

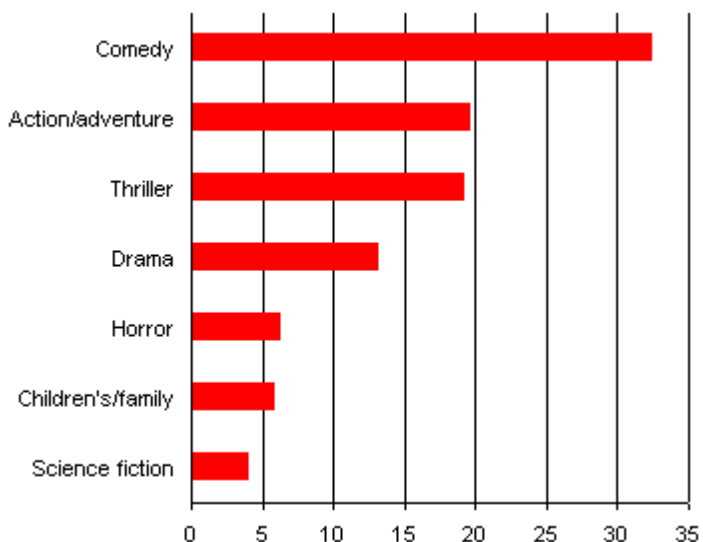
HYMAC FILM LOG

The partnership of Cinema & DVD

Figure 13.8

VHS and DVD video rental shares: by genre, 2002

United Kingdom



Source: British Video Association

Table 13.8

VHS and DVD video rental and retail shares: by genre, 2002

United Kingdom	Percentages
Comedy	32
Action/adventure	20
Thriller	19
Drama	13
Horror	6
Children's/family	6
Science fiction	4

Source: British Video Association

Over 174 million videos and DVDs were rented in 2002, approximately eight per household, but 10 million lower than in 2001. because buying now at £10 - £15 is more sense to the consumer than paying £4 to rent for one night.

Cinema Attendance in European Markets (2001 - 2005) - In millions

Country	2001	2002	2003	2004	2005 provisional	Source
CH - Switzerland	17,1	18,8	16,5	17,2	15,1	OFS
CZ - Czech Republic	10,4	10,7	12,1	12,1	9,5	Min. Cult./UFD
DE - Germany	177,9	163,9	149,0	156,7	127,3	FFA
DK - Denmark	12,0	12,9	12,3	12,7	11,8	DFI
ES - Spain	146,8	140,7	137,5	143,9	126,0	ICAA
FR - France	187,5	184,4	173,5	195,3	175,7	CNC
GB - United Kingdom	155,9	175,9	167,3	171,3	164,7	CAA/ Nielsen EDI
IE - Ireland	15,9	17,3	17,4	17,3	16,4	CSA/TN MRBI/EDI
IT - Italy	113,3	115,6	110,5	116,3	107,7	OIA
NL - The Netherlands	23,8	24,1	24,9	23,0	20,5	NVF/NVB
NO - Norway ¹	12,5	12,0	13,1	12,0	11,3	Film&Kino
SE - Sweden	18,1	18,3	18,2	16,6	14,6	SFI
SK - Slovakia	2,8	3,0	3,0	2,9	2,2	AIC/SKFI
TR - Turkey	28,2	23,5	24,6	29,7	28,0	Sinema Gazetesi

The Big Calculation

Using the figures above you can work out that **164,700,000** visits to the cinema, times **£4.00** per person = **£658,800,000**

This seems light a lot of money but once you take away how much it costs to run cinemas;

1. Staff
2. Management (policy's and procedures to keep a safe workplace and review every year)
3. Logistics (transport of film, cleaning and food)
4. Building (tax, light, heat, cleaning, maintenance of lift escalator, air conditioning)
5. Telephones and administration
6. Publicity (e.g. each poster costs, every magazine costs, the in house TV costs)

You end up with small profit margins. Yes it employs people. Yes it provides entertainment but, it is a business and it is driven by **the big movie companies** wanting to get the audience so interested in their films, that they **buy the DVD** when it comes out.

Considerable growth of DVD

2004 was the first year in which DVD retail sales exceeded games and music.

In the five leading European markets that year, more than £5.2bn was spent on DVDs, £4.4bn on recorded music, £2.94bn on games and just £480m on video tapes.

Spending on DVD rentals across Europe is thought to have reached around £1.5m. Video cassettes will die out altogether within two years, research suggests.

The film distributor only has to pay out for the following;

1. Authoring of the DVD and its production (**e.g. 50p to £1 a DVD**)
2. Publicity and advertising (**only a little remember the showing at the cinema was the big advert and you paid to see their advert, also movie mag's paid for by you are driven by new film information, free advertising**)
3. Logistics (**delivery to retailers via wholesaler**)

With DVD you end up with big profit margins!

It's not all about the money is it?

No it's not all about money, some films are made because people want to make the films these are called **ART HOUSE** they are driven by the creativeness of the filmmakers. You could say most of **You Tube** and other sites of a similar nature is art house.

Definition of an art film

Is a motion picture that is presented as a serious artistic work. Most often, this term is attributed to narrative films with stylistic uniqueness, usually owing to the author(s)'s vision or technique. These are often called "arthouse films" and may include foreign-language films (non-English), **independent and non-mainstream films**, as well as **documentaries and short films**. The producers of art films seek a niche audience rather than mass appeal and usually present their work at specialty theatres and **film festivals** in cities. Art film provides similar kinds of cinematic illusion that one finds in classical Hollywood cinema as well as allusions to previous periods in cinematic history.

The opportunity of screening

The cost of celluloid film is very expensive and takes time and money to develop but produces fabulous effects. Sadly and happily all in one go this means that high end Digital Light Projectors like the ones people can buy for their homes will in the future become common place. This in turn will make the possibility of independent film makers to have the opportunity to screen their own films. Currently any film we produce can be screened at a number of locations one being the screening room of the BBFC in London it seats 36 and costs £125.00 per hour to hire.