

# RECORD YEAR FOR EUROPA CINEMAS

## PRESS RELEASE

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Europa Cinemas theatres confirm their role as leader in the dissemination of European films with a record 63% of their screenings devoted to European films and 39% to non-national productions.

*The Lives of Others* is the box office phenomenon of the year with 3 million seats sold, followed by *La Vie en rose* and *The Queen*.

Europa Cinemas Label will be awarded for the sixth consecutive year to the best European film in the Directors' Fortnight, celebrating its 40th anniversary.

The meeting of Europa Cinemas exhibitors will once again take place in Cannes on May 17, from 3 p.m. at the Hotel Majestic (Salon Diane), where members will reflect on an excellent 2007 – a record year for European films across the network.

### 2007: RECORD YEAR FOR EUROPEAN FILMS IN THE NETWORK

With 63% of European screenings and 39% of European non national screenings, the theatres of the Europa Cinemas / MEDIA network achieved in 2007 the best results since its creation. Admissions rose to almost 50 million, 31 million of which were for European films.

This increase is especially marked in non-national European films, for which network theatres dedicated 39% of screenings, i.e. 3 percentage points more than in 2006. By contrast, the share for American films declined to 28%. National films continue to represent a quarter of admissions and screenings in network theatres, while films from the rest of the world account for 9% of screenings, a level much higher than in the rest of the market.

Once again, the network theatres demonstrate their major role in the careers of European films outside their country of origin, and also – without financial support – for films from the rest of the world, especially from Mediterranean countries, Asia and South America.

### THE LIVES OF OTHERS, 3 MILLION ADMISSIONS ACROSS THE NETWORK

Thanks to the success of its German release, *Das Leben der Anderen* (*The Lives of Others*) was already at 8th spot in the network's top 50 for 2006. Since then, the film has embarked on its extraordinary success right across Europe, in which Europa Cinemas theatres have played no small role. In the last two years, the first film by Florian Henckel von Donnersmarck had 3 million admissions in network theatres, with 1.8 million in 2007 alone. The film topped the network theatres' admissions in 13 countries.

#### Top 10 European films in the Europa Cinemas network:

- 1 - The Lives of Others (Das Leben der Anderen)
- 2 - La Vie en rose (La Môme)
- 3 - The Queen
- 4 - 2 Days in Paris
- 5 - Persepolis
- 6 - Irina Palm
- 7 - Four Minutes (Vier Minuten)
- 8 - Hunting and Gathering (Ensemble, c'est tout)
- 9 - On the Other Side (Auf der anderen Seite)
- 10 - Notes on a Scandal

## SIXTH DIRECTORS' FORTNIGHT FOR EUROPA CINEMAS LABEL

Europa Cinemas is proud to join the Directors' Fortnight 40th anniversary, and will once again, for the sixth year, be awarding the Europa Cinemas Label for the Best European film in the section, chosen by a jury of four Europa Cinemas exhibitors.

The winning film will receive the support of the Europa Cinemas exhibitors who commit themselves to extend the length of its run on screen and to reinforce the promotion campaign directed at the general audience and the media.

They will choose the successor to Anton Corbijn's first film, *Control*, winner of the Europa Cinemas Label at the Directors' Fortnight 2007. Their decision will be announced on 23 May 2008.

JURY OF 2007 EUROPA CINEMAS - DIRECTORS' FORTNIGHT LABEL:

**Christine Beauchemin-Flot** (Exhibitor and Programmer, Cinema Select, Antony, France)

**Maeve Cooke** (General Manager, Access Cinema Network, Ireland)

**Mark Vluggen** (Programmer, Cinema Lumière, Maastricht, The Netherlands)

**Svantje Wascher** (Program Adviser, Kino Traumstern, Lich, Germany)

Awarded for the first time in 2003 at the Cannes Film Festival, the Europa Cinemas Label aims to increase circulation, promotion and length of scheduling of European films in the film theatres.

Presently, the Label is awarded at four festivals: Directors' Fortnight - Cannes Film Festival, East of the West and main competition - Karlovy Vary International Film Festival, Venice Days - Mostra in Venice, and Panorama - Berlin International Film Festival.

**Previous winners of the Europa Cinemas Label are:**

### Cannes/Directors' Fortnight

- 2003: The Mother (Roger Michell, UK)  
Kitchen Stories (Bent Hamer, Norway/Sweden)
- 2004: In the Battlefields / Dans les champs de bataille (Danielle Arbid, France / Belgium / Lebanon)
- 2005: La Moustache (Emmanuel Carrère, France)
- 2006: 12:08 East of Bucharest/A Fost sau n-a fost ? (Corneliu Porumboiu, Romania)
- 2007: Control (Anton Corbijn, UK)

### Berlin/Panorama

- 2005: Live and Become / (Radu Mihaileanu, France/Belgium/Israel)  
Cockles and Muscles / Crustacés et Coquillages  
(Olivier Ducastel, Jacques Martineau, France)
- 2006: Tough Enough / Knallhart (Detlev Buck, Germany)
- 2007: El Camino de los Ingleses / Summer Rain (Antonio Banderas, Spain)
- 2008: Revanche (Götz Spielmann, Austria)

### Venice/Venice Days

- 2004: Darwin's Nightmare / Le Cauchemar de Darwin (Hubert Sauper, Austria/France/Belgium)
- 2005: Le Petit Lieutenant (Xavier Beauvois, France)
- 2006: Dark Blue Almost Black / Azul Oscuro Casi Negro (Daniel Sánchez Arévalo, Spain)
- 2007: Tricks / Sztuczki (Andrzej Jakimowski, Poland)

### Karlovy Vary (Main Competition and East of the West section)

- 2006: Frozen City / Valkoinen kaupunki (Aku Louhimies, Finland)
- 2007: The Class / Klass (Ilmar Raag, Estonia)

**EUROPA CINEMAS WILL BE PRESENT AT CANNES 2008:**

Village International, Pavillon MEDIA, Esplanade Georges Pompidou  
T. + 33 (0)4-93-99-86-97

Founded in 1992, the Europa Cinemas network now consists of a remarkable 1702 screens in 685 cinemas in 392 cities in 42 countries. Europa Cinemas' aim is to support the programming and visibility of European films outside their country of origin, and to foster initiatives aimed at encouraging younger audiences to develop their interest in European films and cultural diversity.

Europa Cinemas is supported by the **MEDIA, Euromed Audiovisual II** programmes of the European Commission (Brussels), **CNC** (France), **FFA** (Berlin), **Eurimages** (Council of Europe, Strasbourg), **French Ministry for Foreign and European Affairs** (Paris).

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