

FACTS & FIGURES 2010

Production, Distribution & Exhibition Statistics
2011 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 2010 the organization counted 149 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.

By July 2011 Film & Kino will have implemented full national digital exhibition roll-out, covering 420 screens in 200 cinemas across the country and funded through a NOK 400 million (approx. EUR 50 million, USD 67 million) mutual fund, leveraged by Film & Kino (see also http://www.obs.coe.int/oea_publ/eurocine/cinerep_no_2009.pdf).

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 NOK 57,6 million in 2010.

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 in an advisory capacity, and also has support schemes for local cinemas where they can get funding for "smaller" activities, like school cinema or special events.

More information at: 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.

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 92 million and annually provides NOK 400 million in financial support.

More information at: www.nfi.no

THEATRICAL RELEASES 2010: MINORITY CO-PRODUCTIONS

Minority co-productions released in Norway in 2010

Title	Admissions	GBO (NOK)	Director	Production Company Majority	Norwegian	Distributor, Norway
Cornelis	65 602	5 774 534	Amir Chamdin	Chamdin & Stöhr Film (SE)	SF Norge	SF Norge
Rare Exports: A Christmas Tale / : The Truth About Santa	4 947	418 916	Jalmari Helander	Cinet (FI)	Pomor Film, FilmCamp	Scanbox Norge

NORWEGIAN THEATRICAL RELEASES 2010

100 % national films and majority co-productions

Title	Admissions*	GBO (NOK)	Director	Production Company	Distributor, Norway	Budget (NOK)
Asfaltenglene / East End Angles	60 094	4 093 360	Lars Berg	Maipo	Nordisk Film Distribusjon	14 300 000
Brødrene Dal og Vikingsverdets forbannelse / The Dal Brothers and the Viking Sword's Curse	22 008	1 505 569	Wayne McKnight, Mikkel Magnus	MagCat	Nordisk Film Distribusjon	5 468 761
Elias og jakten på havets gull / Elias and the Treasure of Sea	71 067	5 345 443	Lise I. Osvoll	Filmkameratene	SF Norge	26 716 903
En ganske snill mann / A Somewhat Gentle Man	96 054	8 280 093	Hans Petter Moland	Paradox Film	Nordisk Film Distribusjon	20 150 020
En helt vanlig dag på jobben / An Ordinary Day at Work	29 899	2 286 422	Terje Ragnes	Folk Flest Film-produksjon	SF Norge	17 577 144
Fritt Vilt III / Cold Prey III	152 088	13 527 889	Mikkel Bræne Sandemose	Fantefilm	Nordisk Film Distribusjon	26 614 100
Gazas tårer / Tears of Gaza	6 457	367 346	Vibeke Løkkeberg	Nero Media	Tour de Force	7 120 000
Hjem til jul / Home for Christmas	74 489	6 388 077	Bent Hamer	BulBul Film	Sandrew Metronome	30 380 855
Keeper'n til Liverpool / The Liverpool Goalie	84 246	5 223 968	Arild Andresen	Spillefilmkompaniet 4 1/2	Euforia Film	20 527 730
Knerten gifter seg / Twigson ties the Knot	403 654	29 019 989	Martin Lund	Paradox Film	Scanbox	29 208 073
Kommandør Treholt & Ninjatroppen / Norwegian Ninja	27 694	2 299 631	Thomas Cappelen Malling	Tordenfilm	Euforia Film	23 000 000
Kongen av Bastøy / King of Devil's Island	27 694	8 022 908	Marius Holst	Spillefilmkompaniet 4 1/2	Euforia Film	55 312 663
Kurt Josef Wagle og legenden om fjordheksa / Kurt Josef Wagle and the Legend of the Fjord Witch	23 802	2 046 597	Tommy Wirkola	Yellow Bastard Productions, Tappeluft Pictures	Euforia Film	8 021 002
Limbo / -	52 061	4 448 397	Maria Sødahl	SF Norge	SF Norge	24 956 936
Maskeblomstfamilien / Shameless	16 935	1 328 348	Petter Næss	Maipo	Nordisk Film Distribusjon	20 397 000
Nokas / -	249 397	22 336 755	Erik Skjoldbjærg	Alligator Film	Sandrew Metronome	31 499 286
Olsenbanden jr. Mestertyvens skatt / The Junior Olsen Gang and the Master Thief	189 455	13 009 529	Arne Lindtner Næss	Nordisk Film	Nordisk Film Distribusjon	18 000 000
Pelle Politibil går i vannet / Ploddy the Police Car Makes a Splash	120 816	8 363 906	Rasmus A. Sivertsen	Neofilm	Nordisk Film Distribusjon	15 789 400
Sebastians verden / Sebastian's World	136	10 845	Knut Møller-Lien	Bangkok Independent Distribution	Uavhengig distribusjon	-
Snøhulemannen / The Snow Caveman	14 374	1 155 642	Fridtjof Kjæreng	f(x) produksjoner	Kudos Family	5 625 175
Strengt hemmelig / Strictly Confidential	11 387	632 968	Benedicte M. Orvung	Orvungfilm	Corianderfilm	4 728 972
Sykt lykkelig / Happy, happy	26 010	1 946 072	Anne Sewitsky	Maipo / MaipoMinimal	Nordisk Film Distribusjon	12 457 410
Tomme tønner 2 - Det brune gullet / -	118 724	10 075 776	Leon Bashir, Sebastian Dalén	Tappeluft Pictures		16 890 135
Trolljegeren / The Troll Hunter	267 229	22 060 872	André Øvredal	Filmkameratene	SF Norge	26 964 990
Varg Veum - Skriften på veggen / Varg Veum - The Writing on the Wall	121 667	10 679 086	Stefan Faldbakken	Cinemiso	SF Norge	24 790 000
Yohan - Barnevandreren / Yohan - The Child Wanderer	123 187	8 722 707	Grete Salomonsen	Penelopefilm	Nordisk Film Distribusjon	34 970 875

* as of 31.12.2010

SOURCE: NORWEGIAN FILM INSTITUTE / FILM & KINO

NORWEGIAN FILM SUPPORT 2006-2010, 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.

NT = Number of titles / TA = Total amount / AAA = Average amount awarded

	2006			2007			2008			2009			2010		
	NT	TA	AAA	NT	TA	AAA	NT	TA	AAA	NT	TA	AAA	NT	TA	AAA
Short Films															
Development support	14	792 500	56 607	10	794 790	79 479	8	669 681	83 710	2	144 500	72 250	2	228 200	114 100
Production support	26	5 340 861	205 418	23	4 183 512	181 892	22	9 237 303	419 877	31	12 998 806	418 316	19	12 876 800	677 726
Promotion support	-	-	-	1	355 975	355 975	30	9 906 948	503 588	-	-	-	21	656 670	31 270
Total short films	40	6 133 361	153 334	34	5 699 277	167 626	60	19 813 932	330 233	33	13 146 972	375 628	42	13 761 670	327 659
"New Ways to Short Films"															
Development support	5	290 000	58 000	3	330 000	27 500	7	555 000	79 286	6	652 333	108 722	3	265 000	88 333
Production support - short format	5	3 170 000	634 000	13	10 141 775	780 137	19	15 485 000	815 000	5	8 863 000	1 772 600	5	7 475 000	1 495 000
Production support - medium format	6	8 447 760	1 407 960	-	-	-	-	-	230 000	-	-	-	-	-	-
Promotion support	0	0	0	0	0	0	1	460 000	0	-	-	-	5	236 000	47 200
Total "New Ways to Short Films"	16	11 907 760	744 235	16	10 471 775	654 486	27	16 500 000	589 286	11	9 515 333	865 030	13	7 976 000	613 538
"New Ways to Documentaries"															
Development support	-	-	-	14	1 774 987	126 785	7	990 384	141 483	6	900 000	150 000	10	1 450 000	145 000
Production support	-	-	-	-	-	-	11	7 722 385	702 035	3	2 250 000	750 000	5	3 750 000	750 000
Total "New Ways to Docu."	-	-	-	14	1 774 987	126 785	18	8 712 769	140 064	9	3 150 000	350 000	15	5 200 000	346 667
Script Development															
Total Script development support	3	900 000	300 000	-	-	-	-	5 395 000	-	129	6 147 400	47 654	-	7 213 000	61 650
"Signatur K" (women)															
Total "Signatur K"	4	904 140	226 035	12	2 063 700	171 975	9	1 680 000	186 667	-	-	-	-	-	-
Feature Films															
Development support	26	4 355 827	167 532	56	15 072 586	269 153	55	11 911 125	216 566	52	10 484 182	201 619	37	8 761 250	236 791
Commission in Exec scheme	9	75 690 254	8 410 028	11	90 572 650	8 233 877	7	67 189 584	9 598 512	11	87 710 790	7 973 708	9	82 985 250	9 220 583
Market Criteria scheme	6	45 439 389	7 573 232	6	44 538 000	7 423 000	7	49 324 704	7 046 386	7	54 610 000	7 801 429	5	54 050 000	10 810 000
Co-production (minority)	3	1 600 000	533 333	6	4 856 000	809 333	6	4 682 929	780 488	9	10 000 000	1 111 111	10	8 384 280	838 428
Total feature films	44	127 085 470	2 888 306	79	155 039 236	1 962 522	75	133 108 342	1 774 778	79	162 804 972	2 060 822	61	154 180 780	2 527 554
Feature Documentaries															
Development support	5	1 065 000	213 000	5	700 000	140 000	3	590 000	186 666	5	1 285 000	257 000	7	2 282 500	326 071
Production support	8	6 808 000	851 000	5	5 775 000	1 155 000	4	5 450 000	1 362 500	3	4 475 000	1 491 667	3	5 200 000	1 733 333
Total feature documentaries	13	7 873 000	605 615	10	6 475 000	647 500	7	6 040 000	604 000	8	5 760 000	720 000	10	7 482 500	748 250
Promotion Support															
Promotion, Comm. Exec scheme	10	10 199 230	1 019 923	8	7 897 670	987 209	15	14 803 994	986 933	16	18 454 460	1 153 404	23	14 821 906	644 431
Promotion, Market Criteria scheme	5	5 327 000	1 065 400	7	7 447 000	1 063 857	5	4 495 000	899 000	2	2 302 500	1 151 250	10	9 578 325	957 833
Promotion, co-productions (minority)	0	0	0	15	15 344 670	1 022 978	4	2 485 405	621 351	0	0	0	3	2 000 000	666 667
Promotion, feature documentaries	4	2 207 226	551 807	7	4 410 748	630 107	3	1 667 266	828 468	4	2 929 837	732 459	5	2 628 353	525 671
Promotion, TV Drama Series	-	-	-	-	-	-	-	-	-	-	-	-	1	37 000	37 000
Promotion, Interactive productions	-	-	-	-	-	-	-	-	-	-	-	-	6	2 830 000	471 667
Total promotion	19	17 733 456	933 340	37	35 100 088	948 651	27	23 451 665	868 580	22	23 686 797	1 076 673	48	31 895 584	664 491
Box Office Bonus (ex-post)															
Commission in Exec scheme	19	40 443 236	2 128 591	16	20 469 909	1 279 369	15	40 202 177	2 680 145	31	52 279 270	1 686 428	18	33 220 863	1 845 604
Market Criteria scheme	5	24 718 564	4 943 713	7	34 999 574	4 999 939	10	45 927 364	4 592 736	9	42 988 913	3 213 237	14	65 774 349	4 698 168
Co-productions (minority)	6	1 184 924	197 487	0	0	0	6	2 575 531	100 039	1	756 990	756 990	1	246 145	246 145
Short films	1	144 586	144 586	1	370 361	370 361	3	173 656	57 885	2	3 666	1 833	0	0	0
Feature documentaries	2	903 429	451 715	6	2 785 793	464 299	6	600 235	100 039	3	315 001	117 000	4	1 527 046	381 762
Total box office bonus	33	67 394 739	2 042 265	30	58 625 637	1 891 150	34	86 903 432	2 555 983	46	96 343 840	2 094 431	37	100 768 403	2 723 470
Single TV Documentaries															
Development support	3	3 685 000	111 667	26	3 088 262	115 702	30	3 223 932	113 567	30	4 572 000	152 400	25	4 044 226	161 769
Production support	4	6 950 000	248 214	25	7 432 000	297 280	33	10 648 681	344 697	34	13 780 000	405 294	29	12 372 476	426 637
Total single TV documentaries	7	10 635 000	174 344	51	10 440 262	204 711	63	13 872 613	220 200	64	18 352 000	286 750	54	16 416 702	304 013
TV Documentary Series															
Development support	3	245 000	81 667	5	700 000	140 000	0	0	0	3	550 000	183 333	2	200 000	100 000
Production support	4	3 250 000	812 500	2	1 825 000	913 500	3	1 900 000	718 182	2	1 395 000	697 500	3	2 650 000	883 333
Total TV documentary series	7	3 495 000	499 286	7	2 525 000	360 714	3	1 900 000	718 182	5	1 945 000	389 000	5	2 850 000	570 000
TV Drama Series															
Development support	8	1 090 000	136 250	13	2 709 200	208 400	13	2 300 000	176 923	28	5 386 135	192 362	13	2 826 151	217 396
Production support	5	21 940 000	4 388 000	5	21 710 000	4 342 000	5	11 775 000	2 355 000	5	11 050 000	2 210 000	4	14 090 000	3 522 500
Total TV drama series	13	23 030 000	1 771 538	18	24 419 200	1 356 622	18	14 075 000	781 944	33	16 436 135	498 065	17	16 916 151	995 068
Interactive Productions															
Total Development support	6	5 397 700	899 617	9	6 000 000	666 667	11	7 900 000	718 182	18	10 600 000	588 889	16	10 000 000	625 000
Slate Funding															
Feature fiction development	-	-	-	-	-	-	-	-	-	4	629 148	157 287	13	1 780 731	136 979
Feature fiction production	-	-	-	-	-	-	-	-	-	-	-	-	3	1 800 000	600 000
TV Documentaries development	-	-	-	-	-	-	-	-	-	6	954 524	159 087	6	845 000	140 833
Total Slate Funding	-	-	-	-	-	-	6	3 268 112	544 685	10	1 583 672	158 367	22	4 425 731	877 813

Legend: - No information / scheme not in operation

FEATURE FILMS SUPPORTED 2010

Production support only. Does not include amounts for Box office Bonus (ex-post) support.
All amounts in NOK.

Title	Budget*	Production Support	Production Company	Director
Commissioning Exec. Scheme				
Babycall	25 000 000	11 700 000	4 1/2 produksjon	Pål Sletaune
Fjellet	780 000	500 000	4 1/2 produksjon	Ole Giæver
Få meg på for faen	18 000 000	9 989 250	Motlys	Jannicke Systad Jacobsen
Jeg reiser alene	18 050 000	10 125 000	Motlys	Stian Kristiansen
Jørgen + Anne = Sant	18 000 000	10 061 000	Cinenord Kidstory	Anne Sewitsky
Mennesker i Solen	22 000 000	12 300 000	Maipo	Per-Olav Sørensen
Sorans reise	18 603 403	10 060 000	Paradox Rettigheter	Hisham Zaman
Teori og Praksis	25 155 000	13 250 000	Friland Produksjon	Jens Lien
Oslo, 31. august	14 230 000	6 250 000	Motlys	Joachim Trier

Market Criteria Scheme				
Blåfjell 2	25 100 000	11 000 000	Storm Rosenberg	Arne Lindtner Næss
Hodejegerne	26 190 000	10 650 000	Friland	Morten Tyldum
Knerten i knipe	20 700 000	10 400 000	Paradox	Arild Østin Ommundsen
Kong Curling	15 700 000	4 000 000	4 1/2 Fiksjon	Ole Endresen
Kon-Tiki	83 000 000	18 000 000	Nordisk Film	Joachim Rønning, Espen Sandberg

Feature Documentaries				
Gasas tårer	4 516 628	2 200 000	Nero Media	Vibeke Løkkeberg
Pink Uprising	4 059 218	1 300 000	Piraya Film	Nishtha Jain
Pushwagner	5 300 944	1 700 000	Indie Film	Even Benestad

Feature Minority Co-productions				
Dypet		800 000	Filmhuset produksjoner	Baltasar Kormakur
Cornelis		800 000	SF Norge	Amir Chamdin
Age of Heroes		100 000	Moskus Film	Adrian Vitoria
Domen over død man		1 500 000	Maipo	Jan Troell
Gumby		800 000	4 1/2 Fiksjon	Patrik Eklund
En annanstans i Sverige		400 000	Pomor Film	Kjell-Åke Andersson
To liv - Zwei Leben		1 400 000	Helgeland film	Georg Maas
Stella Days		1 000 000	Paradox produksjoner	Thaddeus O'Sullivan
Nåde		1 200 000	Neofilm	Matthias Glasner
Waves from Home		1 200 000	Maipo	Peter Dalle

Box-Office Bonus (ex-post) only				
Iskyss			Filmhuset Produksjoner	Knut Erik Jensen
Kommandør Treholt og Ninjatropen			Tordenfilm	Thomas Cappelen Malling
Kurt Josef Wagle og legenden om Fjordheksa			Yellow Bastard Productions, Tappeluft Pictures	Tommy Wirkola
Svik			Alphavilla Productions	Håkon Gundersen
Tomme Tønner			Tappeluft Pictures, Wanted Film	Leon Bashir

* Budgets at date of awarded support, stated in production award contract.

MARKET SHARE, NATIONAL RELEASES 2001 - 2010

Year	Number of national releases	Admissions	Market share by admissions	Gross Box Office NOK	Market share by GBO
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 %
2009	22	2 613 502	20,6 %	195 330 359	18,7 %
2010	26	2 564 403	23,3 %	198 195 422	20,8 %

CINEMAS AND ADMISSIONS

	2006	2007	2008	2009	2010
Admissions	12 012 493	10 815 700	11 869 449	12 701 912	11 020 954
GBO all titles	852 005 481	791 189 783	917 658 454	1 042 144 702	954 034 109
Admissions Norwegian titles	1 928 263	1 778 521	2 656 517	2 613 502	2 564 403
GBO Norwegian titles	130 094 858	115 462 294	202 456 009	195 330 359	198 195 422
Number of film releases	241	237	221	223	207
Number of Norwegian film releases	20	22	22	22	26*
Number of theatres	235	212	210	204	204
Number of screens**	658	653	661	652	650
Number of seats	84 269	79 897	79 177	78 716	79 238
Number of digital screens	0	0	49	65	250
Admissions per citizen	2,6	2,3	2,5	2,6	2,3
Number of active distributors	17	17	18	20	19

* Excluding the re-release of Flåklypa Grad Prix / Pinchcliffe Grand Prix
 ** Including The Mobile Cinema ("Bygdekinoen") serving 221 screens/locations in 2010

RELEASES, BY GEOGRAPHICAL REGIONS

NT = Number of titles / AD = Admissions

	2006		2007		2008		2009		2010	
	NT	AD	NT	AD	NT	AD	NT	AD	NT	AD
National	22	16,2 %	22	16,3 %	22	22,4 %	22	20,6 %	26	12,6 %
European	68	11,2 %	78	18,1 %	60	13,0 %	75	16,3 %	59	28,5 %
US	128	71,7 %	115	64,6 %	117	63,9 %	118	62,1 %	103	49,8 %
Rest of the World	23	0,9 %	22	1,0 %	22	0,7 %	18	1,0 %	19	9,2 %
Total	241	100 %	237	100 %	221	100 %	223	100 %	207	100 %

FILM CLASSIFICATIONS

	2007	2008	2009	2010
No age limit	50	45	56	42
From 7 years upwards	31	35	29	27
From 11 years upwards	65	66	62	71
From 15 years upwards	78	71	72	63
From 18 years upwards	13	4	4	4
Total	237	221	223	207

SOURCE: FILM & KINO

CINEMA TOP 30

Rank	Release title	Original title	Release date	Distributor	Admissions	GBO NOK
1	Avatar*	Avatar	18.12.09	Twentieth Century Fox Norway	544 807	59 993 368
2	Knerten gifter seg	Knerten gifter seg	24.09.10	Scanbox	403 677	29 019 989
3	Harry Potter og Dødstalismanene - Del 1	Harry Potter and the Deathly Hallows: Part 1	19.11.10	Sandrew Metronome	402 081	37 578 663
4	Inception	Inception	21.07.10	Sandrew Metronome	361 687	35 080 794
5	The Twilight Saga - Eclipse	The Twilight Saga - Eclipse	30.06.10	Nordisk Film Distribusjon AS	320 528	29 858 965
6	Shrek - Lykkelig alle sine dager	Shrek Forever After	07.07.10	United International Pictures	315 177	28 265 006
7	Trolljegeren	Trolljegeren	29.10.10	SF Norge	267 240	22 060 872
8	Alice in Wonderland	Alice in Wonderland	05.03.10	Walt Disney Studios Motion Pictures Norway	266 221	27 551 357
9	Sex and the City 2	Sex and the City 2	04.06.10	Sandrew Metronome	261 064	25 186 738
10	Nokas	Nokas	01.10.10	Sandrew Metronome	249 397	22 336 755
11	The Karate Kid	The Karate Kid	13.08.10	Walt Disney Studios Motion Pictures Norway	248 619	21 412 491
12	Toy Story 3	Toy Story 3	27.08.10	Walt Disney Studios Motion Pictures Norway	233 393	20 315 779
13	Robin Hood	Robin Hood	12.05.10	United International Pictures	211 025	19 883 981
14	Alvin og gjengen 2	Alvin and the Chipmunks: The Squeakquel	26.12.09	Twentieth Century Fox Norway	200 890	14 337 047
15	Olsenbanden jr. Mestertyvens skatt	Olsenbanden jr. Mestertyvens skatt	29.01.10	Nordisk Film Distribusjon AS	189 455	13 009 529
16	Dragetreneren	How to Train Your Dragon	26.03.10	United International Pictures	183 161	16 303 533
17	Iron Man 2	Iron Man 2	28.04.10	United International Pictures	162 802	14 796 275
18	Shutter Island	Shutter Island	19.02.10	United International Pictures	160 597	14 892 912
19	Fritt Vilt III	Fritt Vilt III	15.10.10	Nordisk Film Distribusjon AS	152 088	13 527 889
20	Prinsessen og froksen	The Princess and the Frog	19.02.10	Walt Disney Studios Motion Pictures Norway	146 580	10 586 132
21	Sherlock Holmes	Sherlock Holmes	26.12.09	Sandrew Metronome	146 098	13 180 074
22	Knight and Day	Knight and Day	16.07.10	Twentieth Century Fox Norway	143 284	13 044 975
23	Prince of Persia	Prince of Persia: The Sands of Time	19.05.10	Walt Disney Studios Motion Pictures Norway	134 081	12 017 985
24	Yohan - Barnevandreren	Yohan - Barnevandreren	26.03.10	Nordisk Film Distribusjon AS	123 187	8 722 707
25	Varg Veum - Skriften på veggen	Varg Veum - Skriften på veggen	27.08.10	SF Norge	121 667	10 679 086
26	Pelle Politibil går i vannet	Pelle Politibil går i vannet	08.01.10	Nordisk Film Distribusjon AS	120 816	8 363 906
27	Tomme Tønner	Tomme Tønner	08.01.10	Euforia Film	118 724	10 075 776
28	Grusomme meg	Despicable Me	15.10.10	United International Pictures	113 602	9 227 620
29	The Expendables	The Expendables	27.08.10	Euforia Film	104 891	9 547 150
30	Salt	Salt	03.09.10	Walt Disney Studios Motion Pictures Norway	103 197	9 321 694

* Includes Avatar 3D: Special Edition, released in 2010

MARKET SHARE TOP-LISTED FILMS 2006-10

AD = Admissions

	2006		2007		2008		2009		2010	
	AD	GBO	AD	GBO	AD	GBO	AD	GBO	AD	GBO
Top 10	36,5 %	38,1 %	34,3 %	35,3 %	36,0 %	37,6 %	37,7 %	38,7 %	30,7 %	33,0 %
Top 20	52,2 %	54,2 %	50,0 %	51,9 %	54,1 %	54,4 %	55,5 %	57,4 %	47,8 %	49,7 %
Top 30	63,4 %	65,5 %	60,0 %	62,0 %	63,4 %	65,4 %	65,8 %	67,9 %	59,0 %	60,6 %
Top 40	70,7 %	72,6 %	67,1 %	69,3 %	70,8 %	72,6 %	73,3 %	75,2 %	67,4 %	69,1 %
Top 50	76,3 %	78,5 %	72,6 %	75,1 %	76,3 %	78,3 %	78,7 %	80,6 %	74,0 %	75,8 %

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

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