

FILM DISTRIBUTION IN RUSSIA

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French films in the distribution of CIS



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share of French films in the theatrical distribution of CIS

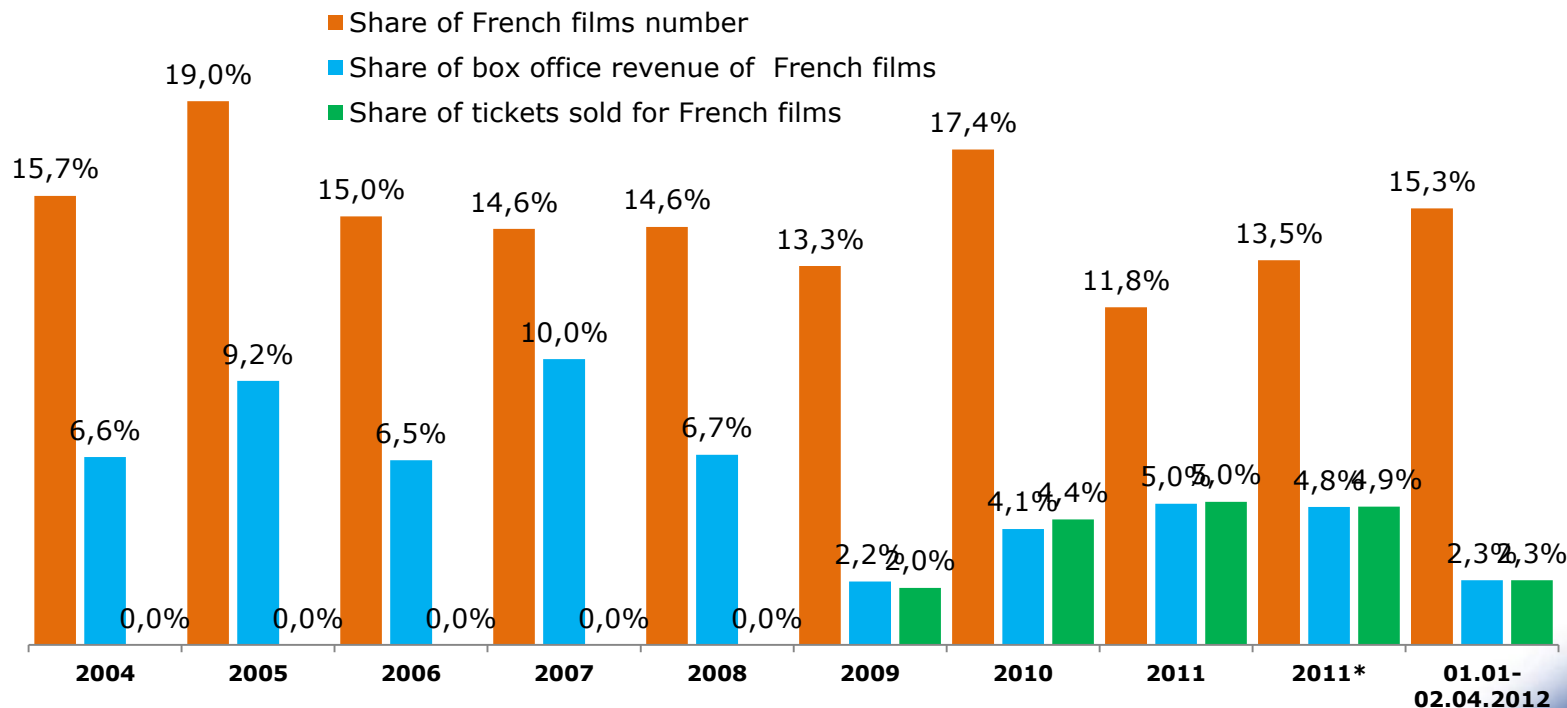
Year	Number of French films	Box office revenue of French films, million USD	Tickets sold for French films, million	Total number of films	Total box office revenue, million USD	Total tickets sold, million
2004	45	15.0	n/a	286	227.8	68.9
2005	60	28.4	n/a	315	307.5	83.7
2006	44	25.9	n/a	293	399.6	89.7
2007	51	54.9	n/a	350	548.1	104.5
2008	52	53.4	n/a	355	801.0	118.4
2009	43	15.7	2.7	324	705.9	132.3
2010	63	41.2	6.9	363	1013.6	155.9
2011	44	54.9	7.7	372	1109.4	152.6
2011*	48	55.9	7.7	356	1156.4	159.5
01.01-02.04.2012	13	10.1	1.4	85	447.6	60.7

*Data refer to calendar year and only to new releases

Source: Russian Film Business Today



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top 10 French films in the theatrical distribution of CIS

#	Titles	Distributor	Year	Box office receipts, million USD
1	Taxi-4	Central Partnership	2007	12.05
2	Transporter-3	Central Partnership	2008	9.40
3	Astérix aux jeux olympiques	Central Partnership	2008	9.09
4	Taxi-3	Cinema Vision / Gelvars	2003	3.00
5	The Artist	Volga	2012	2.60*
6	L'instinct de mort	Top Film	2008	2.51
7	From Paris with Love	Leopolis	2010	2.41
8	Bandidas	Central Partnership	2006	2.38
9	Arthur et la vengeance de Maltazard	Central Partnership	2010	2.21
10	Ca\$h	Central Partnership / Premium Film	2008	1.91

Source: Russian Film Business Today

* Still in distribution



Spectators of the French films in Russia (according to the survey of Nevafilm Research in December 2011)



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Regular and incidental viewers of French films in Russia

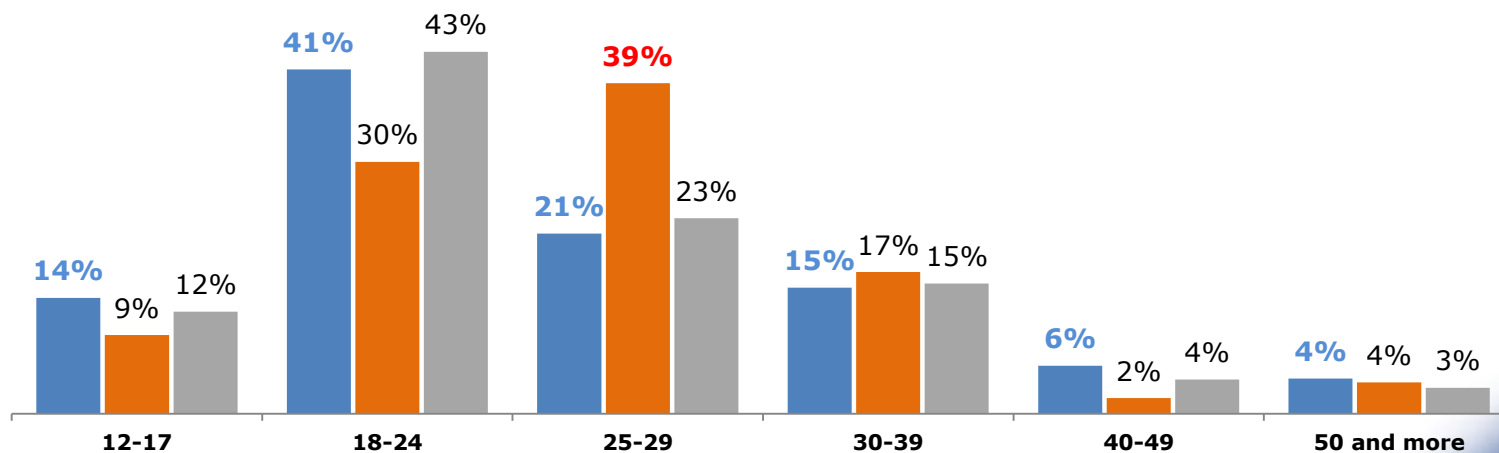
(based on the results of a survey conducted among 13,000 cinemagoers)

- The number of aficionados of French cinema in Russia is not high at all: only **0.4%** of those surveyed had seen two of the last three French films released.
- However, the number of people who had seen at least one French film was significantly higher, standing at **7.6%**.



Age of respondents taken as a whole, and broken down according to regular and incidental viewers of French films

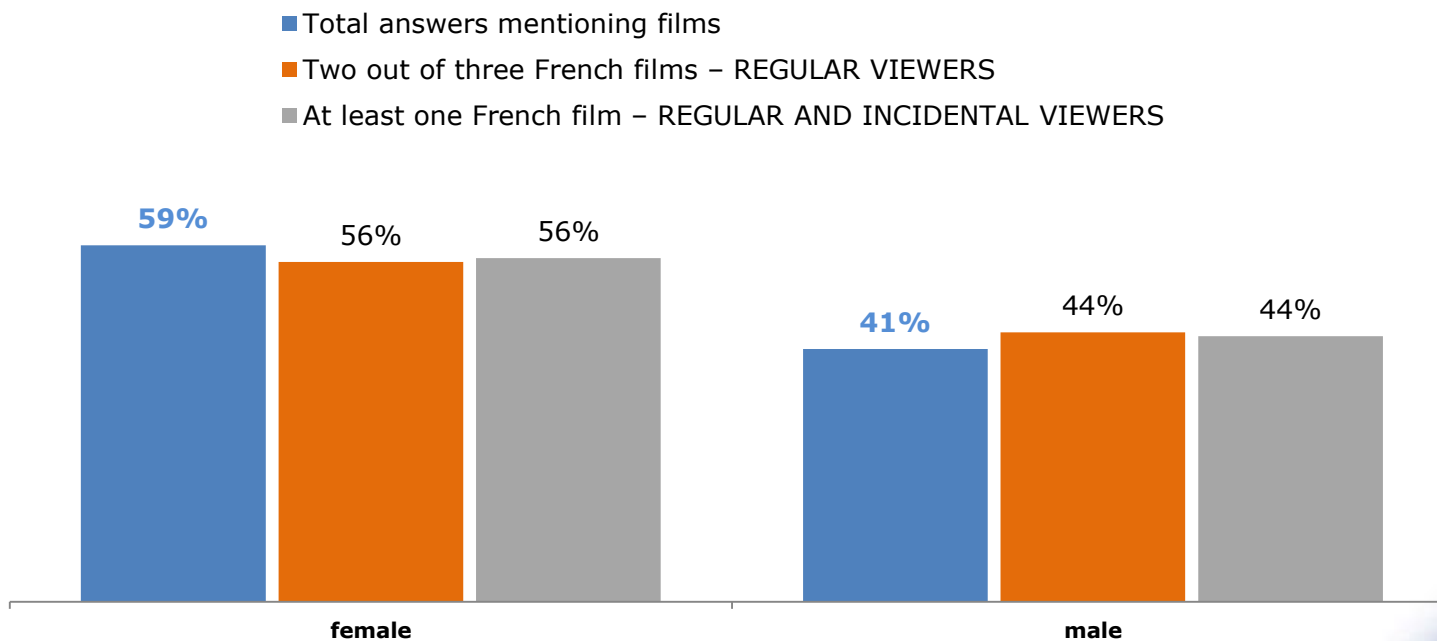
- Total answers mentioning films
- Two out of three French films – REGULAR VIEWERS
- At least one French film – REGULAR AND INCIDENTAL VIEWERS



Source: Nevafilm Research
(based on the results of a survey conducted among 13,000 cinemagoers)



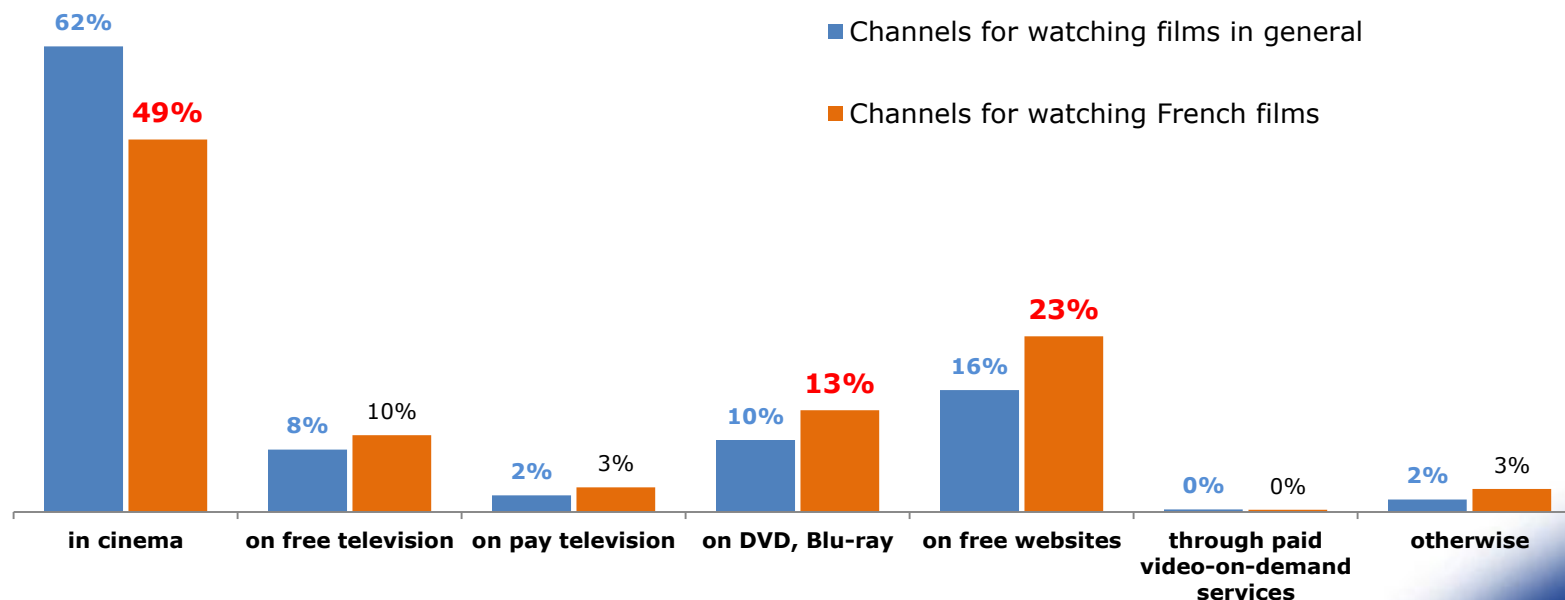
Sex of respondents taken as a whole, and broken down according to regular and incidental viewers of French films



Source: Nevafilm Research
(based on the results of a survey conducted among 13,000 cinemagoers)



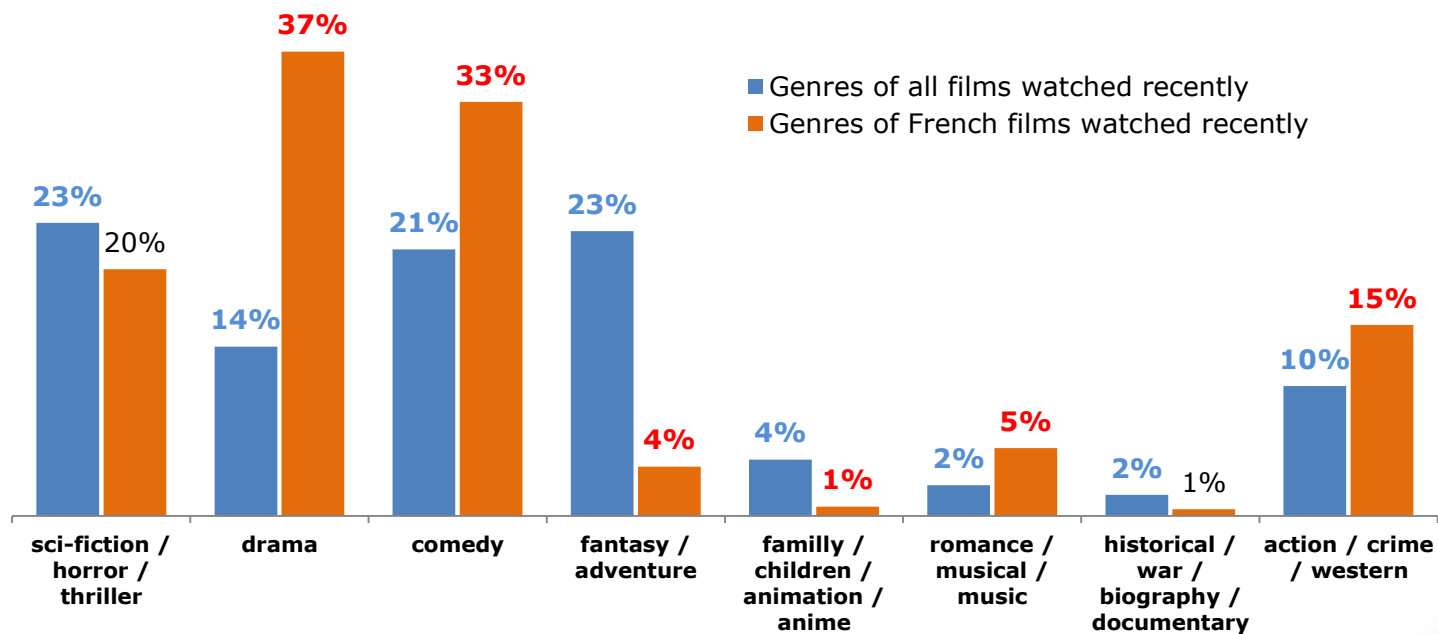
Channels viewed by respondents for watching films in general, and for watching French films



Source: Nevafilm Research
(based on the results of a survey conducted among 13,000 cinemagoers)



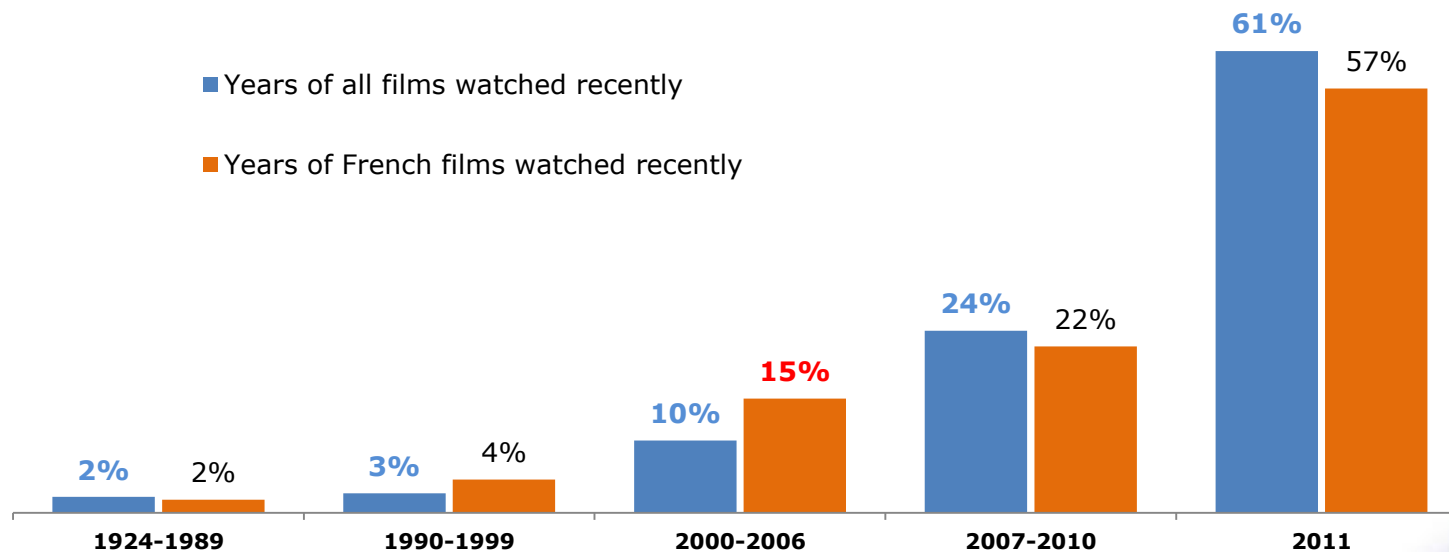
Genres of films watched recently by respondents



Source: Nevafilm Research
(based on the results of a survey conducted among 13,000 cinemagoers)



Production years of films watched recently by respondents



Source: Nevafilm Research
(based on the results of a survey conducted among 13,000 cinemagoers)



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