

## Key figures for 2011

- Norwegian cinemas sold 11,7 million tickets in 2011, an increase of 5,8 % from 2010. Ticket revenue totalled NOK 1 039,7 billion.
- Of these totals, the Mobile Cinema sold 126,000 tickets in 2011. This is an increase from the previous year of 5,1 %. Ticket revenue was NOK 9.1 million.
- Norwegian films sold nearly 2,9 million tickets in 2011, an increase of 11,4 % from 2010. This is, never the less, the fourth year in a row that the attendance figures for Norwegian films passed 2.5 million. One has to go back to 1975 to find higher attendance figures. The share of Norwegian films reached 24,5 % of the total attendance. This is the highest market share in modern times.
- 14.8 million DVDs and Blu-ray Discs were sold for a total of about NOK 1.5 billion in 2011.
- In 2011 Film & Kino supported 142 film titles for theatrical release through various support initiatives. The total amount for this was NOK 7,3 million. There were a total of 206 premieres in 2011, of these 33 were Norwegian films.
- S-Film support was given for an amount of NOK 2,5 million for 160 films, 10 visual interpretations and 38 short films in 2011.
- Film & Kino supported festivals, organisations and cinemateks with a total of NOK 23 million.
- Film & Kino gave NOK 50.7 million in support for various arrangements and initiatives for the cinema and video industries in 2011.