

GRAND

Six screen artplex in Copenhagen.

Roughly **300.000 tickets** sold
annually pr. year



CAMERA FILM

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 €**

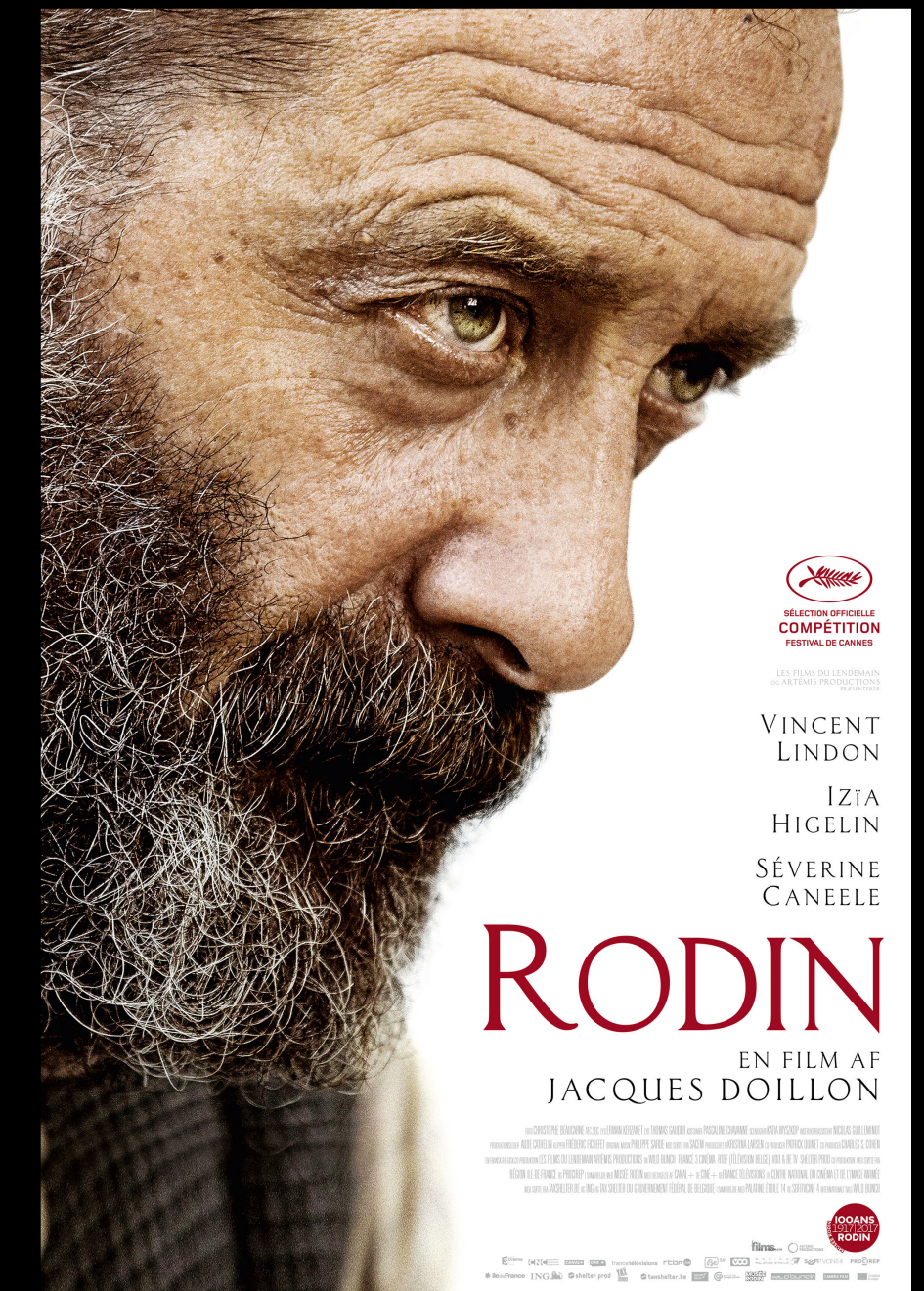
Print vs. online: **7.000 – 2.000 €**

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 €**





GRAND THEATRE

