Six screen artplex in Copenhagen.

Roughly 300,000 tickets sold annually pr. year
Distributes **20 titles** pr. year

Profile:
- High end art house
- Documentaries
- Japanese animation
# RESULTS

## OUT OF THIS WORLD:
- Toni Erdmann: 107,000 tickets
- The King’s Choice: 82,000 tickets
- Moonlight: 58,000 tickets

## LATEST FLOPS:
- Lady Macbeth: 2,000 tickets
- Bacalaureat: 4,000 tickets
- The Other Side of Hope: 4,000 tickets

## LATEST HITS:
- Stefan Zweig: Farewell to Europe: 20,000 tickets
- Frantz: 17,000 tickets
THEATRICAL VS. OTHER PLATFORMS

Content is King. Only the hits make a difference in the other windows.

DVD: Good until last year, but most shops are gone, so sales are slowing down.

VOD: Still slow.

TV: It is getting ridiculous. Public TV offer 2,000 euros pr. title for all but the very biggest arthouse films.
MARKETING

For most titles our marketing is aimed at the mature audience, so traditional print ads are indispensable.

**RODIN:** Booked in 10 cinemas
Promotion & advertisement: 20.000 €
Print vs. online: 7.000 – 2.000 €

Nonetheless we are very active on the various SoMe platforms, have blogs and do plenty of advertisement on the internet – especially with films aimed at a somewhat younger target group.

**THELMA:** Booked in 30 cinemas
Promotion & advertisement: 40.000 €
Print vs. online: 4.000 – 10.000 €