

FACTS & FIGURES

2008

Production, Distribution & Exhibition Statistics

2009 EDITION

## FILM&KINO – EXHIBITION CLEARING-HOUSE

Film&Kino was founded in 1917 and is the main organization for the cinema and video industries in Norway. In addition, it is a member organization for the municipalities, which own most of the cinemas in Norway. By the end of 2008 the organization counted 151 municipalities as members. Norsk kino- og filmfond (The Norwegian Cinema and Film Foundation), Bygdekinoen (the ambulatory cinema) and the periodical Film&Kino are also administered by the organization.

### **The main objectives of Film&Kino are:**

- Planning and coordinating the digitalization of Norwegian Cinemas.
- Supporting the import and distribution of films.
- Financing the public support of the Norwegian Film Festivals
- Main executive responsibility for government's film culture and educational programmes for children and youth
- Development, consultancy and training for the cinema and video industries.
- Information and public awareness.
- Video distribution support
- Mobile/ambulatory cinema and programming support for small cinemas.

Approximately 1/3 of all films screened in Norway have received financial support for distribution from Film&Kino. These include films that under "normal" circumstances would not have obtained theatrical release in Norway. Film&Kino also supports children's films by financing additional prints, by providing distribution support and by funding Norwegian versions (dubbing). Film&Kino supported the cinema and video industries with a total of more than 52 million NOK in 2008.

Film&Kino is also the main owner and organizer of one of the most important film festivals in Norway, The Norwegian International Film Festival in Haugesund. In addition, Film&Kino supports most of the other film festivals in Norway financially and with advisory activities, and also have support schemes for local cinemas where they can get funding for "smaller" activities, like school cinema or special events.

More information on: [www.kino.no](http://www.kino.no)

## NORWEGIAN FILM INSTITUTE

The Norwegian Film Institute is the executive body for Norwegian film and audiovisual policy, operating under the auspices of the Royal Norwegian Ministry of Culture and Church Affairs. Chartered on 1st April 2008, the "new" Norwegian Film Institute was established through the merger with the former Film Institute of the now-decommissioned Norwegian Film Fund, Norwegian Film Development and the Norwegian Film Commission.

The Norwegian Film Institute administers government financial support and other support mechanisms for the development, production and distribution of Norwegian audiovisual productions. The Institute is the national centre for the development of talent and ideas in the Norwegian film, television and games industry, and is working actively to promote film culture and the Norwegian film heritage among a wide audience. The Norwegian Film Institute comprises departments for Development and Support, Promotion, and Audience, as well as Administration and Information.

Ms. Nina Refseth is the Norwegian Film Institute's CEO. The Institute has an operating budget of NOK 90 million (approx. € 10,2 mill, USD 13,5 mill) and annually provides NOK 356 million (approx. € 40,2 mill, USD 54 mill) in financial support.

More information on: [www.nfi.no](http://www.nfi.no)

# NORWEGIAN THEATRICAL RELEASES 2008

100% national films and majority co-productions

Title	Admissions	GBO (NOK)	Director	Production Company	Distributor, Norway	Budget (NOK)
Rovdyr / Manhunt	71,306	5,621,570	Patrik Syversen	Fender Film AS	Euforia Film	12,300,000
Kautokeinoopprøret / The Kautokeino Rebellion	343,784	25,360,968	Nils Gaup	Rubicon TV AS	Sandrew Metronome	57,103,000
Lønsj / Cold Lunch	75,336	5,982,843	Eva Sørhaug	Spillefilmkompaniet 4 1/2	Nordisk	17,038,000
Mannen som elsket Yngve / The Man Who Loved Yngve	174,754	13,425,644	Stian Kristiansen	Motlys AS	Sandrew Metronome	18,825,000
SOS Svartskjær / SOS Summer of Suspense	157,323	9,867,813	Arne Lindtner Næss	Nordisk Film	Nordisk	24,043,000
Sommerhuset	1,080	73,927	Ole Giæver	Spillefilmkompaniet 4 1/2	Arthaus	3,230,000
Ulvenatten / Night of the Wolf	61,832	4,946,323	Kjell G. Sundvall	Nordisk Film	Nordisk	21,900,000
Respekt / Respect	12,933	773,288	Johannes Jøner	Nordisk Film	Nordisk	5,741,000
Lange flate ballær II / Long, Flat Balls II	293,057	22,950,220	Harald Zwart	Zwart arbeid	SF Norge	22,950,220
Varg Veum – Falne engler / Fallen Angels	126,063	10,039,710	Morten Tyldum	SF Norge	SF Norge	19,500,000
Blod og ære / Big John	7,078	430,170	Håvard Bustnes	Faction Film AS	Corianderfilm	4,298,000
Den siste revejakta / The Last Joint Venture	145,831	11,773,799	Ulrik Imtiaz Rolfsen	Maipo Film & TV-produksjon AS	Nordisk	22,270,000
99% ærlig / 99% Honest	11,987	727,002	Rune Denstad Langlo	Motlys AS	Sandrew Metronome	7,375,000
De gales hus / House of Fools	49,365	3,676,987	Eva Isaksen	Norsk Filmproduksjon	Nordisk	21,385,000
deUSYNLIGE / Troubled Water	100,700	7,888,157	Erik Poppe	Paradox Rettigheter AS	Scanbox	27,986,000
Iskys / Icekiss	21,045	1,497,381	Knut Erik Jensen	Filmhuset Produksjoner	SEG	21,449,000
Prøvetid / Trying Freedom	1,216	40,935	Thor Bekkavik	Indiefilm	Oro Film	5,040,000
Fritt villt II / Cold Prey II	267,829	21,944,425	Mats Stenberg	Fantefilm AS	Nordisk filmdistribusjon	22,250,000
I et speil, i en gåte / Through a Glass, Darkly	26,287	1,666,448	Jesper W. Nielsen	Spillefilmkompaniet 4 1/2	Nordisk filmdistribusjon	24,220,000
Bak fasaden	1,580	128,595	Stephan Hergel	Hergel Film	n/a	n/a
Fatso / –	141,946	10,808,418	Arild Frølich	Paradox Rettigheter AS	Scanbox	26,650,000
Kurt blir grusom / Kurt Turns Evil	99,535	5,706,855	Rasmus Sivertsen	Nordisk Film / Quisten animasjon	Nordisk filmdistribusjon	25,977,000
Max Manus / –	403,557	34,783,498	Joachim Rønning / Espen Sandberg	Filmkameratene AS	Nordisk filmdistribusjon	55,122,000

SOURCE: NORWEGIAN FILM INSTITUTE / FILM&KINO

## MINORITY CO-PRODUCTIONS

Title	Admissions	GBO (NOK)	Director	Production Company	Distributor, Norway	Budget (NOK)
Arn Riket ved veiens ende / Arn 2 – Kingdom at Road's End	75,328	6,111,273	Peter Flinth	Svensk Filmindustri (SE)	SF Norge	–
Jungeldyret Hugo på ville veier / Jungo, the Adventurer	55,795	3,460,358	Jørgen Lardam / Flemming Quist Møller	PH3 ApS (DK)	Nordisk filmdistribusjon	–
Maria Larssons eviga ögonblick / Maria Larsson's Everlasting Moments	10,014	987,347	Jan Troell	Final Cut Prods (SE)	Sandrew Metronome	–
You, the Living	4,462	n/a	Roy Anderson	Roy Anderson Filmprodntion	AB ORO Film	–

SOURCE: NORWEGIAN FILM INSTITUTE / FILM&KINO

# NORWEGIAN FILM SUPPORT 2004–2008, PER SCHEME

The list shows number of projects supported, total amounts awarded, and average amount per project under each support scheme operated by the Norwegian Film Institute.  
All amounts in NOK.

NOT = NUMBER OF TITLES / TA = TOTAL AMOUNT / AAA = AVERAGE AMOUNT AWARDED

	2004			2005			2006			2007			2008		
	NOT	TA	AAA	NOT	TA	AAA	NOT	TA	AAA	NOT	TA	AAA	NOT	TA	AAA
<b>Short Films</b>															
Development support	12	322,000	26,833	15	948,443	63,230	14	792,500	56,607	10	794,790	79,479	8	669,681	83,710
Production support	38	9,959,803	262,100	38	9,388,500	247,066	26	5,340,861	205,418	23	4,183,512	181,892	22	9,237,303	419,877
Promotion support	-	-	-	-	-	-	-	-	-	1	355,975	355,975	30	9,906,948	503,588
Total short films	50	10,281,803	205,636	53	10,336,943	195,037	40	6,133,361	153,334	34	5,699,277	167,626	30	9,906,984	330,233
<b>"New Ways to Short Films"</b>															
Development support	-	-	-	-	-	-	5	290,000	58,000	3	330,000	27,500	7	555,000	79,286
Production support – short format	-	-	-	-	-	-	5	3 170 000	634,000	13	10,141,775	780,137	19	15,485,000	815,000
Production support – medium format	-	-	-	-	-	-	6	8 447 760	1 407 960	0	0	0	2	460,000	230,000
Promotion support	-	-	-	-	-	-	0	0	0	0	0	0	0	0	0
Total "New Ways to Short Films"	-	-	-	-	-	-	16	11,907,760	744,235	16	10,471,775	654,486	28	16,500,000	589,286
<b>"New Ways to Documentaries"</b>															
Development support	-	-	-	-	-	-	-	-	-	14	1,774,987	126,785	7	990,384	141,483
Production support	-	-	-	-	-	-	-	-	-	-	-	-	11	7,722,385	702,035
Total "New Ways to Documentaries"	-	-	-	-	-	-	-	-	-	14	1,774,987	126,785	18	8,712,769	484,042
<b>Novella Films</b>															
Production support	9	6,000,000	666,667	3	3,342,000	1,114,000	-	-	-	-	-	-	-	-	-
Total novella films	9	6,000,000	666,667	3	3,342,000	1,114,000	-	-	-	-	-	-	-	-	-
<b>Script Competition</b>															
Development support	-	-	-	-	-	-	3	900,000	300,000	-	-	-	-	-	-
Total Script competition	-	-	-	-	-	-	3	900,000	300,000	-	-	-	-	-	-
<b>"Signatur K" (women)</b>															
Project awards	-	-	-	-	-	-	4	904,140	226,035	12	2,063,700	171,975	9	1,680,000	186,667
Total "Signature K"	-	-	-	-	-	-	4	904,140	226,035	12	2,063,700	171,975	9	168,000	18,667
<b>Feature Films</b>															
Development support	41	5,346,036	130,391	46	7,055,077	153,371	26	4,355,827	167,532	56	15,072,586	269,153	55	11,911,125	216,566
Commissionin Exec scheme	15	77,997,386	5,199,826	12	66,131,014	5,510,918	9	75,690,254	8,410,028	11	90,572,650	8,233,877	7	67,189,584	9,598,512
Market Criteria scheme	4	24,169,513	6,042,378	7	49,900,000	7,128,571	6	45,439,389	7,573,232	6	44,538,000	7,423,000	7	49,324,704	7,046,386
Co-productions (minority)	10	7,650,000	765,000	6	5,780,000	963,333	3	1,600,000	533,333	6	4,856,000	809,333	6	4,682,929	780,488
Total feature films	70	115,162,935	1,645,185	71	128,866,091	1,815,015	44	127,085,470	2,888,306	79	155,039,236	1,962,522	75	133,108,342	1,774,778
<b>Feature Documentaries</b>															
Development support	-	-	-	-	-	-	5	1,065,000	213,000	5	700,000	140,000	3	590,000	196,666
Production support	-	-	-	-	-	-	8	6,808,000	851,000	5	5,775,000	1,155,000	4	5,450,000	1,362,500
Total feature documentaries	-	-	-	-	-	-	13	7,873,000	605,615	10	6,475,000	647,500	10	6,040,000	604,000
<b>Promotion Support</b>															
Promotion, Comm. Exec. Scheme	15	12,090,739	806,049	11	8,613,304	783,028	10	10,199,230	1,019,923	8	7,897,670	987,209	15	14,803,994	986,933
Promotion, Market Criteria scheme	3	3,000,000	1,000,000	2	2,175,000	1,087,500	5	5,327,000	1,065,400	7	7,447,000	1,063,857	5	4,495,000	899,000
Promotion, co-productions (minority)	0	0	0	1	150,000	150,000	0	0	0	15	15,344,670	1,022,978	4	2,485,405	621,351
Promotion, feature documentaries	-	-	-	-	-	-	4	2,207,226	551,807	7	4,410,748	630,107	3	2,485,405	828,468
Total promotion	18	15,090,739	838,374	14	10,938,304	781,307	19	17,733,456	933,340	37	35,100,088	948,651	27	24,269,804	898,882
<b>Box Office Bonus (automatic, ex-post)</b>															
Commissionin Exec scheme	20	38,861,155	1,943,058	21	25,947,349	1,235,588	19	40,443,236	2,128,591	16	20,469,909	1,279,369	15	40,202,177	2,680,145
Market Criteria scheme	3	16,627,897	5,542,632	4	23,207,206	5,801,802	5	24,718,564	4,943,713	7	34,999,574	4,999,939	10	45,927,364	4,592,736
Co-productions (minority)	6	1,665,167	277,528	1	171,875	171,875	6	1,184,924	197,487	0	0	0	6	600,235	100,039
Short films	-	-	-	-	-	-	1	144,586	144,586	1	370,361	370,361	*	*	*
Feature documentaries	-	-	-	-	-	-	2	903,429	451,715	6	2,785,793	464,299	*	*	*
Sum billettstøtte	29	57,154,219	1,970,835	26	49,326,430	1,897,170	33	67,394,739	2,042,265	30	58,625,637	1,891,150	31	86,729,776	2,797,735
<b>Single TV documentaries</b>															
Development support	46	2,681,000	58,283	36	2,354,000	65,389	33	3,685,000	111,667	26	3,008,262	115,702	31	3,440,000	110,967
Production support	30	6,114,000	203,800	26	7,198,000	276,846	28	6,950,000	248,214	25	7,432,000	297,280	31	9,775,000	315,322
Total single TV documentaries	76	8,795,000	115,724	62	9,552,000	154,065	61	10,635,000	174,344	51	10,440,262	204,711	62	13,215,000	213,145
<b>TV Documentary Series</b>															
Development support	-	-	-	-	-	-	3	245,000	81,667	5	700,000	140,000	0	0	0
Productions support	-	-	-	-	-	-	4	3,250,000	812,500	2	1,825,000	913,500	3	1,900,000	633,333
Total TV documentary series	-	-	-	-	-	-	7	3,495,000	499,286	7	2,525,000	360,714	3	1,900,000	633,333
<b>TV Drama Series</b>															
Development support	19	2,660,650	140,034	16	2,539,100	158,694	8	1,090,000	136,250	13	2,709,200	208,400	13	2,300,000	176,923
Production support	7	13,696,317	1,956,617	8	13,998,302	1,749,788	5	21,940,000	4,388,000	5	21,710,000	4,342,000	5	11,775,000	2,355,000
Total TV drama series	26	16,356,967	629,114	24	16,537,402	689,058	13	23,030,000	1,771,538	18	24,419,200	1,356,622	18	14,075,000	781,944
<b>Interactive Productions</b>															
Development support	7	8,000,000	1,142,857	6	5,000,000	833,333	6	5,397,700	899,617	9	6,000,000	666,667	11	7,900,000	718,182
Total interactive productions	7	8,000,000	1,142,857	6	5,000,000	833,333	6	5,397,700	899,617	9	6,000,000	666,667	11	7,900,000	718,182

Legend: – No information / scheme not in operation

\* Support not yet requested (as per end 1st quarter 2009)

SOURCE: NORWEGIAN FILM INSTITUTE

# FEATURE FILMS SUPPORTED 2008

Does not include amounts for Box Office (ex post) support

Title	Budget (NOK)	Production Support (NOK)	Production Company	Director
<b>Commissioning</b>				
<b>Executive Scheme</b>				
Engelen / The Angel	19,000,000	10,000,000	Speranza Film AS	Margreth Olin
Appelsinpiken / The Orange Girl	28,479,000	8,700,000	Helgeland Film AS	Eva Dahr
Yatzy / –	16,000,000	9,007,304	Spillefilmkompaniet 4 1/2	Katja Eyde Jacobsen
Bastøy / King of Devil's Island	40,000,000	16 000 000*	Spillefilmkompaniet 4 1/2	Marius Holst
Vegas / –	19,000,000	8,200,000	Cinenord Spillefilm AS	Gunnar Vikene
Upperdog / –	19,240,000	10 300 000*	Friland	Sara Johnsen
Rottenetter / TBA	17,550,000	8 500 000*	Paradox	Arild Østin Ommundsen
Nytt Norsk Håp / TBA	19,000,000	10,000,500	Tordenfilm	Thomas Malling Cappelen
NOKAS / –	23,997,858	9,500,000	Alligator Film AS	Erik Skjoldbjærg
Bestevennen / TBA	16,819,351	8,000,000	Filmbin	Christian Lo
<b>Market Criteria Scheme</b>				
Olsenbanden jr. og det sorte gullet / The Junior	18,800,000	9,400,000	Nordisk Film AS	Arne Lindtner Næss
Olsen Gang and the Black Gold				
Skjult / Hidden	12,583,460	4,488,460	Alligator Film AS	Pål Øie
Fritt vilt II / Cold Prey II	17,500,000	7,750,000	Fantefilm Fiksjon AS	Mats Stenberg
Julenatt i Blåfjell / TBA	21,000,000	8,750,000	Storm Rosenberg AS	Peder Nordlund
Pelle Politibil går i vannet / TBA	15,789,400	7,500,000	Neofilm AS	Rasmus A. Sivertsen
Snarveien / Shortcut	9,400,000	3,800,000	Exposed Film Productions AS	Sverin Erskeland
Knerten / TBA	17,660,888	7,636,244	Paradox Rettigheter AS	Åsleik Engmark
<b>Feature Documentaries</b>				
Prøvetid / Trying Freedom	3,364,901	1,975,000	Indiefilm	Thor Bekkavik
To brødre / Brothers	4,300,000	2,200,000	Fenris Film AS	Aslaug Holm
99% ærlig / 99% Honest	4,346,822	1,650,000	Motlys AS	Rune Denstad Langlo
<b>Minority Co-Productions</b>				
Kvinden, der drømte om en mand / The Woman	23 153 725 (NO share 2 350 000)	1,175,000	DK: Zentropa NO: Maipo Film- og TV-Produksjon AS	Per Fly
Who Dreamt of a Man				
Fem i tolv / Five to Twelve	14 280 000 (NO share 1 620 800)	680,000	SE: Bob Film AB NO: SF-Norge AS	Beate Gårdeler
<b>Box-Office Bonus (ex-post support) only</b>				
Død snø	n/a	n/a	Euforia Film	Tommy Wirkola
Jernanger	n/a	n/a	Kong Film AS	Pål Jackman
Ulykken	n/a	n/a	Fender Film AS	Marcelino Martin Valiente
ORPS – The Movie	n/a	n/a	Monster Film AS	Atle Knudsen

\* Total amount (previously awarded support included)

SOURCE: NORWEGIAN FILM INSTITUTE

## MARKET SHARE, NATIONAL RELEASES 1999–2008

Year	Number of national releases	Admissions	Marked share by admissions	Gross Box Office NOK	Marked share by GBO
1999	12	1,001,259	8.8%	42,037,527	7.3%
2000	9	701,752	6.1%	33,777,585	5.6%
2001	8	1,864,922	14.9%	99,880,868	14.5%
2002	15	897,105	7.5%	47,681,059	6.7%
2003	18	2,377,747	18.2%	133,780,501	16.4%
2004	20	1,778,171	14.9%	107,122,300	13.7%
2005	20	1,380,381	12.2%	98,309,993	12.5%
2006	20	1,928,263	16.1%	130,094,858	15.3%
2007	22	1,778,681	16.4%	115,462,294	14.6%
2008	22	2,656,517	22.4%	202,456,009	22.1%

SOURCE: FILM&KINO

## CINEMAS AND ADMISSIONS

	2004	2005	2006	2007	2008
Admissions all titles	11,966,254	11,314,081	12,012,493	10,815,700	11,869,449
GBO all titles	782,126,945	783,549,532	852,005,481	791,189,783	917,658,545
Admissions Norwegian titles	1,778,000	1,380,000	1,928,263	1,778,521	2,656,517
GBO Norwegian titles	107,122,000	98,310,000	130,094,858	115,462,294	202,456,009
Number of film releases	236	230	241	237	221
Number of Norwegian film releases	20	20	20	22	22
Number of theatres	245	241	235	212	210
Number of screens	632	665	658	653	665
Number of seats	86,580	86,146	84,269	79,897	80,149
Number of digital screens	–	–	–	–	49
Admissions per citizen	2.6	2.4	2.6	2.3	2.5
Number of active distributors	18	18	17	17	18

SOURCE: FILM&KINO

## RELEASES 2008, BY GEOGRAPHICAL REGIONS

	2004		2005		2006		2007		2008	
	Number of titles	Admissions	Number of titles	Admissions	Number of titles	Admissions	Number of titles	Admissions	Number of titles	Admissions
National	17	15.1%	21	13.1%	22	16.2%	22	16.3%	22	22.4%
European	56	12.8%	68	18.0%	68	11.2%	78	18.1%	60	13.0%
US	134	70.4%	122	67.3%	128	71.7%	115	64.6%	117	63.9%
Rest of the World	24	1.8%	19	1.6%	23	0.9%	22	1.0%	22	0.7%
<b>Total</b>	<b>231</b>	<b>100.0%</b>	<b>230</b>	<b>100.0%</b>	<b>241</b>	<b>100.0%</b>	<b>237</b>	<b>100.0%</b>	<b>221</b>	<b>100.0%</b>

SOURCE: FILM&KINO

## FILM CLASSIFICATIONS 2008

Classification categories	Number of titles	
	2007	2008
No age limit	50	45
From 7 years upwards	31	35
From 11 years upwards	65	66
From 15 years upwards	78	71
From 18 years upwards	13	4
<b>Total</b>	<b>237</b>	<b>221</b>

SOURCE: FILM&KINO

# CINEMA TOP 30

Rank	Release title	Original title	Release date	Distributor	Admissions	GBO NOK
1	Mamma Mia!	Mamma Mia!	10/07/08	United International Pictures	1,109,756	90,589,356
2	James Bond: Quantum of Solace	James Bond: Quantum of Solace	07/11/08	Walt Disney Studios Motion Pictures Norway	473,402	43,423,102
3	The Dark Knight	The Dark Knight	25/07/08	Sandrew Metronome	410,964	36,496,058
4	Max Manus*	Max Manus	19/12/08	Nordisk Filmdistribusjon	403,557	34,783,168
5	Kautokeino-opprøret	Kautokeino-opprøret	18/01/08	Sandrew Metronome	343,889	25,363,593
6	Indiana Jones og Krystallhodeskallens rike	Indiana Jones and the Kingdom of the Crystal Skull	22/05/08	United International Pictures	331,767	28,122,464
7	Sex and the City	Sex and the City: The Movie	06/06/08	SF Norge	309,142	27,429,699
8	Kung Fu Panda	Kung Fu Panda	18/07/08	United International Pictures	302,301	21,410,420
9	WALL-E (norsk tale)	WALL-E	29/08/08	Walt Disney Studios Motion Pictures Norway	295,126	21,091,802
10	Lange Flate Ballær II	Lange Flate Ballær II	14/03/08	SF Norge	293,057	22,950,221
11	Fritt viit II	Fritt viit II	10/10/08	Nordisk Filmdistribusjon	267,908	21,946,856
12	Madagaskar 2	Madagascar: Escape 2 Africa	21/11/08	United International Pictures	261,364	18,541,667
13	Alvin og gjengen	Alvin and The Chipmunks	08/02/08	Twentieth Century Fox Norway	257,073	16,776,526
14	High School Musical 3: Senior Year	High School Musical 3: Senior Year	24/10/08	Walt Disney Studios Motion Pictures Norway	253,572	17,472,609
15	Legenden om Narnia – Prins Caspian	The Chronicles of Narnia: Prince Caspian	02/07/08	Walt Disney Studios Motion Pictures Norway	237,276	19,551,489
16	Drageløperen	The Kite Runner	25/01/08	Sandrew Metronome	193,459	15,279,207
17	Biefilmen**	Bee Movie	26/12/07	United International Pictures	185,518	12,445,784
18	Mannen som elsket Yngve	Mannen som elsket Yngve	15/02/08	Sandrew Metronome	174,752	13,425,475
19	National Treasure: Book of Secrets	National Treasure: Book of Secrets	11/01/08	Walt Disney Studios Motion Pictures Norway	162,161	13,363,505
20	Hancock	Hancock	18/07/08	Walt Disney Studios Motion Pictures Norway	158,819	13,629,137
21	SOS Svartskjær	SOS Svartskjær	15/02/08	Nordisk Filmdistribusjon	157,323	9,867,814
22	Om forlatelse	Atonement	11/01/08	United International Pictures	155,733	12,812,441
23	Den siste revejakta	Den siste revejakta	29/08/08	Nordisk Filmdistribusjon	145,831	11,773,799
24	Horton redder en Hvem	Horton hears a Who	14/03/08	Twentieth Century Fox Norway	145,475	9,545,107
25	Fatso	Fatso	24/10/08	Scanbox	141,951	10,808,718
26	Varg Veum – Falne engler	Varg Veum – Falne engler	04/04/08	SF Norge	126,063	10,039,710
27	Iron Man	Iron Man	30/04/08	United International Pictures	113,902	9,501,378
28	No Country for Old Men	No Country for Old Men	29/02/08	United International Pictures	112,268	9,429,385
29	Arn – Tempelridderen**	Arn – Tempelridderen	26/12/07	SF Norge	104,830	8,576,874
30	I am Legend**	I am Legend	26/12/07	Sandrew Metronome	101,691	8,600,370

SOURCE: FILM&KINO

## MARKET SHARE TOP-LISTED FILMS 2004–08

### Marketshare top 50

	2004		2005		2006		2007		2008	
	Admissions	GBO	Admissions	GBO	Admissions	GBO	Admissions	GBO	Admissions	GBO
Top 10	33.0%	34.9%	33.7%	34.9%	36.5%	38.1%	34.3%	35.3%	36.0%	37.6%
Top 20	46.3%	47.5%	50.0%	50.7%	52.2%	54.2%	50.0%	51.9%	54.1%	54.4%
Top 30	60.0%	61.9%	61.2%	62.6%	63.4%	65.5%	60.0%	62.0%	63.4%	65.4%
Top 40	68.4%	70.0%	69.1%	71.0%	70.7%	72.6%	67.1%	69.3%	70.8%	72.6%
Top 50	74.4%	76.0%	74.8%	76.6%	76.3%	78.5%	72.6%	75.1%	76.3%	78.3%

SOURCE: FILM&KINO

This brochure is also available in PDF format on the home pages of Film&Kino and of the Norwegian Film Institute.

FACTS&FIGURES is published in co-operation between the Norwegian Film Institute and Film&Kino.

General editor: Nils Klevjer Aas, NFI.

NORWEGIAN **FILM** INSTITUTE

[www.nfi.no](http://www.nfi.no)

NORWEGIAN FILM INSTITUTE, Dronningens gt. 16,  
P.O. Box 482 Sentrum, N-0105 Oslo, Norway,  
phone: + 47 22 47 45 00, fax: + 47 22 47 45 99

F I L M  K I N O

[www.kino.no](http://www.kino.no)

FILM&KINO, Dronningens gt. 16, P.O. Box 446 Sentrum,  
N-0104 Oslo, Norway,  
phone: + 47 22 47 45 00, fax: + 47 22 47 46 99