

**Documentation of statistics for
Cinemas and Films 2012**

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, admission takings and film hire. 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 variables are screens, seats, shown films, tickets sold, admission takings and film hire. For films the most important variables 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 net income i.e. 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.

2.5 Statistical unit

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

2.6 Statistical population

All cinemas showing films that are open to the public

2.7 Reference area

Denmark.

2.8 Time coverage

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 kr.

2.11 Reference period

01-01-2012 - 31-12-2012

2.12 Frequency of dissemination

Annual.

2.13 Legal acts and other agreements

It is voluntary to submit data for these statistics.

2.14 Cost and burden

None.

2.15 Comment

None.

3 Statistical processing

Copies of the invoices - weekly-based - from the distributors of films hired out to Danish cinemas. Invoices are subjected to an error control and any logical errors are corrected by contacting the distributor.

3.1 Source data

Copies of the invoices - weekly-based - from the distributors of films hired out to Danish cinemas. The invoices contain information on films, cinemas, period, tickets sold, admission takings (box office) and film hire. Data collected from various sources containing information on nationality, date of release, film length in minutes, genre and classification of films by The Media Council for Children and Young People in Denmark. Statistics Denmark's *Register of cinemas* containing information on location (municipality), type of cinema (mono-screen or multi-screen cinema), number of seats and number of screens. The register is updated with information from the trade association for Danish Cinemas.

3.2 Frequency of data collection

Data is published annual.

3.3 Data collection

The major film distributors transmit via system to system solutions. The smaller distributors submit paper invoices.

3.4 Data validation

Invoices are subjected to an error control and any logical errors are corrected by contacting the distributor.

3.5 Data compilation

Invoices are subjected to an error control and any logical errors are corrected by contacting the distributor.

3.6 Adjustment

None.

4 Relevance

Relevance.

4.1 User Needs

These statistics are available to everyone.

4.2 User Satisfaction

Good.

4.3 Data completeness rate

Not relevant for these statistics.

5 Accuracy and reliability

The number of distributors represent a limited population, and there is a high probability that all invoices are included in the statistics. The invoices are subject to an error checking, and any logical errors are corrected by contacting the distributors.

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 these statistics.

5.3 Non-sampling error

Not relevant for these statistics.

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

The response rate for the survey is nearly 100 per cent.

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.

6.1 Timeliness and time lag - final results

The statistics are published 3 months after the reference period.

6.2 Punctuality

The publication time is very precise.

7 Comparability

The Statistics have been conducted in their present form since 1984.

7.1 Comparability - geographical

Not relevant for these statistics.

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.

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

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

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

The data set for the year 1985 does not exist.

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.

8.11 Documentation on methodology

None.

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 these statistics are in the division of Business Dynamics. The person responsible is Berit Taul, tel.: +45 39 17 38 81, e-mail: bpd@dst.dk

9.1 Contact organisation

Statistics Denmark

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