



# The Finnish Film Foundation

Facts & Figures 2009

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## THE YEAR IN REVIEW 2009

The global recession that marked the year 2009 had a dual effect on the Finnish film industry. The recession presented new opportunities for the subsidizing policy of The Finnish Film Foundation. As part of the Government's stimulus package, Culture and Sports Minister *Stefan Wallin* proposed a further three million Euros for film production and two million Euros for the digitization and renovation of cinemas from the lottery and pools fund. The stimulus allocation for culture can be seen also as a sign that the Government understands what meaningful social capital new and shared stories represent at a time when people faced with a difficult financial situation are forced to rethink their own lives. It wasn't until the approved EU notification and the stimulus money aimed at cinemas that Finland was able to lead the way in enabling the digitization of cinemas operating in smaller communities with public funds.

The 10 percent increase in The Foundation's main subsidy funds for the second year in a row leads us to believe that the state is committed to attaining a level of public funding for film that is on par with other Nordic countries. Due to the increase in The Foundation's main subsidy funds and the one-time stimulus allocation the number of applications received by The Foundation grew to nearly a thousand. That is an increase of 34 percent compared with the previous year.

In the autumn of 2009 the confusion regarding The Finnish Broadcasting Company YLE's future financing caused a major crisis threatening film production. YLE stopped pre-purchasing broadcast rights for new films. YLE's obligation to promote and finance domestic film production should be clearly stated in the new Public Broadcasting Act. This would ensure the quality, diversity and availability of domestic cinema in the future. The operational conditions of the industry were also weakened by the collapse in copyright remuneration from the private copying levy. The private copying levy has fallen far behind technological development. Illogically, old-fashioned technologies such VHS-tapes are subject to the levy but new mobile phones that are used for the majority of private content recording are not. The copyright remuneration must be updated to coincide with technological development and the reality of consumer behavior as soon as possible.

First and second-time directors were featured heavily in the films of 2009. *Jukka-Pekka Valkeapää's* **The Visitor** won the Nordic Film Award at the Gothenburg International Film Festival and *Zaida Bergroth's* **Last Cowboy Standing** picked up the main award for up-and-coming directors in Pusan in South-Korea.

Domestic films had a million admissions in cinemas and they reached a market share of 15 percent. Elsewhere in the world **Niko & the Way to the Stars** had nearly 2 million admissions in international distribution alone in 2009. At its best, Finnish film is both national and universal. Stories have roots but they also get wings.

*Irina Krohn*

Managing Director of The Finnish Film Foundation

## THE FINNISH FILM FOUNDATION

The Finnish Film Foundation's task is to support and promote professional domestic film production, distribution and exhibition. The Foundation is also responsible for the cultural export of Finnish film. The Finnish Film Foundation was established in 1969.

The Foundation receives its allocation for film subsidies from lottery and pools funds and operates under the Ministry of Education and Culture. In 2009 the Foundation had 18,9 million Euros of subsidy funds. The subsidy funds increased by 2,5 million Euros or 21 percent from the previous year. The Foundation also received a further allocation of five million Euros for the years 2009 and 2010 as a part of the Government's economic stimulus package.

The Finnish Government has included the strengthening of film production funding in its program for 2007–2011. The Foundation's aim is to achieve a subsidy level of 27 million Euros, on par with other Nordic countries, by the year 2011. The other main goals of *The Target Program for Finnish Film 2006–2010* are improving the quality of Finnish film and its international status.

### Division of subsidies granted by The Finnish Film Foundation 2009





Support granted by The Finnish Film Foundation 2007–2009

	2009			2008			2007		
	Number of applications	No. Subsidies	Euros	Number of applications	No. Subsidies	Euros	Number of applications	No. Subsidies	Euros
Scriptwriting support	237	143	709 400	142	118	559 900	137	90	390 500
Development support	134	81	1 579 300	105	83	1 592 325	84	76	1 115 785
Production support	118	72	10 440 700	87	68	8 428 050	90	66	8 174 700
Marketing and distribution support	24	27	1 129 810	23	22	927 000	17	16	812 203
Post-release support (based on admissions)	10	10	2 482 484	9	11	1 927 971	8	7	1 380 862
<b>Total support for production</b>	<b>523</b>	<b>333</b>	<b>16 341 694</b>	<b>366</b>	<b>302</b>	<b>13 435 246</b>	<b>336</b>	<b>255</b>	<b>11 874 050</b>
Cultural export / Feature films	65	65	249 178	45	31	199 623	49	44	189 073
Cultural export / Short and documentary films	95	92	232 502	78	61	205 902	99	100	161 568
<b>Total support for cultural export</b>	<b>160</b>	<b>157</b>	<b>481 679</b>	<b>123</b>	<b>92</b>	<b>405 525</b>	<b>148</b>	<b>144</b>	<b>350 641</b>
Support for cinema modernisation & equipment	29	21	666 000	27	21	462 830	30	21	435 990
Support for additional release prints	9	9	92 415	18	19	193 800	21	16	176 500
Support for digital release prints	14	13	51 895	10	10	48 490	6	6	27 800
Operational support for cinemas	70	67	273 500	66	64	231 400	80	73	220 814
<b>Total support for exhibition</b>	<b>122</b>	<b>110</b>	<b>1 083 810</b>	<b>121</b>	<b>114</b>	<b>936 520</b>	<b>137</b>	<b>116</b>	<b>861 104</b>
Support for film import	25	17	155 000	19	15	151 000	19	12	127 000
Support for DVD marketing & distribution	47	28	114 400	66	65	182 240	33	30	139 000
<b>Total support for distribution</b>	<b>72</b>	<b>45</b>	<b>269 400</b>	<b>85</b>	<b>80</b>	<b>333 240</b>	<b>52</b>	<b>42</b>	<b>266 000</b>
<b>Festival support</b>	<b>7</b>	<b>7</b>	<b>500 000</b>	<b>14</b>	<b>13</b>	<b>440 000</b>	<b>14</b>	<b>7</b>	<b>420 000</b>
<b>TOTAL</b>	<b>884</b>	<b>652</b>	<b>18 676 583</b>	<b>709</b>	<b>601</b>	<b>15 550 531</b>	<b>687</b>	<b>564</b>	<b>13 771 795</b>
<b>Additional appropriations</b> <i>(e.g. stimulus package in 2009)</i>	<b>88</b>	<b>81</b>	<b>4 340 144</b>	<b>17</b>	<b>17</b>	<b>303 075</b>	<b>7</b>	<b>5</b>	<b>96 000</b>



## Production support granted by The Finnish Film Foundation in 2009

<b>FEATURE-LENGTH FICTION</b>	<b>Production company</b>	<b>Director</b>	<b>Production budget</b>	<b>Production support</b>
Run Sister Run	Solar Films Inc. Oy	Marja Pyykkö	1 617 141 €	650 000 €
Bad Family	Sputnik Oy	Aleksi Salmenperä	1 600 531 €	750 000 €
Rally On	Suomen Filmitoimisto SF Oy	Markku Pölönen	1 165 763 €	190 000 €
Pudana Last of the Line	Illume Oy	Anastasia Lapsui, Markku Lehmuskallio	554 828 €	350 000 €
If You Love	Juonifilmi Oy	Neil Hardwick	1 595 214 €	700 000 €
Hella W	Snapper Films Oy	Juha Wuolijoki	1 402 500 €	800 000 €
Hellsinki	Solar Films Inc. Oy	Aleksi Mäkelä	1 718 234 €	650 000 €
Backwood Philosopher	Matila Röhr Productions Oy	Kari Väänänen	1 551 663 €	680 000 €
Heartbeats	Pystymetsä Oy	Saara Cantell	566 832 €	390 000 €
Gimme Some Respect	Meguru Production	Pekka Karjalainen	554 337 €	292 000 €
Ricky Rapper and the Bicycle Thief	Kinotar Oy	Mari Rantasila	1 612 065 €	600 000 €
The Interrogation	Jörn Donner productions Oy	Jörn Donner	522 594 €	160 000 €
Princess	Art Films production AFP Oy	Arto Halonen	1 448 260 €	650 000 €
<b>Majority co-productions</b>				
Lapland Odyssey (IE, SE)	Helsinki -filmi Oy	Dome Karukoski	2 047 136 €	660 000 €
Iron Sky (DE, AU)	Blind Spot Pictures Oy	Timo Vuorensola	3 842 794 €	800 000 €
Rare Exports (NO, SE)	Cinet Oy	Jalmari Helander	1 803 000 €	720 000 €
<b>Minority co-productions</b>				
Letters to Ingela (EE)	Frame Productions Oy	Sulev Keedus		90 000 €
Father, Son & Holy Cow (DE)	Snapper Films Oy	Radek Wegrzyn		60 000 €
Svinalängorna (SE)	Blind Spot Pictures Oy	Pernilla August		80 000 €
Borowski's Tango (DE)	Tuotantotalo Talvi Oy	Hannu Salonen		94 000 €
Circus Fantasticus (SL, IE)	Cine Works Oy	Janez Burger		29 000 €
<b>Feature-length fiction total</b>				<b>9 395 000 €</b>



<b>DOCUMENTARIES</b>	<b>Production company</b>	<b>Director</b>	<b>Production budget</b>	<b>Production support</b>
Matti Nykänen By His Own Words	Blue Media Oy	Kim Finn	248 000 €	90 000 €
In The Shadow of a Doubt	First Floor Productions Oy	Pekka Lehto	311 700 €	144 500 €
Rules of Single Life	Making Movies Oy	Tonislav Hristov	330 596 €	120 000 €
Canned Dreams	Oktober Oy	Katja Gauriloff	430 000 €	120 000 €
Tuntematon emäntä	Kinosto Oy	Elina Kivihalme	25 000 €	25 000 €
The Tall Man	Mouka Filmi Oy	Jani Peltonen	65 000 €	32 500 €
Magical Power	Bitar Films Oy	Jean Bitar	102 500 €	27 500 €
Selling the Silence	Filmimaa Oy	Markku Tuurna	295 997 €	90 000 €
A Man From the Congo River	Illume Oy	Jouko Aaltonen	158 470 €	45 000 €
Home-made Heroes	Kinocompany Finland Oy	Jaakko Kilpiäinen	128 180 €	40 000 €
Rudolf Koivu	Muutama Metri Ky	Juho Gartz	63 284 €	20 000 €
Do You Still Remember Hilja Limperi	Mouka Filmi Oy	Jukka Kärkkäinen	9 500 €	4 000 €
Portrait of a Man	Guerilla Films Oy	Visa Koiso-Kanttila	186 029 €	51 500 €
Kaskö	Långfilm Productions Finland Oy	Ulrika Bengts	160 000 €	30 000 €
Arabian Shores	Filmimaa Oy	Anu Kuivalainen	275 286 €	100 000 €
Auf Wiedersehen Finnland	For Real Productions Oy	Virpi Suutari	331 608 €	75 000 €
1984 Helsinki Underground	Illume Oy	Petri Hakkarainen	120 148 €	68 000 €
Kinnvika – The Last Border	Kinovid Ky	Petteri Saario	214 824 €	90 000 €
Vesku from Finland	Marianna Films Oy	Mika Kaurismäki	243 771 €	70 000 €
Gaicho	Silva Mysterium Oy	Maria Lappalainen	214 267 €	100 000 €
Felicity or The Apocalypse Begins in Pieksämäki	Zone2 Pictures Oy	Heikki T. Partanen, Hannu-Pekka Vitikainen	169 000 €	60 000 €
Wireless World	Avanton Productions Oy	Sonja Lindén	265 460 €	100 000 €
Virtual War	Illume Oy	Pekka Niskanen	184 144 €	65 000 €
Suuri ja mahtava Neuvostoliitto	Jaakko Ilkka Productions	Jaakko Ilkka Virtanen	163 766 €	50 000 €
Int. / Ext.	Napafilms Oy	Antti Lempiäinen	32 130 €	21 000 €
Playground	For Real Productions Oy	Susanna Helke	70 317 €	36 000 €
Niskanen	Nosferatu-Tuotanto Oy	Peter von Bagh	227 588 €	80 000 €

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Faces	Elokuvaosuuskunta Elokas	Tuija Halttunen	58 072 €	37 000 €
Spring	Guerilla Films Oy	Iiris Härmä	119 324 €	28 000 €
Sober, With a Car	NBB Navy Blue Bird Oy	Miia Jonkka	189 475 €	50 000 €
Välissä	Pohjankonna Oy	Hannes Vartiainen, Pekka Veikkolainen	40 000 €	18 000 €
Frozen Dreams	Telegohti Saamifilmi Oy	Paul-Anders Simma	347 831 €	40 000 €
Reindeerspotting – Escape from Santaland	Bronson Club Oy	Joonas Neuvonen	135 000 €	50 000 €
Voitko rakastaa	Elokuvayhtiö Oy Aamu Ab	Johanna Vanhala	45 798 €	26 500 €
Muurmannin legioona	Illume Oy	Seppo Rustanius	130 599 €	40 000 €
<b>Minority co-productions</b>				
Mama Afrika (DE)	Marianna Films Oy	Mika Kaurismäki		30 000 €
Colombianos (SE)	Klaffi Tuotannot Oy	Tora Martens		18 500 €
Believers (DK)	Making Movies Oy	Ole Bendtzen		22 000 €
Les Halles (FR)	Avanton Productions Oy	Anu Pennanen		10 000 €
<b>Documentaries total</b>			<b>2 125 000 €</b>	

<b>SHORT FICTION</b>	<b>Production company</b>	<b>Director</b>	<b>Production budget</b>	<b>Production support</b>
Enemies Within	First Floor Productions Oy	Oskari Sipola	49 967 €	10 000 €
Doublecrossed*	MRP Matila Röhr Nordisk Oy	Milla Pelkonen	180 047 €	85 000 €
The Doorman	Edith Film Oy	Jan Forsström	245 000 €	100 000 €
The Beginning of an Ending	Askel Tuotannot Ky	Jani Ruscica	68 631 €	25 500 €
Tokio Baby*	Blind Spot Pictures Oy	Tommi Kainulainen	170 000 €	85 000 €
Whispering in a Friend's Mouth	Elokuvayhtiö Oy Aamu Ab	Hannaleena Hauru	70 404 €	40 000 €
Largo	Leino & Suvinen Production Oy	Kimmo Leed	111 465 €	50 000 €
Our Little Brother*	Solar Films Inc. Oy	Oskari Sipola	170 000 €	85 000 €
Happy Fatties	Blind Spot Pictures Oy	Teppo Airaksinen	94 674 €	66 000 €
Airs Above the Ground	Five Years Production Oy	Salla Tykkä	77 185 €	40 000 €
Marc and Basiliski	Cine Works Oy	Esa Illi	68 761 €	40 000 €

\*Part of The Finnish Film Foundation and YLE TV1's Finnish Novella Film 2009 project

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Under the Burning City	Oy Petomaani Ltd.	Riikka Kuoppala	44 535 €	22 000 €
The Painting Sellers	Elokuvayhtiö Oy Aamu Ab	Juho Kuosmanen	376 402 €	175 000 €
<b>Television series</b>				
Mökki (3 x 50 min)	Dionysos Films Oy	Johanna Vuoksenmaa	777 000 €	160 000 €
Farewells (3 x 60 min)	Fremantle Media Finland Oy	Ulrika Bengts	760 451 €	150 000 €
Siinä näkijä missä tekijä (2 x 63 min)	Production House	Kari Paljakka	700 000 €	150 000 €
Easy Living (12 x 50 min)	Moskito Television Oy	Veikko Aaltonen	1 649 200 €	100 000 €
Nuoret nerot (3 x 60 min)	Tuotanto Oy Säihky	Mikko Mattila	520 000 €	60 000 €
Pullukat (3 x 60 min)	Tuotanto Oy Säihky	Pirkka-Pekka Petelius	560 000 €	60 000 €
<b>Short animation</b>				
Edith	Elokuvaosuuskunta Camera Cagliostro	Taru Varpumaa	94 100 €	39 000 €
What's Up?	Nick Dorra Production Ltd	Meruan Salim	47 805 €	33 700 €
<b>Children's short films (Skidisti-project*)</b>				
Monster Birthday	Kinocompany Finland Oy	Marika Väisänen	58 492 €	50 000 €
Gorilla	Periferia Productions Oy	Hanna Bergholm	59 646 €	50 000 €
The Training Weekend	Edith Film Oy	Laura Joutsu	73 000 €	50 000 €
Andy The Adventurer (12 X 5 min)	Petfilms Oy	Timo Lampinen	152 718 €	45 000 €
Kosminen kulkuri	Elokuvaosuuskunta Elokas	Mariko Härkönen, Ismo Virtanen	61 741 €	25 000 €
<b>Short fiction total</b>				<b>1 796 200 €</b>

\*The Finnish Film Foundation, AVEK and The Finnish Film Contact's children's short film initiative

## DOMESTIC FILM PRODUCTION 2009

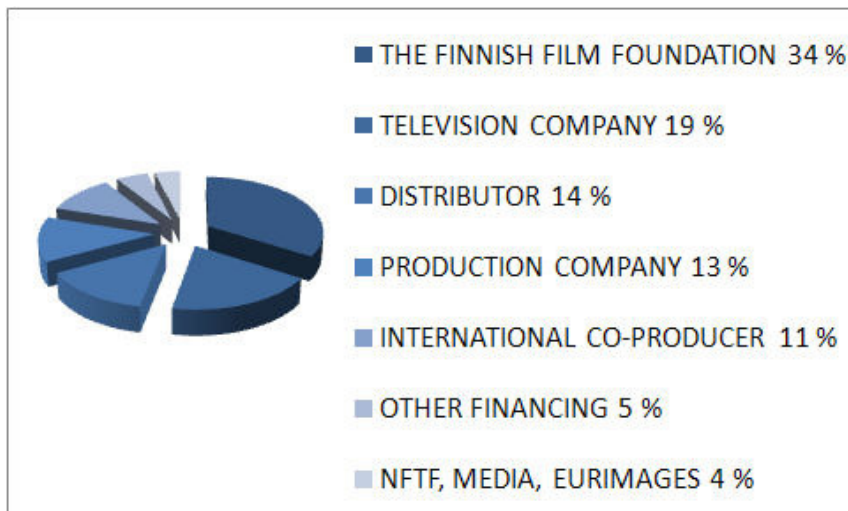
The increase of The Finnish Film Foundation’s subsidy funds for the second year in a row was allocated to raising the subsidy amount per film. The number of supported films was also increased. All together 16 feature films, 35 documentaries, 15 short films and six television series received production funding. In addition nine feature length fiction and documentary minority co-productions with Finnish artistic input were also supported.

The average support for a feature film was 565 000 Euros (459 000 in 2008). In addition to traditional dramas, family films, folk comedies and historical biographies support was given to a musical and a science fiction comedy already building an active internet community in its pre-production stage. The goal for documentary film support was to not just finance but also actively develop domestic documentary film. The subsidies for documentaries aiming for a theatrical distribution were increased. The special characteristic of the year was documentaries based on material shot independently over several years and then compiled into a film by a professional producer.

The lack of short films aimed at children has been a concern for years. *Skidisti*, a development project in co-operation with AVEK – The Promotion Centre for Audiovisual Culture and The Finnish Film Contact funded the production of six quality children’s short films. These films will also be shown on television. The launch of new filmmakers and original ideas was supported for the third year with the *Finnish Novella Film* project that funded the production of four half-hour films.

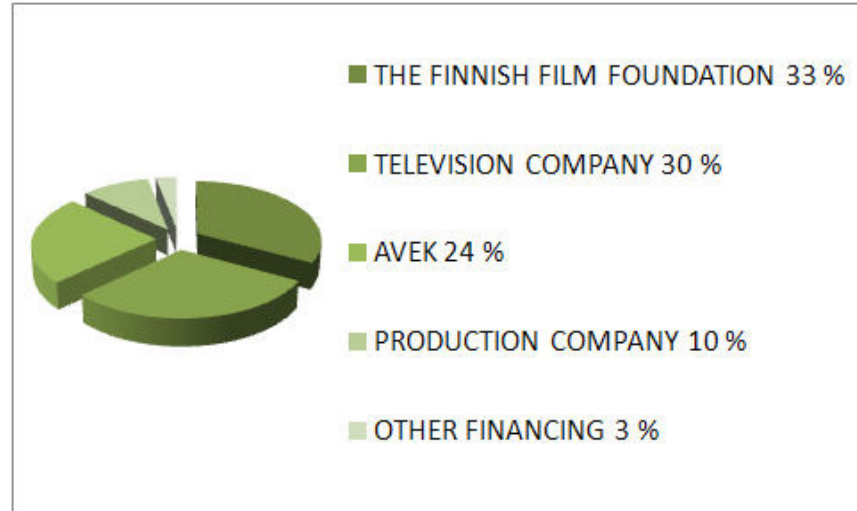
### Average share of feature length fiction production costs 2009

Average production budget for feature length fiction: 1,48 million Euros



### Average share of documentary feature production costs 2009

Average production budget for documentary features: 151 000 Euros





## Domestic first releases in 2009

Film	Released	Admissions 2009	Box office 2009	Director	Production company	Release prints	Distributor
Hellsinki	9.1.2009	259 960	2 191 299 €	Aleksi Mäkelä	Solar Films	65	Nordisk Film
Overseas and Under Your Skin	23.1.2009	6 717	50 724 €	Lenka Hellstedt	Silva Mysterium	20	Sandrew Metronome
Within Limits*	23.1.2009	130	697 €	Annika Grof	Illume	9	Pirkanmaan elokuvakeskus
The Visitor	30.1.2009	1 855	13 528 €	Jukka-Pekka Valkeapää	Helsinki -filmi	3	Sandrew Metronome
Forbidden Fruit	13.2.2009	115 147	924 916 €	Dome Karukoski	Helsinki -filmi	48	Sandrew Metronome
Rally On	27.2.2009	59 034	478 950 €	Markku Pölönen	Suomen Filmiteollisuus	40	Walt Disney Studios
One Foot Under	20.3.2009	12 911	105 344 €	Johanna Vuoksenmaa	Dionysos Films	35	Sandrew Metronome
Letters to Father Jacob	3.4.2009	98 442	758 870 €	Klaus Härö	Kinotar	13	Nordisk Film
Basket Case*	1.5.2009	1 389	10 772 €	Oskari Pastila	Tuotantoyhtiö Kuvaputki	11	Bio Rex
The House of Branching Love	21.8.2009	143 559	1 213 751 €	Mika Kaurismäki	Marianna Films	39	FS Film
Last Cowboy Standing	4.9.2009	42 356	345 732 €	Zaida Bergroth	Juonifilmi	29	FS Film
The Living room of the Nation*	11.9.2009	357	2 688 €	Jukka Kärkkäinen	Mouka Filmi	8	Pirkanmaan elokuvakeskus
The Interrogation	25.9.2009	9 208	75 427 €	Jörn Donner	Jörn Donner Productions	5	Walt Disney Studios
Twisted Roots	9.10.2009	6 244	50 456 €	Saara Saarela	Edith Film	12	Walt Disney Studios
The Magnetic Man*	16.10.2009	1 552	12 653 €	Arto Halonen	Art Films production AFP	4	Pirkanmaan elokuvakeskus
Playground	23.10.2009	13 559	113 163 €	Toni Laine	Helsinki -filmi	16	Sandrew Metronome
Thomas	20.11.2009	667	5 264 €	Miika Soini	Silva Mysterium	2	Pirkanmaan elokuvakeskus
Under the North Star	4.12.2009	101 265	918 558 €	Timo Koivusalo	Artista Filmi	64	Walt Disney Studios
What Became of Us	11.12.2009	2 102	16 823 €	Miika Ullakko	Misty Friday Films	1	Black Lion
Backwood Philosopher	25.12.2009	6 447	68 338 €	Kari Väänänen	MatilaRöhrNordisk	4	Nordisk Film

\*documentary

## CINEMA DISTRIBUTION 2009

In 2009 there were 170 cinemas in Finland operating in 129 towns. The cinemas had a total of 52 229 seats or 9,8 seats per 1000 inhabitants. There are still only five cinemas with more than seven screens in Finland and two of these are situated in the capital Helsinki. The share of admissions for these multiplexes however is nearly half at 47 percent.

The number of digital screens increased from 13 at the start of the year to a total of 48 screens. 43 of these digital screens are also equipped with 3D screening technology. The digitalization process has spread comprehensively over the whole country; at the end of the year digital screens could be found in 30 different towns.

A total of twelve 3D films were released in 2009. Their share of the admissions for all first-releases was 12 percent and 13 percent for box office receipts. The average ticket price for a 3D screening was 9,28 Euros, around one euro more than the average for all screenings.

### Comparative table 1999–2009

Year	Films on release	First releases	Admissions (mil)	Box office (mil)	Screens	Average ticket price	Admissions per capita	Domestic first releases	Domestic market share
2009	418	174	6,8	57,1 €	306	8,3 €	1,3	20	15 %
2008	391	169	6,9	54,5 €	320	7,9 €	1,3	19	23 %
2007	410	166	6,5	50,8 €	316	7,8 €	1,2	14	20 %
2006	401	181	6,7	50,3 €	330	7,5 €	1,3	16	24 %
2005	409	184	6,1	44,9 €	332	7,4 €	1,2	15	15 %
2004	396	189	6,9	51,8 €	336	7,3 €	1,3	18	17 %
2003	225	177	7,7	56,4 €	338	7,3 €	1,5	14	22 %
2002	x	192	7,7	55,0 €	342	7,1 €	1,5	10	18 %
2001	367	172	6,5	46,1 €	339	7,1 €	1,3	12	10 %
2000	409	176	7,1	46,6 €	343	6,6 €	1,4	9	15 %
1999	413	187	7,0	45,4 €	362	6,5 €	1,4	16	25 %

x = data not available



## Top 20 films in Finland in 2009

Film	Released	Admissions 2009	Box office 2009	Admissions total	Box office total	Origin	Distributor
1 Ice Age 3	1.7.2009	387 314	3 310 922 €			US	FS Film
2 Harry Potter and the Half-Blood Prince	24.7.2009	346 170	2 984 499 €			UK-US	Sandrew Metronome
3 Hellsinki	9.1.2009	259 960	2 191 299 €			FI	Nordisk Film
4 Up	2.10.2009	218 543	1 900 334 €			US	Walt Disney Studios
5 Angles & Demons	13.5.2009	200 797	1 685 115 €			US	Walt Disney Studios
6 Slumdog Millionaire	13.3.2009	187 740	1 545 751 €			UK	FS Film
7 Twilight – New Moon	20.11.2009	185 400	1 632 161 €			US	Nordisk Film
8 Inglorious Basterds	4.9.2009	180 963	1 571 676 €			US	Finnkino
9 Bolt	13.2.2009	161 872	1 305 461 €			US	Walt Disney Studios
10 Twilight	2.1.2009	155 111	1 282 227 €			US	Nordisk Film
11 The House of Branching Love	21.8.2009	143 559	1 213 751 €			FI	FS Film
12 Avatar	18.12.2009	124 272	1 240 658 €			US	FS Film
13 Brüno	10.7.2009	117 035	985 335 €			US	Nordisk Film
14 Forbidden Fruit	13.2.2009	115 147	924 916 €			FI	Sandrew Metronome
15 2012	13.11.2009	113 671	986 528 €			US	Walt Disney Studios
16 The Hangover	24.6.2009	111 252	942 564 €			US	Sandrew Metronome
17 Monsters vs. Aliens	3.4.2009	107 689	891 189 €			US	Finnkino
18 Under the North Star	4.12.2009	101 265	918 558 €			FI	Walt Disney Studios
19 Letters to Father Jacob	3.4.2009	98 442	758 870 €			FI	Nordisk Film
20 Yes Man	26.12.2008	93 931	780 979 €	123 668	1 024 861 €	US	Sandrew Metronome

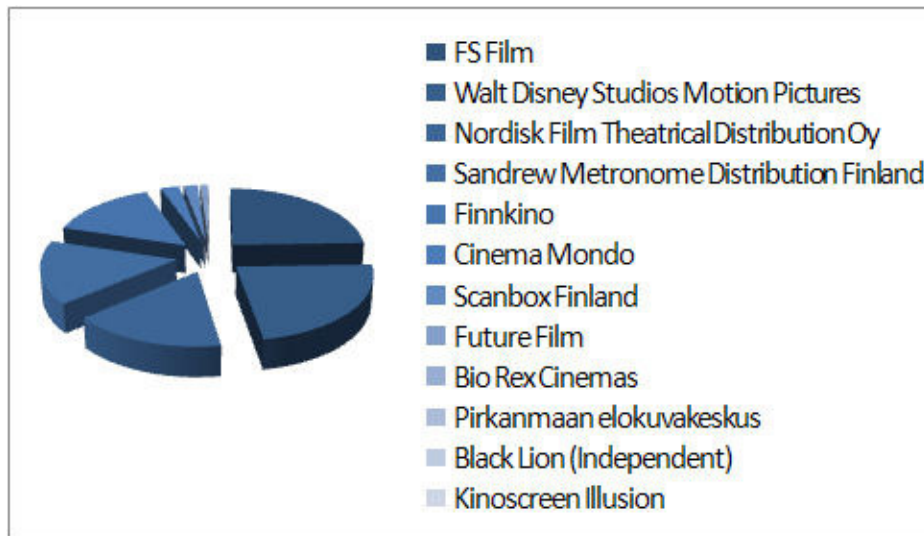
## Top 20 domestic films in 2009

Film	Released	Admissions 2009	Box office 2009	Admissions total	Box office total	Distributor
1 Hellsinki	9.1.2009	259 960	2 191 299 €	259 960	2 191 299 €	Nordisk Film
2 The House of Branching Love	21.8.2009	143 559	1 213 751 €	143 559	1 213 751 €	FS Film
3 Forbidden Fruit	13.2.2009	115 147	924 916 €	115 147	924 916 €	Sandrew Metronome
4 Under the North Star	4.12.2009	101 265	918 558 €	101 265	918 558 €	Walt Disney Studios
5 Letters to Father Jacob	3.4.2009	98 442	758 870 €	98 442	758 870 €	Nordisk Film
6 Rally On!	27.2.2009	59 034	478 950 €	59 034	478 950 €	Walt Disney Studios
7 Last Cowboy Standing	4.9.2009	42 356	345 732 €	42 356	345 732 €	FS Film
8 Niko & The Way to the Stars	10.10.2008	37 133	240 557 €	233 556	1 707 574 €	FS Film
9 Blackout	26.12.2008	27 880	230 985 €	54 523	466 518 €	FS Film
10 Falling Angels	5.12.2008	17 420	134 171 €	37 114	292 879 €	Sandrew Metronome
11 Playground	23.10.2009	13 559	113 163 €	13 559	113 163 €	Walt Disney Studios
12 One Foot Under	20.3.2009	12 911	105 344 €	12 911	105 344 €	Sandrew Metronome
13 Interrogation	25.9.2009	9 208	75 427 €	9 208	75 427 €	Walt Disney Studios
14 Overseas and Under Your Skin	23.1.2009	6 717	50 724 €	6 717	50 724 €	Sandrew Metronome
15 Backwood Philosopher	15.12.2009	6 447	68 338 €	6 447	68 338 €	Nordisk Film
16 Twisted Roots	9.10.2009	6 244	50 456 €	6 244	50 456 €	Walt Disney Studios
17 Stormheart	15.8.2008	4 700	18 687 €	111 030	773 314 €	Walt Disney Studios
18 Christmas Story	16.11.2007	4 152	22 601 €	282 142	2 057 306 €	Sandrew Metronome
19 The Novelist	26.9.2008	2 179	14 276 €	117 478	914 036 €	Nordisk Film
20 Ricky Rapper	15.2.2008	2 167	11 357 €	215 194	1 515 714 €	Nordisk Film

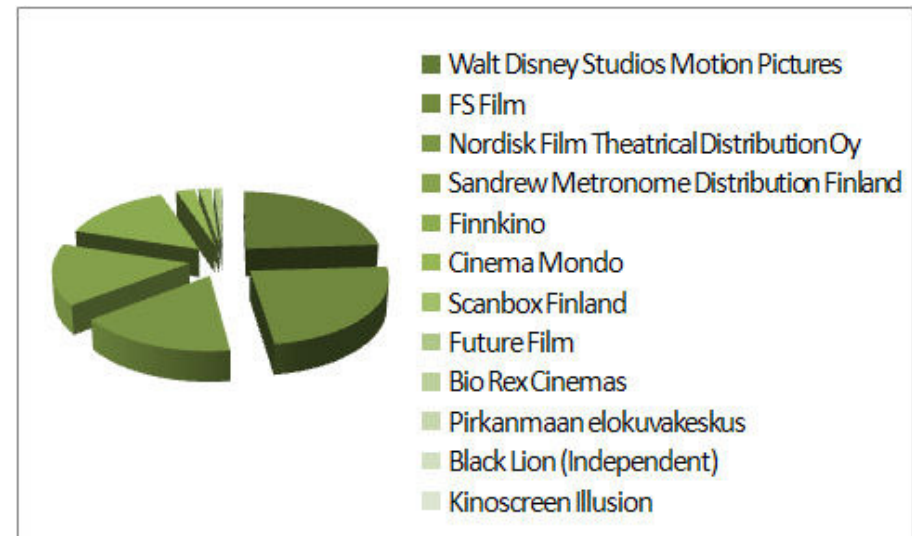
### Market shares by distributor in 2009

Distributor	All films on release	Share of admissions	Share of box office	First releases	Share of admissions	Share of box office
FS Film	103	24,48 %	24,46 %	35	23,72 %	23,73 %
Walt Disney Studios Motion Pictures	65	22,90 %	23,16 %	29	24,01 %	24,18 %
Nordisk Film Theatrical Distribution Oy	50	16,52 %	16,48 %	17	16,90 %	16,90 %
Sandrew Metronome Distribution Finland	50	15,81 %	15,76 %	22	15,16 %	15,07 %
Finnkino	41	14,77 %	14,82 %	26	14,98 %	15,06 %
Cinema Mondo	55	2,54 %	2,42 %	13	2,49 %	2,38 %
Scanbox Finland	26	1,94 %	1,87 %	14	1,67 %	1,61 %
Future Film	17	0,90 %	0,91 %	9	0,93 %	0,94 %
Bio Rex Cinemas	3	0,05 %	0,04 %	3	0,05 %	0,05 %
Pirkanmaan elokuvakeskus	4	0,04 %	0,04 %	4	0,04 %	0,04 %
Black Lion	1	0,03 %	0,03 %	1	0,03 %	0,03 %
Kinoscreen Illusion	3	0,03 %	0,01 %	1	0,02 %	0,01 %

### Market shares for all films on release (admissions)



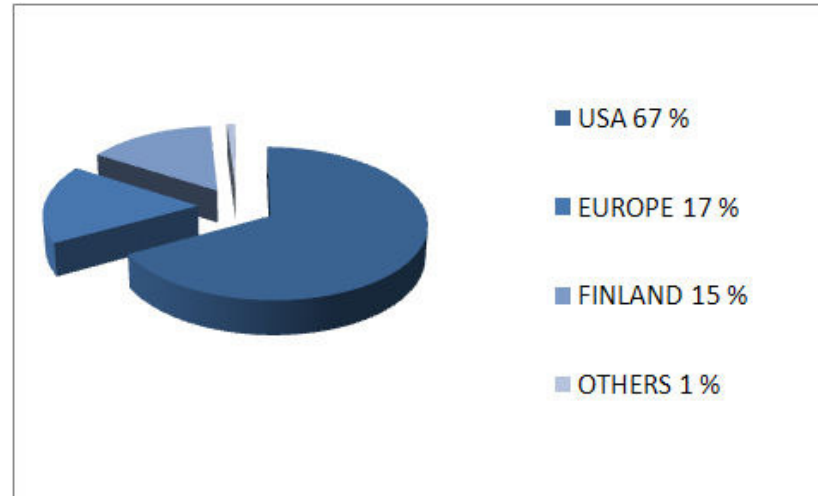
### Market shares for first releases (admissions)



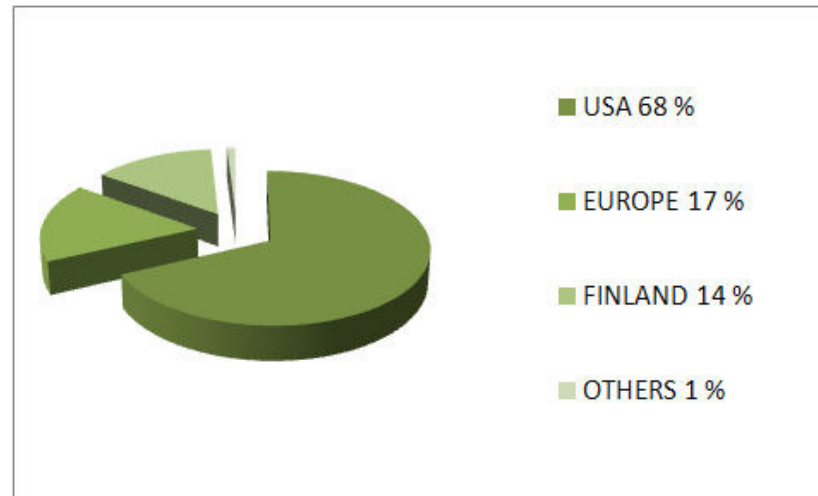
### Films on release in Finland in 2009 by country of origin

	All films on release	First releases
Austria	1	
Belgium	3	
Canada	2	
China	1	
Czech Republic	1	
Denmark	3	1
Egypt	1	1
Estonia	1	
Finland	77	20
France	25	10
Germany	7	2
Hong Kong	2	
Hungary	1	
India	1	
Ireland	1	
Israel	2	1
Italy	3	1
Japan	11	3
Jordan	1	1
Mexico	2	1
Norway	3	
Romania	2	
Russia	1	
Spain	5	2
Sweden	31	9
Switzerland	1	
UK	28	16
USA	201	106
<b>Total</b>	<b>418</b>	<b>174</b>

### Market share of admissions by country of origin 2009



### Market share of box office by country of origin 2009

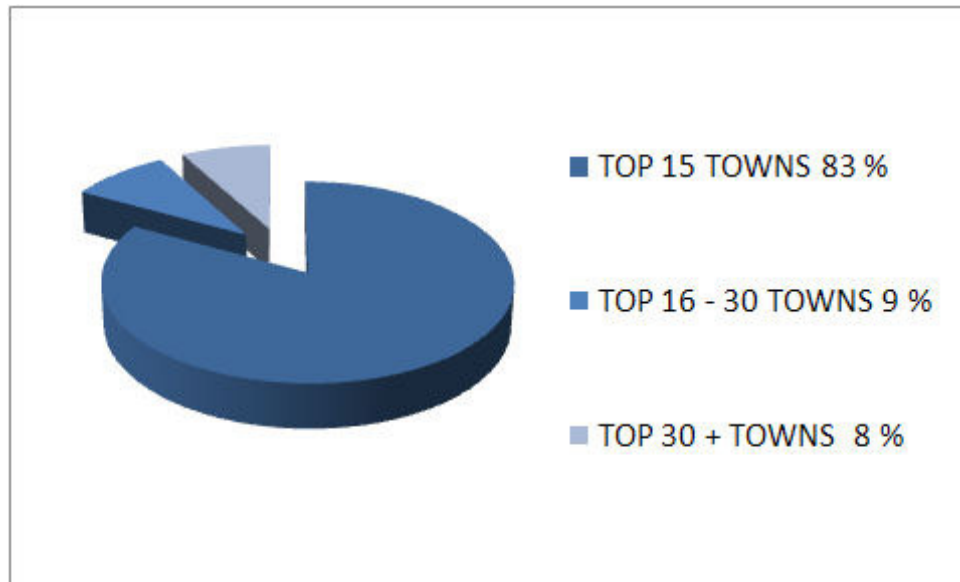




## Top 30 towns based on cinema admissions 2009

Town	Admissions 2009	Admissions per capita	Screens	Seats
1 Helsinki	2 121 620	3,64	39	7 646
2 Tampere	696 733	3,29	17	2 663
3 Turku	560 724	3,18	14	2 251
4 Vantaa	412 982	2,09	9	1 489
5 Oulu	356 922	2,57	12	1 443
6 Espoo	259 749	1,06	11	1 685
7 Jyväskylä	254 705	1,96	8	1 180
8 Lahti	228 597	2,27	7	1 036
9 Pori	166 736	2,01	6	748
10 Joensuu	133 385	1,83	4	659
11 Kuopio	117 591	1,27	5	1 086
12 Hämeenlinna	108 585	1,63	9	1 252
13 Vaasa	94 696	1,60	6	1 140
14 Seinäjoki	92 496	1,62	4	580
15 Kouvola	76 603	0,87	6	1 156
16 Lappeenranta	69 673	0,97	2	596
17 Kajaani	60 268	1,58	3	484
18 Järvenpää	56 847	1,47	3	358
19 Kotka	56 320	1,03	4	431
20 Rovaniemi	54 757	0,91	2	307
21 Mikkeli	53 388	1,10	3	657
22 Rauma	43 309	1,09	2	313
23 Porvoo	40 828	0,84	3	247
24 Pietarsaari	37 016	1,89	2	315
25 Hyvinkää	31 487	0,70	3	504
26 Salo	31 351	0,57	3	659
27 Savonlinna	27 810	1,00	2	390
28 Forssa	26 432	1,48	2	356
29 Imatra	26 376	0,92	1	302
30 Riihimäki	25 835	0,90	3	343

## Share of total admissions 2009



## TELEVISION DISTRIBUTION

Domestic films reach their largest audience on television. Domestic films make up nearly all of the top 10 films on television in 2009. The most watched film on television last year was *Petri Kotwica's Black Ice* that premiered on YLE TV1 with 738 000 viewers. The film had 124 000 admissions in its theatrical release in 2007 and 2008 and sold a total of 26 233 copies on DVD.

The biggest non-domestic film on television was the Swedish-Finnish co-production *Elina: As If I Didn't Exist* by *Klaus Härö* which was seen by 545 000 viewers. In cinemas the film had 50 407 admissions. The second biggest non-domestic film on television, *Peeter Simm's Georg* was also produced with Finnish participation. This Estonian-Finnish-Russian co-production reached 470 000 viewers on television and 10 596 admissions in theatres. Both of these films received production funding from The Finnish Film Foundation.

Short films get significant ratings on television. The number one short film was one of the *Finnish Novella Film* project's four films; *Teppo Airaksinen's The Big and the Beautiful* with 449 000 viewers for its first showing. *Anna Maria Jóakimsdóttir Hutri's A Blue Dolphin* and *Hamy Ramezan's Over the Fence* also surpassed 300 000 television viewers. Domestic documentaries reach a television audience of 200 000 to 300 000 viewers on average. The biggest domestic documentary last year was *Arvo Tuominen's Sota ilman voittoa* with 540 500 viewers in YLE TV1's Ykkösdokumentti time slot.

### Top 10 domestic films on television 2009

	Film	Viewers	Network	Date&Time	Coverage <sup>1</sup>	Share <sup>2</sup>
1	Black Ice	738 000	YLE TV1	26.10. 21:00	16 %	39 %
2	The Unknown Soldier	635 000	YLE TV2	6.12. 14:20	14 %	45 %
3	A Man's Job	602 000	YLE TV1	2.11. 21:00	13 %	32 %
4	How to Find a Wife for a Farmer	578 000	YLE TV2	22.9. 20:00	12 %	32 %
5	Vääpeli Körmy ja marsalkan sauva	576 000	YLE TV2	27.12. 15:40	12 %	47 %
6	Love & crime	571 000	YLE TV1	1.1. 21:00	12 %	29 %
7	Raid	530 000	YLE TV1	25.5. 21:01	11 %	32 %
8	Ganes	521 000	Nelonen	18.10. 21:00	11 %	25 %
9	Upswing	495 000	YLE TV1	27.7. 21:01	11 %	34 %
10	The Matriarch	466 000	YLE TV2	25.12. 22:00	10 %	33 %

Source: Finnpanel Oy – TV Audience Measurement

<sup>1</sup> Coverage of the target group (+10 year-olds: 4,7 million)

<sup>2</sup> Share of total time slot viewers



### Top 10 non-domestic films on television 2009

Film	Viewers	Network	Date&Time	Coverage <sup>1</sup>	Share <sup>2</sup>
1 Elina: As If I Didn't Exist	545 000	YLE TV1	6.4. 21:00	12 %	28 %
2 Georg	470 000	YLE TV1	16.11. 21:00	10 %	24 %
3 Mr. & Mrs. Smith	463 000	Nelonen	19.4. 21:00	10 %	25 %
4 Bruce Almighty	448 000	Nelonen	4.1. 20:59	10 %	24 %
5 The Da Vinci Code	444 000	Nelonen	29.11. 21:01	9 %	23 %
6 The Queen	436 000	YLE TV1	25.8. 21:01	9 %	26 %
7 A New Man	430 000	YLE TV1	9.11. 21:00	9 %	22 %
8 Shooter	429 000	Nelonen	13.12. 21:02	9 %	25 %
9 Hostage	428 000	Nelonen	1.11. 21:00	9 %	22 %
10 Pirates of the Caribbean: The Curse of the Black Pearl	420 000	Nelonen	17.5. 21:00	9 %	28 %

Source: Finnpanel Oy – TV Audience Measurement

### Top 10 domestic short films on television 2009

Film	Viewers	Network	Date	Length (min)
1 The Big and the Beautiful	449 000	YLE TV1	31.8.	28
2 A Blue Dolphin	364 000	YLE TV1	31.8.	29
3 Mongo – hetkiä kaukoidästä	322 000	YLE TV1	31.7.	5
4 Over the Fence	308 000	YLE TV1	7.9.	30
5 Vaakamestari	257 000	YLE TV1	20.10.	29
6 Summer Escape	238 000	YLE TV1	7.9.	27
7 As Long As	235 000	YLE TV1	9.4.	30
8 Rakentajat	206 000	YLE TV1	6.1.	16
9 Now and Now	198 000	YLE TV1	19.4.	8
10 Junnun kaverit	184 000	YLE TV1	6.1.	28

Source: YLE

<sup>1</sup> Coverage of the target group (+10 year-olds: 4,7 million)

<sup>2</sup> Share of total time slot viewers

### Top 20 domestic documentary films on television 2009

Film	Viewers	Network	Date
1 Sota ilman voittoa	540 577	YLE TV1	29.11.
2 Linnan ruusut	455 508	YLE TV1	13.12.
3 Viiden vuosikymmenen ikkuna	368 216	YLE TV1	30.8.
4 Laskettu aika	362 371	YLE TV1	6.9.
5 Rautatieläiselämää	337 915	YLE TV1	15.11.
6 Kaalaman Kerttu – rajan vaimo	319 352	YLE TV1	1.2.
7 Big Boy	290 897	YLE TV1	4.1.
8 Rikottu rakkauden nimessä	286 175	YLE TV1	19.4.
9 Näköismetsä	270 603	YLE TV1	26.4.
10 Street-level Enterprising	257 673	YLE TV1	5.4.
11 Sormenjäljet	248 883	YLE TV1	20.12.
12 Refugees of Technocracy	245 191	YLE TV1	18.10.
13 Moon TV – hyvästi televisio!	235 552	YLE TV1	8.2.
14 God Only Suffices	221 464	YLE TV1	12.4.
15 Lupaus	201 498	YLE TV1	25.10.
16 Pelaamisen varjo	184 794	YLE TV1	10.5.
17 Yksinäinen mies	128 363	YLE TV2	7.1.
18 Magical Power	127 884	YLE TV1	22.11.
19 BAM	103 504	YLE TV2	4.2.
20 Recipes for Disaster	93 479	YLE TV2	8.4.

Source: Finnpanel Oy – TV Audience Measurement, YLE

## FILM FESTIVALS

The nationally significant film festivals continue their important work as a distribution channel for art house films as well as short films and documentaries and bring diversity to the cinematic landscape. Finnish film festivals screen a lot of European films especially. Over 70 percent of the programming of the five most important festivals consists of European films, in commercial distribution the same figure is under 30 percent.

Festival attendance has increased steadily in the last few years. In 2009 the attendance figures for the five most important festivals grew by four percent in total from the previous year. The biggest festival by attendance, Helsinki International Film Festival – Love & Anarchy increased its attendance by six percent in 2009 and Espoo Ciné International Film Festival, lengthening its run to ten days for its 20<sup>th</sup> anniversary, had an increase of 17 percent compared to 2008.

### Attendance at nationally significant film festivals in Finland 2009

	Number of tickets sold	Total attendance*	Dates
Helsinki International Film Festival – Love & Anarchy	46 205	51 277	17.–27.9.
Espoo Ciné International Film Festival	14 937	27 118	21.–30.8.
DocPoint – Helsinki Documentary Film Festival	12 644	23 000	20.–25.1.
Midnight Sun Film Festival in Sodankylä	11 317	15 363	10.–14.6.
Tampere International Film Festival	9 190	14 299	4.–8.3.
Festival of Finnish Film in Turku	1 300	1 450	16.–19.4.
Oulu International Children’s Film Festival	914	10 419	16.–22.11.

\*Total attendance figures are based in part on estimates and are therefore not comparable

## DVD DISTRIBUTION

In 2009 the total revenue for the DVD/Blu-ray sales and rental market was 80 912 070 Euros which is a drop of 12 percent from the previous year. Though the sales and rental of Blu-ray discs continued to grow, traditional DVDs still make up 98 percent of the market revenue. 63 percent of DVD revenues came from the sales and rentals of theatrically released films, the rest from television programs and straight-to-DVD films. On Blu-ray the share of cinematic releases was 88 percent of the total revenue. The most sold disc of 2009 was the Finnish animated family film **Niko & The Way to the Stars** which sold a total of 141 314 copies in both formats.

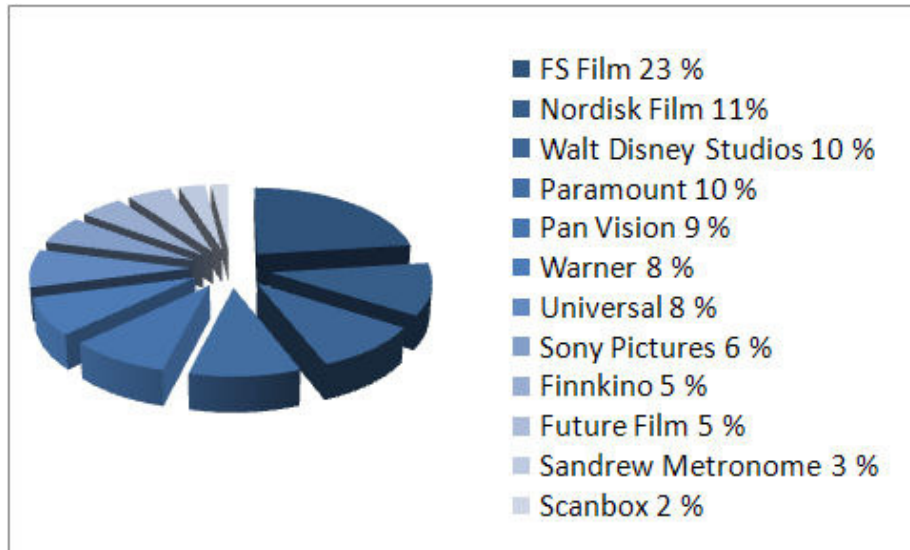
### DVD/Blu-ray sales and rental 2009

DVD	Euros	Change 08–09	Units	Change 08–09
Sales	65 670 000	- 15,9 %	11 085 449	-11,8 %
Rentals	9 796 000	-4,9 %	500 465	+3,9 %
<b>Total</b>	<b>75 466 000</b>	<b>-14,6 %</b>	<b>11 585 914</b>	<b>-11,2 %</b>

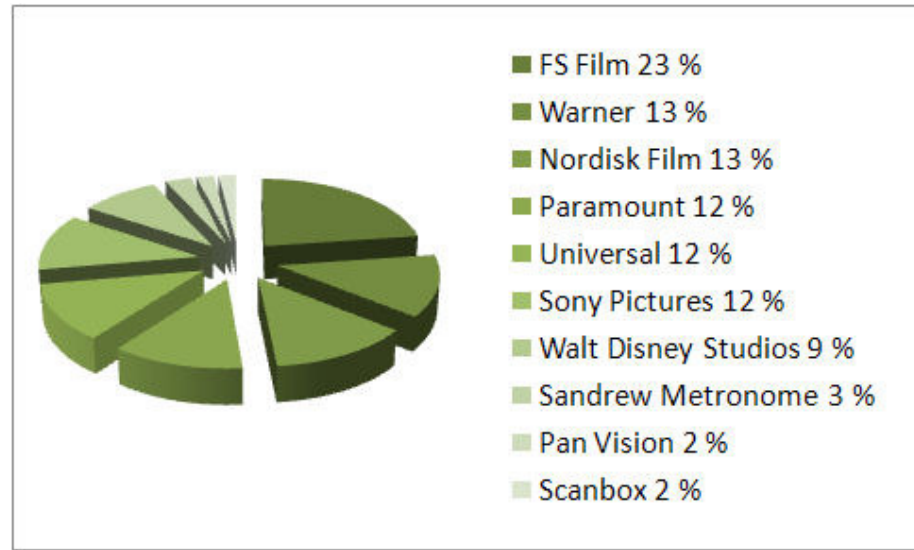
BLU-RAY	Euros	Change 08–09	Units	Change 08–09
Sales	4 787 000	+38,5 %	332 820	+42,1 %
Rentals	659 070	+489,1 %	24 730	+533,6 %
<b>Total</b>	<b>5 446 070</b>	<b>+52,6 %</b>	<b>357 550</b>	<b>+50,1 %</b>

Source: The Finnish Chamber of Films

### Market shares of DVD revenue by distributor



### Market shares of Blu-ray revenue by distributor





### Top 20 DVDs sold 2009

Films	Released	Units	Distributor
1 Niko & The Way to the Stars (domestic)	2.12.2009	132 806	Nordisk Film
2 Ice Age 3	2.12.2009	122 594	FS Film
3 Harry Potter and The Half-Blood Prince	25.11.2009	112 277	Warner
4 Madagascar 2	1.4.2009	80 107	Paramount
5 Quantum of Solace	27.3.2009	69 789	FS Film
6 Hellsinki (domestic)	23.10.2009	61 266	Nordisk Film
7 Twilight	29.4.2009	58 077	Nordisk Film
8 Inglorious Basterds	9.12.2009	53 179	Universal
9 Snow-white and the Seven Dwarves	28.10.2009	49 499	Disney
10 Wall-E	11.12.2008	48 019	Disney
11 Bolt	5.6.2009	37 598	Disney
12 Ice Age 2	18.10.2009	34 508	FS Film
13 The Hangover	9.12.2009	33 922	Warner
14 The Winter War (domestic)	2.11.2001	33 425	Finnkino
15 Christmas Story (domestic)	28.11.2008	32 954	Sandrew
16 Slumdog Millionaire	10.7.2009	31 892	FS Film
17 Angels & Demons	28.10.2009	31 424	Sony Pictures
18 Transformers 2	25.11.2009	30 629	Paramount
19 The Girl Who Played With Fire	11.12.2009	30 046	Nordisk Film
20 High School Musical 3	27.2.2009	28 001	Disney

### Top 20 Blu-rays sold 2009

Film	Released	Units	Distributor
1 Harry Potter and The Half-Blood Prince	25.11.2009	10 873	Warner
2 Niko & The Way to the Stars (domestic)	2.12.2009	8 508	Nordisk Film
3 Quantum of Solace	27.3.2009	8 331	FS Film
4 Hellsinki (domestic)	23.10.2009	7 414	Nordisk Film
5 Ice Age 3	1.12.2009	7 011	FS Film
6 Inglorious Basterds	31.8.2009	6 516	Universal
7 Twilight	29.4.2009	4 724	Nordisk Film
8 Transformers 2	18.11.2009	4 490	Paramount
9 Wall-E	15.12.2008	4 021	Disney
10 Gran Torino	5.8.2009	3 898	Warner
11 Star Trek	4.11.2009	3 708	Paramount
12 Public Enemies	2.12.2009	3 525	Universal
13 Watchmen	5.8.2009	2 969	Paramount
14 The Girl Who Played With Fire	11.12.2009	2 851	Nordisk Film
15 Terminator: Salvation	9.12.2009	2 795	Sony Pictures
16 The Hangover	9.12.2009	2 773	Warner
17 Body of Lies	8.4.2009	2 656	Warner
18 The Incredible Life of Benjamin Button	24.6.2009	2 505	Warner
19 X-Men Origins: Wolverine	19.10.2009	2 355	FS Film
20 Fast & Furious 4	16.9.2009	2 295	Universal

Source: The Finnish Chamber of Film

## INTERNATIONAL DISTRIBUTION

2009 was a good year for the cultural and commercial export of Finnish films. Several feature films were successful on the festival circuit, especially *Dome Karukoski's Forbidden Fruit* and *Klaus Härö's Letters to Father Jacob*, both of which were awarded six times during the year. In total Finnish films received as many as 60 international awards.

*AJ Annila's Sauna* was screened at as many as 37 festivals and *John Webster's* feature-length documentary **Recipes for Disaster** was screened at 30 festivals as well as winning several awards. The documentary has also been sold to nearly 50 countries. *Kaisa Rastimo's* children's film **Stormheart** was also shown at nearly 30 festivals and awarded with five prizes. *Iris Olsson's Between Dreams* garnered a lot of festival attention and was nominated for the European Film Award in the short film category. *Michael Hegner and Kari Juusonen's Niko & The Way to the Stars* was also nominated for the European Film Award for animated features, the film also became Finland's biggest international hit of all time with 3 million admissions from 23 countries by the end of 2009.

Retrospectives of contemporary Finnish Film were organized among others in Hong Kong, Romania, Serbia, Croatia, Spain and Vietnam.

### Finnish films at international festivals and other events:

	Films	Events
Feature films	353	200
Short and documentary films	336	172
<b>Total</b>	<b>689</b>	<b>372</b>

### Division of the film events:

