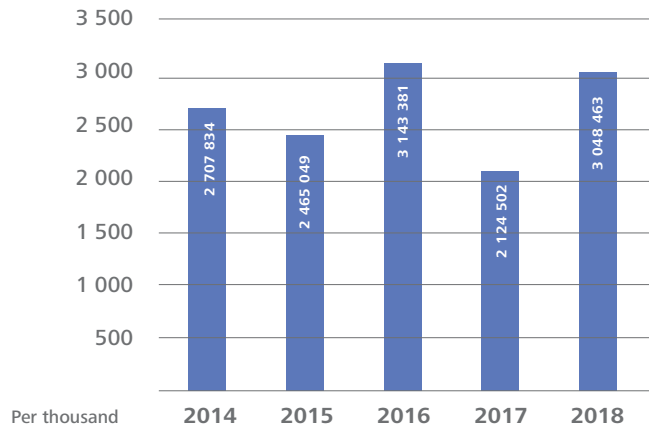


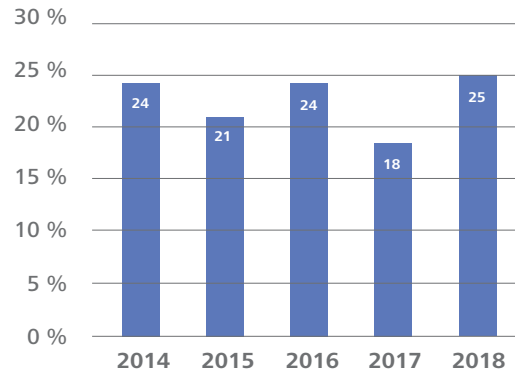


# FACTS & FIGURES 2018

### Admissions to Norwegian films at the cinema 2014–2018

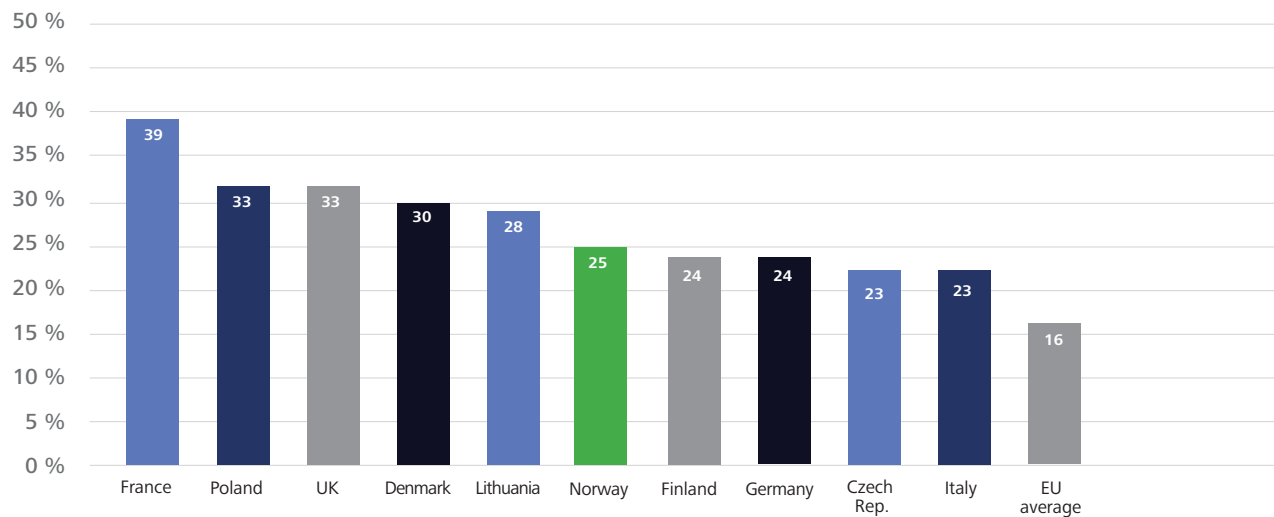


### Norwegian Market Share

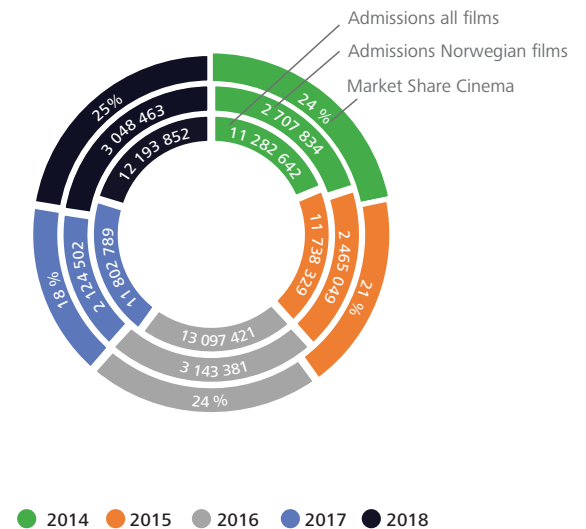


Norwegian films had a strong year at the box office in 2018, recording the largest national market share and the second-largest number of admissions of the last five years, proving that there remains a large national interest in Norwegian film in the ever-expanding global cinema market. Compared to other nations in the EU, Norway is situated in the sixth spot, eleven percent above the EU average.

### Largest domestic market shares within the EU, 2018



### Total admissions



## Number of releases

2018 saw the release of 27 Norwegian feature films, including 5 documentaries and 6 titles for children and teens. Among the 27 released films, 16 had received production funding from the Norwegian Film Institute. Including three out of four Norwegian films with the highest admission numbers.

Title	Admissions	Received funding from NFI	Format	For children	Scheme
Skjelvet	589 620	Yes	Fiction	No	Market
Månelyst i Flåklypa	422 796	Yes	Fiction	Yes	Market
Norske Byggekløsser	263 819	No	Fiction	No	None
Utøya	250 044	Yes	Fiction	No	Commissioner
Operasjon Mørkemann	150 945	No	Fiction	Yes	None
Mordene i Kongo	117 121	Yes	Fiction	No	Commissioner
Kutoppen	114 825	No	Fiction	Yes	None
Karsten og Petra - På Skattejakt	103 366	No	Fiction	Yes	None
Per Fugelli – Siste resept	79 773	Yes	Documentary	No	Commissioner
Brillebjørn på bondegården	62 705	No	Fiction	Yes	None
En affære	48 363	No	Fiction	No	None
Battle	44 443	Yes	Fiction	No	Commissioner
Sonja	39 383	Yes	Fiction	No	Commissioner
Troll – Kongens hale	37 321	No	Fiction	Yes	None
Los bando	33 963	No	Fiction	No	None
Blindsone	25 456	Yes	Fiction	No	Commissioner
For vi er gutta	15 634	Yes	Documentary	No	Commissioner
Føniks	11 508	Yes	Fiction	No	Commissioner
Tårnet	11 195	Yes	Documentary	No	Commissioner
Rett vest	10 174	No	Fiction	No	None
Røverdatter	9 039	Yes	Documentary	No	Commissioner
Harajuku	7 136	Yes	Fiction	No	Commissioner
Hatets vugge	6 241	Yes	Documentary	No	Commissioner
Now it's dark	5 400	Yes	Fiction	No	Commissioner
Når jeg faller	3 790	No	Fiction	No	None
Vann over ild	2 433	Yes	Fiction	No	Commissioner
VampyrVidar	1 754	No	Fiction	No	None

### Number of Norwegian Cinema feature-length releases 2014–2018

2014	36
2015	26
2016	27
2017	35
2018	27

### Norwegian minority co-productions with cinema release 2018

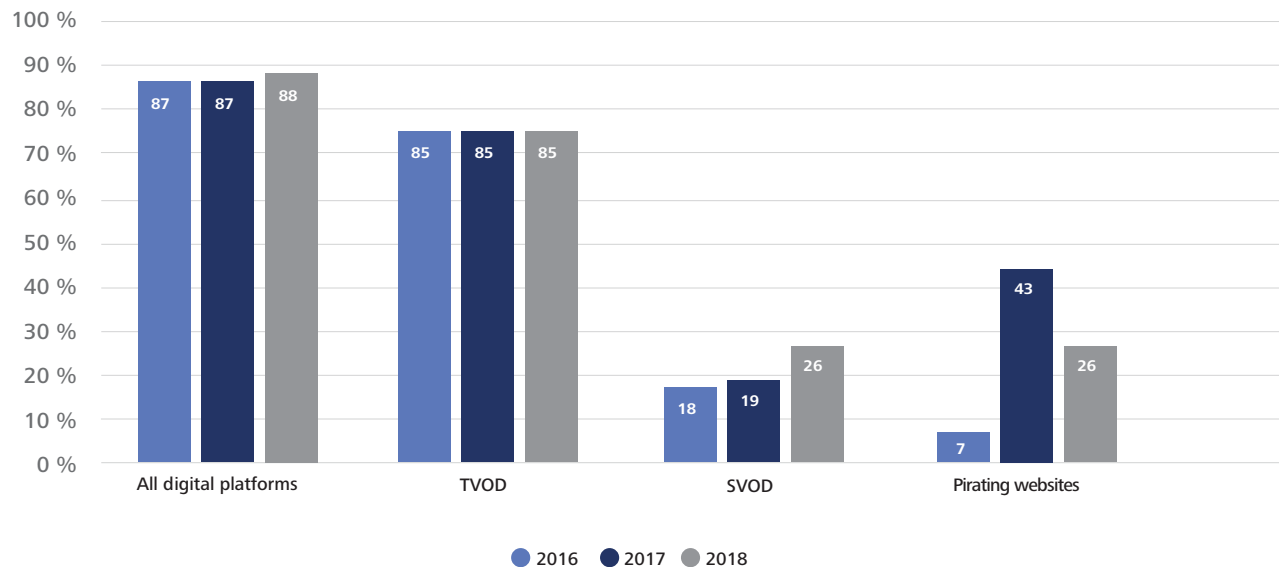
Title	Admissions	Received Funding
Disappearance		Yes
Jeg vet hvem du er		Yes
TED – Show me love		Yes
Rekonstruksjon Utøya		Yes

## Digital platforms

### Market Share VOD

	Film	Drama series
2016	7,8 %	14,9 %
2017	6,0 %	11,2 %
2018	7,4 %	12,5 %

### Availability of Norwegian Feature-Length Film, Digital Platforms



With the ongoing impact of digital platforms on consumption patterns, keeping track of the availability and consumption of Norwegian film and drama on these platforms is becoming increasingly important. NFI has since 2016 co-operated with Kantar TNS on deriving surveys on the consumption of Norwegian media on digital platforms. In addition to these surveys, the institute calculates the availability of Norwegian feature film on the biggest actors on the market on a certain point of time each year.

A large majority of Norwegian film from the five past years were available for consumption through digital platforms. However, the availability was far lower on the more popular SVOD-services. The estimated market share of Norwegian film and drama series has remained fairly stable since 2016, with drama series retaining over 10 % of the total market share.

## Female share

### Female share of key staff in feature length releases, 2010–2018

	2014	2015	2016	2017	2018
Received funding from NFI	40 %	45 %	36 %	36 %	37 %
No NFI funding	11 %	10 %	28 %	24 %	31 %
All	30 %	34 %	33 %	31 %	33 %

### Share of female main characters in feature length releases, 2016–2018

	2016	2017	2018
Received funding from NFI	25 %	28 %	71 %
No NFI funding	33 %	25 %	33 %
Children's film	0 %	17 %	50 %
All	30 %	27 %	53 %

### Female share of key staff in project with production funding from NFI 2012–2018

	2014	2015	2016	2017	2018
Fiction feature films and documentaries with cinema release	54 %	36 %	32 %	35 %	53 %
Documentaries without cinema release	36 %	37 %	44 %	35 %	23 %
Drama series	28 %	18 %	37 %	48 %	41 %
Short films	61 %	50 %	43 %	56 %	58 %

### Female share of key staff in productions with NFI funding 2018, detailed

	Applications	Received funding
Fiction feature films and documentaries with cinema release (total)	47 %	53 %
Market scheme	43 %	25 %
Fiction Feature Films, artistically rated	51 %	69 %
Documentaries with cinema release	45 %	48 %
Documentaries without cinema release	35 %	23 %
Drama series	42 %	41 %
Short films	41 %	58 %
Average	42 %	47 %

The female share of key staff\* among projects that received production funding from NFI (for all formats) was 47 % in 2018, slightly below NFI's targeted long-term goal of 50 per cent. There are large differences between formats and variations when comparing one year to another, so the figures should be read somewhat cautiously.

\*Producer, director or screenwriter

While the female share of key staff in feature films with cinema release in 2018 is 33 %, the share of female main characters was actually above 50 %, a large increase when comparing to the previous two years.

## Funding

The NFI administers several subsidy schemes. The commissioner scheme for artistically rated films, drama series, short films and video games, the market scheme targeted towards films with broad audience appeal, a minority Co-production scheme, and the New Ways scheme targeted towards innovative low budget projects with a large degree of creative freedom for the directors and producers involved. NFI funding also includes box office support for films that obtain certain criteria, regardless of whether they have received earlier funding from NFI. In total, the NFI granted over 446 million NOK to the above-mentioned schemes.

Norwegian film funding 2018, per scheme						
Format	Development	Production	Promotion National	Promotion International	Box Office Bonus	Total
Fiction Feature Films, artistically rated	12 002 200	55 265 800	12 499 378	1 807 835	39 205 960	120 781 173
New Ways Norway scheme (feature films)	1 740 000	5 620 000	1 000 000			8 360 000
Feature film, Market Criteria Scheme		44 000 000	4 065 196	150 000	58 980 096	107 195 292
Co-Productions (minority)		10 045 057	525 000		583 618	11 153 675
Feature films without production funding			9 014 371	445 153	34 974 970	44 434 494
Sum	13 742 200	114 930 857	27 103 945	2 402 988	133 744 644	291 924 634
Short films	370 000	13 102 000		893 114		14 365 114
New Ways Norway scheme (short films)	816 120	1 035 000				1 851 120
Sum	1 186 120	14 137 000		893 114		16 216 234
Documentaries without cinema release, artistically rated	10 095 000	12 905 000		1 110 282		24 110 282
New Ways Norway scheme (documentaries)	2 476 145	6 633 630				9 109 775
Documentary series, artistically rated	1 250 000			396 263		1 646 263
Documentaries with cinema release, artistically rated	3 445 000	9 150 000	2 396 006	285 225	4 465 141	19 741 372
Sum	17 266 145	28 688 630	2 396 006	1 791 770	4 465 141	54 607 692
Drama series	11 042 500	44 600 000		830 132		56 472 632
New Ways Norway scheme (drama series)	3 702 500					3 702 500
Sum	14 745 000	44 600 000		830 132		60 175 132
Video games	19 875 000		82 350	3 788 329		23 745 679
Total	66 814 465	202 356 487	29 582 301	9 706 333	138 209 785	446 669 371

## Number of applications and grants, 2018

Scheme	Development		Production		Promotion National		Promotion International	
	Applications	Grants	Applications	Grants	Applications	Grants	Applications	Grants
Fiction Feature Films, artistically rated	97	47	33	8	10	10	16	13
New Ways Norway scheme (feature films)	3	3	1	1	1	1	0	0
Feature film, Market Criteria Scheme	0	0	26	4	2	2	1	1
Co-Productions (minority)	0	0	20	5	2	2	0	0
Feature films without production funding	0	0	0	0	10	8	10	6
<b>Sum</b>	<b>100</b>	<b>50</b>	<b>80</b>	<b>18</b>	<b>25</b>	<b>23</b>	<b>27</b>	<b>20</b>
Short films	15	3	117	25	0	0	32	25
New Ways Norway scheme (short films)	15	2	1	1	0	0	0	0
<b>Sum</b>	<b>30</b>	<b>5</b>	<b>118</b>	<b>26</b>	<b>0</b>	<b>0</b>	<b>32</b>	<b>25</b>
Documentaries without cinema release, artistically rated	74	39	50	20	0	0	15	13
New Ways Norway scheme (documentaries)	19	4	2	2	0	0	0	0
Documentary series, , artistically rated	10	5	5	0	0	0	2	2
Documentaries with cinema release, artistically rated	17	11	11	6	4	4	6	4
<b>Sum</b>	<b>120</b>	<b>59</b>	<b>68</b>	<b>28</b>	<b>4</b>	<b>4</b>	<b>23</b>	<b>19</b>
Drama series, artistically rated	40	38	23	10	0	0	12	10
New Ways Norway scheme (drama series)	12	4	0	0	0	0	0	0
<b>Sum</b>	<b>52</b>	<b>42</b>	<b>23</b>	<b>10</b>	<b>0</b>	<b>0</b>	<b>12</b>	<b>10</b>
Video games	70	27	0	0	2	1	26	20
<b>Total</b>	<b>372</b>	<b>183</b>	<b>289</b>	<b>82</b>	<b>31</b>	<b>28</b>	<b>120</b>	<b>94</b>

In 2018 the NFI received over 800 applications regarding development, production or promotional grants. Among these, about 48 per cent, or 400 applications, were approved.

## NFI funding and budget averages

	Number of productions	Average Production Budget	Average production support	NFI average production funding as part of total average production budget
Documentaries without cinema release	13	3 180 523	934 615	29 %
Documentaries (Minority Co-productions)	8	1 344 729	349 375	26 %
Drama series	10	50 885 650	4 460 000	9 %
Documentaries with cinema release	7	7 439 361	1 963 376	26 %
Short films	25	1 145 346	551 480	48 %
Short films (Minority co-productions)	1	1 494 141	350 000	23 %
Artistically rated feature films	9	28 932 556	6 765 089	23 %
Market criteria scheme	4	47 630 000	11 000 000	23 %
Feature films (Minority co-productions)	5	37 321 733	2 009 011	5 %

## NFI funding (production and box office support) as share of total production budget

Format	2014	2015	2016	2017	2018
Feature films with box office support	74 %	60 %	40 %	57 %	47 %
Feature films without box office support	36 %	34 %	23 %	29 %	24 %
Short films	53 %	53 %	50 %	9 %	9 %
Documentaries with box office support	38 %	29 %	33 %	39 %	30 %
Documentaries without box office support	36 %	24 %	27 %	21 %	25 %
Drama series	13 %	14 %	12 %	9 %	9 %

Norwegian drama series has grown hugely in popularity, aligning with the rise of streaming services in the last few years. As such it is not surprising that drama series has the largest average budgets when comparing formats. As the numbers show, NFI remains a large and important, quite often the largest, source of financing for Norwegian film projects.

Feature films remain the largest recipient of project funding, with 65 % of the total project funding being given to feature film projects. The distribution of funds by format in 2018 was closely aligned to the average distribution over the last five years.



Participation, nominations and awards for Norwegian films by format and year*		2013	2014	2015	2016	2017	2018
Feature films	Participation in large, international festivals	7	9	8	3	6	20
	Awards		2	1			1
	Nominations	3	2	2	1	2	1
Short films	Participation in large, international festivals	13	31	15	26	20	14
	Awards	3	5	2	8	2	1
	Nominations		1	1	1	2	
Documentaries	Participation in large, international festivals	17	18	26	24	30	19
	Awards	4	1	3	4	3	5
	Nominations					5	3
Drama series	Awards			9	7	6	4
	Nominations	2	9	3	1	11	11
Video games	Awards	4	4	7	8	5	3
	Nominations					10	10

\*For larger, recognized festivals such as .....

Norwegian Film and video games operate in a global market. International success and recognition is an ambition for Norwegian projects and the NFI backs this ambition by financial support and consulting services. In 2018 74 Norwegian projects either participated or were nominated for awards in internationally renowned festivals (for their respective fields).

## Support for film communication and promotion 2018

	Applications	Rejections	Grants	Amount NOK
<b>Festivals and events</b>				
Film festivals	32	9	23	20 000 000
Local film and cinema initiatives	56	17	39	1 600 500
Film cultural initiatives	55	28	27	1 264 000
<b>Sum</b>	<b>143</b>	<b>54</b>	<b>89</b>	<b>22 864 500</b>

<b>Cinematheques</b>				
Cinematheques outside Oslo	6	0	6	5 055 000
The Norwegian Federation of Film Societies	1	0	1	3 149 000
<b>Sum</b>	<b>7</b>	<b>0</b>	<b>7</b>	<b>8 204 000</b>

<b>Promotion</b>				
National campaigns	5	2	3	1 900 000
Publications	13	4	9	1 960 000
<b>Sum</b>	<b>18</b>	<b>6</b>	<b>12</b>	<b>3 860 000</b>

<b>Seminars and technical/skill development</b>				
Industry Initiatives and seminars	5	3	2	2 200 000
Technical guidance	1	0	1	900 000
<b>Sum</b>	<b>6</b>	<b>3</b>	<b>3</b>	<b>3 100 000</b>

<b>Cinema and video distribution</b>				
Films granted support for cinema distribution	68	38	30	3 265 000
Films granted a minimum distribution guarantee	14	8	6	1 875 000
Dubbing (movies targeted for children)	13	7	6	1 015 000
Video distribution	146	96	50	1 051 500
<b>Sum</b>	<b>241</b>	<b>149</b>	<b>92</b>	<b>7 206 500</b>

<b>The State Purchasing Programme for Contemporary Norwegian Fiction and Non-Fiction</b>				
Purchasing programme for films	168	71	97	2 502 800
Purchasing programme for video games	13	3	10	1 606 250
<b>Sum</b>	<b>181</b>	<b>74</b>	<b>107</b>	<b>4 236 555</b>

The intention of the NFI funding scheme for film communication and promotion is to lay the groundwork for high quality and diversity in movie offerings and to develop film culture in Norway. As such the schemes are designed to provide access to quality films for children and adults alike in cinema and other viewing platforms, as well as providing education on film history and expanding audiences knowledge of Norwegian and foreign film.

In addition to the schemes targeted towards financing projects and film communication, NFI is the custodians of several schemes with a wide variety of purposes. Amongst these are the script development scheme and Idea

development scheme which are targeted towards the earliest parts of a project's development, while the incentive scheme is targeted towards large productions that chose Norway as a location for their projects.

#### Other support schemes

Scheme	2016		2017		2018	
	Number of grants	Amount (NOK)	Number of grants	Amount (NOK)	Number of grants	Amount (NOK)
Insentive scheme, films and series	2	37 800 000	9	62 975 000	6	57 400 000
The Norwegian South Film Fund	9	3 500 000	8	4 000 000	6	3 000 000
Script Development Scheme	29	7 720 000	59	7 300 000	59	7 075 000
Personal training grants	6	1 200 000	6	1 200 000	6	1 200 000
Idea development New Ways Norway (Feature Films)	4	400 000	4	400 000	4	400 000
Grants international training	137	1 377 600	91	1 353 550	147	2 331 389
Recruitment grants	2	100 000	5	250 000	4	200 000
Promotion of Norwegian films on international venues	6	872 751	8	1 900 645	12	2 442 308
<b>Sum</b>	<b>195</b>	<b>52 970 351</b>	<b>190</b>	<b>79 379 195</b>	<b>244</b>	<b>74 842 598</b>