



FILM FACTS AND FIGURES OF THE NETHERLANDS

FILMFEITEN EN CIJFERS
SEPTEMBER 2011



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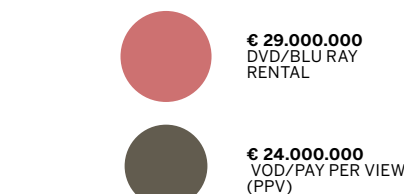
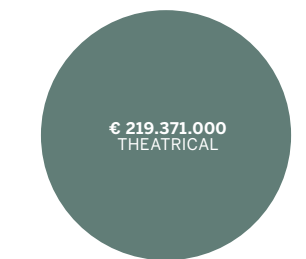
INTRODUCTION

2010 saw an increase in the number of visitors to Dutch cinema from 27.3 to 28.1 million, which accounted for gross box office revenues of 219.371 million euro. The domestic market share in The Netherlands reached 15.8% (4.4 million admissions), a figure that has remained stable over recent years. In 2010 a total of 52 Dutch productions (incl. min. coproductions) were released: 35 features and 17 documentaries. The total production volume in 2010 reached 107 million euro.

FILM REVENUES

Sources: NVB/NVF, IHF Screen digest

582.000.000 TOTAL
FILM REVENUES

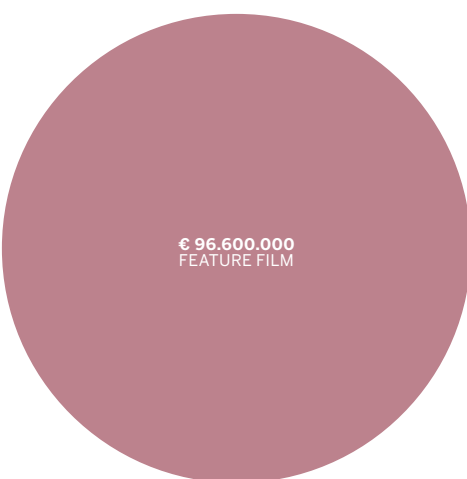


DUTCH FILM PRODUCTION

Feature films produced, other films released,
incl. minority coproductions.

Source: Film Fund

€ 106.800.000 TOTAL
DUTCH FILM PRODUCTION



KEY FIGURES THE NETHERLANDS 2010

Population (2010)	16.574.898
Population (2011- August)	16.693.028
Government/ political organisation	Constitutional Monarchy
Average G.D.P. 2010 (million €)	588.414
Regulatory body for media	Ministry of Education, Culture and Science

National funding (available budgets in € 2010)

Total government subsidy to cinema activities	59.403.000
Subsidies Arts department, excluding Netherlands Film Fund ¹	13.584.000
Subsidies Arts department, Film Fund ²	37.130.000
Subsidies Media department ³	8.689.000

Tuschinski Fund (private fund)	1.400.000
Rotterdam Media Fund	2.400.000

European funding (granted to Dutch films in € 2010)

Total European (MEDIA) support ⁴ to Dutch film industry	4.470.207
Development and Production support:	939.303
Distribution support	1.800.000
Other (e.g. markets, festivals, theatres)	2.276.904
Production support granted by Eurimages (5 films) ⁵	940.000

European coproduction funding in € (2010) (excl Eurimages) ⁵	1.624.409
European coproduction funding (foreign taxcredit) in € (2010) ⁵	4.559.000

Production (2010) (Film Fund supported only, unless indicated otherwise)

Production volume (million euro)	107
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Feature Films

Domestic feature films released ⁶	34
-supported by Film Fund ⁸	28
Minor co-productions released and	8
-supported by Film Fund ⁷	7
average cost of a feature film (1000)	1.836
average subsidy coverage (1000) ⁹	859

Documentaries⁷

Domestic documentaries released 2010	16
-supported by Netherlands Film Fund	13
minor co-productions	3
-supported by Netherlands Film Fund	2
average cost of a documentary (1000) ¹⁰	367
average subsidy coverage (1000) ⁹	124

Animation¹¹

Animation Films ¹² premiered 2010	14
minor co-productions	1

- subsidies according to the Cultuurnota
- includes contribution Eurimages
- includes 1.382.000 from Media Fund, includes also 5.339.667 for TV Films and activities supported through CoBo
- MEDIA Desk Nederland (www.mediadesknederland.eu)
- see chart 4
- including co-productions
- Netherlands Film Fund supported only: 6 films; Film Fund Supplementary Regulations supported 1 film

average cost of an animation (1000) ¹²	117
average subsidy coverage (1000) ¹²	72

Experimental films¹³ (O & O)

experimental films ¹³ premiered 2010	10
average cost (1000)	45
average subsidy (1000)	25

Shorts¹¹

Completed shorts ¹¹	12
Average cost (1000)	75
Average subsidy (1000)	31

Distribution 2010

Number of distributors	19
Number of films released	325

Exhibition 2010

Number of cinemas	237
Number of screens	777
-digital screens (434 digital screens as per September 2nd 2011)	230
Number of 3D-screens	206
Number of IMAX-screens	3
Number of seats (x1000)	125
Number of admissions per capita	1,7
Average ticket price (€)	7,8
Average film rental percentage of GBO	39,52%
Cinema admissions / national share	28,2 million, national share 15,85%
GBO / national share (€)	219,4 million, national share 14,81%

Television & Video 2010

Number of public nationwide broadcasting channels	16
Number of commercial nationwide broadcasting channels	15

TV & Internet penetration of households

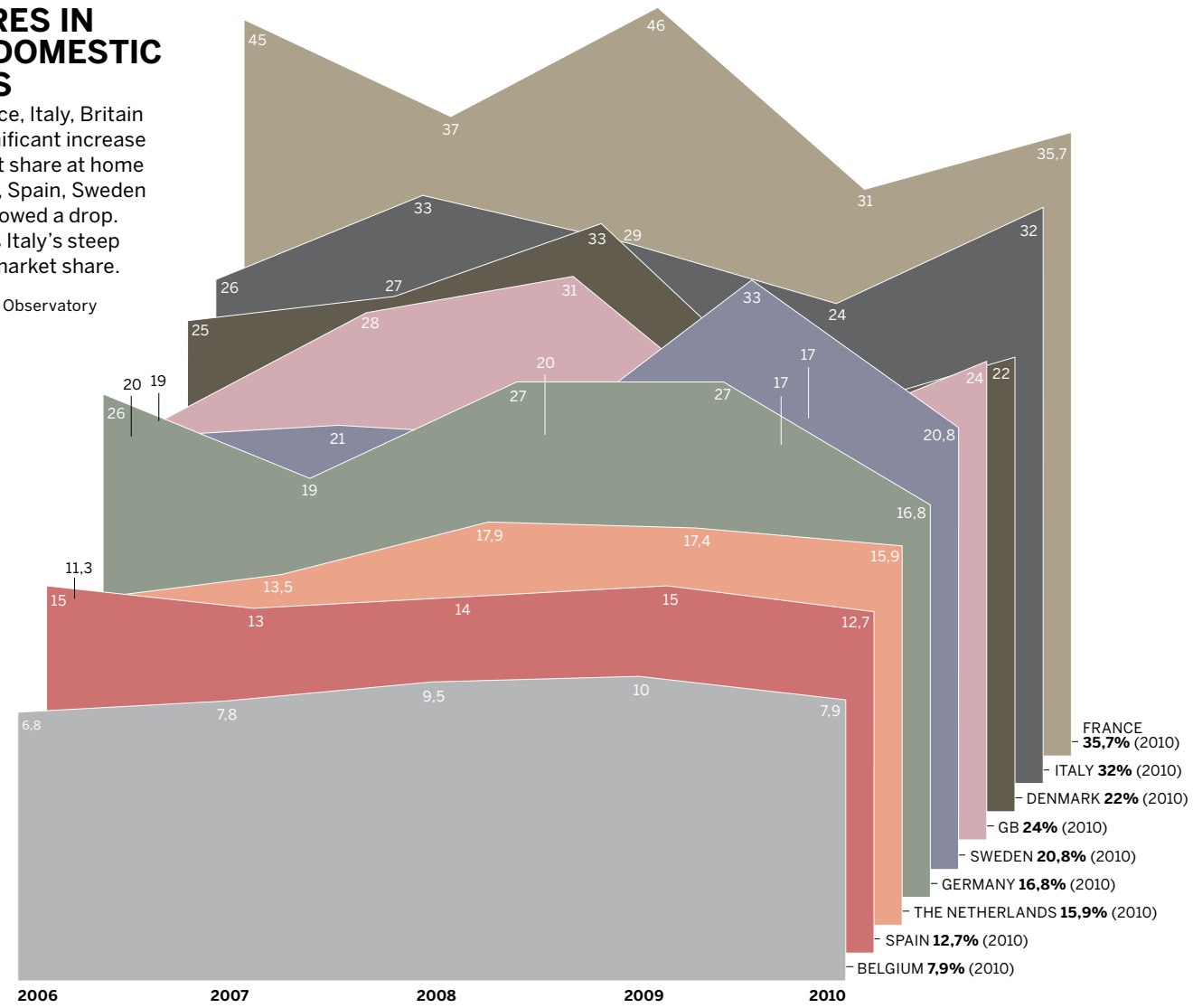
TV penetration	98,0%
CRT-screens	39,9%
Plasma-screen	10,7%
LED/LCD-screens	43,6%
Analog	52,8%
Digital	58,5%
DVD players	56,6%
Harddisc recorders	24,0%
Access to Internet	85,0%
Broadband Internet share	92,0%
WEB-TV (percentage watching television on the internet)	40,1%
Households with HD receiver	9,7%

- Neth. Film Fund Supplementary Regulations + Film Fund: 10 films; Film Fund Supplementary Regulations only: 4 films; Film Fund only: 14 films
- Film Fund subsidised projects only (16 titles)
- 14 domestic titles (2 titles without known budget)
- in total 75 short films were produced: 23 animation, 6 dance, 34 drama, 10 experimental and 2 youth films
- Netherlands Film Fund subsidised projects only
- Netherlands Film Fund subsidised projects only

MARKET SHARES IN ADMISSIONS DOMESTIC PRODUCTIONS

Remarkably is that France, Italy, Britain and Denmark saw a significant increase in their domestic market share at home cinemas while Germany, Spain, Sweden and The Netherlands showed a drop. Especially noteworthy is Italy's steep increase to 32% home market share.

Source: European Audiovisual Observatory



MARKET SHARES NETHERLANDS, EU, USA

The market share in admissions for domestic films in the Netherlands (including co-productions) dropped slightly to 15.8% in 2010 (17.4% in 2009). The market share for US product increased to almost 73%, pushing the European share back to 9%.

Source: NVB/NVF

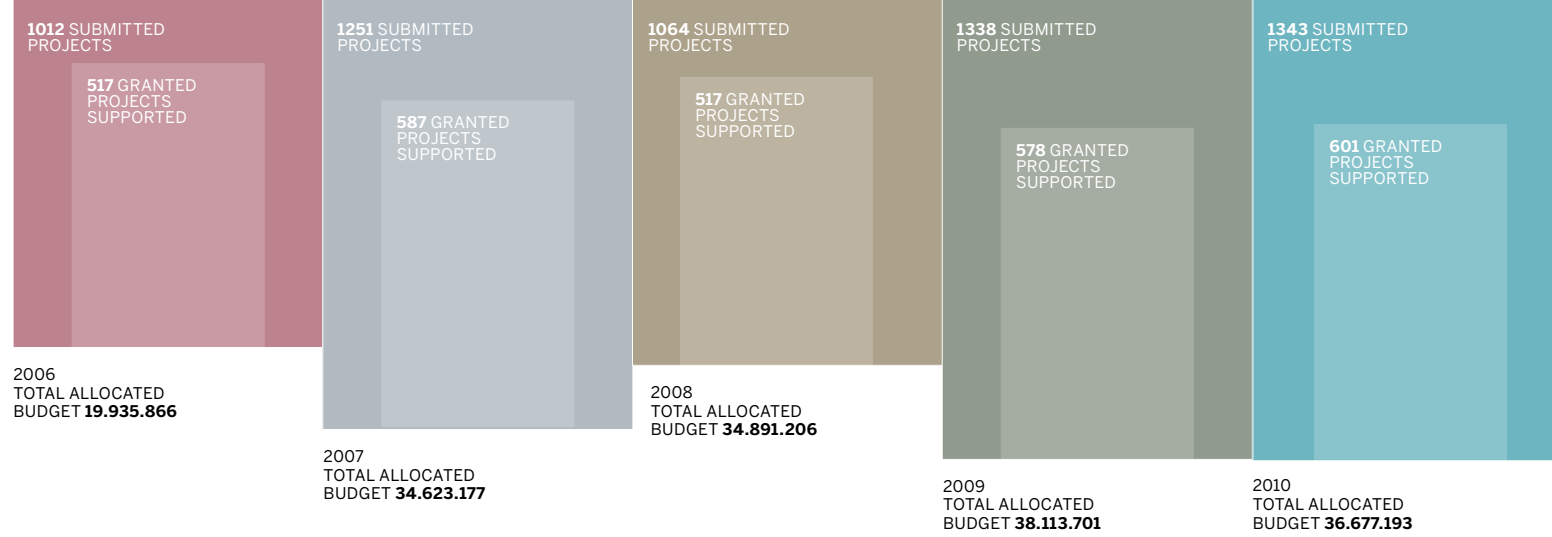
2006	2007	2008	2009	2010
2.3% OTHER COUNTRIES	1.8% OTHER COUNTRIES	2.1% OTHER COUNTRIES	2.3% OTHER COUNTRIES	2.3% OTHER COUNTRIES
11.3% THE NETHERLANDS	13.5% THE NETHERLANDS	17.9% THE NETHERLANDS	17.4% THE NETHERLANDS	15.9% THE NETHERLANDS
11% EUROPE	19.4% EUROPE	18.5% EUROPE	15.1% EUROPE	9.1% EUROPE
75.4% USA	65.3% USA	61.5% USA	65.2% USA	72.7% USA

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FROM 0,8% MARKET SHARE WITH 9 FEATURE FILMS IN 1994 TO 15,8% WITH 42 FEATURE FILMS



ISABELLE

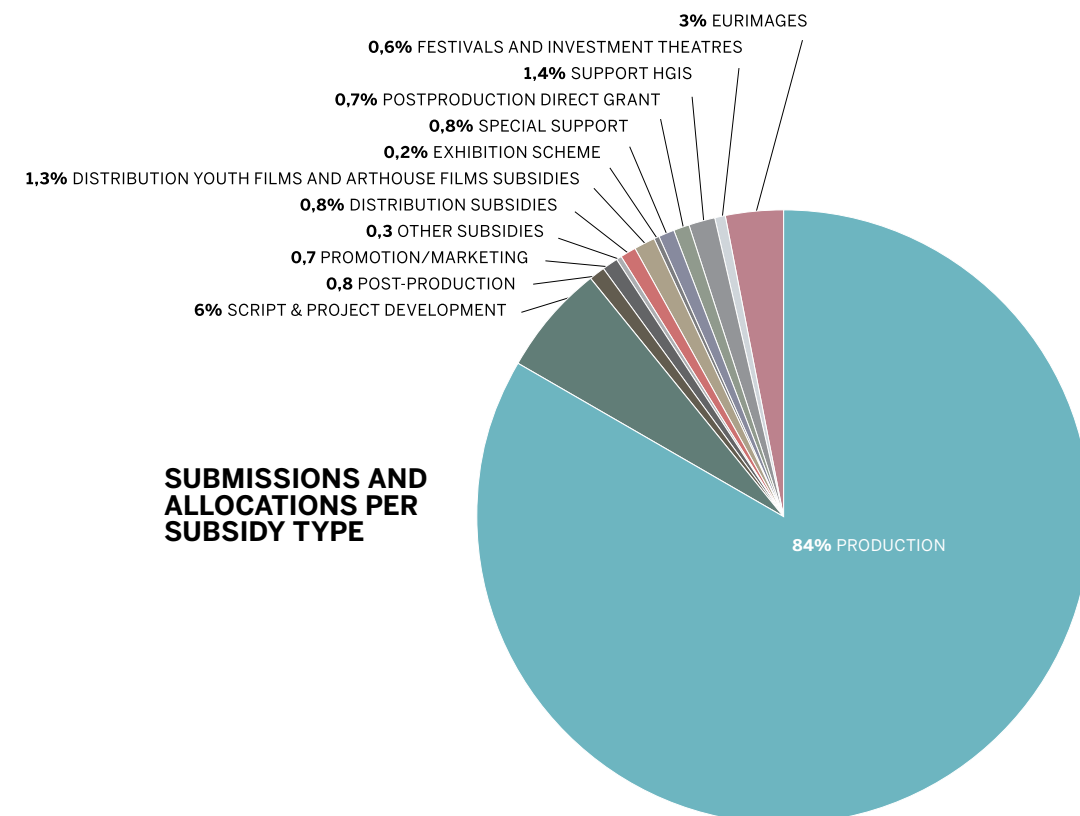


APPLICATIONS AND GRANTS

2 FILM FUND BUDGET & ACTIVITIES 2010

Netherlands Film Fund support can be offered for the development, production and distribution of filmproductions. The Fund focusses on features, documentaries, animation films, experimental films and shorts. The Fund further supports activities such as film festivals, workshops and training. In 2010, 601 out of the 1343 projects that applied were given funding. This totalled 36.677.193 euros.

Source: Film Fund



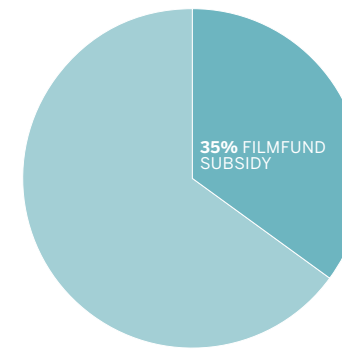
SUBMISSIONS AND ALLOCATIONS PER SUBSIDY TYPE

SUBMISSIONS AND EXPENDITURES PER CATEGORY AND SUBSIDY TYPE		submitted	granted	granted %	spent amount	spent %
Feature Films support						
Production						
- Mainstream/Commercial	production support majority (co)productions	18	7	39%	3.395.000	11,8%
	production support commissioner	4	4	100%	900.000	3,1%
	supplementary regulations	11	11	100%	11.573.536	40,1%
	Telescoop	11	3	27%	1.735.710	6,0%
	total mainstream/commercial	44	25		17.604.246	61,0%
- Arthouse/Cross-over	production support majority (co)productions	17	8	47%	3.348.083	11,6%
	production support commissioner	5	5	100%	1.572.350	5,4%
	De Oversteek	6	3	50%	1.235.000	4,3%
	Cinema Junior	4	2	50%	900.000	3,1%
	total arthouse/cross-over	32	18		7.055.433	22,2%
- Minority coproductions	production support minority coproductions	35	12	34%	1.500.000	5,2%
Development						
	Script & project development	161	67	42%	726.000	2,5%
	Commissioner artistic film	59	22	37%	176.534	0,6%
	Commissioner commercial film	83	13	16%	121.500	0,4%
	One Night Stand	15	15	100%	140.000	0,5%
	De Oversteek	67	12	18%	111.000	0,4%
	Cinema Junior	10	6	60%	60.000	0,2%
	Bonus for Success/Stimulans voor Succes	17	17	100%	322.000	1,1%
	Writer's scheme/Vrijplaats schrijvers	6	2	33%	40.000	0,1%
Other support						
	Post-production	4	3	75%	79.200	0,3%
	Promotion/Marketing	19	19	100%	272.443	0,9%
	One Night Stand	15	8	53%	220.000	0,8%
	Short fiction (incl. 2 projects post-production)	138	12	9%	372.583	1,3%
	Other	5	5	100%	60.672	0,2%
	Total Feature Film	710	256		28.861.611	100%
Documentary						
	Production	46	26	57%	1.749.261	56,7%
	Teledocs	5	5	100%	630.000	20,4%
	Wildcards	22	3	14%	141.000	4,6%
	Script development	31	15	48%	218.048	7,1%
	Post-production	3	2	67%	60.000	1,9%
	Other activities	3	3	100%	16.050	0,5%
	Cinemanet/Cinema Delicatessen	2	2	100%	270.000	8,8%
	Total Documentary	112	56		3.084.359	100%
Animation						
	Production	22	7	32%	523.700	57,7%
	Production Ultrakort	25	4	16%	200.000	22,0%
	Development	21	12	57%	132.955	14,6%
	Development Commissioner	1	1	100%	50.000	5,5%
	Other support	1	1	100%	1.000	0,1%
	Total Animation	70	25		907.655	100%
Experimental film						
	Production	80	24	30%	746.604	73,8%
	Development	61	17	28%	101.513	10,0%
	Post-production	23	12	52%	133.916	13,2%
	E-culture	3	3	100%	29.363	2,9%
	Total Experimental film	167	56		1.011.396	100%
SUBMISSIONS AND ALLOCATIONS PER SUBSIDY TYPE						
	Production	462	143	31%	30.733.827	84%
	Script & project development	532	199	37%	2.199.550	6%
	Post-production	32	18	56%	282.116	0,8%
	Promotion / Marketing	19	19	100%	272.443	0,7%
	Other subsidies/Overige bijdragen	12	12	100%	107.085	0,3%
Activities	Distribution subsidies/Distributiebijdragen	19	17	89%	300.527	0,8%
	Distribution youth films and arthouse films	52	32	62%	465.222	1,3%
	Exhibition scheme	46	46	100%	79.145	0,2%
	Special support	113	83	73%	284.617	0,8%
	Postproduction direct grant	2	2	100%	270.000	0,7%
	Support HGIS (internationalisation)	19	16	84%	505.749	1,4%
	Festivals and investment theatres	35	14	40%	217.500	0,6%
	Eurimages				959.412	3%
Total		1.343	601		36.677.193	100%

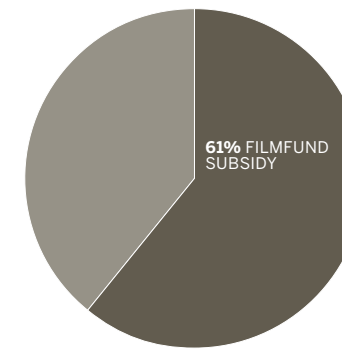
3 DUTCH DOCUMENTARIES, ANIMATION, EXPERIMENTAL FILMS AND SHORTS - SUPPORTED BY FILMFUND - RELEASES 2010

On average the Netherlands Film Fund subsidies cover 32% of documentary production costs, 61% of animation production costs, 41% for shorts and 56% of experimental film production costs.

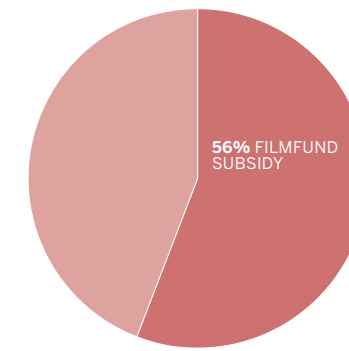
Source: Film Fund



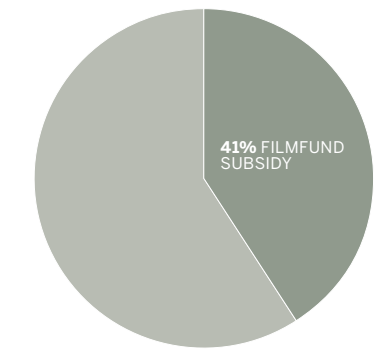
DOCUMENTARY TOTAL PRODUCTION COSTS 5.002.000



ANIMATION TOTAL PRODUCTION COSTS 1.754.000



EXPERIMENTAL FILM TOTAL PRODUCTION COSTS 450.000

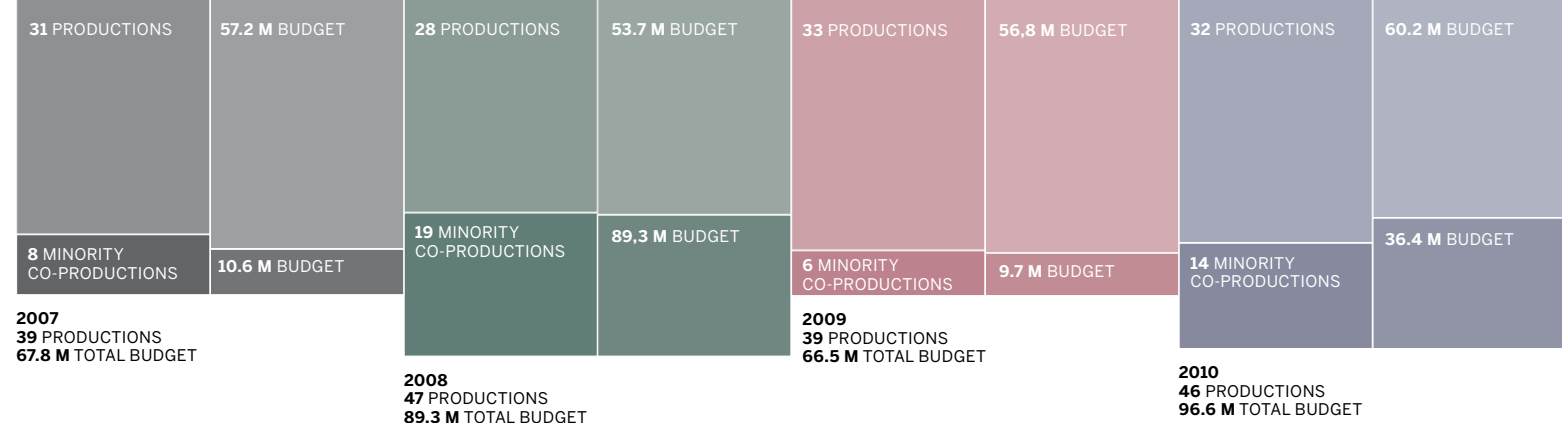


SHORTS TOTAL PRODUCTION COSTS 900.000

SUBSIDY SHARE

International/ domestic title	Production company	director	production costs € (1000s)	filmfund subsidy € (1000s)	%	international participation	length (min)	release (date) Public cinema (dd-m-yy)	admissions as per 01/09/2011
Documentary									
The Player	Cobos Films	John Appel	337	110	33%		85	07/01/2010	2.527
The Rainbow Warriors of Waiheke Island	IDTV Docs	Suzanne Raes	301	188	62%		88	28/01/2010	1.205
Prisoners of the Ground	Volya Films	Stella van Voorst van Beest	264	160	61%		89	18/02/2010	412
Rotvos	Selfmade Films	Tijs Tinbergen	280	100	36%		79	11/03/2010	2.080
Farewell	Pieter van Huystee Film & TV	Ditte Mensink	516	140	27%		90	15/04/2010	2.977
Leaving Mandela Park	Zeppers Film & TV	Saskia Vredeveld	424	160	38%		80	15/04/2010	633
Wistful Wilderness / Weemoed & Wildernis	SNG Film	Digna Sinke	539	136	25%		90	02/09/2010	2.558
The Lie / De Leugen	Interakt	Robert Oey	513	140	27%		93	30/09/2010	2.216
Janine	IDTV Docs	Paul Cohen	326	170	52%		90	07/10/2010	19.007
Bastay	DNU Film	Michel Kapteijns	374	150	40%		80	2010	100
Shout	Pieter van Huystee Film & TV	Ester Gould, Sabine Lubbe Bakker	313	91	29%		85	11/2010	n/a
This is my Picture When I was Dead	KeyDocs, iSee Film	Mahmoud al Massad	498	168	34%		100	12/01/2010	32
Parradox	Fu Works, In-Soo Productions, Submarine	In-Soo Radstake	317	50	16%		80	12/2010	232
Total 13 majority (co)productions			5.002	1.763	35%				
Double Take	Volya Films	Johan Grimonprez	781	50	6%	B/D	80	21/01/2010	555
Verdwaald in het geheugenpaleis	Memphis Film	Klara van Es	299	50	17%	B	75	09/09/2010	7.907
Total 2 minority coproductions			1.080	100	9%				
Non-Film Fund releases									
Something Unknown	Dutch Filmworks	Renée Scheltema	n/a				105	25/03/2010	n/a
Lou Biou - Feest van de Fabelachtige Stier	Bonanza Films, Second Skin Film	Ben Hendriks, Jascha de Wilde	135				74	15/04/2010	n/a
Darwin's Verstekeling	VPRO	Hans Fels	n/a				90	16/09/2010	886
Forgotten Space	MM Filmproducties	Allan Sekula, Noel Burch	780			AU	90	18/11/2010	231
Subtotal			6.997	1.863					35.107
Average domestic (average all titles)			367/(412)	124	32%				
Shorts									
Bukowski	Lemming Film	Daan Bakker	79	33	42%		9	2010	
Dominique	Habbekrats	Jim Taihuttu	78	33	42%		10	2010	
From Now On / Vanaf hier	Talent United	Margot Schaap	74	33	45%		10	2010	
Back and Forth Day / Heen en weer dag	Family Affair Films	Mirjam de With	74	33	45%		10	2010	
Cat and Mice / Kattenkwaad	Phanta Vision	Nova van Dijk	74	33	45%		9	2010	
Broken Moon / De maan is kapot	Caramel Pictures	Arno Dierickx	81	33	41%		11	2010	
Mowgli & Fidel	Family Affair Films	Janneke van Heesch	74	33	45%		10	2010	
The Palace	Corrino Entertainment	Ruud Satijn	79	33	42%		10	2010	
The Evocation of Sadness / La Tristesse Riche	Mulholland Pictures	Erwin Olaf	105	33	31%		10	2010	
Sugar / Suiker	Lev Pictures	Jeroen Annokkée	75	33	44%		9	2010	
Rosalinda	Stichting VERS	Rogier Hesp	74	33	45%		10	2010	
Licht	AS Film	André Schreuders	33	9	27%		15	2010	
Subtotal			900	372					
Average			75	31	41%				

International/ domestic title	Production company	director	production costs € (1000s)	filmfund subsidy € (1000s)	%	international participation	length (min)	release (date) Public cinema (dd-m-yy)	released with
Animation									
After the Great Flood	seriousFilm	Floris Kaayk	131	105	80%		14	2010	
The Squirrel and the Swallow / De Eekhoorn en de Zwaluw	Coconino	Arjan Boeve	108	97	90%		6'30"	2010	
Abstract Day	il Luster Producties	Oerd van Cuijlenborg	74	56	76%		5	2010	
Eyes of the Lighthouse	Photon Films (NL), Sardinha (POR)	Pedro Serrazina	197	55	28%	POR	15	2010	
Bridge / Brug	Mooves	Gerben Agterberg	43	30	70%		5'37"	2010	
Olaf - Happy little Canon / Olaf, een vrolijk klein Kanonnetje	Happy Ship	Bastiaan Hooimeijer	179	113	63%		12	2010	
Sintel, Dragon Hunter	Blender Institute	Colin Levy	407	125	31%		15	2010	
Bricks	il Luster Films	Frodo Kuipers	84	70	83%		7	2010	
Get Real	CinéTé Filmproductie	Evert de Beijer	179	127	71%		2010		
Little Quentin	il Luster Films	Paco Vink	107	94	88%		9	2010	Shrek forever after
Triumph of the Wild	Martha Colburn Enterprise	Martha Colburn	27	10	37%		10	2010	Tirza
Ultrakort: Pecker / Pik	The Drawing Room	Erik van Schaaik	66	50	76%		3	2010	The Last Airbender
Ultrakort: In Other Words	Stark Film	Joost Bakker	46	46	100%		2'30"	2010	Jackass 3D
Ultrakort: In a Forest	Submarine	Fons Schiedon	52	50	96%		2'30"	2010	
Ultrakort: Dirkjan Rules! / Dirkjan Heerst!	Mooves	Remco Polman, Wilfred Ottenheijm	54	50	93%		2'30"	2010	
Subtotal			1.754	1078					
Average			117	72	61%				
Experimental film (Onderzoek & Ontwikkeling)									
Little Sister	Dieptescherpte	Clara van Gool	69	50	72%		8	2010	
Ourhouse	Nathaniel Mellors	Nathaniel Mellors	62	35	56%		30	2010	
People I Could Have Been and Maybe Am	Pieter van Huystee Film & TV	Boris Gerrets	22	22	100%		53	2010	
The Last Smoking Flight	LEV Pictures	Gabriel Lester	79	20	25%		30	2010	
De Kastanjeboom en de Rivier	SNG Film	Marieke van der Sloot	22	20	91%		40	2010	
Jane	Stichting PodiumMuziek	Menno de Nooijer, Pail de Nooijer	36	30	83%		70	2010	
Instrument	Westframe	Ruben van Leer	30	12	40%		8	2010	
Prooidieren	Schaftkip Films	Thijs Gloger	53	15	28%		78	2010	
Reframing the Artist	Sacha Pohle	Sacha Pohle	41	41	100%		30	2010	
Horseplay	Ruth Meyer	Ruth Meyer	36	5	14%		12	2010	
Subtotal			450	250					
Average			45	25	56%				
Total			10,101	3,563					
Average			187	69					



RATIO DUTCH PRODUCTIONS AND DUTCH MINORITY COPRODUCTIONS

4 PRODUCTION DUTCH FEATURE FILM 2010

In 2010 21 films (including co-productions) were shot wholly or mainly in the Netherlands. 25 films (including co-productions) were shot wholly or mainly abroad. The Netherlands participated in 14 minority international productions in 2010. A strong increase in 2010 compared to 2009 with 6 titles and a budget jump from 9.7 million to 36.4 million euros.

* estimated budget
 FF - Netherlands Film Fund
 FFSR - Film Fund Supplementary Regulations
 RMF - Rotterdam Media Fund
 PBF - Public Broadcasting Fund
 HB - Hubert Bals Fund
 VAF - Flemish Filmfund
 MDM - Mitteldeutsche Medienförderung
 DFFF - Deutsche Filmförderfonds
 Eur - Eurimages
 FFA - Filmförderungsanstalt
 MBB - Medienboard Berlin - Brandenburg
 FFHS - Filmförderung Hamburg Schleswig - Holstein
 FCB - French Community of Belgium
 IFB - Irish Film Board
 MMKA - Motion Picture Public Foundation of Hungary
 OFC - Office Fédéral de la Culture Suisse
 INCAA - Instituto Nacional de Cine y Artes Audiovisuales Argentina/CCI - Culture Committee Istanbul

title	production companies	budget (€ mil.)	subsidy	coproducing countries	foreign tax credit (x1000 €)	start shoot
Dutch productions shot mainly or wholly in The Netherlands						
Saint / Sint	TDMP/Parachute Pictures	4,41	FF/FFSR		300	15/02/10
Heading West / Richting West	KeyFilm	0,79	FF/RMF			08/03/10
Among Us / Onder ons	Lemming Film	0,94	FF			22/03/10
The Magicians / Het geheim	IDTV Film	1,42	FF/PBF			03/04/10
Pizzamaffia	IDTV Film	1,50	FF/FFSR/PBF			12/04/10
Ernst, Bobbie en het geheim van de Monta Rossa	CTM Films	1,60	FFSR		65	16/04/10
Plenty of Time / Alle tijd	NL Film	1,87	FF		125	08/05/10
Me & Mr. Jones	Talent United	0,52	FF			05/06/10
Sinterklaas en het Pakjes Mysterie*	SRSP Films	0,70				12/06/10
New Kids Turbo	Eyeworks Film	1,00	FF			26/06/10
Chubby Drums / Dik Trom	Eyeworks Film	2,16	FFSR			06/07/10
170 Hz	Column Film	0,86	FF/PBF			08/07/10
Penny's Shadow	Two Young Rights	2,56	FF/FFSR/PBF			02/08/10
Lotus	IJswater Films / Revolver	0,99	FF/PBF/RMF			21/08/10
Viper's Nest / Gooische vrouwen, de film*	Endemol Entertainment	2,40			250	22/08/10
Als je Verliefd Wordt	NedFilm	1,58	PBF			21/09/10
Nick	IDTV Film/De Productie	0,64	FF/RMF			24/09/10
Hemel, in between	Circe Films	1,00	FF/PBF/RMF			12/10/10
Total (18 films)		26,94				

Dutch productions shot mainly or wholly abroad						
Her Majesty / Majesteit	Fu Works/IDTV Film	1,99	FF/FFSR/PBF		313	29/03/10
Rabat	Habbekrats	0,81	FF			03/08/10
Ataraxia Poodle Shaving for the Blind	seriousFilm	0,65	FF/PBF/RMF			21/08/10
Tapé	NL Film	0,98	FF/PBF			22/11/10
Total (4 films)		4,43				

Majority Dutch international co-productions shot mainly or wholly in The Netherlands						
Sonny Boy	Shooting Star Filmcompany	5,12	FF/FFSR/PBF/VAF	Belgium		15/02/10
The Dinner Club / De Eetclub	Infinity Film & TV Productions	2,80	FF/FFSR	Belgium	400	10/04/10
Lena	Isabella Films	1,77	FF/PBF/RMF/VAF	Belgium	335	16/09/10
Total (3 films)		9,69				

Majority Dutch international co-productions shot mainly or wholly abroad						
Black Butterflies	IDTV Film/Cool Beans/Riba Film	4,52	FF/FFSR/PBF	South Africa	550	08/03/10
Somewhere tonight	Column Film	1,00	FF/PBF	United States		22/03/10
Loft	Pupkin Film	3,46	FFSR/PBF	Belgium	1.170	08/06/10
Isabelle	IDTV Film	2,15	FF/FFSR/PBF	Luxembourg	511	09/06/10
Tony Ten / Tony Tien	Lemming Film	3,83	FF/PBF/MDM/DFFF/Eur	Germany, Belgium	190	05/07/10
Code Blue	IDTV Film	1,40	FF/PBF/DFF	Denmark		17/09/10
The President / De President	Lemming Film	2,75	FF/FFSR/PBF	Hungary, Belgium	350	22/09/10
Total (7 films)		19,11				
Total Dutch productions (32 films)		60,17				

Minority Dutch international co-productions shot mainly or wholly abroad						
Oxygen / Adem	Lemming Film	1,59	FF/VAF/Eur	Belgium		11/01/10
Sleeping Sickness	IDTV Film	2,15	FF/FFA/HSH/MBB	Germany, France		26/01/10
Habibi	S.Y. Films	n/a		United States, UAE, Palestine		2010
The Devil's Double	Corrino Media Corporation	15,00	FF (developm)	Belgium, Malta, United States		06/02/10
Simon and the Oaks	Flinck Film	5,57	FFHS, FFA, MBB, PBF	Sweden, Germany, Denmark, Norway		21/03/10
Bullhead / Rundskop	Waterland Film & TV	1,91	FF/VAF/FCB/Wall-images	Belgium		24/03/10
The other side of sleep	Rinkel Film	1,43	FF, IFB, MMKA	Ireland, Hungary		29/03/10
Abrir puertas y ventanas	Waterland Film & TV	0,79	HB/OFC/INCAA	Switzerland, Argentina		19/04/10
Istanbul	Phanta Vision	1,39	FF/IFB/MMKA/CCI	Hungary, Turkey, Ireland		12/07/10
Bringing up Bobby	Rinkel Film	1,18	FF	United States		19/07/10
Montana	Volya Films	2,85	FF/RMF/FCB/VAF/	Belgium, France, Bruxellimages		06/09/10
Our grand despair	Circe Films	0,96	HB, MBB, Eur	Turkey, Germany		
Los Ultimos Cristeros	IDTV Film	1,00	HB, MBB, Eur	Mexico		25/10/10
De Jueves a Domingo	Circe Films	0,57	HB, MBB, Eur	Chili, France		16/11/10
Total (14 films)		36,39				

Foreign films shot partly or wholly in The Netherlands						
unknown						
Total number of films: 46		96,56				

1.087.933
ADMISSIONS

521.142
ADMISSIONS

455.910.000
ADMISSIONS

TOTAL PRODUCTION
COSTS € 1.594.000

TOTAL PRODUCTION
COSTS € 2.235.000

TOTAL PRODUCTION
COSTS € 2.159.000

NEW KIDS TURBO!

THE HAPPY HOUSEWIFE /
DE GELUKKIGE HUISVROUW

CHUBBY DRUMS / DIK TROM

NEW KIDS TURBO!

THE HAPPY HOUSEWIFE /
DE GELUKKIGE HUISVROUW

CHUBBY DRUMS / DIK TROM



TOP 3 ADMISSIONS

Measured until 10.08.11

5 NEW THEATRICAL RELEASES 2010

(In release date order)

In total 42 new features were released in 2010. 35 titles were supported by Netherlands Film Fund subsidy, of which 7 were a domestic minority co-production. Production costs (registered costs) averaged 1.877.000 euros and the average contribution of the Netherlands Film Fund was 397.000 euros. All features mentioned reached an average Dutch audience of 114.352 in 2010 (excluding minority co-productions when the average was 152.010).

Source: Film Fund, NVB/NVF

international title / domestic title	production company	director	screenplay	production costs € (1000s)	release date (dd-mm-yy)	number of prints	admissions (x1,000) as per 10-08-2011	number of selected international festivals (number of prizes) as per sept. 2011
Eep! / lep!	Lemming Film	Ellen Smit	Mieke de Jong	4.000	17/02/2010	90	217.960	11
Gangsterboys	Dutch Mountain Movies	Paul Ruven	Orhan Sahin, Paul Ruven	1.338	18/02/2010	39	140.067	0
Hunting and Sons / Hunting & Zn	NFI Productions	Sander Burger	Sander Burger, Maria Kraakman, Dragan Bakema	675	25/02/2010	3	932	5
Two Eyes Staring / Zwart Water	Accento Films	Elbert van Strien	Elbert van Strien, Paulo van Vliet	1.804	11/03/2010	25	6.638	5 (2)
The Aviatrix of Kazbek / De Vliegenierster van Kazbek	Isabella Films, Fu Works	Ineke Smits	Arthur Japin	2.941	08/04/2010	9	7.336	11
Joy	IDTV Film	Mijke de Jong	Helena van der Meulen	999	08/04/2010	7	3.270	12 (1)
The Happy Housewife / De Gelukkige Huisvrouw	Eyeworks Film & TV Drama	Antoinette Beumer	Marnie Blok, Karen van Holst Pellekaan	2.235	15/04/2010	119	521.142	9 (1)
Bardsongs	Sander Francken Film	Sander Francken	Joost Schrickx, Sander Francken	606	03/06/2010	6	1.550	14 (1)
R U There	IDTV Film	David Verbeek	Rogier de Blok	973	17/06/2010	7	3.169	4 (2)
Johan Primero	Pupkin Film	Johan Kramer	Johan Kramer	725	17/06/2010	6	2.589	4
Shocking Blue	Waterland Film & TV	Mark de Cloe	Céline Linssen	886	12/08/2010	7	3.498	4
Sterke Verhalen	Lagestee Film	Kees van Nieuwkerk, Teddy Cherim	Kees van Nieuwkerk, Teddy Cherim	1.000	19/08/2010	32	31.915	0
The Odd One Out / Vreemd Bloed	IDTV Film	Johan Timmers	Maria Goos	2.000	02/09/2010	12	4.332	0
C'est déjà l'été	De Productie	Martijn Smits	Bastiaan Kroeger, Martijn Smits	361	02/09/2010	5	605	11
Tirza	Fu Works, Cadenza Film	Rudolf van den Berg	Rudolf van den Berg	3.252	30/09/2010	70	184.564	4 (1)
Ernst, Bobbie & het Geheim van de Monta Rossa	CTM Films	Pieter Walther Boer	Tijs van Marle	1.679	06/10/2010	101	71.355	0
Fuchsia the Mini Witch / Foeksia de Miniheks	NL Film	Johan Nijenhuis	Sander de Regt	3.887	06/10/2010	99	279.321	3 (1)
Happily Ever After / Lang & Gelukkig	NL Film	Pieter Kramer	Don Duyns	2.100	14/10/2010	47	26.375	0
Dusk / Schemer	Corrino Entertainment	Hanro Smitsman	Anjet Daanje	1.124	14/10/2010	10	9.542	3 (1)
Her Majesty / Majesteit	IDTV Film, Fu Works	Peter de Baan	Ger Beukenkamp	1.999	28/10/2010	30	24.766	2
Meat / Vlees	De Productie	Maartje Seyferth/Victor Nieuwenhuis	Maartje Seyferth/Victor Nieuwenhuis	194	04/11/2010	3	174	13 (4)
Saint / Sint	TDMP/Parachute Pictures	Dick Maas	Dick Maas	4.411	11/11/2010	96	335.800	1
Heading West / Richting West	KeyFilm	Nicole van Kilsdonk	Nicole van Kilsdonk	788	18/11/2010	7	2.741	2
Chubby Drums / Dik Trom	Eyeworks Film & TV Drama	Arne Toonen	Wijo Koek, Mischa Alexander	2.159	24/11/2010	106	455.910	0
The Dinner Club / De Eetclub	Infinity Film & TV Productions	Robert Jan Westdijk	Paul Jan Nelissen, Hugo Heinen	2.795	25/11/2010	110	200.072	0
The Magicians / Het Geheim	IDTV Film	Joram Lürsen	Frank Ketelaar	1.423	01/12/2010	115	187.974	5 (3)
New Kids Turbo!	Eyeworks Film & TV Drama	Steffen Haars, Flip van der Kuil	Steffen Haars, Flip van der Kuil	1.594	09/12/2010	89	1.087.933	0
Loft	Pupkin Film	Antoinette Beumer	Saskia Noort	3.459	16/12/2010	106	444.761	0
Total 28 majority (co)productions				51.407		1.356	4.256.291	
Average				1.836			152.010	
Altiplano	Lemming Film	Peter Brosens/Jessica Woodworth	Peter Brosens/Jessica Woodworth	2.813	14/01/2010	6	13.828	4
My Queen Karo	IDTV Film	Dorothee van den Berghe	Dorothee van den Berghe	2.155	11/02/2010	6	5.235	1
Face	Circe Films	Tsai Ming-Lang	Tsai Ming-Lang	3.541	25/02/2010	2	443	1
Los Viajes del Viento	Volya Films	Ciro Guerra	Ciro Guerra	850	01/04/2010	5	9.962	0
Lost Persons Area	De Productie	Caroline Strubbe	Caroline Strubbe	1.885	13/05/2010	4	579	1 (1)
Dossier K.	Phanta Vision	Jan Verheyen	Carl Joos, Erik van Looy	4.000	03/06/2010	12	1.754	2
The Tango Singer / La Cantante de Tango	De Productie	Diego Martinez Vignatti	Diego Martinez Vignatti, Luc Jabon	2.641	12/08/2010	2	1.290	0
Total 7 minority coproductions				17.885		37	33.091	
Average				2.555			4.727	
Non-Film Fund releases								
Great Kills Road	Phanta Vision	Tjebbo Penning	Tjebbo Penning	300	11/03/2010	3	237	1
First Mission	IDTV Film	Boris Pavla Conen	Barbara Jurgens	3.600	25/03/2010	59	40.827	1
Don't Touch my Children / Kom Niet aan Mijn Kinderen	Talent United	Ron Termaat	Nicolette Steggerda	807	06/05/2010	19	8.648	0
Win/Win	IJswater Films	Jaap van Heusden	Jaap van Heusden	810	20/05/2010	12	3.918	21 (1)
Sinterklaas & Het Pakjes Mysterie	SRSP Films	Martijn van Nellestijn	Martijn van Nellestijn	700	13/10/2010	114	206.208	0
The Secret Letter / Briefgeheim	Lemming Film	Anna van der Heide	Marco van Geffen, Anna van der Heide	935	14/10/2010	101	139.214	3
Total 6 majority (co)productions				7.152		308	399.052	
Reykjavik - Rotterdam	Rotterdam Films	Óskar Jónasson	Óskar Jónasson, Arnaldur Indriðason	2.400	25/02/2010	6	n/a	0
Total 1 minority coproduction				2.400		6	n/a	
GRAND TOTAL 42 FILMS				78.844		1.707	4.688.434	
Average				1.877		41	114.352	

21 SELECTED FESTIVALS
1 PRIZE

14 SELECTED FESTIVALS
1 PRIZE

13 SELECTED FESTIVALS
4 PRIZES

TOTAL PRODUCTION COSTS € 810.000

TOTAL PRODUCTION COSTS € 606.000

TOTAL PRODUCTION COSTS € 194.000

WIN / WIN

BARDSONGS

MEAT / VLEES

WIN / WIN

BARDSONGS

MEAT / VLEES

TOP 3 DUTCH FEATURE FILMS SELECTED BY INTERNATIONAL FESTIVALS

6 FINANCING OF DUTCH FEATURE FILMS 2010

The 42 Dutch feature releases in 2010 cost 58.6 million euros to make, of which approximately 26 million euros was contributed by the Netherlands Film Fund. Contributions were also derived from private investors, regional and European funding, broadcasters (CoBO, Media fund) and – in small part – tax incentives.

AFD - A-Film Distribution
AMF - Amstelfilm
BFD - Benelux Film Distributors
CD - Cinema Delicatessen
CF - Contact Film
CNA - Cinéart Nederland
E1 - E1 Entertainment Benelux
EYE - Eye Film Instituut Distributie
IF - Independent Films
WBU - Wild Bunch
WDS - Walt Disney Studios

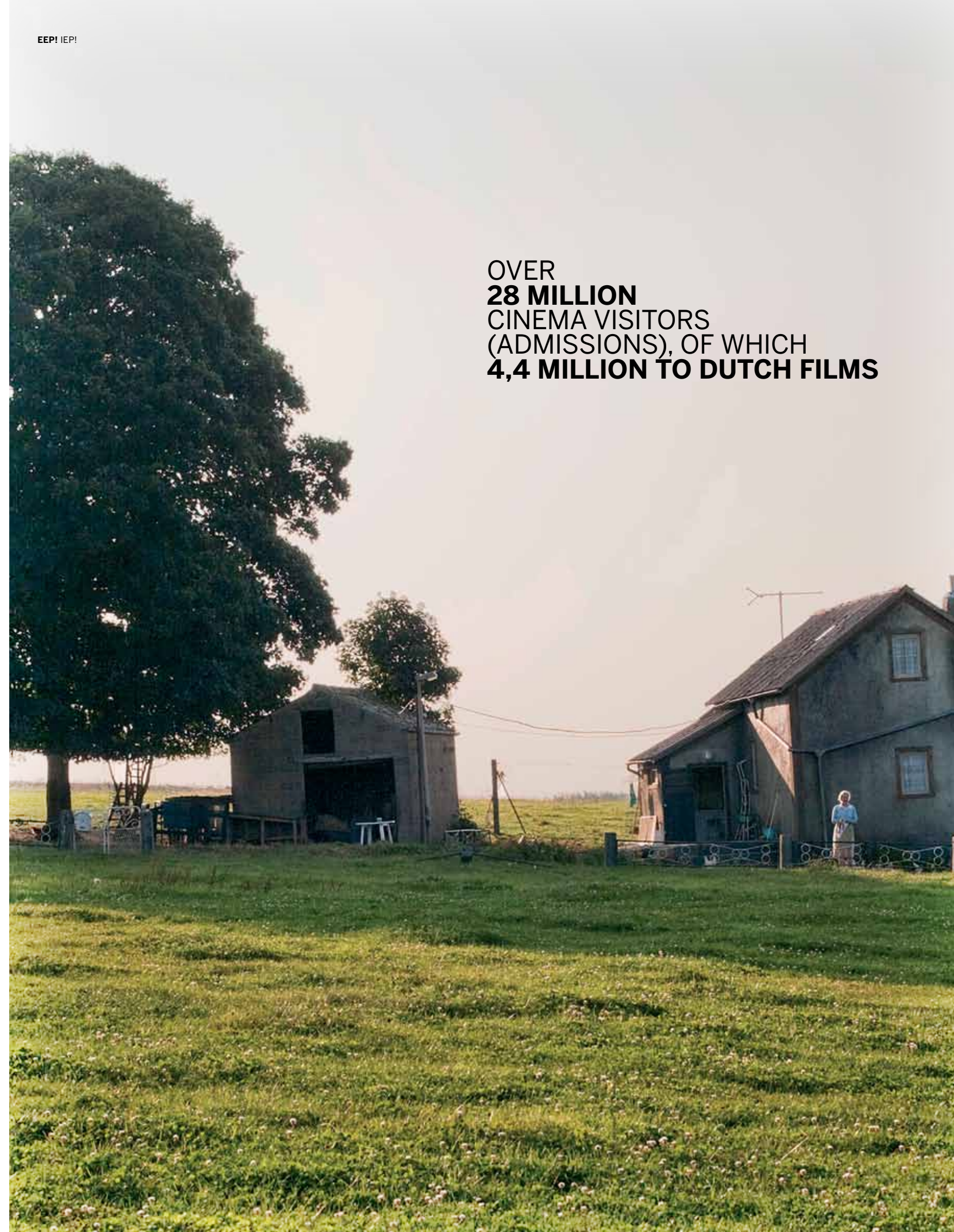
International title/ domestic title	production company	production costs	Netherlands Film Fund subsidy	Netherlands Film Fund Supplementary Regulations	total Netherlands Film Fund	%	production costs majority co-productions NL	Producers investment NL	Private investors NL	regional funding NL	NL-broadcasters	European funding	tax incentives	domestic distributor	number of selected festivals (number of prizes)
New theatrical releases 2010 in release date order															
Eep! / lep!	Lemming Film	4.000	689	1.488	2.177	54%	4.000	10			429	635	552	IF	11
Gangsterboys	Dutch Mountain Movies	1.338	370	437	807	60%	1.338	88	312					IF	0
Hunting and Sons / Hunting & Zn	NFI Productions	675	395		395	59%	675	180		100				BFD	5
Two Eyes Staring / Zwart Water	Accento Films	1.804	549	685	1.234	68%	1.804	241	10		150			IF	5 (2)
The Aviatrix of Kazbek / De Vliegenierster van Kazbek	Isabella Films, Fu Works	2.941	1.032	938	1.970	67%	2.941	95		75	422	200		BFD	11
Joy	IDTV Film	999	560		560	56%	999	34			369			AFD	12 (1)
The Happy Housewife / De Gelukkige Huisvrouw	Eyeworks Film & TV Drama	2.235		885	885	40%	2.235	650						BFD	9 (1)
Bardsongs	Sander Francken Film	606	262		262	43%	606	27			282			CD	14 (1)
R U There	IDTV Film	973	395		395	41%	973	29			469	80		EYE	4 (2)
Johan Primero	Pupkin Film	725	517		517	71%	725	68			140			IF	4
Shocking Blue	Waterland Film & TV	886	375		375	42%	886	36			466			AFD	4
Sterke Verhalen	Lagestee Film	1.000	40		40	4%	1.000	154	93					AFD	0
The Odd One Out / Vreemd Bloed	IDTV Film	2.000	486	731	1.217	61%	2.000	75			568			AFD	0
C'est déjà l'été	De Productie	361	305		305	84%	361	4		52				EYE	11
Tirza	Fu Works, Cadenza Film	3.252	624	750	1.374	42%	3.252	140			1247	200		IF	4 (1)
Ernst, Bobbie & het Geheim van de Monta Rossa	CTM Films	1.679		629	629	37%	1.679		519				88	AFD	0
Fuchsia the Mini Witch / Foeksia de Miniheks	NL Film	3.887	609	1.285	1.894	49%	3.887	140	206		1247			WDS	3 (1)
Happily Ever After / Lang & Gelukkig	NL Film	2.100	842		842	40%	2.100	134	421		372			IF	0
Dusk / Schemer	Corrino Entertainment	1.124	661		661	59%	1.124	141			257			IF	3 (1)
Her Majesty / Majesteit	IDTV Film, Fu Works	1.999	173	752	925	46%	1.999	51	150		360		313	AFD	2
Meat / Vlees	De Productie	194	75		75	39%	194	20	38	40				EYE	13 (4)
Saint / Sint	Tom de Mol Productions	4.411	525	1.666	2.191	50%	4.411	370	250		300		300	BFD	1
Heading West / Richting West	KeyFilm	788	487		487	62%	788	117		183				AFD	2
Chubby Drums / Dik Trom	Eyeworks Film & TV Drama	2.159		834	834	39%	2.159	710						BFD	0
The Dinner Club / De Eetclub	Infinity Film & TV Productions	2.795	235	1.030	1.265	45%	2.795	80	250		400		400	BFD	0
The Magicians / Het Geheim	IDTV Film	1.423	414		414	29%	1.423	457			298			AFD	5 (3)
New Kids Turbo!	Eyeworks Film & TV Drama	1.594	74		74	5%	1.594	535	220					BFD	0
Loft	Pupkin Film	3.459		1.238	1.238	36%	3.459	500			351		1170	IF	0
Total 28 Dutch films and majority (co)productions		51.407	10.694	13.348	24.042	47%	51.407	5.086	2.469	450	8.127	1.115	2.823		
Altiplano	Lemming Film	2.813	200		200	7%								CF	4
My Queen Karo	IDTV Film	2.155	200		200	9%								EYE	1
Face	Circe Films	3.541	200		200	6%								EYE	1
Los Viajes del Viento	Volya Films	850	50		50	6%								EYE	0
Lost Persons Area	De Productie	1.885	200		200	11%								CNA	1 (1)
Dossier K.	Phanta Vision	4.000		1.100	1.100	28%								E1	2
The Tango Singer / La Cantante de Tango	De Productie	2.641	40		40	2%								CNA	0
Total 7 minority coproductions		17.885	890	1.100	1.990	11%									
Non-Film Fund releases															
Great Kills Road	Phanta Vision	300					300							AMF	1
First Mission	IDTV Film	3.600					3.600			448				AFD	1
Don't Touch my Children / Kom Niet aan Mijn Kinderen	Talent United	807					807			807				E1	0
Win/Win	IJswater Films	810					810			810				CD	21 (1)
Sinterklaas & Het Pakjes Mysterie	SRSP Films	700					700							E1	0
The Secret Letter / Briefgeheim	Lemming Film	935					935			810				AFD	3
Total 6 majority (co)productions		7.152					7.152			2.875					
Reykjavik - Rotterdam	Rotterdam Films	2.400												CF	0
Total 1 minority coproduction		2.400													
GRAND TOTAL 42 FILMS (34 FILMS DUTCH MAJORITY PRODUCTIONS)		78.844	11.584	14.448	26.032		58.559				11.002				

7 TOP 20 ADMISSIONS THE NETHERLANDS 2010 (JANUARY-DECEMBER) – ALL RELEASES

The Top 20 performing titles of 2010 collectively accounted for 38.7 % of the yearly box-office total that year. In 2009 this was figure was 46%. The best performing domestic title was *New Kids Turbo* which attracted 729.000 visitors in 2010, growing to 1.088.000 in 2011. The box-office returns for the Top 20 titles increased in 2010 to 93.6 million euros (from 92.7 million euros in 2009 and 72.2 million euros in 2008).

Source: NVB/NFV
AFD - A-Film Distribution
BFD - Benelux Film Distributors
IF - Independent Film
SPR - Sony Pictures Releasing
UPI - Universal Pictures International Netherlands
WB - Warner Bros. Pictures Holland
WB (FOX) - Warner Bros. 20th Century Fox catalogus
WDS-Walt Disney Studios Motion Pictures

title	distributor	release week/year	number of admissions 2010 (x1000)	cumulative (until 16 March 2011)	share of total admissions 2010 %	GBO 2010 € (x 1000)	cumulative (until 16 March 2011)	share of total GBO 2010 %	total prints released
Top 20 Admissions									
1 Avatar	FOX	17/12/2009	1.264	1.772	4,5%	13.654	18.953	6,2%	150
2 Harry Potter 7 / (part1)(OV+NL)	WB	17/11/2010	1.040	1.191	3,7%	8.888	10.157	4,1%	240
3 Alice in Wonderland	WDS	11/03/2010	732		2,6%	7.395		3,4%	172
4 Inception	WB	22/07/2010	830		2,9%	7.002		3,2%	103
5 New Kids Turbo	BFD	09/12/2010	729	1.088	2,6%	5.909	8.827	2,7%	101
6 Shrek forever after (3D OV + NL)	UPI	08/07/2010	630		2,2%	5.419		2,5%	233
7 Toy Story 3	WDS	24/06/2010	555		2,0%	4.486		2,0%	188
8 Sex & the City 2	WB	27/05/2010	486		1,7%	3.983		1,8%	123
9 Despicable Me (OV + NL)	UPI	14/10/2010	468		1,7%	3.880		1,8%	174
10 The Happy Housewife / De gelukkige huisvrouw	BFD	15/04/2010	521		1,8%	3.857		1,8%	119
11 Step Up 3D	IF	05/08/2010	410		1,5%	3.630		1,7%	92
12 Sherlock Holmes	WB	07/01/2010	382		1,4%	2.957		1,3%	99
13 The Karate Kid	SPR	22/07/2010	395		1,4%	2.955		1,3%	85
14 The Twilight Saga: Eclipse	IF	01/07/2010	361		1,3%	2.914		1,3%	105
15 How to train your Dragon (OV + NL)	UPI	01/04/2010	348		1,2%	2.906		1,3%	173
16 Robin Hood	UPI	13/05/2010	350		1,2%	2.834		1,3%	105
17 Alvin & The Chipmunks 2	FOX	21/12/2009	423	782	1,5%	2.831	5.296	1,3%	119
18 The Last Airbender	UPI	19/08/2010	315		1,1%	2.750		1,3%	87
19 Eat Pray Love	SPR	07/10/2010	338		1,2%	2.668		1,2%	93
20 Saint / Sint	AFD	11/11/2010	336		1,2%	2.649		1,2%	96
Total Top 20			10.913		38,7%	93.567		42,7%	2.657
Total of all admissions 2010 / GBO revenue 2010			28.189			219.371			



OVER
28 MILLION
CINEMA VISITORS
(ADMISSIONS), OF WHICH
4,4 MILLION TO DUTCH FILMS

8 TOP 20 ADMISSIONS THE NETHERLANDS 2010 (JANUARY-DECEMBER) – DUTCH RELEASES

The Top 20 performing Dutch titles of 2010 had a market share of 15.9%, with about 4.5 million admissions.

Source: NVB/NFV
 AFD - A-Film Distribution
 BFD - Benelux Film Distributors
 CD - Cinema Delicatessen
 E1 - E1 Entertainment Benelux
 IF - Independent Film
 WDS - Walt Disney Studios Motion Pictures

title	distributor	release date	number of admissions 2010 (x 1000)	cumulative (until March 2011)	total prints released	share of total admissions 2010 %	GBO 2010 (x1000)€	cumulative (until March 2011)	share of total GBO 2010 %	
Top 20 Admissions The Netherlands 2010 (January-December) - Netherlands releases										
1	New Kids Turbo	BFD	09/12/2010	729	1.088	101	2.6%	5.908	8.827	2.7%
2	The Happy Housewife / De Gelukkige Huisvrouw	BFD	15/04/2010	521		119	1.8%	3.857		1.8%
3	Saint / Sint	AFD	11/11/2010	336		96	1.2%	2.647		1.2%
4	Stricken / Komt een vrouw bij de dokter	BFD	26/11/2009	290	1.211	129	1.0%	2.257	9.255	1.0%
5	Chubby Drums / Dik Trom	BFD	24/11/2010	285	455	113	1.0%	1.899	3.042	0.9%
6	Fuchsia The Mini Witch / Foeksia de Miniheks	WDS	07/10/2010	277		99	1.0%	1.831		0.8%
7	Eep! / Iep!	IF	18/02/2010	213		93	0.8%	1.412		0.6%
8	Sinterklaas en het pakjes mysterie	E1	14/10/2010	206		114	0.7%	1.354		0.6%
9	The Dinner Club / De Eetclub	BFD	25/11/2010	180	200	110	0.6%	1.374	1.518	0.6%
10	Tirza	IF	30/09/2010	174	184	70	0.6%	1.300	1.352	0.6%
11	Anubis en de wraak van Arghus	IF	17/12/2009	158	413	117	0.6%	1.066	2.792	0.5%
12	The Hell of '63 / De hel van '63	E1	17/12/2009	142	269	86	0.5%	1.074	2.071	0.5%
13	Gangsterboys	IF	18/02/2010	140		43	0.5%	1.093		0.5%
14	The Secret Letter / Briefgeheim	AFD	14/10/2010	137	139	101	0.5%	943	955	0.4%
15	Loft	IF	16/12/2010	134	444	106	0.5%	1.050	3.517	0.5%
16	The Magicians / Het geheim	AFD	01/12/2010	107	188	115	0.4%	724	1.263	0.3%
17	Ernst, Bobbie en het geheim van de Monta Rossa	AFD	06/10/2010	71		101	0.3%	453		0.2%
18	Nothing Personal	CD	10/12/2009	46	71	28	0.2%	306	459	0.1%
19	First Mission	AFD	25/03/2010	41		59	0.1%	264		0.1%
20	Sterke verhalen	AFD	19/08/2010	32		32	0.1%	228		0.1%
	Other Dutch productions			252				1460		
Total				4.471			15,9%	32.503		14,8%
Total of all admissions 2010 / GBO revenue 2010				28.189	1.832			219.371		



LOVE IS ALL / ALLES IS LIEFDE

STRICKEN / KOMT EEN VROUW BIJ DE DOKTER

NEW KIDS TURBO

9 TOP 20 ADMISSIONS ALL TIME DUTCH RELEASES/ RELEASE 2001-2010

New Kids Turbo entered the All-time Dutch Top 20. This debut film by Dutch production house Eyeworks Film sold 1,1 million tickets and saw box-office returns of 8,827 million euro.

Source: NVB/NFV
 * results until 16 March 2011

title	release date	admissions (1000s)	
All Time			
1	Turks Fruit	22/02/73	3.338
2	Fanfare	24/10/58	2.636
3	Ciske de Rat (1955)	07/10/55	2.433
4	Wat zien ik	04/09/71	2.359
5	Blue Movie	30/09/71	2.335
6	Flodder	18/12/86	2.314
7	Keetje Tippel	06/03/75	1.829
8	Alleman	20/12/63	1.665
9	Ciske de Rat (1984)	29/03/84	1.593
10	Soldaat van Oranje	22/09/77	1.547
11	Flodder in Amerika	03/07/92	1.494
12	De Overval	21/12/62	1.474
13	Love is all / Alles is Liefde	11/10/07	1.318
14	Koninkrijk voor een Huis	11/03/49	1.292
15	Stricken / Komt een Vrouw bij de Dokter	26/11/09	1.206
16	Kruimeltje	09/12/99	1.136
17	Sterren stralen overal	30/01/53	1.130
18	Spetters	28/02/80	1.124
19	Help de Dokter verzuipt	28/02/74	1.088
20	New Kids Turbo*	09/12/10	1.088

title	release	distributor	admissions (x1.000)	GBO (x1.000 €)
Releases 2001-2010				
1	Love is all / Alles is Liefde	AFD	1.318	9.910
2	Stricken / Komt een Vrouw bij de Dokter	BFD	1.211	9.256
3	New Kids Turbo*	BFD	1.088	8.827
4	Black Book / Zwartboek	AFD	1.056	7.521
5	Winter in Wartime / Oorlogswinter	BFD	843	6.197
6	Minoes	WB	837	4.961
7	Peter Bell / Pietje Bell	BVI	821	4.846
8	De Schippers van de Kameleon	IF	744	4.131
9	The Storm / De Storm	UPI	741	4.718
10	Costa!	AFD	673	4.236
11	De Tweeling	RCV	631	4.149
12	Peter Bell 2 / Pietje Bell 2	BVI	594	3.630
13	Anubis & het Pad der 7 Zonden	IF	561	3.683
14	The Discovery of Heaven	RCV	544	3.612
15	Pluk and his Tow Truck / Pluk van de Petteflet	WB	483	2.873
16	Crusade in Jeans / Kruistocht in Spijkerbroek	BFD	480	3.176
17	Ja Zuster Nee Zuster	WB	459	2.815
18	Chubby Drums / Dik Trom*	BFD	456	3.042
19	Volle Maan	IF	455	3.010
20	Killer Babes / Moordwijken	IF	424	3.264

1.668.000 VIEWERS

1.518.000 VIEWERS

1.187.000 VIEWERS

WINTER IN WARTIME / OORLOGSWINTER

BRIDE FLIGHT

BLACKBOOK / ZWARTBOEK

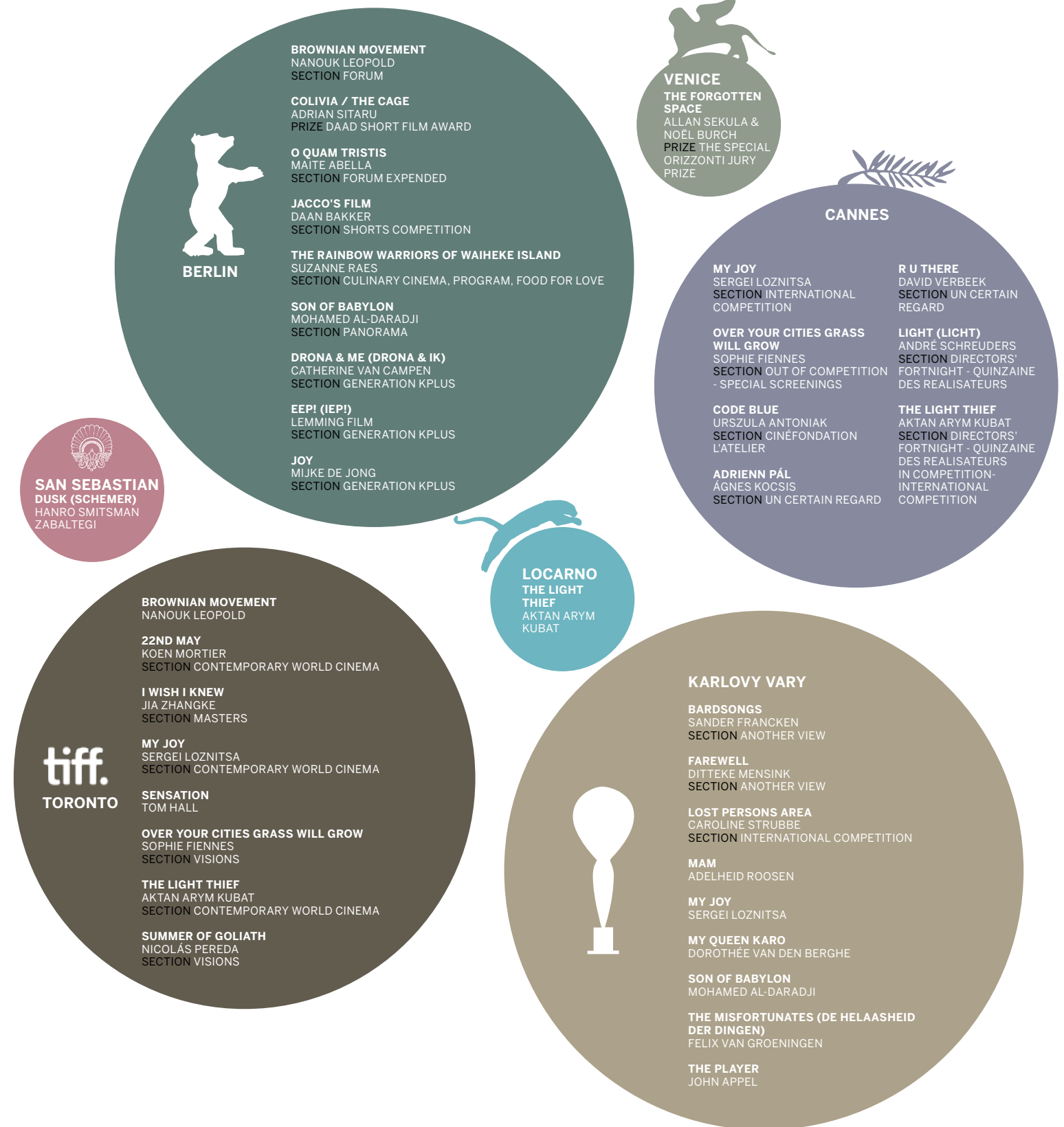
TOP 3 DUTCH FILMS ON TV

10 DUTCH FILMS ON PUBLIC AND COMMERCIAL TV CHANNELS 2010 (ABOVE 300.000 VIEWERS)

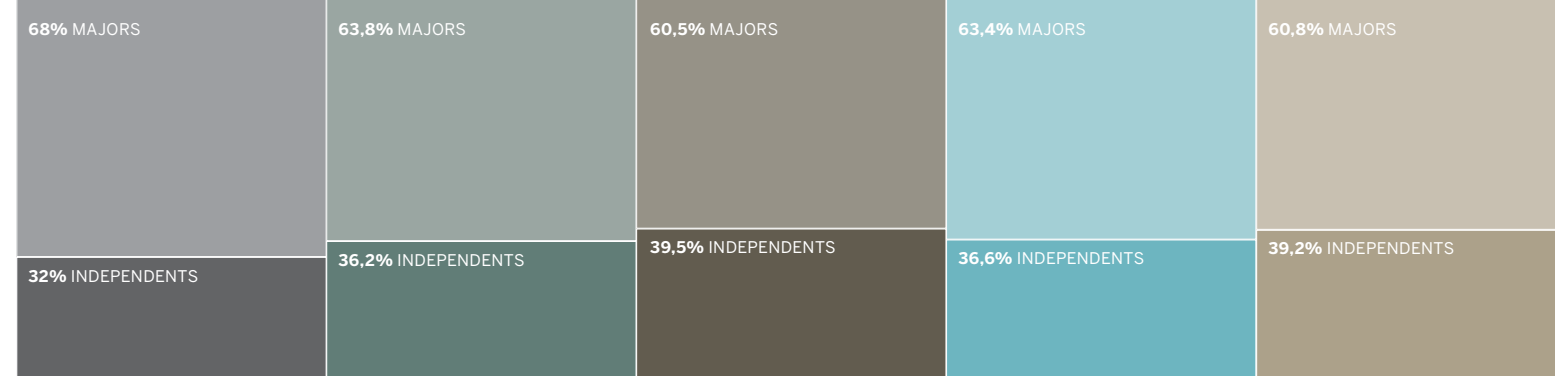
Source: NPO, RTL/SBS, Veronica

title	number of viewers (P = public, C = commercial)
Winter in Wartime / Oorlogswinter	1.668.000 (p)
Bride Flight	1.518.000 (p)
Blackbook / Zwartboek	1.187.000 (p)
Not without my children / Kom niet aan mijn kinderen	887.000 (p)
I love you too / Liever verliefd	858.000 (p)
Stormbound / Scheepsjongens van Bontekoe	629.000 (p)
Timboektoe / Timboektoe	558.000 (p)
Too fat, too furious / Vet Hard	555.000 (p)
Flodder / Flodder (3)	524.000 (c)
Little blond death / Kleine blonde dood	468.000 (c)
All stars	471.000 (p)
Dennis P	461.000 (p)
The Preacher / De Dominee	442.000 (p)
Flodder in America / Flodder in Amerika	415.000 (c)
How do I survive myself / Hoe overleef ik mezelf	410.000 (p)
Yes Nurse, No Nurse / Ja zuster, nee zuster	410.000 (p)
Godforsaken / Van God Los	397.000 (p)
Full Moon party / Volle Maan	370.000 (c)
Captain Rob and the secret... / Kapitein Rob en het Geheim...	395.000 (p)
Spangas on survival / Spangas op survival	358.000 (p)
The last days of Emma Blank / De laatste dagen van Emma Blank	351.000 (p)
I love you too / Ik ook van jou	338.000 (c)
Phileine says Sorry / Phileine zegt sorry	336.000 (p)
Nothing Personal	316.000 (p)
Bitter sweet / Het bittere kruid	307.000 (c)

11 DUTCH FILMS AT MAJOR INTERNATIONAL FESTIVALS - 2010



SOURCE: EYE FILM INSTITUTE NETHERLANDS

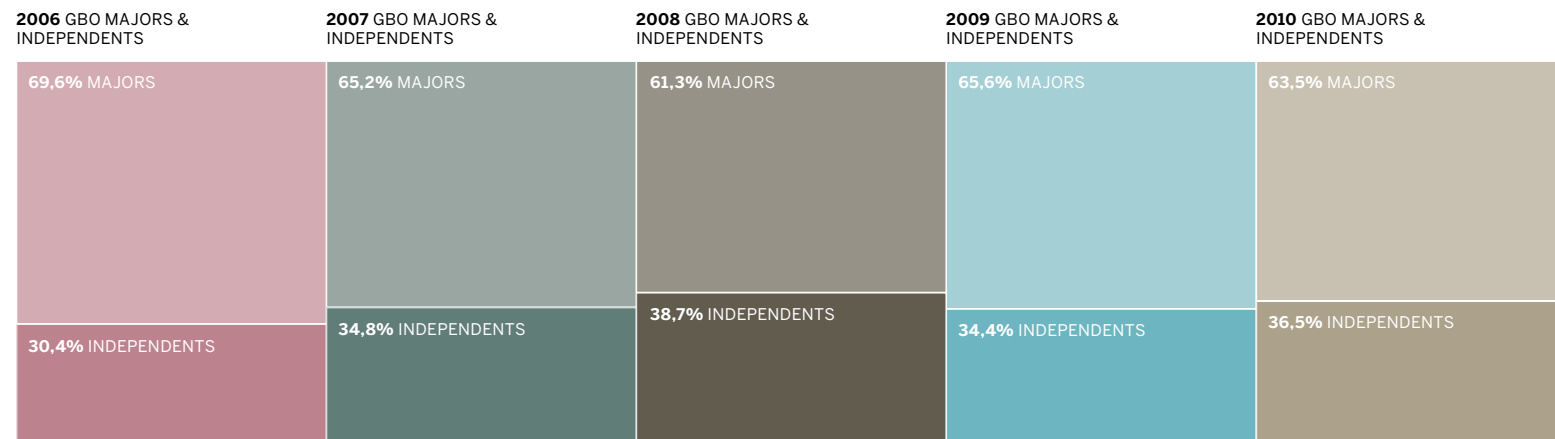


2006 ADMISSIONS MAJORS & INDEPENDENTS **2007** ADMISSIONS MAJORS & INDEPENDENTS **2008** ADMISSIONS MAJORS & INDEPENDENTS **2009** ADMISSIONS MAJORS & INDEPENDENTS **2010** ADMISSIONS MAJORS & INDEPENDENTS

12 DISTRIBUTOR MARKET SHARES 2006-2010

Distributor market shares over the last year show a stable figure for the independents and the majors.

Source: NVB/NVF
 * NVF-members
 ** Since 2009 20th Century Fox is part of Warner Bros. Pictures



2006 GBO MAJORS & INDEPENDENTS **2007** GBO MAJORS & INDEPENDENTS **2008** GBO MAJORS & INDEPENDENTS **2009** GBO MAJORS & INDEPENDENTS **2010** GBO MAJORS & INDEPENDENTS

ADMISSIONS

Majors

	2006 (1000s)	2006 %	2007 (1000s)	2007 %	2008 (1000s)	2008 %	2009 (1000s)	2009 %	2010 (1000s)	2010 %	title most admissions in 2010 (country)
Wait Disney Studios Motion Pictures Netherlands	3.443	14.7%	2.435	10.6%	1.590	6.8%	3.148	11.5%	2.696	9.6%	Alice in Wonderland (US)
Universal Pictures International Netherlands BV	3.760	16.1%	5.277	22.9%	6.361	27.1%	4.627	16.9%	4.676	16.6%	Shrek Forever After (US)
Warner Bros. Pictures International Holland BV	2.329	10.0%	4.317	18.7%	3.578	15.2%	6.857	25.1%	7.620	27.0%	Avatar (US)
Sony Pictures Releasing Holland BV	2.927	12.5%	1.117	4.8%	1.702	7.2%	2.673	9.8%	2.139	7.6%	The Karate Kid (US)
20th Century Fox**	3.451	14.8%	1.556	6.7%	984	4.2%					
Subtotal	15.910	68,0%	14.702	63,8%	14.215	60,5%	17.305	63,4%	17.131	60,8%	

Independants

A-Film Distribution BV	2.477	10,6%	2.250	9,8%	1.162	4,9%	1.183	4,3%	1.824	6,5%	Saint / Sint (NL)
E1 Entertainment Benelux BV	1.066	4,6%	2.065	9,0%	1.809	7,7%	2.510	9,2%	1.649	5,8%	Red (US)
Independent Films BV	2.340	10,0%	1.871	8,1%	3.200	13,6%	1.556	5,7%	2.158	7,7%	Step Up 3D (US)
Paradiso Entertainment Nederland BV	247	1,1%	437	1,9%	666	2,8%	491	1,8%	327	1,2%	The Book of Eli (US)
Cinemien (ABC Theatrical Distribution BV)	321	1,4%	586	2,5%	252	1,1%	293	1,1%	249	0,9%	Un Prophete (FR)
Filmmuseum Distributie	117	0,5%	127	0,6%	113	0,5%					
Moonlight Films BV	74	0,3%	33	0,1%	125	0,5%	68	0,2%	27	0,1%	La Rafle (FR)
Shooting Star Filmcompany					0	0,0%	1	0,0%	0	0,0%	Salt of this Sea (BE,FR,SP,CH)
Multitone Films	32	0,1%	16	0,1%							
Benelux Film Distributors	802	3,4%	810	3,5%	1.339	5,7%	2.092	7,7%	3.477	12,3%	The Happy Housewife (NL)
Cinéart Nederland BV					285	1,2%	995	3,6%	523	1,9%	A Single Man (US)
European Film Partners BV					16	0,1%					
Amstelfilm BV					8	0,0%	23	0,1%	19	0,1%	About Elly (IR)
Twin Film					12	0,1%	27	0,1%	43	0,2%	Pelle en de Waterdiefen NO)
Wild Bunch Benelux Distribution BV							249	0,9%	220	0,8%	El Secreto de sus Ojos (AR)
Eye Film Instituut Distributie							122	0,4%	126	0,4%	Lourdes (DE,FR,AT)
Cinema Delicatessen							43	0,2%	77	0,3%	Nothing Personal (NL, IR)
LOC Film Distribution							40	0,1%		0,0%	
Other			162	0,7%	310	1,3%	318	1,2%	339	1,2%	Recep Ivedik 3 (TU)
Subtotal	7.476	32,0%	8.357	36,2%	9.297	39,5%	10.011	36,6%	11.058	39,2%	
Total	23.387		23.059		23.512		27.316		28.189		

GBO (€)

Majors

	2006 (1000s)	2006 %	2007 (1000s)	2007 %	2008 (1000s)	2008 %	2009 (1000s)	2009 %	2010 (1000s)	2010 %
Universal Pictures International Netherlands BV	25.342	16.3%	35.953	22.5%	44.324	26.9%	33.319	16.6%	37.437	17.1%
Walt Disney Studios Motion Pictures Netherlands	23.068	14.8%	17.831	11.2%	10.809	6.5%	22.944	11.4%	22.011	10.0%
Warner Bros. Pictures International Holland BV	15.866	10.2%	31.375	19.6%	26.404	16.0%	54.740	27.2%	63.676	29.0%
20th Century Fox**	22.891	14.7%	10.623	6.7%	6.781	4.1%				
Sony Pictures Releasing Holland BV	21.238	13.6%	8.360	5.2%	12.913	7.8%	20.877	10.4%	16.220	7.4%
Subtotal	108.405	69,6%	104.142	65,2%	101.231	61,3%	131.880	65,6%	139.344	63,5%

Independants

A-Film Distribution BV	16.582	10,6%	15.714	9,8%	7.885	4,8%	7.830	3,9%	13.067	6,0%
E1 Entertainment Benelux BV	7.006	4,5%	13.675	8,6%	12.081	7,3%	17.699	8,8%	12.017	5,5%
Independent Films BV	14.193	9,1%	12.218	7,7%	22.323	13,5%	10.611	5,3%	16.254	7,4%
Paradiso Entertainment	1.601	1,0%	3.004	1,9%	5.071	3,1%	3.291	1,6%	2.253	1,0%
Cinemien (ABC Theatrical Distribution BV)	1.819	1,2%	3.622	2,3%	1.540	0,9%	1.875	0,9%	1.647	0,8%
Filmmuseum Distributie	467	0,3%	560	0,4%	670	0,4%				
Moonlight Films BV	479	0,3%	188	0,1%	816	0,5%	471	0,2%	162	0,1%
Shooting Star Filmcompany					2	0,0%	4	0,0%	0	0,0%
Multitone Films	231	0,1%	120	0,1%						
Benelux Film Distributors	5.078	3,3%	5.202	3,3%	8.946	5,4%	15.225	7,6%	25.793	11,8%
Cinéart Nederland BV					1.872	1,1%	6.794	3,4%	3.251	1,5%
European Film Partners BV					102	0,1%				
Amstelfilm BV					55	0,0%	141	0,1%	115	0,1%
Twin Film					40	0,0%	81	0,0%	220	0,1%
Wild Bunch Benelux							1.643	0,8%	1.452	0,7%
Eye Film Instituut Distributie							722	0,4%	727	0,3%
Cinema Delicatessen							291	0,1%	540	0,2%
LOC Film Distribution							237	0,1%		0,0%
Other*			1.236	0,8%	2.421	1,5%	2.264	1,1%	2.530	1,2%
Subtotal	47.456	30,4%	55.539	34,8%	63.824	38,7%	69.179	34,4%	80.028	36,5%
Total	155.861		159.681		165.055		201.059		219.372	

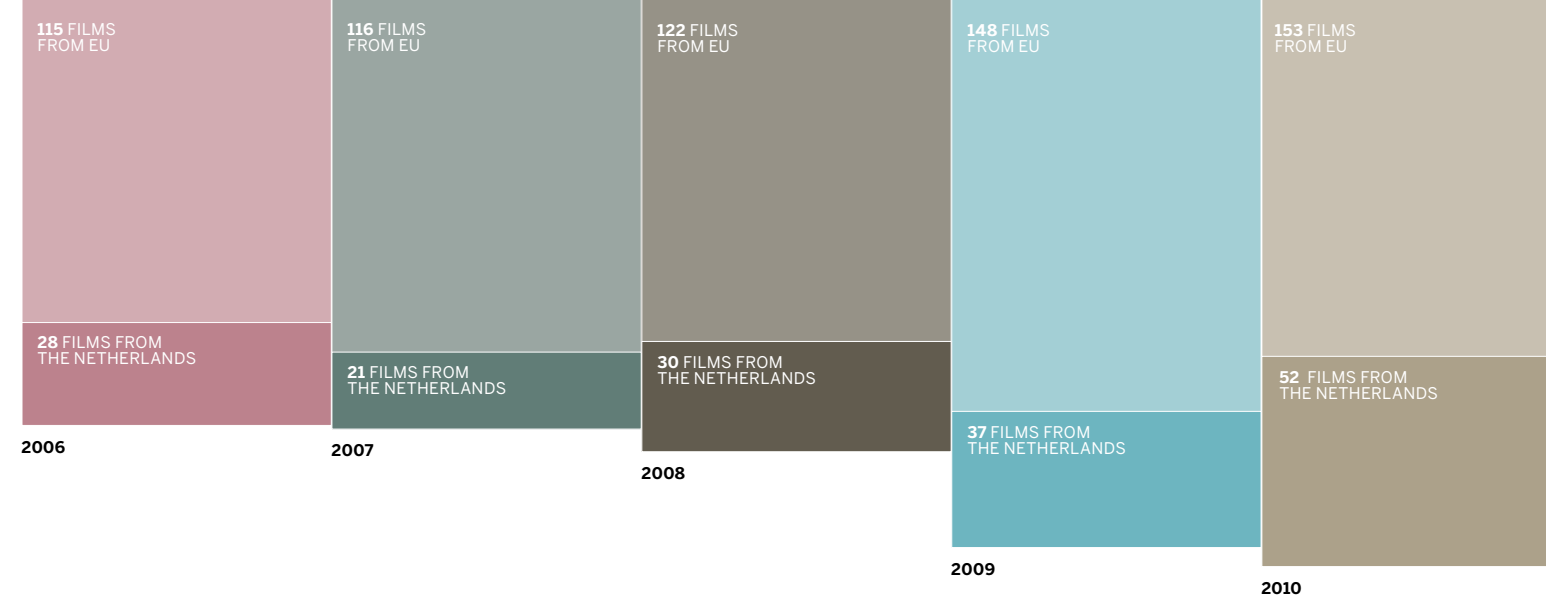
13

COUNTRY SHARES ADMISSIONS / GROSS BOX OFFICE 2006-2010*

The audience market share for European films saw a sharp decrease in 2010 to 25,6 % (from 32.5% in 2009 and 36.4% in 2008). This led to a decrease in box-office share to 23.3 % (from 31% in 2009 and 35.9% in 2008). Market shares (admission) for US films increased to 72.7 % (from 65.2% in 2009 and 61.5% in 2008). The attendant box-office market for US product exceeded three quarters of the market: 75.2 % (from 66.9% in 2009 and 62.1% in 2008). In 2010 total box-office revenues increased significantly to 219 million euros.

Source: NVB/NVF
* From 2007 until 2010 the admissions and the GBO of co-productions are included in the country of origin of the leading producing country.

	2006 (1000s)		2007 (1000s)		2008 (1000s)		2009 (1000s)		2010 (1000s)	
	2006	2006 %	2007	2007 %	2008	2008 %	2009	2009 %	2010	2010 %
ADMISSIONS										
European Union										
The Netherlands	2.645	11,3%	3.118	13,5%	4.201	17,9%	4.744	17,4%	4.471	15,9%
United Kingdom	612	2,6%	3.211	13,9%	3.060	13,0%	2.303	8,4%	594	2,1%
France	466	2,0%	375	1,6%	625	2,7%	491	1,8%	817	2,9%
Germany	265	1,1%	341	1,5%	77	0,3%	185	0,7%	290	1,0%
Spain	238	1,0%	57	0,2%	68	0,3%	162	0,6%	151	0,5%
Italy	22	0,1%	55	0,2%	129	0,5%	216	0,8%	201	0,7%
Other Europe	801	3,4%	421	1,8%	401	1,7%	774	2,8%	693	2,5%
Co-productions EU	67	0,3%	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Co-productions EU-other	96	0,4%	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Subtotal Europe	5.212	22,3%	7.578	32,9%	8.561	36,4%	8.875	32,5%	7.217	25,6%
Co-productions EU-USA	217	0,9%	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
USA	17.638	75,4%	15.060	65,3%	14.454	61,5%	17.806	65,2%	20.484	72,7%
Co-productions USA-other	10	0,0%	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Other	311	1,3%	418	1,8%	500	2,1%	623	2,3%	489	1,7%
Total	23.388		23.056		23.515		27.304		28.190	
GROSS BOX OFFICE										
European Union										
The Netherlands	17.562	11,3%	21.414	13,4%	29.179	17,7%	32.852	16,3%	32.503	14,8%
United Kingdom	3.824	2,5%	22.644	14,2%	21.852	13,2%	17.801	8,9%	4.015	1,8%
France	3.047	2,0%	2.407	1,5%	3.991	2,4%	3.118	1,6%	5.689	2,6%
Germany	1.574	1,0%	2.255	1,4%	478	0,3%	1.062	0,5%	1.832	0,8%
Spain	1.357	0,9%	344	0,2%	409	0,2%	1.077	0,5%	977	0,4%
Italy	135	0,1%	316	0,2%	795	0,5%	1.448	0,7%	1.327	0,6%
Co-productions EU	393	0,3%	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Co-productions EU-other	625	0,4%	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Other Europe	4.490	2,9%	2.553	1,6%	2.472	1,5%	4.974	2,5%	4.761	2,2%
Subtotal Europe	33.007	21,2%	51.933	32,5%	59.176	35,9%	62.332	31,0%	51.104	23,3%
Co-productions EU-USA	1.489	1,0%	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
USA	119.876	76,9%	104.955	65,7%	102.500	62,1%	134.534	66,9%	164.968	75,2%
Co-productions USA-other	65	0,0%	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Other	1.426	0,9%	2.795	1,8%	3.375	2,0%	4.197	2,1%	3.302	1,5%
Total	155.863		159.683		165.051		201.063		219.374	



14

FILMS SCREENED 2006-2010

The number of domestic titles released in 2010 increased to 52.

Source: NVB/NVF
* For co-productions the country of origin of the main production company is the determining factor. All categories features and documentaries. 2006-2009 excluding minority coproductions and 2006-2008 excluding documentaries.

	2006 titles		2006 prints		2007 titles		2007 prints		2008 titles		2008 prints		2009 titles		2009 prints		2010 titles		2010 prints	
RELEASES / PRINTS*																				
European Union																				
The Netherlands	28	934	21	960	30	1.398	37	1.769	52	1.816										
United Kingdom	14	255	21	631	19	501	28	635	23	625										
Germany	12	251	9	109	7	89	14	169	9	188										
Spain	7	93	5	28	8	73	2	27	4	25										
France	11	131	16	120	24	373	26	323	25	343										
Italy	6	37	4	30	9	168	9	82	11	114										
Other EU	15	365	40	650	25	404	32	1048	29	359										
Coproductions EU	7	102	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.										
Coproductions EU - other	15	131	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.										
Subtotal EU	115	2.299	116	2.528	122	3.006	148	4.053	153	3.470										
Coproductions EU - USA	3	42	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.										
USA	138	6.225	143	6.169	149	6.370	153	7.561	137	7.579										
Coproductions USA - other	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.										
Other	22	98	33	175	25	148	67	452	35	261										
Total	278	8.664	292	8.872	296	9.524	368	12.066	325	11.310										



15 REGIONAL MARKET SHARE 2010

One in three European releases in 2010 was Dutch, generating 65% of the EU GBO share in the Netherlands.

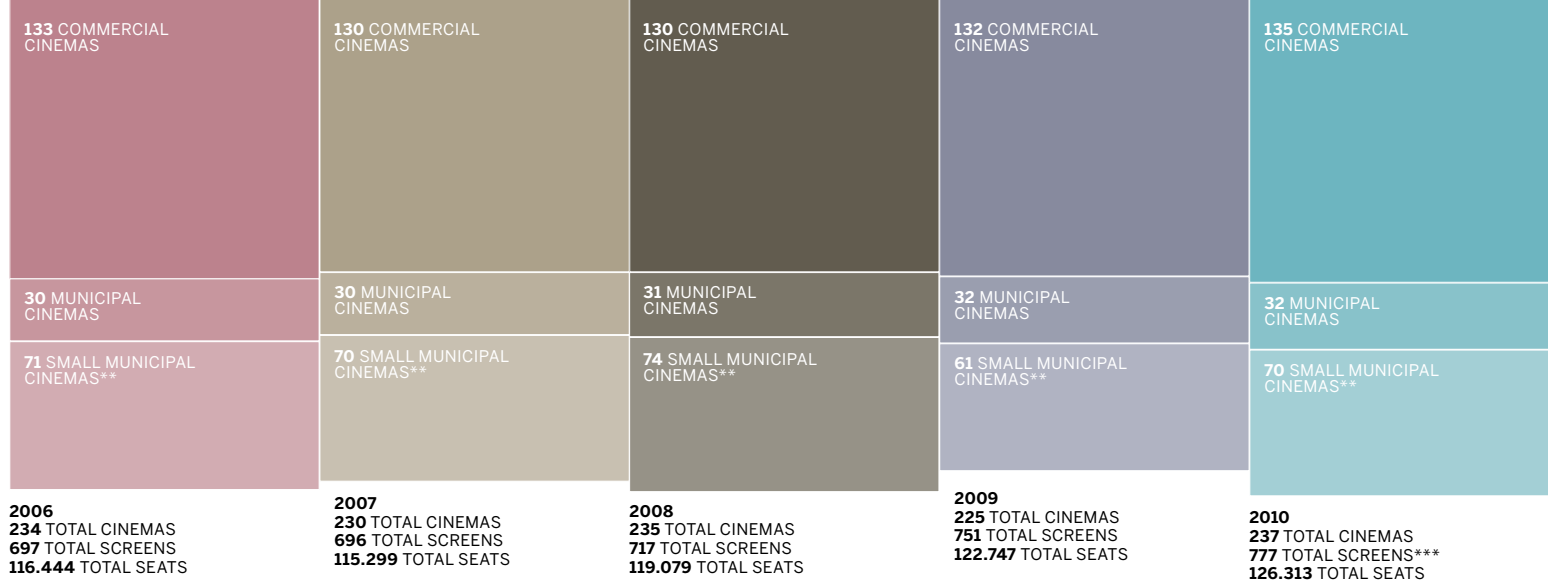
Source: NVB/NVF
 * Titles, prints and title most admissions concern new releases, admissions and GBO concern all releases in circulation.

NUMBER OF DUTCH AND EU FILMS

	GBO € (1000s)	%	admissions (1000s)	%	number of titles*	prints*	title most admissions*
European Union							
The Netherlands (incl. co-productions)	32.503	14,82%	4.471	15,86%	52	1.816	New Kids Turbo
United Kingdom	4.015	1,83%	594	2,11%	23	625	Harry Potter and the Deathly Hallows (1)
Germany	1.832	0,84%	290	1,03%	9	188	Wicky the Viking
Belgium	847	0,39%	138	0,49%	6	144	Mega Mindy en het Zwarte Kristal
Italy	1.327	0,60%	201	0,71%	11	114	Io Sino Lámore
France	5.689	2,59%	817	2,90%	25	343	Haar naam was Sarah / Sarah's Key
Spain	977	0,45%	151	0,54%	4	25	Yo, tambien
Denemarken	161	0,07%	27	0,10%	4	25	Submarino
Sweden	1.821	0,83%	256	0,91%	5	125	Millennium 2: The girl who played with fire
Other EU countries	575	0,26%	94	0,33%	14	65	-
Subtotal EU	49.747	22,68%	7.039	24,97%	153	3.470	
Outside of EU							
USA	164.968	75,20%	20.484	72,66%	137	7.579	Alice in Wonderland
Iran	162	0,07%	30	0,11%	5	22	Ajami
Australia	412	0,19%	65	0,23%	5	52	Triangle
Argentina	596	0,27%	86	0,31%	4	24	El Secreto de sus Ojos
India	933	0,43%	132	0,47%	32	92	Housefull
Turkey	1.234	0,56%	154	0,55%	18	78	Recep Ivedik 3
Canada	244	0,11%	40	0,14%	4	27	Mr Nobody
Norway	123	0,06%	24	0,09%	4	41	Pelle en de Waterdieven
Others	955	0,44%	136	0,48%	13	95	
Sub-total outside of EU	169.627	77,32%	21.151	75,03%	222	8.010	
Total	219.374	100	28.190	100	375	11.480	



1 EURO INVESTMENT BY THE NETHERLANDS FILM FUND GENERATES 3 EUROS IN INDUSTRY INCOME GENERATED BY DUTCH FILM



16 CINEMAS 2006-2010 (TYPE OF CINEMAS, TOTAL CINEMAS, SCREENS, SEATS)

In 2010 the total number of cinemas and accordingly the number of screens and seats increased slightly (from 225 to 237 cinemas).

Source: NVB/NVF

*In previous publications the figures in this chart were exclusive the small municipal and internal cinemas, as well as travelling and out-door cinema. The figures from 2005-2010 as presented are the updated figures.

** Small municipal cinemas without daily programming.

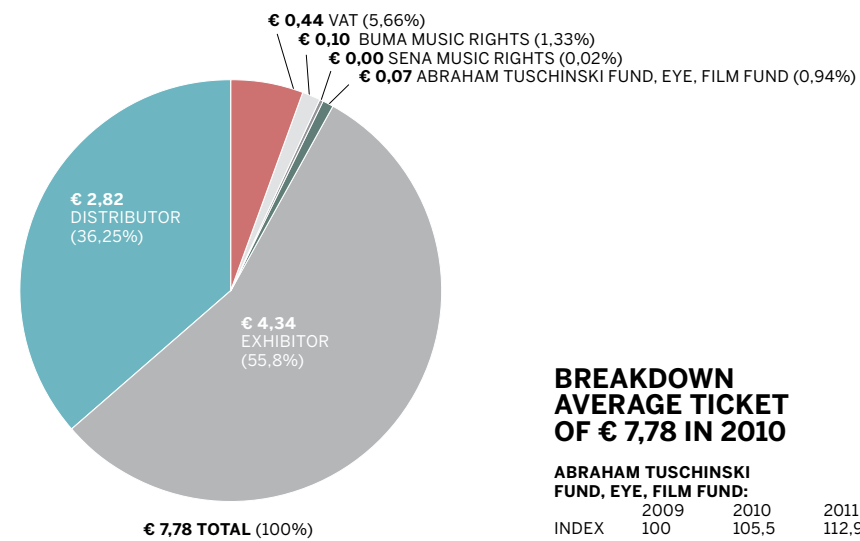
*** 434 digital screens as per September 2011.

17 CINEMAS 2006-2010 TICKET PRICE / FILM RENTAL FEE THE NETHERLANDS 2006-2010

The average ticket price increased between 2008 and 2010 by 0.4 euro per year. This is a significant rise, and is in great part due to the increasing number of 3D-releases, which are priced higher. The average film rental fee consolidated around 39,52%.

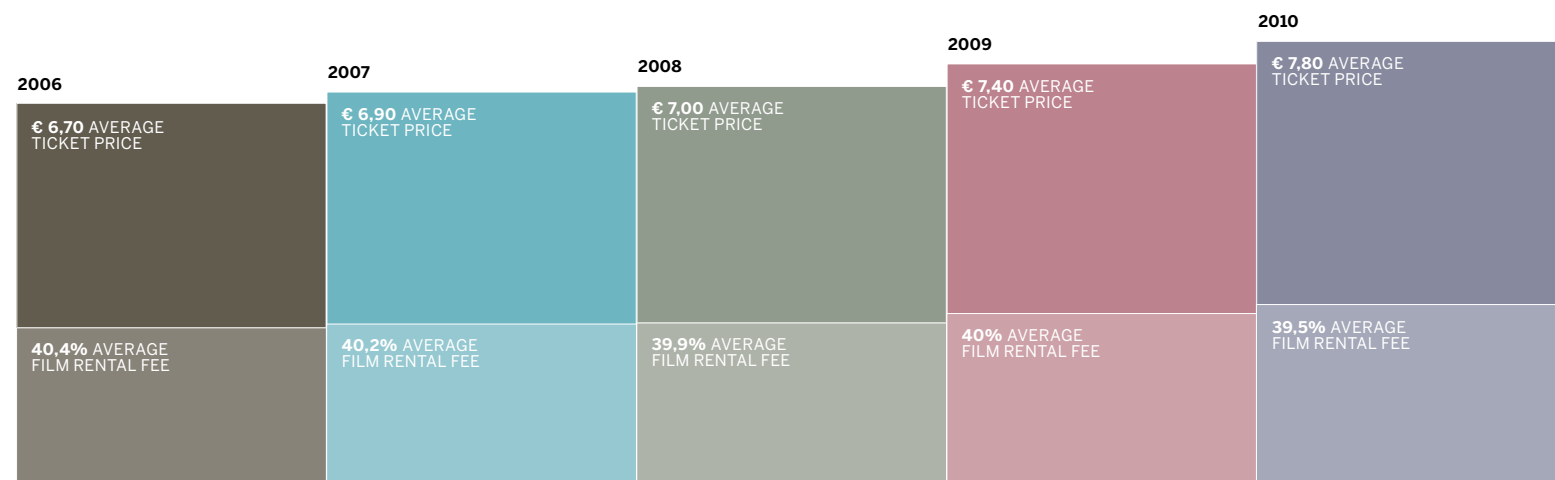
Source: NVB/NVF

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

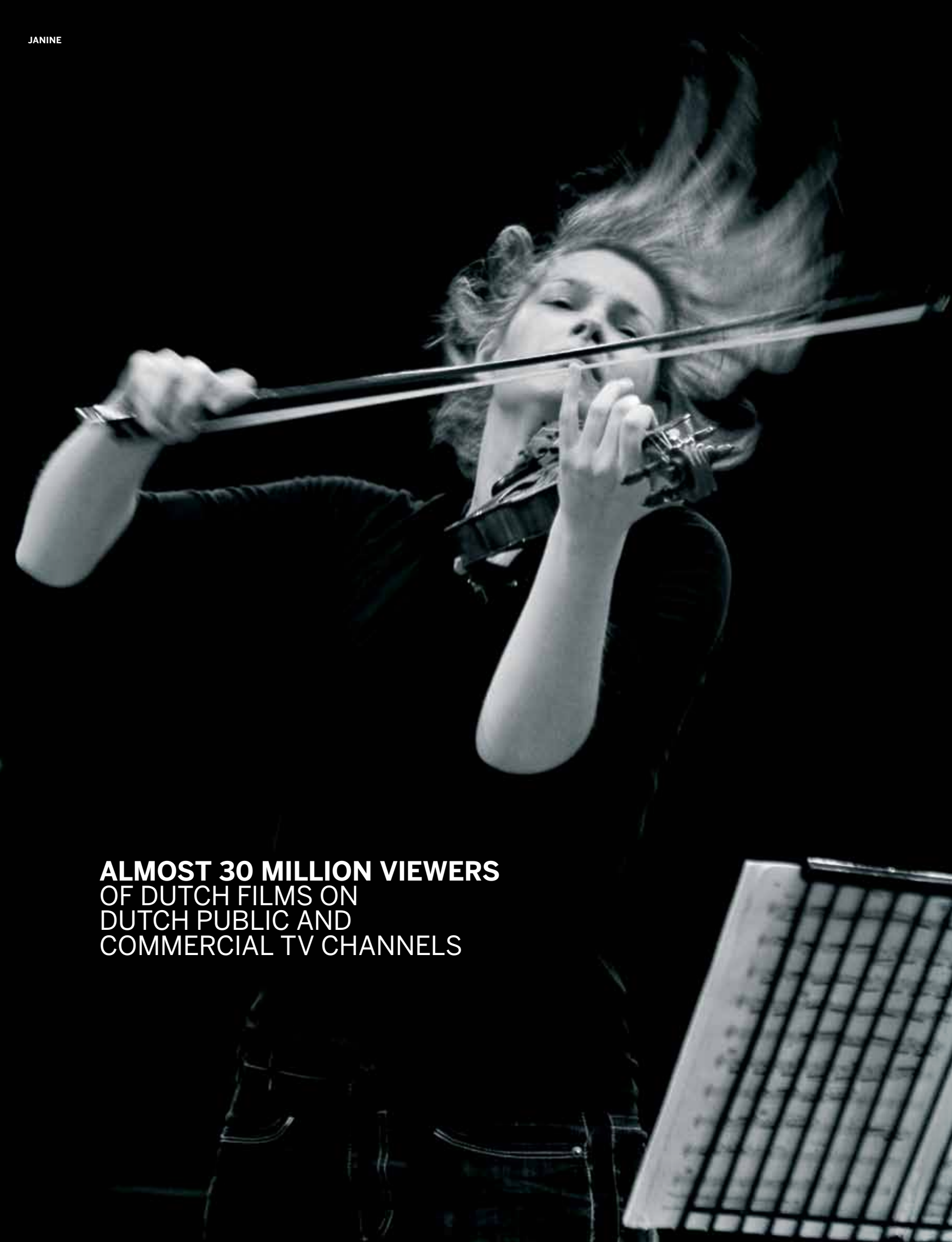


BREAKDOWN AVERAGE TICKET OF € 7,78 IN 2010

INDEX	2009	2010	2011
ABRAHAM TUSCHINSKI FUND, EYE, FILM FUND:	100	105.5	112.9



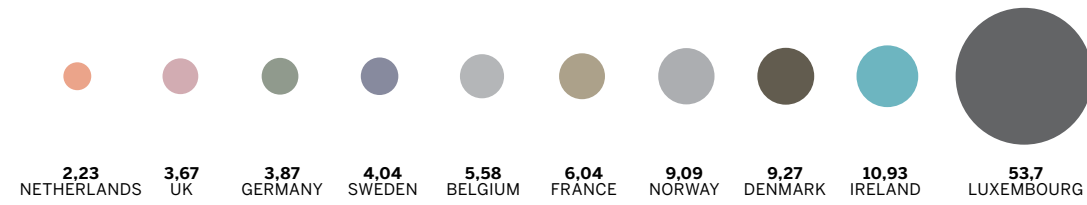
JANINE



ALMOST 30 MILLION VIEWERS OF DUTCH FILMS ON DUTCH PUBLIC AND COMMERCIAL TV CHANNELS

AVERAGE STATE SUPPORT FOR FILM PRODUCTION PER CAPITA (€)

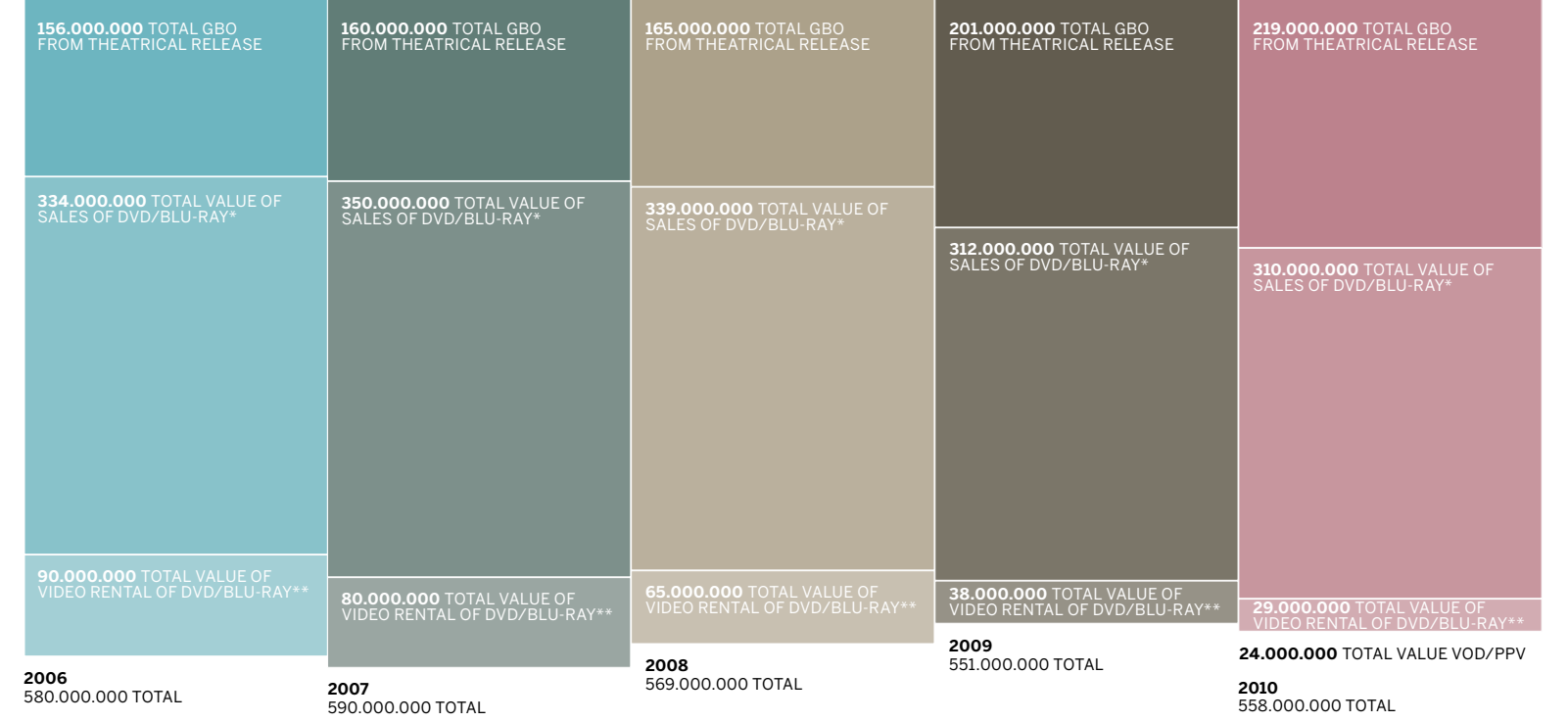
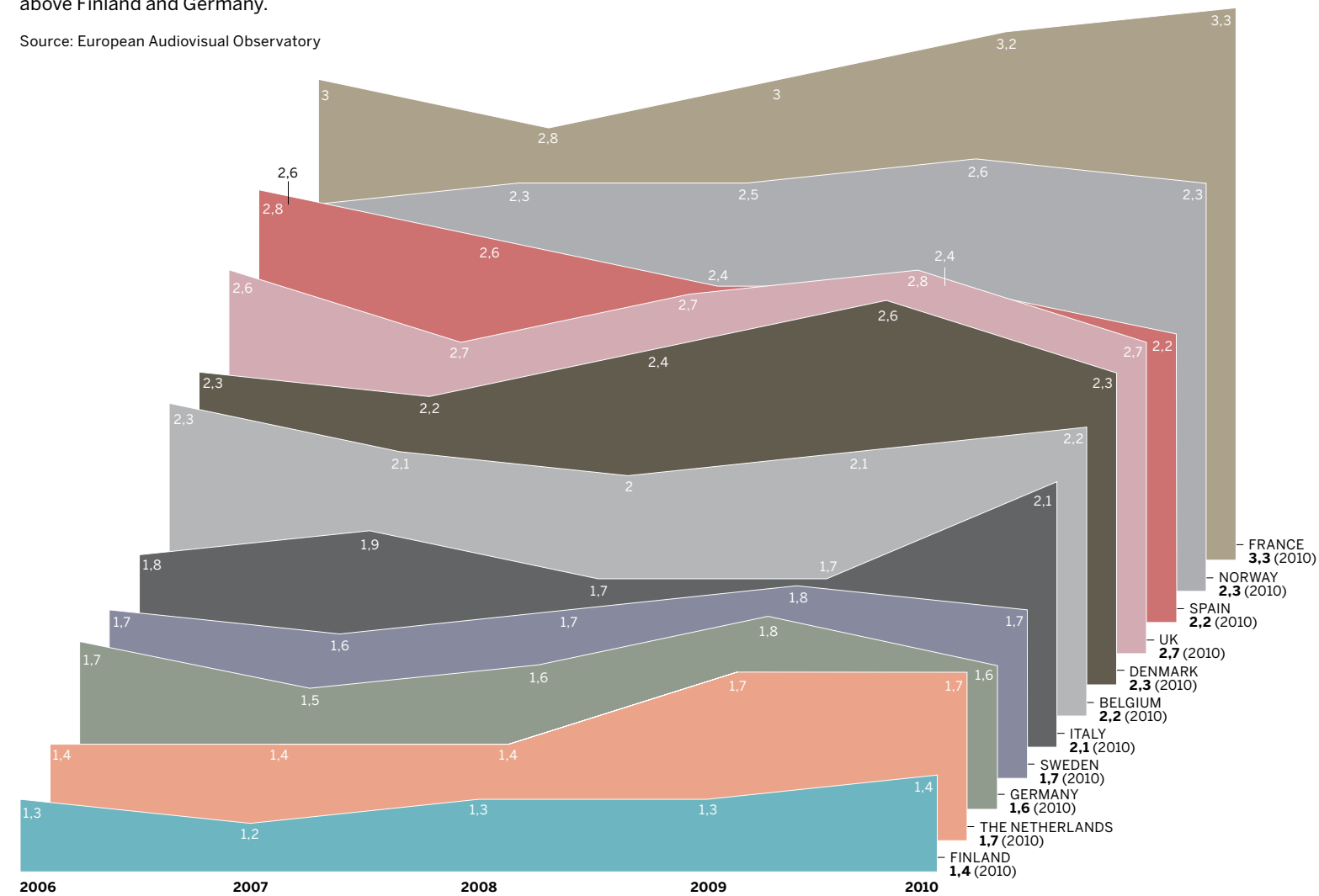
Including Film Funds & tax schemes.
Source: Mediasalles, DFI, SFI, NFI, IFB, Centre du Cinema, FFA, CNC, BFI



18 ADMISSIONS PER CAPITA

In the Netherlands the number of admissions per capita in 2010 remained at 1.7. Most other countries increased or consolidated their per capita admissions. The Netherlands continues to see relatively low admissions per capita, but is placed above Finland and Germany.

Source: European Audiovisual Observatory



19 BOX OFFICE VERSUS DVD/BLU-RAY SALES AND RENTAL

Total box-office revenues increased significantly in 2010 to 219.371 million euros. This was due to an increase in admissions, as well as increased charges applied to 3D releases. The total value of dvd and blu-ray sales dropped again this year while VOD and PPV are starting to rise as per expectations. The latter two already amounted to 29 million euro turnover in 2010.

* NVPI Marktinformatie
** Source: European Audiovisual Observatory
*** Source: IHS Screen Digest/IVF

COLOPHON

This publication contains an overview of the main facts and figures on the production, distribution and exhibition of movies in 2010 in the Netherlands. It is published annually by the Netherlands Film Fund. **Compilation** The Netherlands Film Fund (Doreen Boonekamp, Jonathan Mees and Maarten Wijdenes), eye Film Institute Netherlands (Michiel de Rooij). **Sources** The Netherlands Film Fund, Netherlands Federation for Cinematography (NFC), Netherlands Cinema Exhibitors (NVB), Netherlands Cinema Distributors (NVF), Coproduction Fund Domestic Broadcasters (CoBO), Dutch Cultural Media Fund (Media Fund), Rotterdam Media Fund (RMF), Ministry of Education, Culture and Science (Ministry van OCW), European Audiovisual Observatory (EAO), Netherlands Federation of Producers and Importers of Image and Sound Carriers (NVPI), Central Bureau for Statistics (CBS), Dutch Audience Research Foundation (Stichting Kijkonderzoek), International Union of Cinemas (UNIC), Cinecenter, Danish Film Institute, Flanders Audiovisual Fund (VAF), IHF/Screen Digest **Design** Margo Witte **Printing** Roto Smeets Grafiservices **Published** September 2011 **Cover still** Win/Win

1 MILLION VISITORS TO DUTCH FILM FESTIVALS:

IDFA
(INTERNATIONAL DOCUMENTARY
FESTIVAL AMSTERDAM)
180.000 VISITORS

IFFR
(INTERNATIONAL FILM FESTIVAL
ROTTERDAM)
353.000 VISITORS

NFF
(NETHERLANDS FILM FESTIVAL)
154.000 VISITORS

CINEKID
175.000 VISITORS

HAFF
(HOLLAND ANIMATION
FILM FESTIVAL)
22.000 VISITORS

1 EURO INVESTMENT BY THE NETHERLANDS FILM FUND GENERATES 3 EUROS IN INDUSTRY INCOME GENERATED BY DUTCH FILM



219 MILLION EURO
BOX OFFICE REVENUES
OF THEATRICAL EXHIBITION

32,4 MILLION EURO
BOX OFFICE
REVENUES FROM
DUTCH FILMS



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118 DUTCH FILMS
INTERNATIONALLY
SOLD TO
186 COUNTRIES

631
INTERNATIONAL
FILM FESTIVALS
SELECTED
DUTCH FILMS,
INCLUDING CANNES,
BERLIN EN VENICE