Cinema Industry Research - Scandinavia

Description:

The countries of Scandinavia and the Baltic region have very different cinema markets with attendance rates ranging from among the lowest in Western Europe to the highest in Iceland, and some potentially fast-growing markets in the Baltic States.

The combination of small markets and high operating costs in Scandinavia have driven a wave of cross-border consolidation in recent years as exhibitors seek scale economies. This latest edition looks at the new landscape in detail and finds grounds for optimism.

Comprehensive data covering screens, admissions, ticket prices and box office plus profiles of major exhibitors, make this an essential source for seeking to do business in this high value market.

Contents:

1. Denmark
   - Films and Distribution
   - Cinemas

2. Companies
   - Nordisk Film
   - Vue

3. Forecasts

4. Estonia
   - Films and Distribution
   - Cinemas

5. Companies
   - Apollo
   - Nordic Cinema Group
   - Cinamon Group

6. Forecasts

7. Finland
   - Films and Distribution
   - Distribution
   - Cinemas

8. Companies
   - Nordic Cinema Group

9. Forecasts

10. Iceland
    - Films and Distribution
    - Cinemas

11. Companies

12. Forecasts

13. Latvia
    - Films and Distribution
    - Cinemas
14. Companies

15. Forecasts

16. Lithuania
   - Films
   - Cinemas

17. Companies
   - Nordic Cinema Group

18. Forecasts

19. Norway
   - Films and Distribution
   - 3D
   - Cinemas

20. Companies
   - Nordisk Film
   - Nordic Cinema Group
   - KinoNor

21. Forecasts

22. Sweden
   - Films
   - Distribution
   - 3D
   - Cinemas

23. Companies
   - Nordic Cinema Group

24. Forecasts

List of Tables

Denmark
   - Danish Cinema Market 2010-2015
   - New Releases by Nationality of Film 2010-2015
   - Admissions by Nationality of Film 2010-2015
   - Top 20 Films 2015
   - Cinema Sites, Screens and Seats 2010-2015
   - Forecasts
   - Denmark Forecasts 2015-2020

Estonia
   - Estonian Cinema Market 2010-2015
   - New Releases 2010-2015
   - Top Ten Films 2015
   - Cinema Sites and Screens 2010-2015
   - Companies
   - Main Cinemas April 2016
   - Forecasts
   - Estonia Forecasts 2015-2020

Finland
   - Finnish Cinema Market 2010-2015
   - Releases 2010-2015
   - Films by Nationality 2012-2015
   - Top 20 Films 2015
   - Leading Distributors 2012-2015
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