

2010 RUSSIAN FILM INDUSTRY REVIEW

CANNES 17/05/2011

METROPOLITAN E.R.A.



NEVAFILM

STATE SUPPORT FOR THE FILM INDUSTRY

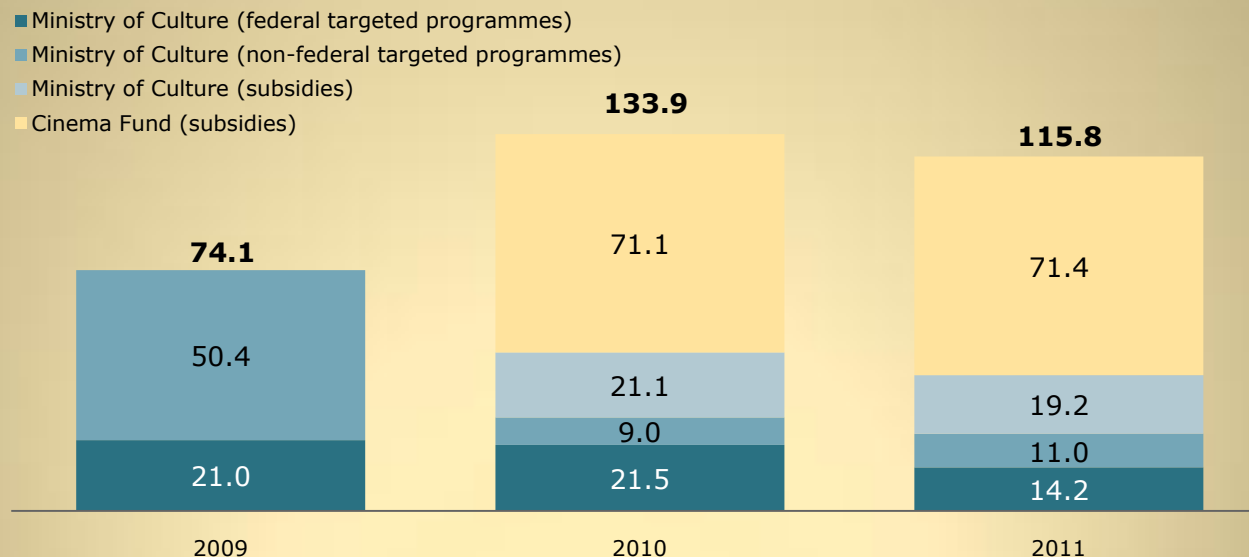
The Ministry of Culture of the Russian Federation

- Financial support of the production and distribution of films for children, debut films, artistic and experimental films, newsreels, documentaries, educational films, and animated films
- Promotion of domestic cinema
- Purchase of imported 35-mm film reel
- Research and experimental studies in the field of cinema

Cinema Fund

- Film financing of the leading domestic producers (8 companies)
- Financing the production of films containing patriotic subject matter
- Support of film companies making films of artistic and cultural significance where cinema viewing figures exceeded 1 million
- Financial support of Russian films appearing at film festivals and film markets

State support for cinema, excluding capital investment and expenditures on film education, millions of Euros



DOMESTIC FILM PRODUCTION

- About 70 domestic films in Russian distribution in 2010
- Average production budget: EUR 3.1m (from EUR 75,000 to 26,000,000)
- Average box office return: EUR 2.6m (from EUR 300 to 17,400,000)
- Share of domestic film in Russian box-office drops – 16.3% in 2010

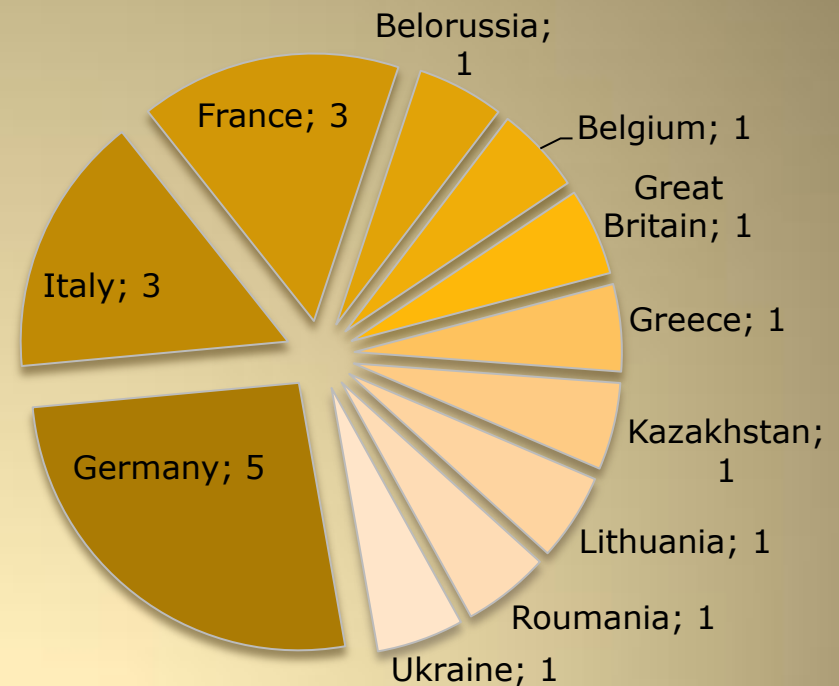
Top 20 Russian production companies, 2010

No.	Production Company	Box office (EUR, millions)	Films in distribution in 2010
1	Central Partnership	26.17	6
2	Bazelevs Production	24.29	2
3	TNT, Comedy Club	16.43	1
4	Rekun Cinema	11.26	2
5	Rossiya TV Channel	11.26	2
6	Fawzi Video, Magic Picture, Zurbagan Prod.	11.18	1
7	Kvadrat Studio	8.92	1
8	Leopolis	7.62	1
9	Shaman Pictures	6.18	1
10	A1 Kino Video	6.13	1
11	TriTe	5.41	1
12	Centre of National Film	4.57	1
13	Rock Films	3.97	2
14	Teleshov	3.96	1
15	Interfest, Kazakhfilm	3	1
16	Profit	2.29	2
17	Karo Production	1.82	2
18	Paradise Productions	1.63	4
19	Krasnaya Strela	0.7	2
20	STV film company	0.52	4

CO-PRODUCTION

- 10 co-produced films in Russian distribution in 2010
- Average box office return: EUR 0.7m (from EUR 1,800 to 3,400,000)

Countries participating in co-productions with Russia, by number of films in Russian distribution in 2010

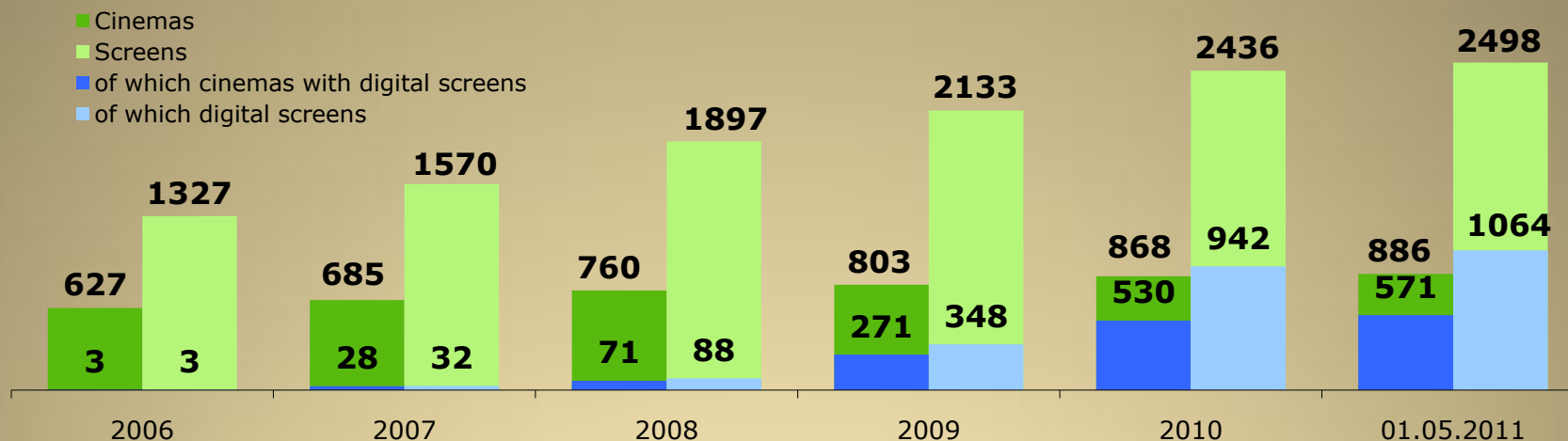


Source: Booker's Bulletin

THEATRICAL DISTRIBUTION – CINEMAS

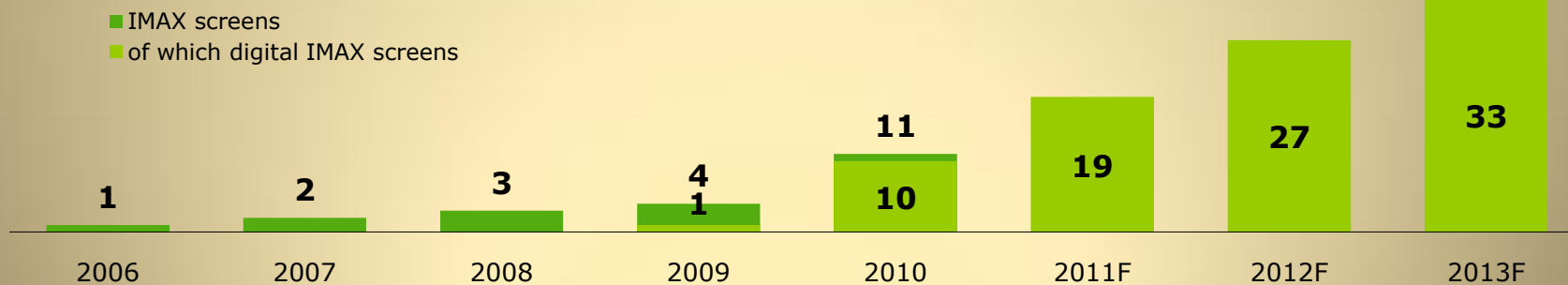
Today 43% of modern screens are digital (in 64% of sites)

Modern cinemas in Russia



Source: Nevafilm Research

IMAX screens in Russia

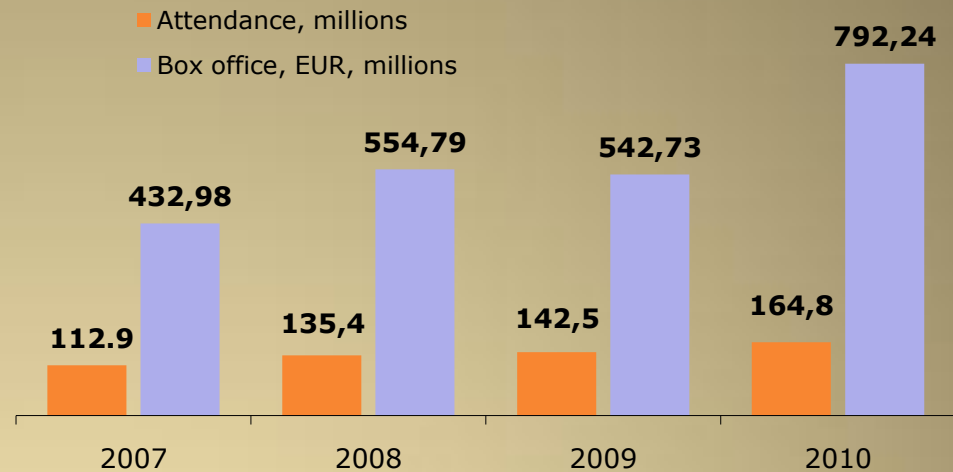


Source: Nevafilm Research

THEATRICAL DISTRIBUTION

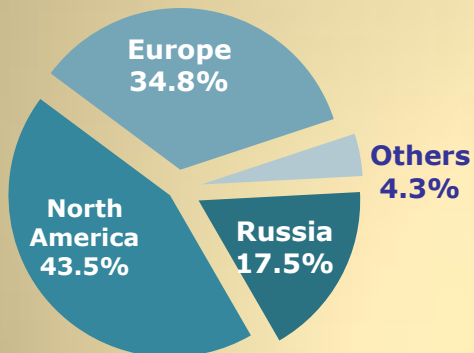
Films in distribution: 456
 New releases: 400
 New digital releases: 164
 Digital only: 45
 3D releases: 31
 IMAX releases: 11
 Alternative content programmes: 28

Attendance and box office returns in the CIS (except Ukraine) 2007-2010



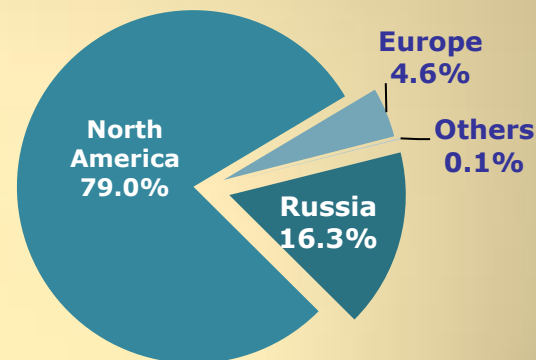
Source: Booker's Bulletin

Number of releases in Russian distribution, by country of production, 2010



Source: Booker's Bulletin

Box office returns for films in Russian distribution, by country of production, 2010

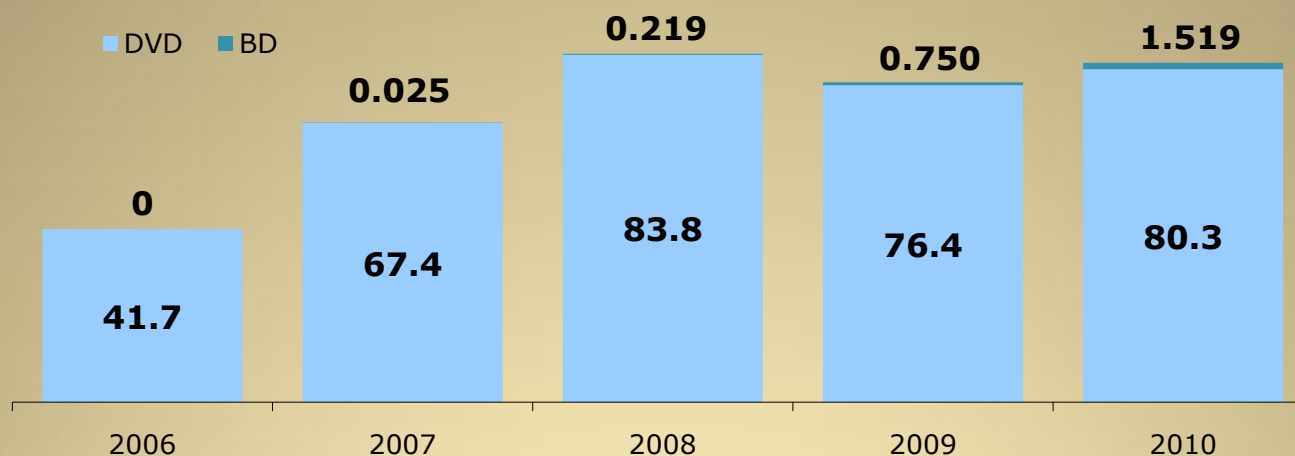


Source: Booker's Bulletin

VIDEO DISTRIBUTION & VoD

- Video sales in 2010 up 5% (down 9% in 2009)
- BD vs DVD releases in 2010: 14% vs 86% (10% vs 90% in 2009)

Russia's licensed video market sales volume
(million copies) in 2006-2010



Source: Videomagazine, Screen Digest

- About 40 VoD operators in 2010 (including 20 on the Internet)
- Upsurge in the number of Internet services (advertising, subscription and pay per view business models)
- Copyright holders have been more willing to work with VoD providers

THE RUSSIAN FILM FESTIVAL MARKET

Winners of European festivals in 2010, in Russian distribution

Title, director	Country of production	Festival	Prize	Distributor in Russia	Release date	Number of prints	Number of viewers, thousands	Box office, thousands EUR
The Ghost Writer, Roman Polanski	Germany, France, Great Britain	Berlin International Film Festival	Silver Bear, Best Director	Central Partnership	05.08.2010	251	166.8	825.7
On Tour (Tournée), Mathieu Almaric	France	Cannes Film Festival	Best directing award	Kino Bez Granits	04.11.2010	5	4.5	22.6
Somewhere, Sofia Coppola	USA	Venice Film Festival	Golden Lion	Paradise	18.11.2010	120	74.5	405.3
Poetry, Chang-dong Lee	South Korea	Cannes Film Festival	Best screenplay award	Intercinema	18.11.2010	2	0.4	2.9
A Sad Trumpet Ballad (Balada Triste de Trompeta), Álex de la Iglesia	France	Venice Film Festival	Silver Lion, Best Director	Kino Bez Granits	24.02.2010	13	7.9	38.3

Source: Booker's Bulletin

Average box office return: EUR 260 thousand (from EUR 3,000 to 830,000)

The main Russian distributors of festival films are:

- Central Partnership
- Intercinema
- Kino Bez Granits
- Paradise
- Popular & Intellectual Films

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More about our research activity on the Russian cinema market

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