

**Documentation of statistics for  
Cinemas and Films 2019**

## 1 Introduction

The purpose of the statistics is to describe the Danish structure of cinemas, the number of films to shown an audience and the number of tickets sold (paid admissions) to these shows. In their present form the statistics have been compiled since 1980.

## 2 Statistical presentation

For cinemas the statistics shows the number of cinemas, number of cinema screens, seats, films shown, tickets sold and admission takings. For films the statistics shows the nationality, release year, number of films shown in selected geographical areas, tickets and admission takings (box office) for both the reference period (calendar year) and for the period since 1976. Furthermore the statistics shows the pattern of admission takings over time for films according to their respective release dates.

### 2.1 Data description

For cinemas the most important information are cinema screens, seats, shown films, tickets sold and admission takings. For films the most important information are nationality, release year, films shown in selected geographical areas, tickets sold and admission takings (box office).

### 2.2 Classification system

Cinema Size grouped as; all cinemas, single-screen cinemas and multi-floor theaters. The activity divided by the film's nationality; All countries, Danish film, Europe outside Denmark, the United States and the world outside Europe and the US. Target Group divided into film types and documentaries. Censorship broken down by classification from the Media Council for children and young people.

### 2.3 Sector coverage

Culture

### 2.4 Statistical concepts and definitions

Film Rental: Film rental is without VAT.

Nationality: The film's nationality is determined by the Danish Film Institute based on the nationality of the company / organization / person that has invested the most money in the film.

Release Year: The release year of the film is the year the film had its official Danish release.

The Year the Movie is Shown: Number of tickets sold for the film in the selected year.

Paid admissions: Number of tickets sold quantify only those tickets that are paid money for, ie free tickets are not included.

## **2.5 Statistical unit**

Cinemas, films and number of sold movietickets

## **2.6 Statistical population**

All cinemas showing films that are open to the public

## **2.7 Reference area**

Denmark.

## **2.8 Time coverage**

From 1976 and onwards.

## **2.9 Base period**

Not relevant for these statistics.

## **2.10 Unit of measure**

Number of shown films Number of sold movietickets Income from sold tickets Number of cinemas, screening halls and seats

## **2.11 Reference period**

Calendar year.

## **2.12 Frequency of dissemination**

Annual.

## **2.13 Legal acts and other agreements**

It is voluntary to submit data for this statistic.

## **2.14 Cost and burden**

None.

## **2.15 Comment**

Additional information can be obtained from Statistics Denmark

### **3 Statistical processing**

All free tickets are removed. Data is collected and published annually. Number of sold tickets and number of films is summarized to relevant groupings.

#### **3.1 Source data**

- Statistics Denmark receives information about tickets from Filmweb, who gather information from one line ticket sale systems.
- Information about the films comes from Danish Film Institute.
- Information about the cinemas comes from The Danish Cinema Association.

#### **3.2 Frequency of data collection**

Data is collected and published annually.

#### **3.3 Data collection**

Information on tickets sold, income etc. retrieved from Filmweb which gathers information from the cinema ticketing systems.

- Statistics Denmark receives information about tickets from Filmweb, who gather information from one line ticket sale systems.
- Information about the films comes from Danish Film Institute.
- Information about the cinemas comes from The Danish Cinema Association.

#### **3.4 Data validation**

All free tickets are removed.

#### **3.5 Data compilation**

Calculates a number of key figures in the statistics in relevant groups.

#### **3.6 Adjustment**

None.

### **4 Relevance**

Users are The Danish Film Institute, the media and various interest groups. There have been no study of user satisfaction. The statistic is used for analysis on the topic.

#### **4.1 User Needs**

The statistics are available to everyone. The statistic is used for analysis on the topic.

## **4.2 User Satisfaction**

There have been no study of user satisfaction.

## **4.3 Data completeness rate**

Not relevant for these statistics.

## **5 Accuracy and reliability**

From 2016 the cinema and film statistics includes all the cinemas, which reports to Filmweb, which is estimated to comprise over 99 per cent. of all admissions in cinemas.

### **5.1 Overall accuracy**

The statistic covers all commercially operated cinemas in Denmark. Filmweb used by cinema owners and film rentals in their internal economic settlement. Therefore, both parties have an interest in the content of Filmweb becomes as accurately as possible.

### **5.2 Sampling error**

Not relevant for this statistics.

### **5.3 Non-sampling error**

For a minor part of the tickets are in the data is not given a price since the ticket is included in a type of discount system. The fare for these tickets will be imputed.

### **5.4 Quality management**

Statistics Denmark follows the recommendations on organisation and management of quality given in the Code of Practice for European Statistics (CoP) and the implementation guidelines given in the Quality Assurance Framework of the European Statistical System (QAF). A Working Group on Quality and a central quality assurance function have been established to continuously carry through control of products and processes.

### **5.5 Quality assurance**

Statistics Denmark follows the principles in the Code of Practice for European Statistics (CoP) and uses the Quality Assurance Framework of the European Statistical System (QAF) for the implementation of the principles. This involves continuous decentralized and central control of products and processes based on documentation following international standards. The central quality assurance function reports to the Working Group on Quality. Reports include suggestions for improvement that are assessed, decided and subsequently implemented.

## **5.6 Quality assessment**

From 2014 data source changed an extract from Filmweb which collects reports from all the cinemas. Filmweb use of theater owners and film owners in their internal economic settlement. Therefore, both parties have an interest in the content of Filmweb becomes as accurately as possible

## **5.7 Data revision - policy**

Statistics Denmark revises published figures in accordance with the [Revision Policy for Statistics Denmark](#). The common procedures and principles of the Revision Policy are for some statistics supplemented by a specific revision practice.

## **5.8 Data revision practice**

Only final statistics is published.

## **6 Timeliness and punctuality**

This statistics is published around 4 months after the end of the year of reference. Publication time is usually precise.

### **6.1 Timeliness and time lag - final results**

Only final figures are published, around 4 months after the end of the year of reference.

### **6.2 Punctuality**

The publication time is usually precise.

## **7 Comparability**

The study in its present form has been prepared since 1984. For many key numbers, it is possible to compare with figures dating from 1976. After a revision of the statistics in 2014 it is not possible to compare the statistics of showing weeks. Number of tickets divided by population was cancelled in 2016.

The organisation *Media Salles* publishes number of moviegoers for a number of european countries.

### **7.1 Comparability - geographical**

The Organization \* Media Salles \* publish attendance for most European countries as well as countries outside Europe, including the US, China and Japan. The Danish Film Institute and the Association of Danish Cinemas delivers the Danish contribution.

## **7.2 Comparability over time**

The statistics have been conducted in their present form since 1984. For some of the statistics it is possible to compare figures from 1976 onwards. In the yearly publications of statistics, series of central figures are shown as well as figures on tickets sold independently of the year (films are often shown in more than one year).

## **7.3 Coherence - cross domain**

By the nationality of the film countries of origin can be grouped in manner, that it shows the EU-area.

## **7.4 Coherence - internal**

Not relevant for these statistics.

## **8 Accessibility and clarity**

The statistics are published yearly in *Nyt fra Danmarks Statistik* (News from Statistics Denmark), *Culture and National Church* and <http://www.statbank.dk>.

### **8.1 Release calendar**

The publication date appears in the release calendar. The date is confirmed in the weeks before.

### **8.2 Release calendar access**

The Release Calendar can be accessed on our English website: [Release Calendar](#).

### **8.3 User access**

Statistics are always published at 8:00 a.m. at the day announced in the release calendar. No one outside of Statistics Denmark can access the statistics before they are published. Theme publications etc. may be published at other times of the day. The National Statistician can decide that such publications may be released before their official publication time, e.g. to the media and other stakeholders.

### **8.4 News release**

[News release](#) (only in Danish).

### **8.5 Publications**

Figures about films is published in Statistical Yearbook.

## 8.6 On-line database

The statistics are published in the StatBank under the subject [Cinemas and films](#) in the following tables:

- [BIO1](#): Danish cinemas, cinema screens and seating capacity by cinemas/sale/seats, size of cinema and time
- [BIO2](#): Activity in Danish cinemas by cinemas/tickets, nationality and time
- [BIO4](#): Movies, tickets, and sale by cinemas/tickets, type/target group, the film first performance in Denmark, nationality and time
- [BIO5](#): Cinema movies by cinemas/tickets, film category, type/target group, censorship, nationality and time
- [BIO6](#): Cinema movies by key figures, showing week, nationality and type
- [BIO9](#): Cinemas key figures by region and size of cinema

## 8.7 Micro-data access

There is no access to micro-data.

## 8.8 Other

- [Link to search facility on the number of sold movie tickets per. movie. Only in Danish.](#)
- [film](#).

## 8.9 Confidentiality - policy

Figures for admission takings is only published on an aggregated level.

## 8.10 Confidentiality - data treatment

No information about the total number of paid admissions for each cinema is published.

## 8.11 Documentation on methodology

The statistics are documented by this declaration.

## 8.12 Quality documentation

Results from the quality evaluation of products and selected processes are available in detail for each statistics and in summary reports for the Working Group on Quality.

## 9 Contact

The administrative placement of this statistics is in the division of Research, Technology and Culture. The person responsible is Pétur Sólnes Jónsossn, tel. +45 39 17 30 56, e-mail: [psj@dst.dk](mailto:psj@dst.dk)

### 9.1 Contact organisation

Statistics Denmark



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