

**Documentation of statistics for  
Cinemas and Films 2014**

## 1 Introduction

The purpose of the statistics is to describe the Danish structure of cinemas, the number of films shown an audience (open shows) and the number of tickets sold (paid admissions) to these shows. In their present form the statistics have been compiled since 1984.

## 2 Statistical presentation

For cinemas the statistics shows the number of cinemas, number of 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, admission takings (box office) and film hire 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 informations are screens, seats, shown films, tickets sold, admission takings and film hire. For films the most important informations are nationality, release year, films shown in selected geographical areas, tickets sold, admission takings (box office) and film hire.

### 2.2 Classification system

None.

### 2.3 Sector coverage

None.

### 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

For film shows the number of tickets sold = number of spectators per. movie and ticket revenue in 1000 Danish kroner.

## **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-

## **2.9 Base period**

Not relevant for these statistics.

## **2.10 Unit of measure**

For film shows the number of tickets sold = number of spectators per. movie and ticket revenue in 1.000 kroners.

## **2.11 Reference period**

01-01-2014 - 31-12-2014

## **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 every 3rd month. Data is published annually. Calculates a number of key figures in the statistics, the number of cinema seats and the number of admissions pr. 1,000 capita.

#### **3.1 Source data**

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

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

Data is collected every 3rd month. Data is published annually.

#### **3.3 Data collection**

Information on tickets sold, income etc. retrieved from 2014 from Filmweb which gathers information from the cinema one line ticketing

#### **3.4 Data validation**

All free tickets are removed.

#### **3.5 Data compilation**

Calculates a number of key figures in the statistics, the number of cinema seats pr. 1,000 capita, the number of admissions in cinemas pr. 1.000 capita.

#### **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.

#### **4.1 User Needs**

The statistics are available to everyone.

#### **4.2 User Satisfaction**

Good.

#### **4.3 Data completeness rate**

Not relevant for these statistics.

### **5 Accuracy and reliability**

From 2014 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 overall reliability is very high, because the statistics are based on the invoices, which are used for payments between distributor and cinema.

#### **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**

Publication time is usually very precise. Due. technical problems, data for 2014 are 5 months delayed.

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

Only final figures are published.

### **6.2 Punctuality**

The publication time is usually very precise.

## **7 Comparability**

The study in its present form has been prepared since 1984. For all other statements than showing weeks, it is possible to compare with figures dating from 1976. The new source film statistics contain more detailed information on when each film has been shown in cinemas. It is therefore not possible to compare the statistics of showing weeks.

### **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 or the membership countries of the European Audiovisual Observatory.

#### **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 [www.statbank.dk](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.

#### **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**

There are a total of six StatBank tables on cinemas and films.

#### **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**

Information on movie rental will not be given for each film. No informations about the film distributor 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 Business Dynamics. The person responsible is Berit Taul, tel.+ 45 39 17 38 81, e-mail: [bpd@dst.dk](mailto:bpd@dst.dk)

### **9.1 Contact organisation**

Statistics Denmark

### **9.2 Contact organisation unit**

Business Dynamics, Business Statistics

### **9.3 Contact name**

Berit Taul

### **9.4 Contact person function**

Responsible for the statistics

### **9.5 Contact mail address**

Sejrøgade 11, 2100 Copenhagen

### **9.6 Contact email address**

[bpd@dst.dk](mailto:bpd@dst.dk)

### **9.7 Contact phone number**

+45 39 17 38 81



## **9.8 Contact fax number**

+45 39 17 39 99