA	IF	Filmfund, Public Broadcasting Fund, Matching Fund, tax rebate South Africa		10/03/08	
Two eyes staring/Zwart water	Accento Films	1,84	RTL	IF	Filmfund, Public Broadcasting Fund, Matching Fund		30/07/08	
Limo	Independent Film	3,50		IF			22/10/08	
TOTAL (6 FILMS)		13,93						
MAJORITY DUTCH INTERNATIONAL CO-PRODUCTIONS SHOT MAINLY OR WHOLLY IN THE NETHERLANDS								
Winter in Wartime/Oorlogswinter	Isabella Films/Fu Works Productions	4,00	MAX	BFD	Filmfund, Public Broadcasting Funds, Matching Fund, Flemish Filmfund, Eurimages	Belgium	11/02/08	
The Aviatrix of Kazbek/De Vliegenierster van Kazbek	Isabella Films/Fu Works Productions	2,94	NPS	BFD	Filmfund, Public Broadcasting Funds, Matching Fund, Filmfund Rotterdam, Flemish Filmfund, Eurimages	Belgium	19/05/08	
The last Days of Emma Blank/De laatste dagen van Emma Blank	Graniet Film	2,75	VARA	AFD	Filmfund, Public Broadcasting Funds, Matching Fund, Flemish Filmfund	Belgium	17/07/08	
Eep!/lep!	Lemming Film	4,00	NPS	IF	Filmfund, Public Broadcasting Funds, Matching Fund, Flemish Filmfund, Eurimages, tax shelter Belgium	Belgium	01/09/08	
TOTAL (4 FILMS)		13,69						
MAJORITY DUTCH INTERNATIONAL CO-PRODUCTIONS SHOT MAINLY OR WHOLLY ABROAD								
Anubis & het Pad der zeven Zonden	Nickolodeon/Studio 100	n.a.		IF		Belgium	18/03/08	
Nothing Personal	Rinkel Film & TV Productions/Family Affair Films	0,95	VPRO	CD	Filmfund, Public Broadcasting Funds, Irish Filmboard	Ireland	24/10/08	
TOTAL (2 FILMS)		0,95						
MINORITY DUTCH INTERNATIONAL CO-PRODUCTIONS SHOT MAINLY OR WHOLLY IN THE NETHERLANDS								
Reykjavik - Rotterdam	Rotterdam Films	2,40				Icelandic Film Centre	Iceland	03/08
MINORITY DUTCH INTERNATIONAL CO-PRODUCTIONS SHOT MAINLY OR WHOLLY ABROAD								
Jermal	Motel Films	0,31			Hubert Bals Fund		Indonesia	04/02/08
Lost Persons Area	De Productie	1,89		CNA	Filmfund, Flemish Filmfund, Centre du Cinéma et de l'Audio-visuel de la Communauté Française de Belgique, Eurimages		Belgium, Hungary	02/08
La chanteuse de Tango	De Productie	2,64	RTBF	CNA	Filmfund, Flemish Filmfund, Centre du Cinéma et de l'Audio-visuel de la Communauté Française de Belgique, Eurimages		Belgium, France, Argentina	03/08
Gigante	IDTV Film	0,37	ZDF	FM	Hubert Bals Fund		Argentina, Uruguay	01/04/08
Laura	CTM Films	3,00		CM	Filmfund, NRW, DFFF, FFA		Germany	05/05/08
Altiplano	Lemming Film	2,81			Filmfund, Flemish Filmfund, Centre du Cinéma et de l'Audio-visuel de la Communauté Française de Belgique, MDM, Eurimages		Belgium, Germany	30/06/08
Los Viajes de Viento	Volya Films	0,93			Hubert Bals Fund		Colombia	15/06/08
The happiest Girl in the World	Circe Film	0,65		FM	Hubert Bals Fund, CNC		France	15/06/08
My Queen Karo	IDTV Film	2,16	NPS		Filmfund, Flemish Filmfund, Centre du Cinéma et de l'Audio-visuel de la Communauté Française de Belgique, Eurimages		Belgium	07/07/08
Men on the Bridge	Kaliber Film	0,44		Moskwood Media	Medienboard Berlin-Brandenburg, DFFF, Rotterdam Mediafund, T.C Kültür Ve Turizm Bakanliği		Germany, Turkey	07/07/08
Fish Tank	The Kasander Film Company	2,59	BBC	CNA	Filmfund, UKFC		United Kingdom	28/07/08
The Tribunal/Storm	IDTV Film	5,91		AFD	Filmfund, NRW, DFFF, FFA, MMB, Danish Filmfund, Eurimages		Germany, Denmark	29/07/08
The Misfortunates/De helaasheid der Dingen	IDTV Film	2,00		WBU	Filmfund, Flemish Filmfund		Belgium	21/07/08
Face	Circe Film	3,83	ARTE	FM/Lumiere	Filmfund, CNC, Eurimages		France, Taiwan, Belgium	17/11/08
Independencia	Volya Films	0,48	ARTE		Hubert Bals Fund		France, Phillipines, Germany	03/12/08
Adrienn Pál	Isabella Film	1,35			Filmfund, MMKA		Hungary, France, Austria	09/12/08
TOTAL (16 FILMS)		31,36						
FOREIGN FILMS SHOT PARTLY OR WHOLLY IN THE NETHERLANDS								
unknown								
TOTAL NUMBER OF FILMS: 45		86,17						



Chart 5

FEATURE FILMS NETHERLANDS RELEASES 2008

> In total 32 new features were released in 2008. 24 titles were supported by Film Fund subsidy, of which four were a domestic minority co-production. Average production costs of the 30 new titles (with known production costs) were about 2.256.000 euros and the average contribution of the Film Fund was 470.000 euros. All features mentioned reached an average audience of 138.000 in 2008. This is a significant drop compared to the average of 2007. That year the average was 165.000, due to the enormous box-office success of *Love is all / Alles is liefde*. On the other hand the average in 2008 is higher than the average of 2006 (122.000), the year in which the box-office hit *Black book / Zwartboek* was released.

¹ International coproduction (minority)

² Number of films are new releases; admissions and GBO figures are defined by all films screened

³ The results until 01.07.09

	TOTAL	FILMS FROM USA	FILMS FROM OTHER COUNTRIES
NEW RELEASES 2008			
Number of films	296	149	147
Number of admissions (1000s) ²	23.515	14.454	9.061
GBO € (1000s)	165.053	102.500	62.553
NEW RELEASES			
2004	276	138	138
2005	324	147	177
2006	278	141	137
2007	292	143	149
2008	296	149	147

DOMESTIC TITLE

*(1000S)

NEW THEATRICAL RELEASES 2008 IN RELEASE DATE ORDER

The Bird Can't Fly
Investigation (BG/D/NL) ¹
Nightwatching
Nothing To Lose/TBS
Unfinished Sky (AU/NL) ¹
Alibi
Stellet Licht (MX/NL) ¹
Tiramisu
Summer Heat/Zomerhitte
Dunya & Desie
Morrison Gets A Baby Sister/Morrison Krijgt Een Zusje
How To Survive Myself?/Hoe Overleef Ik Mezelf?
The Letter For The King/Brief Voor De Koning
Panman, Rhythm Of The Palms
Calimucho
Blind Date (US/NL) ¹
In Real Life/Het Echte Leven
Katia's Sister/Het Zusje Van Katia
Shanghai Trance
Desperate/Radeloos
Bride Flight
Vox Populi
Winter In Wartime/Oorlogswinter
The Silent Army/Wit Licht
SUBTOTAL
NON-FILM FUND RELEASES
Blood Brothers/Bloedbroeders
Skin
Sniff The Dog In Wartime/Snuf De Hond In Oorlogstijd
The Seven Of Daran: Battle Of Pareo Rock
Three Hearts/Het Wapen Van Geldrop
Anubis & Het Pad Der 7 Zonden
The Secret Book Of Nicolas/Sinterklaas en het Geheim Van Het Grote Boek
Far From Family/Ver Van Familie
SUBTOTAL
TOTAL AVERAGE

Chart 6

FINANCING OF DUTCH FEATURE FILMS 2008

> The 32 feature releases in 2008 had 67.7 million euros known production costs, of which about 10.8 million was contributed by the Film Fund. 5.3 million was obtained from the market due to special tax regulations (CV) and also contributions were made by CoBO, Mediafund, RFF and domestic distributors.

AFD-A-Film Distributie/BFD-Benelux Film Distributors/CD-Cinema Delicatessen/CM-Cinemien/FM-Film Museum Distribution/IF-Independent Films/PAR-Paradiso Films/RCV-RCV Entertainment/SHS - Shooting Star/WB-Warner Bros./WDS - Walt Disney Studios/WFD - Waterfront Film Distribution

¹ International coproduction (minority)

DOMESTIC TITLE

PRODUCTION COMPANY

FILM CV

PRODUCTION COSTS € *

*(1000S)

NEW THEATRICAL RELEASES 2008 IN RELEASE DATE ORDER

The Bird Can't Fly ¹	24 FPS Features		2.039
Investigation (BG/D/NL)	Phanta Vision Film		820
Nightwatching	The Kasander Film Company		4.661
Nothing To Lose/TBS	Pupkin Film		989
Unfinished Sky (AU/NL) ¹	IDTV Film		2.540
Alibi	Nijenhuis & De Levita Film & TV	CV	2.101
Stellet Licht (MX/NL) ¹	Motel Films		983
Tiramisu	Motel Films		784
Summer Heat/Zomerhitte	Zomerhitte B.V.	CV	2.340
Dunya & Desie	Lemming Film	CV	2.814
Morrison Gets A Baby Sister/Morrison Krijgt Een Zusje	BosBros. Film-TV Productions		1.288
How To Survive Myself?/Hoe Overleef Ik Mezelf?	BosBros. Film-TV Productions		2.500
The Letter For The King/Brief Voor De Koning	Eyeworks Egmond Film		7.329
Panman, Rhythm Of The Palms	Stichting Aves		208
Calimucho	Circe Films		999
Blind Date (US/NL) ¹	Column Film		992
In Real Life/Het Echte Leven	Motel Films		1.067
Katia's Sister/Het Zusje Van Katia	Keyman Film		1.000
Shanghai Trance	Motel Films		535
Desperate/Radeloos	JWP Scholte Beheer		1.873
Bride Flight	IDTV Film		6.431
Vox Populi	Spaghetti Film		1.910
Winter In Wartime/Oorlogswinter	Isabella Films/Fu Works Productions		3.998
The Silent Army/Wit Licht	The Entertainment Group		7.031
NON-FILM FUND RELEASES			
Blood Brothers/Bloedbroeders	Rinkel Film		949
Skin	IJswater Films		848
Sniff The Dog In Wartime/Snuf De Hond In Oorlogstijd	Two Young Rights		1.000
The Seven Of Daran: Battle Of Pareo Rock	AAA-Pictures		5.625
Three Hearts/Het Wapen Van Geldrop	Column Film		810
Anubis & Het Pad Der 7 Zonden	Studio 100/Nickelodeon		n.a.
The Secret Book Of Nicolas/Sinterklaas en het Geheim Van Het Grote Boek	SRSP Films		400
Far From Family/Ver Van Familie	Rocketta Film		1.820

TOTAL AVERAGE

68.684
2.216

31 titles

PRODUCTION COMPANY	DIRECTOR	SCREENPLAY	PRODUCTION COSTS € *	FILM FUND SUBSIDY € *	FILM FUND MATCHING FUND € *	%	RELEASE DATE (DD-MM-YY)	NUMBER OF PRINTS *	ADMIS-SIONS * (X 1.000) ³
24 FPS Features	Threes Anna	Threes Anna, Dyctinna Hood, Philip Roberts	2.039	373		18%	03/01/2008	7	2,4
Phanta Vision Film	Iglika Triffonova	Iglika Triffonova	820	100		12%	10/01/2008	3	2,5
The Kasander Film Company	Peter Greenaway	Peter Greenaway	4.661	454		10%	24/01/2008	6	4,6
Pupkin Film	Pieter Kuijpers	Paul Jan Nelissen, Pieter Kuijpers	989	60		6%	31/01/2008	38	115,1
IDTV Film	Peter Duncan	Peter Duncan	2.540	200		8%	31/01/2008	3	2,0
Nijenhuis & De Levita Film & TV	Johan Nijenhuis	Johan Nijenhuis, Sander de Regt, Don Bohlinger	2.101	630		30%	14/02/2008	70	237,9
Motel Films	Carlos Reygadas	Carlos Reygadas	983	95		10%	14/02/2008	6	15,7
Motel Films	Paula van der Oest	Paula van der Oest	784	118		15%	06/03/2008	5	9,2
Zomerhitte B.V.	Monique van de Ven	Edwin de Vries	2.340	746		32%	20/03/2008	88	280,5
Lemming Film	Dana Nechuhstan	Robert Alberdingk Thijm	2.814	864		31%	17/04/2008	79	193,7
BosBros. Film-TV Productions	Barbara Bredero	Sjoerd Kuyper	1.288	555		43%	23/04/2008	85	75,5
BosBros. Film-TV Productions	Nicole van Kilsdonk	Tamara Bos	2.500	810	1.008	73%	25/06/2008	93	244,0
Eyeworks Egmond Film	Pieter Verhoeff	Maarten Lebens	7.329	900	2.400	45%	16/07/2008	106	305,8
Stichting Aves	Sander Burger	Ian Valz	208	30		14%	04/09/2008	9	0,8
Circe Films	Eugenie Jansen	Natasha Gerson, Rogier de Blok	999	799		80%	11/09/2008	8	3,4
Column Film	Stanley Tucci	David Schechter, Stanley Tucci	992	150		15%	18/09/2008	3	1,0
Motel Films	Robert Jan Westdijk	Robert Jan Westdijk	1.067	493	286	73%	25/09/2008	15	8,6
Keyman Film	Mijke de Jong	Jan Eilander, Jolein Laarman	1.000	510		51%	02/10/2008	6	4,2
Motel Films	David Verbeek	David Verbeek	535	335		63%	02/10/2008	4	1,4
JWP Scholte Beheer	Dave Schram	Maria Peters	1.873		647	35%	02/10/2008	97	278,3
IDTV Film	Ben Sombogaart	Marieke van der Pol	6.431	621	2.368	46%	15/10/2008	97	361,4
Spaghetti Film	Eddy Terstall	Eddy Terstall	1.910	479	710	62%	23/10/2008	17	15,5
Isabella Films/Fu Works Productions	Martin Koolhoven	Mieke de Jong, Paul Jan Nelissen, Martin Koolhoven	3.998	885	1.539	61%	27/11/2008	102	826,5
The Entertainment Group	Jean van de Velde	Jean van de Velde	7.031	607	2.479	44%	11/12/2008	92	295,8
			57.232					1.039	3.286
Rinkel Film	Arno Dierickx	Jan Bernard Bussemaker, Bert Bouma	949				10/01/2008	4	4,3
IJswater Films	Hanro Smitsman	Hanro Smitsman, Philip Delmaar, Germen Boelens	848				06/03/2008	n.a.	n.a.
Two Young Rights	Steven de Jong	Piet Prins, Jasper Beerhuis, Steven de Jong, Lars Boom	1.000				26/06/2008	64	90,6
AAA-Pictures	Lourens Blok	Bart Juttman	5.625				18/09/2008	58	45,2
Column Film	Thijs Römer	Thijs Römer	810				02/10/2008	4	0,2
Studio 100/Nickolodeon	Dennis Bots	Anjali Taneja, Alexandra Penrhyn Lowe	n.a.				08/10/2008	112	562,5
SRSP Films	Martijn van Nellestijn	Hetty Heyting, Frederik de Groot	400				09/10/2008	101	287,9
Rocketta Film	Marion Bloem	Marion Bloem	1.820				23/10/2008	7	1,7
			11.452					350	992
			68.684	10.814	11.437			1.389	4.278
			2.216	470	1.430			45	138
			31 titles	23 titles	8 titles			31 titles	31 titles

FILM FUND SUBSIDY € *	FILM FUND MATCHING FUND € *	%	PRODUCTION COSTS € * MAJORITY TIONS NL	PRODU-CERS INVEST-MENT € *	CV CAPITAL FROM MARKET	COBO € * TELE-SCOOP/ TELE-FILMS	MEDIA-FUND € *	NL BROAD-CASTERS € *	NL BROAD-CASTERS	DOMESTIC DISTRI-BUTOR	MG DIS-TRIBU-TORS € * CV FILMS
373		18%	2.039	432						PAR	
100		12%		5				15	VPRO	FM	
454		10%	4.661							BFD	
60		6%	989	51		684		113	BNN	IF	
200		8%		22		180		90	VARA	AFD	
630		30%	2.101		1826	278		90	NCRV	IF	500
95		10%								BFD	
118		15%	784	29		157		90	VARA	AFD	
746		32%	2.340	85	1983	311		90	TROS	IF	200
864		31%	2.814	120	1501	349		90	NPS	IF	410
555		43%	1.288	41		192	400	100	AVRO	WB	
810	1.008	73%	2.500	142		311		90	NPS	WB	
900	2.400	45%	7.329	550		372		90	KRO	BFD	
30		14%	208	n.a.						CD	
799		80%	999			160		40	HOS	AFD	
150		15%		100		102		90	AVRO	AFD	
493	286	73%	1.067	38						AFD	
510		51%	1.000			200	200	90	NPS	AFD	
335		63%	535	41		59		90	VPRO	FM	
	647	35%	1.873	35		218		90	KRO	RCV	
621	2.368	46%	6.431	140		1282		500	NCRV	AFD	
479	710	62%	1.910	26		315	200	90	VPRO	AFD	
885	1.539	61%	3.998	60		372		100	MAX	BFD	
607	2.479	44%	7.031	150		1282		113	VARA	IF	
						665		113	AVRO	BFD	
						665		113	HOS	WFD	
						204		640	EO	RCV	
										WDS	
						161		90	AVRO	SHS	
										IF	
										RCV	
										WFD	
10.814	11.437		51.897	2.067	5.310	8.519	800	3.017			1.110
470	1.430		2.595	115	1.770	387	267	131			370
23 titles	8 titles		20 titles	18 titles	3 titles	22 titles	3 titles	23 titles			3 titles



Chart 7

TOP 20 ADMISSIONS THE NETHERLANDS 2008 (JANUARY-DECEMBER) - ALL RELEASES

AFD-A-Film Distributie/FOX-20th Century Fox/RCV-RCV Entertainment/SPR-Sony Pictures Releasing/UIP-United Pictures International/WB-Warner Bros/WDS-Walt Disney Studios Motion Pictures.

¹ NL = Dutch version, OV = original version

> The Top 20 titles of 2008 collected 49% of the total GBO that year. The highest domestic title is *Anubis en het pad der 7 zonden* on rank 8. The GBO of the Top 20 decreased from 78.245 in 2007 to 72.212 in 2008.

	TITLE	COUNTRY	DISTRI-BUTOR	RELEASE WEEK/YEAR	NUMBER OF ADMIS-SIONS 2008 (X1000)	CUMU-LATIVE (UNTIL FEB 2009)	SHARE OF TOTAL ADMIS-SIONS 2008 %	GBO 2008 € (X1000)	CUMU LATIVE (UNTIL FEB 2009)	SHARE OF TOTAL GBO 2008 %	PRINTS RELEASE-WEEK	TOTAL PRINTS RELEASED
1	Mamma mia! The Movie	UK/USA/D	UPI	wk 29 2008	983		4,2%	6.616		4,0%	106	110
2	Quantum of Solace, James Bond 22	UK	SPR	wk 45 2008	885	893	3,8%	6.692	6.982	4,1%	135	135
3	Madagascar: Escape 2 Africa (nl + ov) ¹	USA	UPI	wk 47 2008	720	895	3,1%	4.989	6.175	3,0%	185	192
4	Kite Runner, the	USA	UPI	wk 02 2008	647		2,8%	4.822		2,9%	65	88
5	Kung Fu Panda (nl + ov) ¹	USA	UPI	wk 28 2008	645		2,7%	4.222		2,6%	189	189
6	Dark Knight, the	USA	WB	wk 30 2008	598		2,5%	4.962		3,0%	90	91
7	Indiana Jones and the Kingdom of the Crystall Skull	USA	UPI	wk 21 2008	579		2,5%	4.411		2,7%	132	132
8	Anubis & het Pad der 7 zonden	NL/B	IF	wk 41 2008	552		2,3%	3.629		2,2%	110	111
9	Wall-e (nl + ov) ¹	USA	WDS	wk 31 2008	532		2,3%	3.279		2,0%	188	188
10	Sex and the City: the Movie	USA	PAR	wk 24 2008	489		2,1%	3.994		2,4%	108	109
11	Winter in Wartime / Oorlogswinter	NL	BFD	wk 48 2008	460	727	2,0%	3.398	5.429	2,1%	95	102
12	Alvin and the Chipmunks (nl) ¹	USA	FOX	wk 06 2008	433		1,8%	2.794		1,7%	92	92
13	Hancock	USA	SPR	wk 28 2008	425		1,8%	3.238		2,0%	90	91
14	What happens in Vegas	USA	FOX (WB)	wk 19 2008	357		1,5%	2.678		1,6%	93	93
15	Step up 2	USA	IF	wk 08 2008	351		1,5%	2.620		1,6%	90	90
16	Bride Flight	NL	AFD	wk 42 2008	328	351	1,4%	2.447	2.588	1,5%	94	97
17	The letter for the King / Brief voor de Koning	NL	BFD	wk 29 2008	306		1,3%	1.819		1,1%	103	106
18	The Secret Book of Nicolas / Sinterklaas en het Geheim van het grote Boek	NL	RCV/E1	wk 41 2008	286		1,2%	1.836		1,1%	102	102
19	Summer Heat / Zomerhitte	NL	IF	wk 12 2008	280		1,2%	2.114		1,3%	85	88
20	Wanted	USA	UPI	wk 37 2008	280		1,2%	1.652		1,0%	98	99
TOTAL TOP 20					10.136		43,1%	72.212		43,8%	2.250	2.305
TOTAL OF ALL ADMISSIONS 2008 / GBO REVENUE 2008					23.515			165.051				

Chart 8

TOP 20 ADMISSIONS THE NETHERLANDS 2008 (JANUARY-DECEMBER) - NETHERLANDS RELEASES

AFD-A-Film Distributie/BFD-Benelux Film Distributors/FM-Filmmuseum Distribution/IF-Independent Films/RCV-RCV Entertainment/WB-Warner Bros/WDS-Walt Disney Studios Motion Pictures.

¹ NL = Dutch version, OV = original version

> The Dutch Top 20 titles of 2008 had a market share of 17.9%, with about 4.2 million admissions. In 2007 the Top 20 had a share of 13.5% with 3.1 million admissions. *Anubis en het pad der 7 zonden* generated 552.000 tickets sold, followed by *Winter in Wartime / Oorlogswinter* (460, meanwhile 727). Dutch titles not included in the domestic Top 20 totalled up to 92.000 visitors.

	TITLE	COUNTRY	DISTRI-BUTOR	RELEASE WEEK/YEAR	NUMBER OF ADMIS-SIONS 2008 (X1000)	CUMU-LATIVE (UNTIL FEB 2009)	SHARE OF TOTAL ADMIS-SIONS 2008 %	GBO 2008 € (X1000)	CUMU LATIVE (UNTIL FEB 2009)	SHARE OF TOTAL GBO 2008 %	PRINTS RELEASE-WEEK	TOTAL PRINTS RELEASED
1	Anubis & het Pad der 7 Zonden	NL/B	IF	wk 41 2008	552		2,3%	3.629		2,2%	110	111
2	Winter in Wartime / Oorlogswinter	NL	BFD	wk 48 2008	460	727	2,0%	3.398	5.429	2,1%	95	102
3	Bride Flight	NL	AFD	wk 42 2008	328	351	1,4%	2.447	2.588	1,5%	94	97
4	The Letter for the King / Brief voor de Koning	NL	BFD	wk 29 2008	306		1,3%	1.819		1,1%	103	106
5	The Secret Book of Nicolas / Sinterklaas en het Geheim van het grote Boek	NL	RCV/E1	wk 41 2008	286		1,2%	1.836		1,1%	102	102
6	Summer Heat / Zomerhitte	NL	IF	wk 12 2008	280		1,2%	2.114		1,3%	85	88
7	Desperate / Radeloos	NL	RCV/E1	wk 40 2008	276		1,2%	1.942		1,2%	98	98
8	Killer Babes / Moordwijven	NL	IF	wk 51 2007	259	424	1,1%	1.966	3.264	1,2%	86	86
9	How to survive Myself? / Hoe overleef ik Mezelf?	NL	WB	wk 26 2008	243		1,0%	1.656		1,0%	93	93
10	Alibi	NL	IF	wk 07 2008	238		1,0%	1.766		1,1%	70	70
11	Dunya & Desie	NL	IF	wk 16 2008	194		0,8%	1.398		0,8%	77	80
12	The silent Army / Wit Licht	NL	IF	wk 50 2008	165	280	0,7%	1.250	2.111	0,8%	92	92
13	Nothing to lose / TBS	NL	IF	wk 05 2008	118		0,5%	853		0,5%	37	38
14	Love is all / Alles is Liefde	NL	AFD	wk 41 2007	104	1.318	0,4%	752	9.910	0,5%	92	93
15	Sniff the Dog in Wartime / Snuf de Hond in Oorlogstijd	NL	RCV/E1	wk 26 2008	91		0,4%	578		0,4%	64	64
16	Morrison gets a Baby Sister / Morrison krijgt een Zusje	NL	WB	wk 17 2008	75		0,3%	462		0,3%	85	85
17	Storm bound / Scheepsjongens van Bontekoe, de	NL	RCV/E1	wk 47 2007	56	190	0,2%	378	1.267	0,2%	102	105
18	The seven of daran: Battle of Pareo rock / Zeven van Daran: de Strijd om de Pareo rots, de	NL	WDS	wk 38 2008	45		0,2%	254		0,2%	60	60
19	Stellet Licht	NL/FR/DE/MX	FM	wk 07 2008	17		0,1%	97		0,1%	6	6
20	Vox P opuli	NL	AFD	wk 43 2008	14		0,1%	92		0,1%	17	17
Other dutch productions					92			493				
TOTAL					4.199		17,9%	29.180		17,7%	1.568	1.593
TOTAL OF ALL ADMISSIONS 2008 / GBO REVENUE 2008					23.515			165.051				



SUMMER HEAT / ZOMERHITTE



THE TRUTHMACHINE



WINTERLAND



TRANSIT DUBAI



VERA

Chart 9 TOP 20 ADMISSIONS THE NETHERLANDS 2004-2008 - ALL RELEASES

Afd-a-film distributie/bfd-benelux film distributors/bvi-buena vista/fox-20th century fox/spr-sony pictures releasing/upi-united pictures international/wb-warner bros/wds-walt disney studios motion pictures.
¹ Results until february 2009

> The Top 20 titles 2004-2008 show three Dutch productions, *Love is all / Alles is Liefde* (4), *Black book / Zwartboek* (8) and *Winter in Wartime / Oorlogswinter* (20). Of all releases in the last 5 years this Top 20 takes about 18% market share. Four films from the Top 20 were released in 2008, but none of them is in the Top 10.

TITLE	COUNTRY	DISTRIBUTOR	RELEASE WEEK/YEAR	NUMBER OF ADMISSIONS 2004-2008 (1000S)	SHARE OF TOTAL ADMISSIONS %	GBO 2004-2008 € (1000S)	SHARE OF TOTAL GBO %	
1	Pirates of the Caribbean: Dead man's Chest	USA	BVI	wk 28 2006	1.493	1,3%	10.525	1,4%
2	Harry Potter and the Goblet of Fire	USA/GB	WB	wk 47 2005	1.352	1,2%	10.999	1,4%
3	Harry Potter and the Order of the Phoenix	UK	WB	wk 28 2007	1.322	1,2%	10.102	1,3%
4	Love is all / Alles is Liefde	NL	AFD	wk 41 2007	1.318	1,2%	9.910	1,3%
5	Harry Potter and the Prisoner of Azkaban	USA/GB	WB	wk 23 2004	1.230	1,1%	8.302	1,1%
6	Pirates of the Caribbean: at World's end	USA	WDS	wk 21 2007	1.226	1,1%	10.111	1,3%
7	Da Vinci Code, the	USA	SPR	wk 20 2006	1.086	1,0%	8.089	1,1%
8	Black Book / Zwartboek	NL/B/GB/D	AFD	wk 37 2006	1.056	0,9%	7.521	1,0%
9	Casino Royale	USA/UK	SPR	wk 47 2006	1.026	0,9%	8.006	1,0%
10	Madagascar	USA	UPI	wk 24 2005	998	0,9%	5.169	0,7%
11	Mamma Mia! The Movie	UK/USA/D	UPI	wk 29 2008	983	0,9%	6.616	0,9%
12	Shrek 2	USA	UPI	wk 27 2004	977	0,9%	6.017	0,8%
13	Ice age: the Meltdown	USA	FOX	wk 13 2006	964	0,8%	6.170	0,8%
14	Madagascar: Escape 2 Africa ¹	USA	UPI	wk 47 2008	895	0,8%	6.175	0,8%
15	Quantum of Solace, James Bond 22 ¹	UK	SPR	wk 45 2008	893	0,8%	6.982	0,9%
16	Shrek the Third	USA	UPI	wk 25 2007	884	0,8%	5.881	0,8%
17	Happy Feet	USA	WB	wk 49 2006	867	0,8%	5.733	0,7%
18	Chronicles of Narnia, the	USA	BVI	wk 51 2005	741	0,7%	5.243	0,7%
19	Ratatouille	USA	WDS	wk 31 2007	735	0,6%	4.327	0,6%
20	Winter in Wartime / Oorlogswinter ¹	NL	BFD	wk 48 2008	727	0,6%	5.429	0,7%
TOTAL TOP 20				20.773	18,3%	147.307	19,1%	
TOTAL OF ALL RELEASES 2004-2008				113.636		769.906		

Chart 10 TOP 20 ADMISSIONS THE NETHERLANDS 2004-2008 - NETHERLANDS RELEASES

> The Dutch Top 20 titles 2004-2008 took about 8% of the total films released in these years. The share of all Netherlands releases in that period totalled up to 13%, an average slightly above the 2007 result of domestic market share of 12.1%.

AFD-A-film distributie/BFD-Benelux Film Distributors/IF-Independent Films/RCV-RCV Entertainment/WB-Warner Bros.

¹ Admissions and GBO until February 2009

	ADMISSIONS (1000S)	GBO (1000S)
DUTCH PRODUCTIONS		
2008	4.199	29.180
2007	3.118	21.414
2006	2.612	17.385
2005	2.716	16.681
2004	2.119	13.584
TOTAL	14.764	98.244



TIRAMISU

TITLE	DISTRIBUTOR	RELEASE WEEK/YEAR	NUMBER OF ADMISSIONS 2004-2008 (1000S)	SHARE OF TOTAL ADMISSIONS %	GBO 2004-2008 € (1000S)	SHARE OF TOTAL GBO %	
1	Love is all / Alles is Liefde	AFD	wk 41 2007	1.318	8,9%	9.937	9,9%
2	Black book / Zwartboek	AFD	wk 37 2006	1.056	7,2%	7.521	7,7%
3	Winter in Wartime / Oorlogswinter ¹	BFD	wk 48 2008	727	4,9%	5.429	5,5%
4	Anubis & het Pad der 7 Zonden	IF	wk 41 2008	552	3,7%	3.629	3,7%
5	Crusade in Jeans / Kruistocht in Spijkerbroek ¹	BFD	wk 46 2006	480	3,3%	3.176	3,2%
6	Killer Babes / Moordwijken ¹	IF	wk 51 2007	424	2,9%	3.264	3,3%
7	Kameleon 2, de	IF	wk 26 2005	414	2,8%	2.298	2,3%
8	Zoop in Africa / Zoop in Afrika	IF	wk 28 2005	381	2,6%	2.253	2,3%
9	Winky's Horse / Paard van Sinterklaas, het	WB	wk 41 2005	355	2,4%	2.221	2,3%
10	Where is Winky's Horse / Waar is het Paard van Sinterklaas?	WB	wk 41 2007	352	2,4%	2.215	2,3%
11	Bride Flight ¹	AFD	wk 42 2008	351	2,4%	2.588	2,6%
12	Schnitzel Paradise / Schnitzelparadijs, het	IF	wk 36 2005	342	2,3%	2.416	2,5%
13	XTC, just don't do it / Afblijven	RCV	wk 40 2006	325	2,2%	2.172	2,2%
14	Shouf Shouf Habibi!	IF	wk 05 2004	317	2,1%	2.302	2,3%
15	The Letter for the King / Brief voor de Koning	BFD	wk 29 2008	306	2,1%	1.819	1,9%
16	Zoop in India	IF	wk 26 2006	297	2,0%	1.683	1,7%
17	The Secret Book of Nicolas / Sinterklaas en het Geheim van het grote Boek	RCV/E1	wk 41 2008	286	1,9%	1.836	1,9%
18	Summer Heat / Zomerhitte	IF	wk 12 2008	280	1,9%	2.114	2,2%
19	The silent Army / Wit licht ¹	IF	wk 50 2008	280	1,9%	2.111	2,1%
20	Desperate / Radeloos	RCV/E1	wk 40 2008	276	1,9%	1.942	2,0%
TOTAL TOP 20			9.118	61,8%	62.727	63,8%	
TOTAL OF ALL NETHERLANDS RELEASES 2004-2008			14.764		98.244		
TOTAL TOP 20			9.118	8,0%	62.727	8,1%	
TOTAL OF ALL RELEASES 2004-2008			113.636		769.906		
TOTAL OF ALL NETHERLANDS RELEASES 2004-2008			14.764	13,0%	98.244	12,8%	
TOTAL OF ALL RELEASES 2004-2008			113.636		769.906		

Chart 11

TOP 20 ADMISSIONS NETHERLANDS RELEASES

¹ New titles, results until February 2009

> None of the 2008 titles entered the all time Dutch Top 20. The most recent film is *Love is all / Alles is liefde* on rank 13, generating 1,3 million tickets sold. This film has a first position in the Top 20 titles 1999-2008. Two titles released in 2008 entered this Top 20. *Winter in wartime / Oorlogswinter* (rank 7) generated 727.000 tickets sold, *Anubis en het pad der 7 zonden* 352.000 (rank 10).

TITLE	RELEASE DATE	ADMIS- SIONS (1000S)	TITLE	RELEASE	DIS- TRIBU- TOR	ADMIS- SIONS (X 1000)	GBO € (X 1000)		
ALL TIME			RELEASES 1999-2008						
1	Turks Fruit/Turkish Delight	22/02/73	3.338	1	Alles is Liefde / Love is All	11/10/07	AFD	1.318	9.737
2	Fanfare/Fanfare	24/10/58	2.636	2	Kruimeltje	09/12/99	BVI	1.136	6.085
3	Ciske de Rat (1955)	07/10/55	2.433	3	Zwartboek / Black Book	14/09/06	AFD	1.056	7.521
4	Wat zien ik!/Business is business	04/09/71	2.359	5	Minoes/Kitty	06/12/01	WB	837	4.961
5	Blue Movie	30/09/71	2.335	6	Pietje Bell / Peter Bell	17/11/02	BVI	821	4.846
6	Flodder/Flodder	18/12/86	2.314	7	De Schippers van de Kameleon/ The Skippers of the Kameleon	25/06/03	IF	744	4.131
7	Keetje Tippel/Katie's Passion	06/03/75	1.829	7	Oorlogswinter / Winter in Wartime ¹	27/11/08	BFD	727	5.429
8	Alleman/The Human Dutch	20/12/63	1.665	8	Costa!	01/03/01	AFD	673	4.236
9	Ciske de Rat (1984)/Ciske the Rat	29/03/84	1.593	9	De Tweeling/ Twin Sisters	12/12/02	RCV	631	4.149
10	Soldaat van Oranje/Soldier of Orange	22/09/77	1.547	10	Pietje Bell 2 / Peter Bell 2	18/12/03	BVI	594	3.630
11	Flodder in Amerika/Flodder does Manhattan	03/07/92	1.494	10	Anubis & het Pad der 7 Zonden	09/10/08	IF	552	3.629
12	De Overval/The Silent Raid	21/12/62	1.474	11	The Discovery of Heaven	18/10/01	RCV	544	3.612
13	Alles is Liefde / Love is All	11/10/07	1.318	12	Pluk van de Petteflet / Pluk and his Tow Truck	18/11/04	WB	483	2.873
14	Koninkrijk voor een huis/A Kingdom for a Horse	11/03/49	1.292	13	Kruistocht in Spijkerbroek / Crusade in Jeans	16/11/06	BFD	480	3.176
15	Kruimeltje/Little Crumb	09/12/99	1.136	14	Ja Zuster nee Zuster/Guesthouse Klivia	03/10/02	WB	459	2.815
16	Sterren stralen overal	30/01/53	1.130	15	Volle Maan/Full Moon Party	10/10/02	IF	455	3.010
17	Spetters	28/02/80	1.124	16	Moordwijven / Killer Babes	20/12/07	IF	424	3.202
18	Help! de Dokter verzuipt/Help! The Doctor is drowning	28/02/74	1.088	17	De Kameleon 2/Kameleon 2	30/06/05	IF	414	2.298
19	Zwartboek / Black Book	14/09/06	1.056	18	Zoop in Afrika / Zoop in Africa	14/07/05	IF	381	2.253
20	Schatjes/Darlings!	09/02/84	1.048	19	Paard van Sinterklaas, het / Winky's Horse	13/10/05	WB	377	2.221

Chart 12

COUNTRY SHARES ADMISSIONS / GROSS BOX OFFICE 2004-2008¹

¹ In 2007 and 2008 the admissions and the GBO of co-productions are included in the country of origin of the most important producer.

> Distributor market shares for 2004-2008 show a decrease of market shares of the majors and an increase of market shares of the independent distributors. The majors dropped to an admission market share of 60.5% in 2008, compared to a share of 63.8% in 2007. The independents increased to an admissions market share of 39.5%. In 2007 this was 36.2%.

	2004 (1000S)	%	2005 (1000S)	%	2006 (1000S)	%	2007 (1000S)	%	2008 (1000S)	%
ADMISSIONS EUROPEAN UNION										
The Netherlands	2.119	9,2%	2.716	13,2%	2.645	11,3%	3.118	13,5%	4.201	17,9%
United Kingdom	866	3,8%	746	3,6%	612	2,6%	3.211	13,9%	3.060	13,0%
France	107	0,5%	261	1,3%	466	2,0%	375	1,6%	625	2,7%
Germany	407	1,8%	233	1,1%	265	1,1%	341	1,5%	77	0,3%
Spain	92	0,4%	30	0,1%	238	1,0%	57	0,2%	68	0,3%
Italy	211	0,9%	75	0,4%	22	0,1%	55	0,2%	129	0,5%
Other Europe	395	1,7%	380	1,8%	801	3,4%	421	1,8%	401	1,7%
Co-productions EU	68	0,3%	168	0,8%	67	0,3%	n.a.	n.a.	n.a.	n.a.
Co-productions EU-other	58	0,3%	24	0,1%	96	0,4%	n.a.	n.a.	n.a.	n.a.
SUBTOTAL EUROPE	4.323	18,8%	4.633	22,5%	5.212	22,3%	7.578	32,9%	8.561	36,4%
Co-productions EU-USA	73	0,3%	313	1,5%	217	0,9%	n.a.	n.a.	n.a.	n.a.
USA	16.826	73,0%	15.354	74,4%	17.638	75,4%	15.060	65,3%	14.454	61,5%
Co-productions USA-other	1.079	4,7%	22	0,1%	10	0,0%	n.a.	n.a.	n.a.	n.a.
Other	744	3,2%	310	1,5%	311	1,3%	418	1,8%	500	2,1%
TOTAL	23.045		20.632		23.388		23.056		23.515	
GROSS BOX OFFICE EUROPEAN UNION										
The Netherlands	13.585	8,8%	16.679	12,3%	17.562	11,3%	21.414	13,4%	29.179	17,7%
United Kingdom	5.896	3,8%	4.931	3,6%	3.824	2,5%	22.644	14,2%	21.852	13,2%
France	615	0,4%	1.633	1,2%	3.047	2,0%	2.407	1,5%	3.991	2,4%
Germany	2.747	1,8%	1.526	1,1%	1.574	1,0%	2.255	1,4%	478	0,3%
Spain	598	0,4%	173	0,1%	1.357	0,9%	344	0,2%	409	0,2%
Italy	1.392	0,9%	439	0,3%	135	0,1%	316	0,2%	795	0,5%
Co-productions EU	378	0,2%	1.035	0,8%	393	0,3%	n.a.	n.a.	n.a.	n.a.
Co-productions EU-other	348	0,2%	132	0,1%	625	0,4%	n.a.	n.a.	n.a.	n.a.
Other Europe	2.177	1,4%	2.126	1,6%	4.490	2,9%	2.553	1,6%	2.472	1,5%
SUBTOTAL EUROPE	27.736	18,0%	28.674	21,2%	33.007	21,2%	51.933	32,5%	59.176	35,9%
Co-productions EU-USA	564	0,4%	2.221	1,6%	1.489	1,0%	n.a.	n.a.	n.a.	n.a.
USA	114.142	74,1%	102.363	75,7%	119.876	76,9%	104.955	65,7%	102.500	62,1%
Co-productions USA-other	8.682	5,6%	130	0,1%	65	0,0%	n.a.	n.a.	n.a.	n.a.
Other	2.937	1,9%	1.860	1,4%	1.426	0,9%	2.795	1,8%	3.375	2,0%
TOTAL	154.061		135.248		155.863		159.683		165.051	



Chart 13

DISTRIBUTOR MARKET SHARES 2004-2008¹

¹ NVF-members

² 20th Century Fox until screening week 13; then part of Warner Bros. Pictures

> European admission market shares in 2008 increased to 36.4% (32.9% in 2007). USA admission market shares dropped to 61.5% in 2008 (65.3% in 2007). In 2008 European GBO market shares increased to 35.9% (32.5% in 2007). USA films GBO market share decreased to 62.1% (65.7% in 2007).

	2004 (1000S)	%	2005 (1000S)	%	2006 (1000S)	%	2007 (1000S)	%	2008 (1000S)	%	TITLE MOST ADMISSIONS IN 2008
ADMISSIONS											
MAJORS											
Walt Disney Studios Motion Pictures Netherlands	3.237	14,0%	2.528	12,3%	3.443	14,7%	2.435	10,6%	1.590	6,8%	Wall-e
Universal Pictures International Netherlands BV	4.972	21,6%	4.628	22,4%	3.760	16,1%	5.277	22,9%	6.361	27,1%	Mamma Mia! The Movie
Warner Bros. Pictures International Holland BV	4.528	19,6%	3.990	19,3%	2.329	10,0%	4.317	18,7%	3.578	15,2%	The dark Knight
Sony Pictures Releasing Holland BV	1.628	7,1%	984	4,8%	2.927	12,5%	1.117	4,8%	1.702	7,2%	Quantum of Solace, James Bond 22
20th Century Fox ²	1.520	6,6%	2.379	11,5%	3.451	14,8%	1.556	6,7%	984	4,2%	Alvin and the Chipmunks
SUBTOTAL	15.885	68,9%	14.510	70,3%	15.910	68,0%	14.702	63,8%	14.215	60,5%	
INDEPENDENTS											
A-Film Distribution BV	2.203	9,6%	1.494	7,2%	2.477	10,6%	2.250	9,8%	1.162	4,9%	Bride Flight
RCV Entertainment/Entertainment 1	820	3,6%	811	3,9%	1.066	4,6%	2.065	9,0%	1.809	7,7%	Radeloos
Independent Films BV	1.199	5,2%	2.624	12,7%	2.340	10,0%	1.871	8,1%	3.200	13,6%	Anubis & het Pad der 7 Zonden
Paradiso Entertainment Nederland BV	464	2,0%	204	1,0%	247	1,1%	437	1,9%	666	2,8%	Sex and the City: the Movie
Cinemien (ABC Theatrical Distribution BV)	208	0,9%	250	1,2%	321	1,4%	586	2,5%	252	1,1%	Mio Fratello e Figlio unico
Filmuseum Distributie	174	0,8%	75	0,4%	117	0,5%	127	0,6%	113	0,5%	Le Voyage du Ballon rouge
Moonlight Films BV	198	0,9%	215	1,0%	74	0,3%	33	0,1%	125	0,5%	John Rambo IV
Bright Angel Distribution	96	0,4%									
Arti Film	74	0,3%									
1 More Film	63	0,3%	286	1,4%							
Air Media/Multitone	56	0,2%									
Novodor	10	0,0%									
Shooting Star Distribution BV			0	0,0%					0	0,0%	Wapen van Geldrop, het
Three Lines Pictures	11	0,0%	27	0,1%							
C-Film distr.	63	0,3%									
Maximum	13	0,1%									
Inspire Pictures			120	0,6%							
Multitone Films			14	0,1%	32	0,1%	16	0,1%			
Benelux Film Distributors					802	3,4%	810	3,5%	1.339	5,7%	Oorlogswinter
Cinéart Nederland BV									285	1,2%	Vicky Christina Barcelona
European Film Partners BV									16	0,1%	All God's Children can dance
Amstelfilm BV									8	0,0%	Cloud 9
Twin Film									12	0,1%	De 3 Rovers
Other	1.508	6,5%					162	0,7%	310	1,3%	Recep Ivedik
SUBTOTAL	7.160	31,1%	6.121	29,7%	7.476	32,0%	8.357	36,2%	9.297	39,5%	
TOTAL	23.045		20.632		23.387		23.059		23.512		
GROSS BOX OFFICE											
MAJORS											
Universal Pictures International Netherlands BV	33.226	23,3%	29.785	22,0%	25.342	16,3%	35.953	22,5%	44.324	26,9%	
Walt Disney Studios Motion Pictures Netherlands	21.406	15,0%	16.368	12,1%	23.068	14,8%	17.831	11,2%	10.809	6,5%	
Warner Bros. Pictures International Holland BV	31.559	22,1%	26.728	19,8%	15.866	10,2%	31.375	19,6%	26.404	16,0%	
20th Century Fox ²	10.264	7,2%	16.238	12,0%	22.891	14,7%	10.623	6,7%	6.781	4,1%	
Sony Pictures Releasing Holland BV	11.321	7,9%	6.925	5,1%	21.238	13,6%	8.360	5,2%	12.913	7,8%	
SUBTOTAL	96.455	67,6%	96.043	71,0%	108.405	69,6%	104.142	65,2%	101.231	61,3%	
INDEPENDENTS											
A-Film Distribution BV	14.966	10,5%	9.954	7,4%	16.582	10,6%	15.714	9,8%	7.885	4,8%	
RCV Entertainment/Entertainment 1	5.449	3,8%	5.223	3,9%	7.006	4,5%	13.675	8,6%	12.081	7,3%	
Independent Films BV	7.799	5,5%	16.681	12,3%	14.193	9,1%	12.218	7,7%	22.323	13,5%	
Paradiso Entertainment	3.068	2,1%	1.279	0,9%	1.601	1,0%	3.004	1,9%	5.071	3,1%	
Cinemien (ABC Theatrical Distribution BV)	1.250	0,9%	1.524	1,1%	1.819	1,2%	3.622	2,3%	1.540	0,9%	
Filmuseum Distributie	1.149	0,8%	417	0,3%	467	0,3%	560	0,4%	670	0,4%	
Moonlight Films BV	1.355	0,9%	1.431	1,1%	479	0,3%	188	0,1%	816	0,5%	
Bright Angel Distribution	575	0,4%									
Arti Film	91	0,1%									
Three Lines Pictures	64	0,0%	186	0,1%							
Shooting Star Distribution BV			1	0,0%					2	0,0%	
1 More Film	375	0,3%	1.683	1,2%							
Air Media/Multitone	438	0,3%									
C-Film distr.	388	0,3%									
Maximum	102	0,1%									
Novodor	74	0,1%									
Inspire Pictures			716	0,5%							
Multitone Films			109	0,1%	231	0,1%	120	0,1%			
Benelux Film Distributors					5.078	3,3%	5.202	3,3%	8.946	5,4%	
Cinéart Nederland BV									1.872	1,1%	
European Film Partners BV									102	0,1%	
Amstelfilm BV									55	0,0%	
Twin Film									40	0,0%	
Other ¹	9.142	6,4%	0	0,0%			1.236	0,8%	2.421	1,5%	
SUBTOTAL	46.285	32,4%	39.205	29,0%	47.456	30,4%	55.539	34,8%	63.824	38,7%	
TOTAL	142.740		135.248		155.861		159.681		165.055		

Chart 14

FILMS SCREENED 2004-2008

> The number of domestic titles released in 2008 increased to 30 titles. The number of prints for domestic titles increased remarkably to 1398 prints, the highest amount in the last five years.

¹ In 2007 and 2008 the co-productions are included in the country of origin of the most important producer.

	2004		2005		2006		2007		2008	
	TITLES	PRINTS	TITLES	PRINTS	TITLES	PRINTS	TITLES	PRINTS	TITLES	PRINTS
NEW RELEASES / PRINTS¹										
EUROPEAN UNION										
The Netherlands (incl.co-productions)	28	1.111	39	1.073	28	934	21	960	30	1.398
United Kingdom	14	313	15	386	14	255	21	631	19	501
Germany	8	127	6	127	12	251	9	109	7	89
Spain	6	56	5	21	7	93	5	28	8	73
France	21	105	23	151	11	131	16	120	24	373
Italy	4	33	5	34	6	37	4	30	9	168
Other EU	19	234	22	362	15	365	40	650	25	404
Coproductions EU	6	100	13	105	7	102	n.a.	n.a.	n.a.	n.a.
Coproductions EU - other	4	49	7	42	15	131	n.a.	n.a.	n.a.	n.a.
SUBTOTAL EU	110	2.128	135	2.301	115	2.299	116	2.528	122	3.006
Coproductions EU - USA										
USA	150	6.876	140	6.514	138	6.225	143	6.169	149	6.370
Coproductions USA - other	1	14	3	57	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Other	43	260	42	227	22	98	33	175	25	148
TOTAL	307	9.402	324	9.194	278	8.664	292	8.872	296	9.524

Chart 15

REGIONAL MARKET SHARE 2008 (ALL FILMS IN CIRCULATION, NEW RELEASES, ADMISSIONS, GBO)

> A closer look at 2008 market shares in the country of origin shows that domestic titles constituted about 25% of all EU titles. On average domestic prints per title counted 47, for EU (including the Netherlands) it was 25 prints per title and for the US 43 prints per title.

¹ Titles, prints and title most admissions concern new releases, admissions and GBO concern all releases in circulation
² Released by non-members of the NVF

	GBO € (1000S)	%	ADMIS- SIONS (1000S)	%	NUM- BER OF TITLES ²	PRINTS ¹	TITLE MOST ADMISSIONS ¹
EUROPEAN UNION							
The Netherlands (incl.co-productions)	29.179	17,68%	4.201	17,86%	30	1.398	Anubis en het pad der 7 zonden
United Kingdom	21.852	13,24%	3.060	13,01%	19	501	Mamma mia! The Movie
Germany	478	0,29%	77	0,33%	7	89	Baader-meinhof Komplex, der
Belgium	1.617	0,98%	258	1,10%	6	206	K3 en de Kattenprins
Italy	795	0,48%	129	0,55%	9	168	Mio Fratello e Figlio unico
France	3.991	2,42%	625	2,66%	24	373	Il y a longtemps que je t'aime
Spain	409	0,25%	68	0,29%	8	73	Noche de los Girasoles
Finland	403	0,24%	62	0,26%	1	66	Niko & the Way to the Stars
Czech Republic	89	0,05%	16	0,07%	1	9	Empties
Sweden	143	0,09%	25	0,11%	5	46	You, the Living (du Levande)
Other EU countries	220	0,13%	40	0,17%	12	77	-
SUBTOTAL EU	59.176	35,85%	8.561	36,41%	122	3.006	
USA							
USA	102.500	62,10%	14.454	61,46%	149	6.370	Madagascar: Escape 2 Africa
Brazil	270	0,16%	47	0,20%	3	34	Estomago
Israel	214	0,13%	34	0,14%	2	15	Lemon Tree
Argentina	138	0,08%	24	0,10%	5	21	Cordero de Dios
India	555	0,34%	75	0,32%			Dostana ²
Kazakhstan	198	0,12%	32	0,14%	1	13	Mongol: the untold Story of the Rise of Genghis Khan
Turkey	1.313	0,80%	170	0,72%			Recep Ivedik ²
Canada	245	0,15%	40	0,17%	2	12	Away from her
Others	443	0,27%	79	0,34%	12	53	
SUB-TOTAL OUTSIDE OF EU	105.876	64,15%	14.955	63,59%	174	6.518	
TOTAL	165.052	100%	23.516	100%	296	9.524	

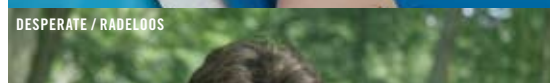


Chart 16

CINEMAS 2004-2008 (TYPE OF CINEMAS, TOTAL CINEMAS, SCREENS, SEATS)

> In 2008 the total number of cinemas more or less consolidated. On the other hand, the total number of screens and seats increased significantly. The trend of concentration of screens in multiplexes (and incidentally a cultplex) lies underneath.

¹ Situation december 31 2008. The distinction between commercial cinemas and municipal cinemas is made for the continuity of the statistics. In 2008, there were 74 municipal cinemas (inclusive 8 internal) with 68 screens and 9683 seats.

	2004	2005	2006	2007	2008
NUMBER OF CINEMAS¹					
Commercial cinemas	139	141	133	130	130
Municipal cinemas	31	30	30	30	31
Total number cinemas	170	171	163	160	161
Total number screens	616	625	629	630	649
Total number seats	106.790	108.000	107.000	106.100	109.400



THE SILENT ARMY / WIT LICHT



LIFE IN ONE DAY / HET LEVEN UIT EEN DAG



CARMEN MEETS BORAT



THE BIRD CAN'T FLY



INVESTIGATION



Chart 17

TICKET PRICE / FILM RENTAL FEE THE NETHERLANDS 2004-2008

> In 2008 the average ticket price increased to 7 euros. The average film rental fee dropped slightly to 39.9%.

¹ Rental fee: price per print paid by exhibitor to distributor

	2004	2005	2006	2007	2008
Average ticket price in €	6,7	6,6	6,7	6,9	7,0
Average Film rentalfee in % ¹	40,2%	40,5%	40,4%	40,2%	39,9%

Chart 18

ADMISSIONS PER CAPITA

> In the Netherlands the admissions per capita in 2008 amounted to 1.4, which is the same as last two years. Most of the other countries dropped slightly, except for France and Germany. The United Kingdom consolidated. We still experience the lowest admissions per capita compared to the EU big five and Belgium.

	2004	2005	2006	2007	2008
The Netherlands	1,4	1,3	1,4	1,4	1,4
Spain	3,5	3	2,8	2,6	2,4
France	3,3	2,9	3	2,8	3
UK	2,9	2,8	2,6	2,7	2,7
Germany	1,9	1,5	1,7	1,5	1,6
Italy	1,9	1,6	1,8	1,9	1,7
Belgium	2,3	2,1	2,3	2,1	2

Chart 19

BOX OFFICE VERSUS DVD/VHS SALES AND RENTAL

¹ NVPI Marktinformatie
² European Audiovisual Observatory

> The total value of dvd/vhs rental decreased dramatically in 2007 and 2008. It dropped 79 % compared to the total value in 2004. The total value of DVD/VHS sales recovered in 2007, but decreased as well in 2008.

	2004	2005	2006	2007	2008
SIZE OF DUTCH MARKET IN EUR (MILLIONS)					
Total GBO from theatrical release	154	135	156	160	165
Total value of home video sales of DVD/VHS ¹	352	329	334	350	339
Total value of home video rental of DVD/VHS ²	117	106	90	24	n.a.
TOTAL	623	570	580	534	504

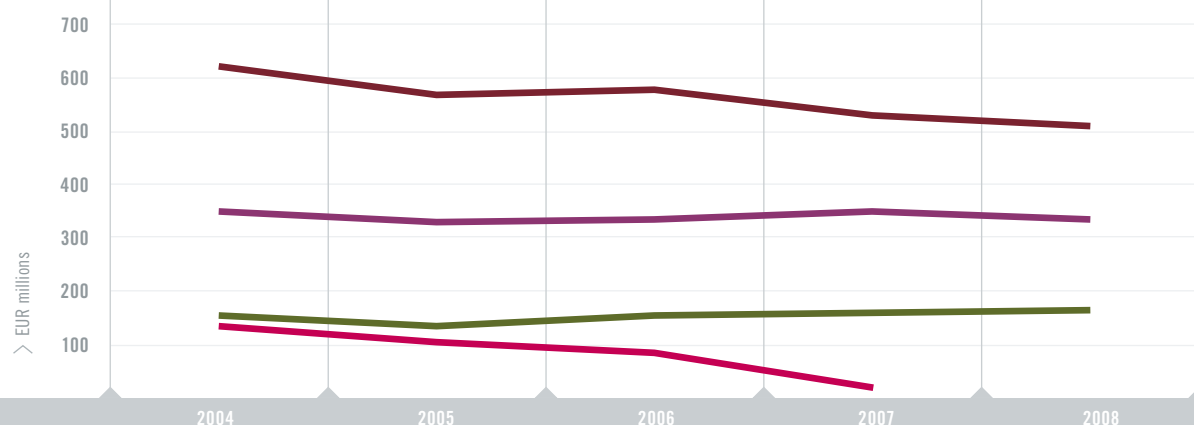
INDEX 2004 = 100

	2004	2005	2006	2007	2008
Total GBO from theatrical release	100	88	101	104	107
Total value of home video sales of DVD/VHS	100	93	95	99	96
Total value of home video rental of DVD/VHS	100	91	77	21	n.a.
TOTAL	100	92	93	86	81

Figure 2

CONSUMER FILM MARKET GROWTH

- Total GBO from theatrical release
- Total value of home video sales of VHS/DVD
- Total value of home video rental of VHS/DVD
- Total





NETHERLANDS FILM FUND
JAN LUYKENSTRAAT 2
1071 CM AMSTERDAM
THE NETHERLANDS
PHONE (+31) (0)20 5707676
FAX (+31) (0)20 5707689
INFO@FILMFONDS.NL
WWW.FILMFONDS.NL
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