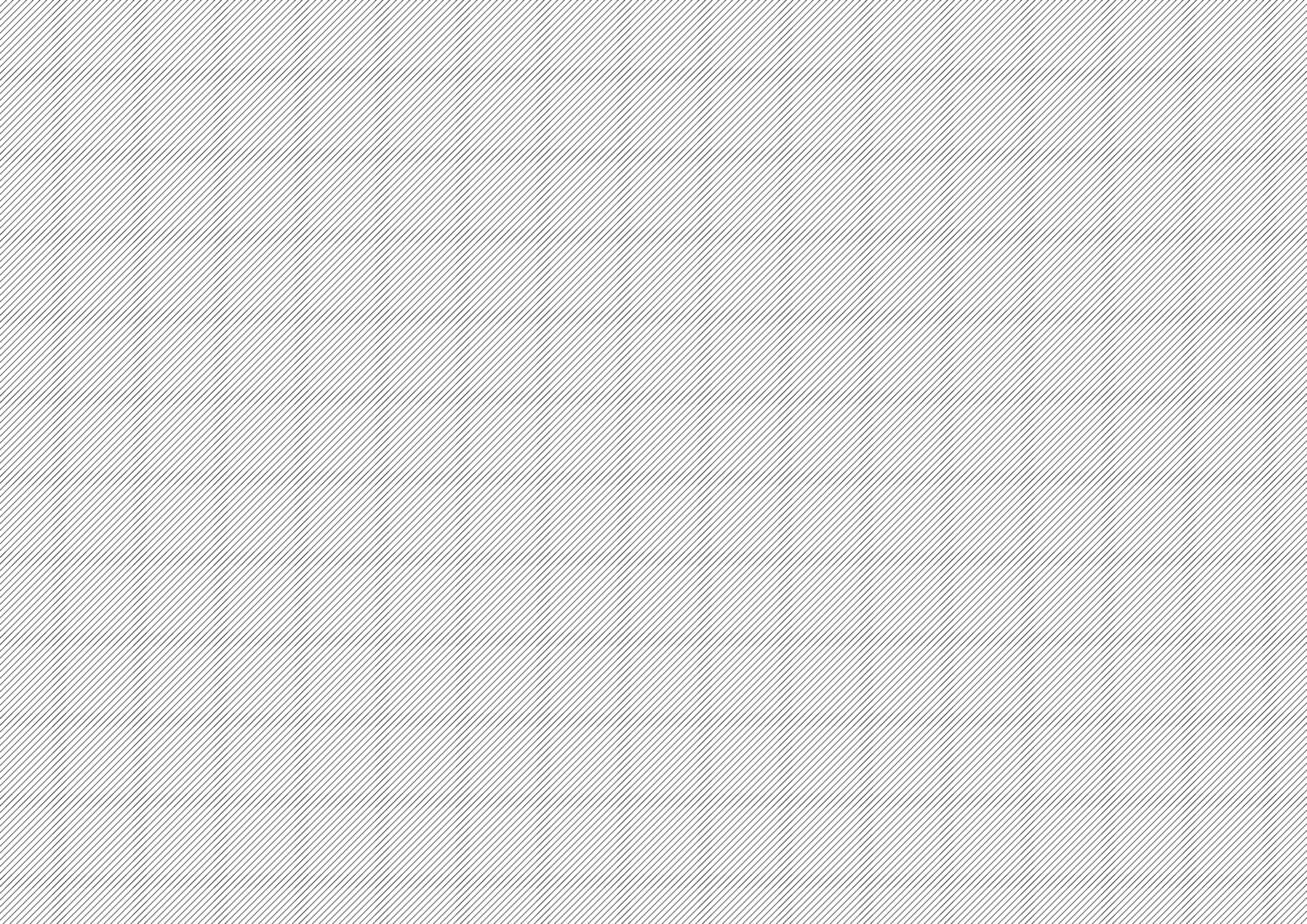


Facts & Figures



NORWEGIAN FILM INSTITUTE

2015





Introduction

The Norwegian Film Institute (NFI) operates under the authority of the Norwegian Ministry of Culture. The Institute is the Norwegian government's administrative body for the film sector and its advisor on film policy issues. The NFI provides support for Norwegian films, television series and interactive games, and organizes training and talent development in the sector.

We represent and promote Norwegian feature films, shorts, documentaries, games and TV series at festivals and film cultural events nationally and abroad. We also provide statistics and facts about Norwegian film and cinema.

We are responsible for facilitating and promoting Norway as an attractive shooting location for foreign producers, through Film Commission Norway.

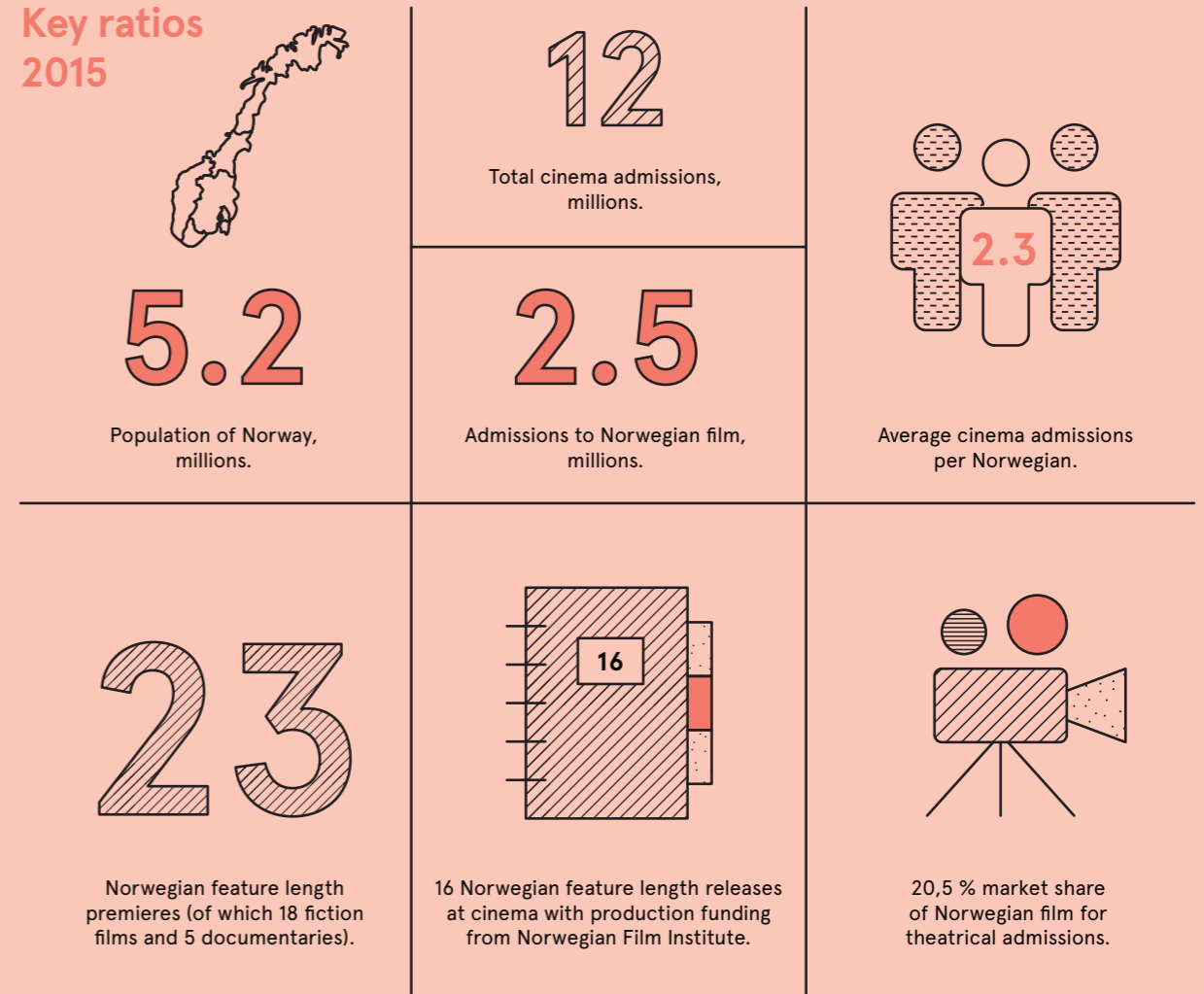
We represent Norway in the Council of Europe's fund for co-production of films, Eurimages, as well as in the

European Audiovisual Observatory. Norway has joined the European Convention on Cinematographic Co-Production.

We also participate in a number of other international cooperative efforts for the audiovisual sector, including the European Film Academy, European Film Promotion, Creative Europe, Filmkontakt Nord and Scandinavian Films.

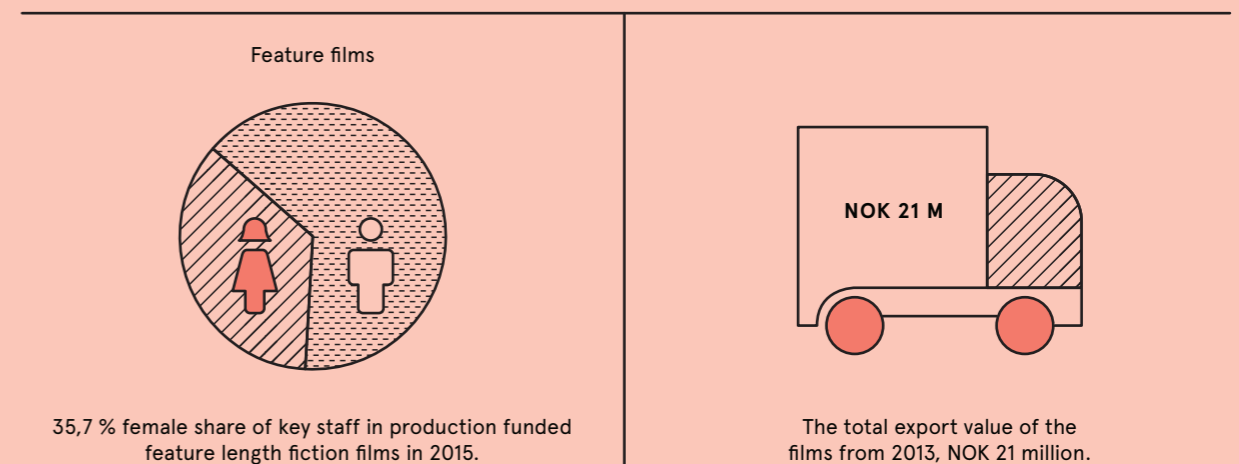
We are asked many questions over the course of a year. The questions range from how we allocate our funding to how the public watches films. This yearly statistical report brings together the answers to some of these questions. The report is made in cooperation with Film & Kino, which is the main organization for the cinema and video industries in Norway and a member organization for the municipalities, which own most of the cinemas in Norway.

Key ratios 2015



NOK 445.7 M

Total funding granted by the Norwegian Film Institute to development, production and promotion of feature length films, documentaries, short films, tv drama and interactive games in 2015.



Norwegian films at the cinema

23

Norwegian feature-length films were released in 2015. This is a significant drop from the top year 2014 (34 films), but a normal amount compared to most other years.

16 of the films released in 2015 are produced with funding from the Norwegian Film Institute. Five of the films are funded by the Market Criteria Scheme, six of the films are documentaries and five were children's films.

In addition six minority co-productions were released in 2015.

FIGURE 1

Number of Norwegian feature-length film releases 2005-2015

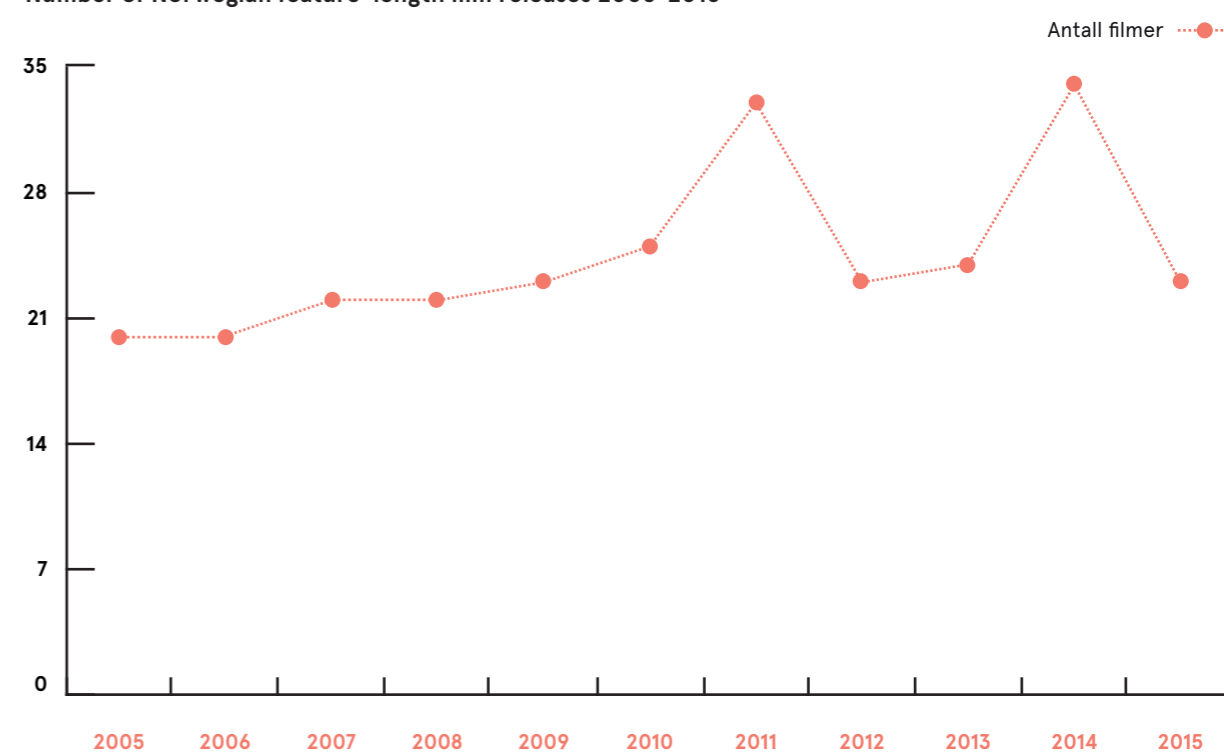


TABLE 1
100 % national films and majority co-productions

Norwegian theatrical releases 2015					
Title	Production Company	Director	Date of release	Admissions	GBO (NOK)
Brødre	Fenris Film	Aslaug Holm	3/20/2015	11 815	854 775
Bølgen	Fantefilm	Roar Uthaug	8/28/2015	832 649	89 362 672
De nærmeste	Maipo Film	Anne Sewitsky	3/27/2015	8 911	866 767
Den tilfeldige rockestjernen	Medieoperatørene AS	Igor Devold	3/13/2015	4 990	481 273
Dirk Ohm - Illusjonisten som forsvant	MER FILM	Bobbie Peers	3/27/2015	3 257	189 208
Doktor Proktores tidsbadekar	Maipo Film	Arild Fröhlich	10/16/2015	241 794	20 582 030
Drone	Flimmer Film	Tonje Hessen Schei	2/27/2015	10 211	557 167
Dryads - Girls don't cry	Dryads AS	Sten Hellevig	8/7/2015	6 606	495 937
Hevn	Storm Films AS	Kjersti G. Steinsbø	11/6/2015	14 081	1 156 845
Høst	Beacon Isle Production	Jan Vardøen	10/16/2015	4 555	410 173
Høvdinger	Høvdinger Film AS	Irasj Asanti	7/17/2015	1 699	111 685
Julekongen - Full rustning	Storm Films AS	Thale Persen	11/13/2015	271 389	23 280 301
Karsten og Petra på safari	Cinenord Kidstory	Arne Lindtner Næss, Ina Bye - Hansen	9/4/2015	251 265	22 311 308
Knutsen & Ludvigsen og den fæle Rasputin	Tordenfilm	Rasmus A. Sivertsen, Rune Spaans	9/25/2015	214 004	18 806 663
Kvinner i for store herreskjorter	Motlys AS	Yngvild Sve Flikke	3/6/2015	22 442	2 040 312
Louder Than Bombs	Motlys AS	Joachim Trier	10/2/2015	21 210	2 167 342
Pøbler	Fuglene AS	Kari Anne Moe	8/21/2015	20 755	1 168 644
Solan og Ludvig - Herfra til Flåklypa	Maipo Film	Rasmus A. Sivertsen	12/25/2015	241 472	23 014 199
Staying Alive	Maipo Film	Charlotte Blom	1/16/2015	82 201	8 436 348
Søsken til evig tid: Amerikareisa	FIMfilm AS	Frode Fimland	11/13/2015	31 432	2 874 763
Villmark 2	Handmade Films in Norwegian Woods	Pål Øie	10/9/2015	65 016	6 422 061
Wendyeffekten	Wendyeffekten AS	Ole Endresen	9/11/2015	12 473	1 153 505
Å vende tilbake	Filmbros AS	Henrik Martin Dahlsbakken	2/27/2015	2 767	154 347



TABLE 2

Minority co-productions 2015						
Title	Original title	Production Company	Director	Date of release	Admissions	GBO (NOK)
Gentlemen	Gentlemen	4 1/2 Fiksjon AS	Mikael Marcimain	1/23/2015	174	18 108
Svenskjævel	Svenskjævel	Hummelfilm AS	Ronnie Sandahl	3/13/2015	9 010	822 664
Skammerens datter	Skammerens datter	Storm Films AS	Kenneth Kainz	5/1/2015	18 529	1 387 304
Sunshine Superman	Sunshine Superman	Flimmer Film	Marah Strauch	10/2/2015	1 303	112 792
Every Thing Will Be Fine	Every Thing Will Be Fine	Mer Film	Wim Wenders	11/20/2015	2 330	253 099
En mann ved navn Ove	En man som heter Ove	Fantefilm	Hannes Holm	12/25/2015	35 003	3 597 753

Kvinner i for store herreskjorter

Audiences for films in Norway

20.5%

was the market share for Norwegian films in cinema in 2015.

Admissions to Norwegian films in cinema are stable, in 2015 amounting to 2,5 million. This is lower than 2014, but a good result compared to the number of films launched. The admissions for all films were 12,0 million in 2015.

The market share of Norwegian films on TV was 4.2 per cent in 2015, whereas for TV series, the market share was 12.4 per cent.

NFI has estimated the Norwegian share of viewing film and TV drama on VOD platforms based on an 1800 individual self reporting survey. The survey shows that the Norwegian share on the VOD services was 27 per cent for TV-series, and 12 per cent for film. It is important to emphasize that the estimates in the survey are vulnerable to methodical weaknesses in a self-reporting panel.

FIGURE 2
Admissions and national market share

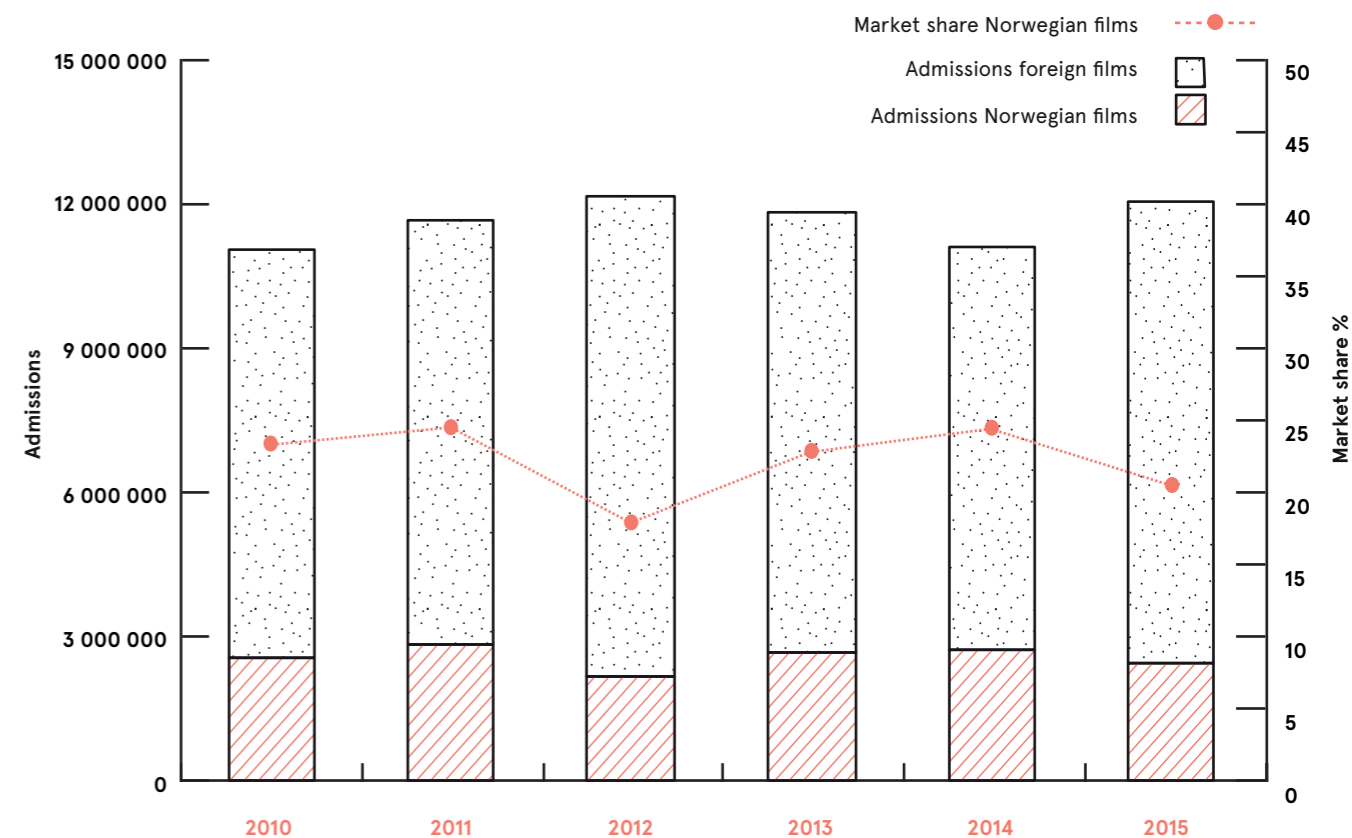


TABLE 3

Norwegian share, linear television		
	Norwegian share	
TV-series	2014	2015
Productions	4,6 %	5,4 %
Broadcasts	0,5 %	1,2 %
Viewers	9,6 %	12,4 %
Films		
Productions	6,9 %	4,3 %
Broadcasts	2,5 %	2,1 %
Viewers	5,0 %	4,2 %

TABLE 4

Norwegian share, streaming*			
	Yesterday	Last 2-7 days	Overall
TV-series	25%	29%	27%
Film	12%	12%	12%

*The respondents in the survey were asked the Norwegian share of the TV-series and films they streamed respectively yesterday, and the last 2-7 days.

TABLE 5

Cinemas and admission						
	2010	2011	2012	2013	2014	2015
Admissions	11 020 954	11 655 050	12 124 008	11 802 662	11 085 134	12 037 874
GBO all titles (NOK)	954 034 109	1 039 662 444	1 110 123 006	1 095 175 929	1 082 092 778	1 231
Admissions Norwegian titles	2 564 403	2 856 893	2 164 983	2 690 110	2 707 834	2 465 049
GBO Norwegian titles (NOK)	198 195 422	234 759 057	184 479 606	222 107 567	232 255 773	231
Number of film releases	207	206	196	201	199	211
Number of Norwegian film releases	25	33	23	24	34	23
Number of theatres	204	198	196	200	199	193
Number of screens	650	422	415	422	425	434
Number of seats	79 238	77 753	76 195	76 699	76 975	77 560
Number of digital screens	250	422	415	422	425	434
Admissions per citizen	2,3	2,3	2,4	2,3	2,2	2
Number of active distributors	19	19	20	21	24	25



TABLE 6

Cinema releases-, by geographical regions						
	2010	2011	2012	2013	2014	2015
National	23,3 %	24,5 %	17,8 %	22,8 %	24,4 %	20,5 %
European	12,3 %	14,6 %	16,3 %	7,1 %	9,6 %	11,6 %
US and Canada	63,0 %	58,5 %	63,4 %	68,9 %	64,2 %	64,6 %
Rest of World	0,8 %	1,6 %	2,0 %	0,9 %	1,0 %	2,6 %

TABLE 7

Market share top-listed films												
	2010		2011		2012		2013		2014		2015	
	AD	GBO	AD	GBO	AD	GBO	AD	GBO	AD	GBO	AD	GBO
Top 10	30,7 %	33,0 %	31,8 %	33,2 %	41,4 %	43,2 %	29,6 %	30,2 %	29,7 %	29,4 %	36,9 %	39,3 %
Top 20	47,8 %	49,7 %	49,0 %	50,5 %	57,9 %	59,7 %	45,8 %	46,3 %	45,7 %	45,8 %	55,9 %	57,6 %
Top 30	59,0 %	60,6 %	58,6 %	60,1 %	68,6 %	70,5 %	58,3 %	59,3 %	57,1 %	58,0 %	67,0 %	68,7 %
Top 40	67,4 %	69,1 %	65,9 %	67,0 %	75,6 %	77,3 %	66,3 %	67,5 %	66,4 %	67,7 %	74,7 %	76,3 %
Top 50	74,0 %	75,8 %	71,6 %	72,5 %	80,5 %	82,0 %	72,7 %	73,9 %	73,7 %	75,2 %	80,1 %	81,6 %

TABLE 8

Cinema top 30				
Rank	Original title	Release date	Admissions	Distributor
1	Bølgen	28/08/15	832 649	Nordisk Film Distribusjon AS
2	James Bond: Spectre	30/10/15	688 327	SF Norge
3	Star Wars: The Force Awakens	16/12/15	472 766	The Walt Disney Company Nordic
4	Minions	03/07/15	457 166	United International Pictures
5	Fast & Furious 7	01/04/15	423 724	United International Pictures
6	Jurassic World	12/06/15	411 991	United International Pictures
7	Fifty Shades of Grey	13/02/15	321 548	United International Pictures
8	Inside Out	21/08/15	285 332	The Walt Disney Company Nordic
9	Julekongen - Full rustning	13/11/15	271 389	Nordisk Film Distribusjon AS
10	The Hunger Games: Mockingjay Part 2	18/11/15	270 915	Nordisk Film Distribusjon AS
11	The Imitation Game	25/12/14	264 067	SF Norge
12	Karsten og Petra på safari	04/09/15	251 265	SF Norge
13	Doktor Proktors tidsbadekar	16/10/15	241 794	Nordisk Film Distribusjon AS
14	Solan og Ludvig - Herfra til Flåklypa	25/12/15	241 472	Nordisk Film Distribusjon AS
15	Avengers: Age of Ultron	22/04/15	240 852	The Walt Disney Company Nordic
16	The Martian	02/10/15	229 575	Twentieth Century Fox Norway
17	Home	20/03/15	225 905	Twentieth Century Fox Norway
18	Knutsen & Ludvigsen og den fæle Rasputin	25/09/15	214 004	Norsk Filmdistribusjon
19	Mission: Impossible - Rogue Nation	31/07/15	201 377	United International Pictures
20	Big Hero 6	30/01/15	181 204	The Walt Disney Company Nordic
21	American Sniper	23/01/15	157 176	SF Norge
22	Paddington	16/01/15	155 627	SF Norge
23	Cinderella	13/03/15	154 117	The Walt Disney Company Nordic
24	Mad Max: Fury Road	14/05/15	142 982	SF Norge
25	Kingsman: The Secret Service	27/02/15	136 907	Twentieth Century Fox Norway
26	Taken 3	09/01/15	135 287	Norsk Filmdistribusjon
27	Maze Runner: The Scorch Trials	18/09/15	128 054	Twentieth Century Fox Norway
28	Spy	05/06/15	115 581	Twentieth Century Fox Norway
29	Shaun the Sheep	06/02/15	110 315	SF Norge
30	Magic Mike XXL	01/07/15	106 283	SF Norge



Doktor Proktors tidsbadekar

Ja vi elsker

The Norwegian Film Institute's funding

445.7

million NOK were granted by Norwegian Film Institute to development, production and promotion of feature length films, documentaries, short films, tv-drama and interactive games in 2015.

In addition 24,1 million NOK were granted as manuscript development, personal grants, training, talent development for the film industry, regional film events and more.

The Norwegian Film Institute spent 107.2 million NOK on administrative expenses. The budget includes the operation of the national cinematheque, film museum and a range of courses, events and activities for the public and the film industry.

TABLE 9

Norwegian film support 2015, per scheme in NOK						
	Development	Production	Promotion national	Promotion international	Box office bonus	Total
Feature films fiction, Artistically rated	11 171 000	69 007 000	9 700 000	1 514 587	28 947 560	120 340 147
New Ways Norway scheme (feature film)	855 000	11 096 250	-	-	701 700	12 652 950
Feature films fiction, Market Criteria scheme	-	52 000 000	12 620 233	1 292 270	50 653 183	116 565 686
Feature films documentaries	2 830 000	9 700 000	3 734 302	-	3 710 518	19 974 820
Co-productions (minority)	-	12 525 848	2 700 000	-	1 712 415	16 938 263
Other feature films (box office + promotion only)	-	-	6 224 400	380 000	21 406 810	28 011 210
Short films	560 000	13 924 000	-	1 157 378	-	15 641 378
New Ways Norway scheme (short films)	1 447 500	3 667 500	-	-	-	5 115 000
TV Documentaries	12 556 816	13 555 000	-	1 692 229	-	27 804 045
New Ways Norway scheme (documentaries)	2 110 000	-	-	-	-	2 110 000
TV Documentaries series	300 000	700 000	-	138 125	-	1 138 125
TV Drama series	5 450 000	50 250 000	-	271 578	-	55 971 578
Interactive productions	20 080 000	-	2 229 947	1 161 980	-	23 471 927
Total	57 360 316	236 425 598	37 208 882	7 608 147	107 132 186	445 735 129

TABLE 10

Norwegian film support, number of applications and grants, 2015									
	Development		Production		Promotion national		Promotion international		
	Applications	Grants	Applications	Grants	Applications	Grants	Applications	Grants	
Feature films fiction, Artistically rated	93	57	57	9	8	8	11	10	
New Ways Norway scheme (feature film)	33	2	2	2	0	0	0	0	
Feature films fiction, Market Criteria scheme	-	-	27	6	6	6	11	7	
Feature film documentaries	14	9	7	6	8	7	0	0	
Co-productions (minority)	-	-	10	7	5	5	1	0	
Other feature films (box office + promotion only)	-	-	-	-	9	9	3	3	
Short films	19	5	174	24	0	0	37	34	
New Ways Norway scheme (short films)	20	4	4	4	0	0	0	0	
TV Documentaries	130	51	66	19	0	0	38	37	
New Ways Norway scheme (documentaries)	14	5	-	-	0	0	0	0	
TV Documentary series	6	2	3	1	0	0	5	5	
TV drama series	22	18	24	11	0	0	11	10	
Interactive productions	130	29	-	-	13	12	23	20	
Total	481	182	374	89	49	47	140	126	

TABLE 11

Proportion of funding used on feature films, short films, TV documentaries, TV drama and interactive games						
	2010	2011	2012	2013	2014	2015
Feature film	79%	75%	74%	68%	79%	70%
Short films	6%	5%	5%	6%	4%	5%
TV documentaries	7%	10%	9%	10%	10%	7%
TV drama	5%	7%	8%	11%	2%	13%
Interactive games	3%	3%	4%	5%	5%	5%

TABLE 12

Feature films supported 2015 (production)			
Title	Production Company	Genre	Support scheme
Epleslang	Pravda AS	Feature length fiction	Artistically rated
Vann over ild	Ape&Bjørn AS	Feature length fiction	Artistically rated
Fra Balkongen	MER FILM AS	Feature length fiction	Artistically rated
Grand Hotel	4 1/2 Fiksjon AS	Feature length fiction	Artistically rated
Primus Motor	Motlys AS	Feature length fiction	Artistically rated
Hjertestarter	Motlys AS	Feature length fiction	Artistically rated
Drone	Flimmer Film AS	Feature length documentary	Artistically rated
Pøbler	Fuglene AS	Feature length documentary	Artistically rated
Magnus	Moskus Film	Feature length documentary	Artistically rated
Barndom	Speranza Film AS	Feature length documentary	Artistically rated
The Tower	tenk.tv	Feature length documentary	Artistically rated
Amerikareisen	FIMFilm AS	Feature length documentary	Artistically rated
Egg	Maipo Film AS	Feature length fiction, children	Artistically rated
Et hav imellom	Original Film	Feature length fiction, children	Artistically rated
Sonja	Maipo Film AS	Feature length fiction	Artistically rated (slate funding)
Kings Bay	Filmkameratene AS	Feature length fiction	Market Criteria scheme
Askeladden - I Dovregubbens hall	Maipo Film AS	Feature length fiction, children	Market Criteria scheme
Snekker Andersen og Julenissen	Fantefilm fiksjon AS	Feature length fiction, children	Market Criteria scheme
Askepott	Friland Produksjon AS	Feature length fiction, children	Market Criteria scheme
Knerten Politi og julegaven som forsvant	Paradox Rettigheter AS	Feature length fiction, children	Market Criteria scheme
Solan og Ludvig - Månelyst i Flåkløya	Maipo Film AS	Feature length fiction, children	Market Criteria scheme
Lucky	Mechanix Film AS	Feature length fiction	Minority co-production
Flaskepost fra P	Zentropa International Norway as	Feature length fiction	Minority co-production
Tacit wisdom	Pomor film AS	Feature length fiction	Minority co-production
Law of the land	Sweet Films	Feature length fiction	Minority co-production
Potensgivarna	Norsk Superfilm AS	Feature length fiction	Minority co-production
12 Bragder	Mer FILM AS	Feature length fiction	Minority co-production
Mesteren	Hummel & Nimbus	Feature length fiction	Minority co-production
DRIB	bacon osl as	Feature length fiction	New Ways Norway scheme
Løperen og hesten	Motlys AS	Feature length fiction	New Ways Norway scheme

TABLE 13

Average production budget and production support 2015 in NOK (feature films supported 2015)

	Number of films	Average production budget 2015	Average production support 2015
Market Criteria scheme	6	30 311 961	8 666 667
Artistically rated	9	21 433 047	7 667 444
New Ways Norway (feature)	2	8 000 000	5 548 125
Feature-length documentaries	6	7 344 947	1 616 667
Minority co-productions	7	23 769 988	1 789 407



TABLE 14

Other support schemes in NOK

Scheme	2010		2011		2012		2013		2014		2015	
	Grants	Amount	Grants	Amount	Grants	Amount	Grants	Amount	Grants	Amount	Grants	Amount
The Norwegian South Film Fund	-	-	-	-	7	4 000 000	6	3 000 000	5	2 000 000	7	3 000 000
Script development scheme	117	7 213 000	71	6 530 000	61	5 989 000	43	4 920 000	49	8 295 000	45	8 000 000
Personal training grants	6	1 200 000	7	1 400 000	8	1 600 000	7	1 400 000	6	1 200 000	6	1 200 000
Grants international training	131	1 273 475	135	993 926	135	1 280 289	152	1 267 850	159	1 531 600	157	1 732 847
Recruitment grants	4	200 000	4	200 000	4	200 000	2	100 000	4	200 000	3	150 000
Film events etc.	33	2 700 000	27	2 680 000	27	2 689 290	30	2 729 728	34	2 830 000	56	2 850 500
Regional film events, children	-	-	-	-	-	-	-	-	49	5 000 000	49	5 000 000
Promotion of Norwegian films on international venues	-	-	-	-	-	-	-	-	-	-	13	2 196 280
Total	291	12 586 475	244	11 803 926	242	15 758 579	240	13 417 578	306	21 056 600	336	24 129 627

De nærmeste

Gender equality

35.7%

was the female share of key staff in production funded feature length films in 2015. Key staff includes director, screenwriter and producer. The female share in documentaries was 37 percent and short films 50 percent. The highest female share ever registered for feature films was 53,9 percent in 2014. Also for short films the female share were the highest ever in 2014, with 61,3 percent. For documentaries the female share has been more than 40 percent several years, but for the last two years it's been less.

TABLE 15

Female share of key staff in productions funded in 2015

	Director	Screenwriter	Producer	Female share of key staff
Feature films	26 %	40,4 %	40 %	35,7 %
TV documentaries	36,7 %	36,7 %	38,3 %	37 %
Short films	46,4 %	48,2 %	55,4 %	50 %

TABLE 16

Female share of key staff in productions funded in 2010-2015

	2010	2011	2012	2013	2014	2015
Feature films	27,0 %	31,0 %	33,0 %	38,5 %	53,9 %	35,7 %
TV documentaries	45,0 %	32,0 %	41,0 %	48,9 %	36,4 %	37 %
Short films	42,0 %	42,0 %	36,0 %	44,6 %	61,3 %	50 %

Bølgen

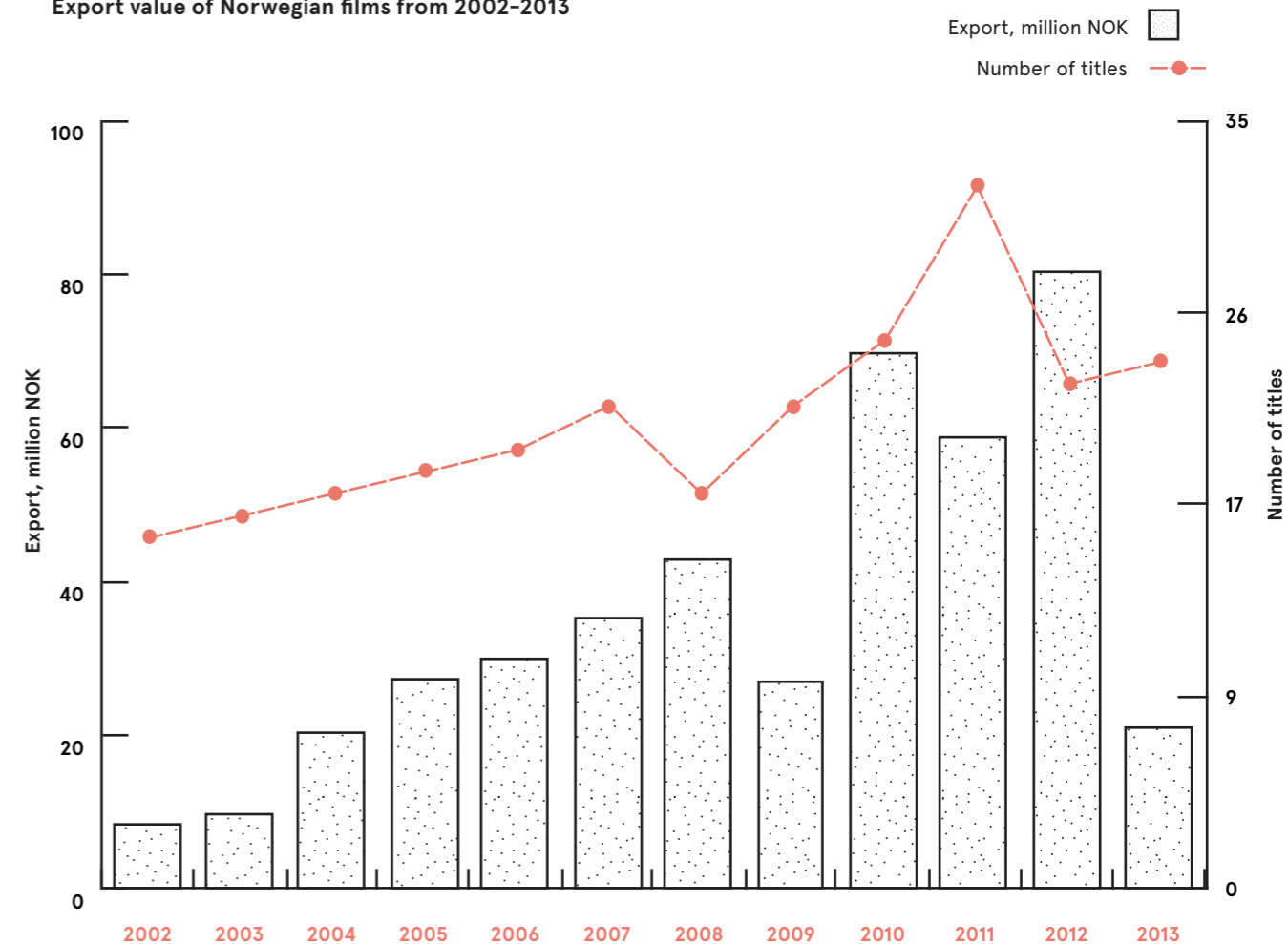
Norwegian film exports

21

million NOK was the export value of the Norwegian films released in 2013. This is a decrease of NOK 36 million compared with the films from 2012. The audience potential of the individual films is important for the total export value of Norwegian films each year. The films from 2013 neither had one film with a significant breakthrough or several smaller films with medium sale results.

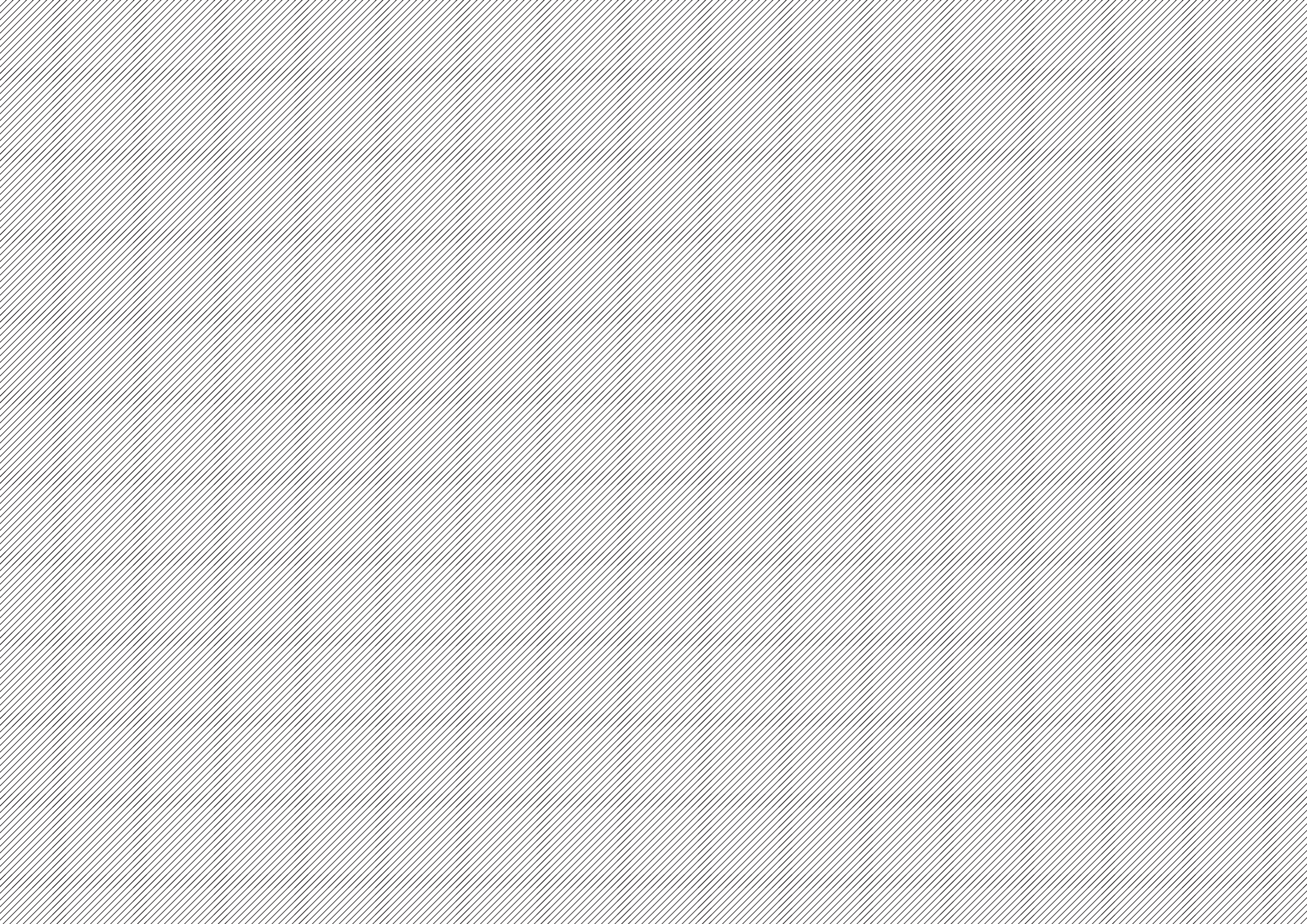
FIGURE 3

Export value of Norwegian films from 2002-2013





Frikjent



POSTAL ADDRESS

Box 482 Sentrum
N-0105 Oslo

STREET ADDRESS

Dronningens gate 16
0152 Oslo
TLF + 47 22 47 45 00
FAX + 47 22 47 45 99

NFI.no

**NORWEGIAN
FILM INSTITUTE**