

# Admissions in Colombia

▶ 2007 - 2013 ◀



**Source:** Calculations by Proimágenes Colombia using CADBOX data. Methodology by FEDESARROLLO.

# Film Attendance in Colombia

▶ 2007 - 2013 ◀

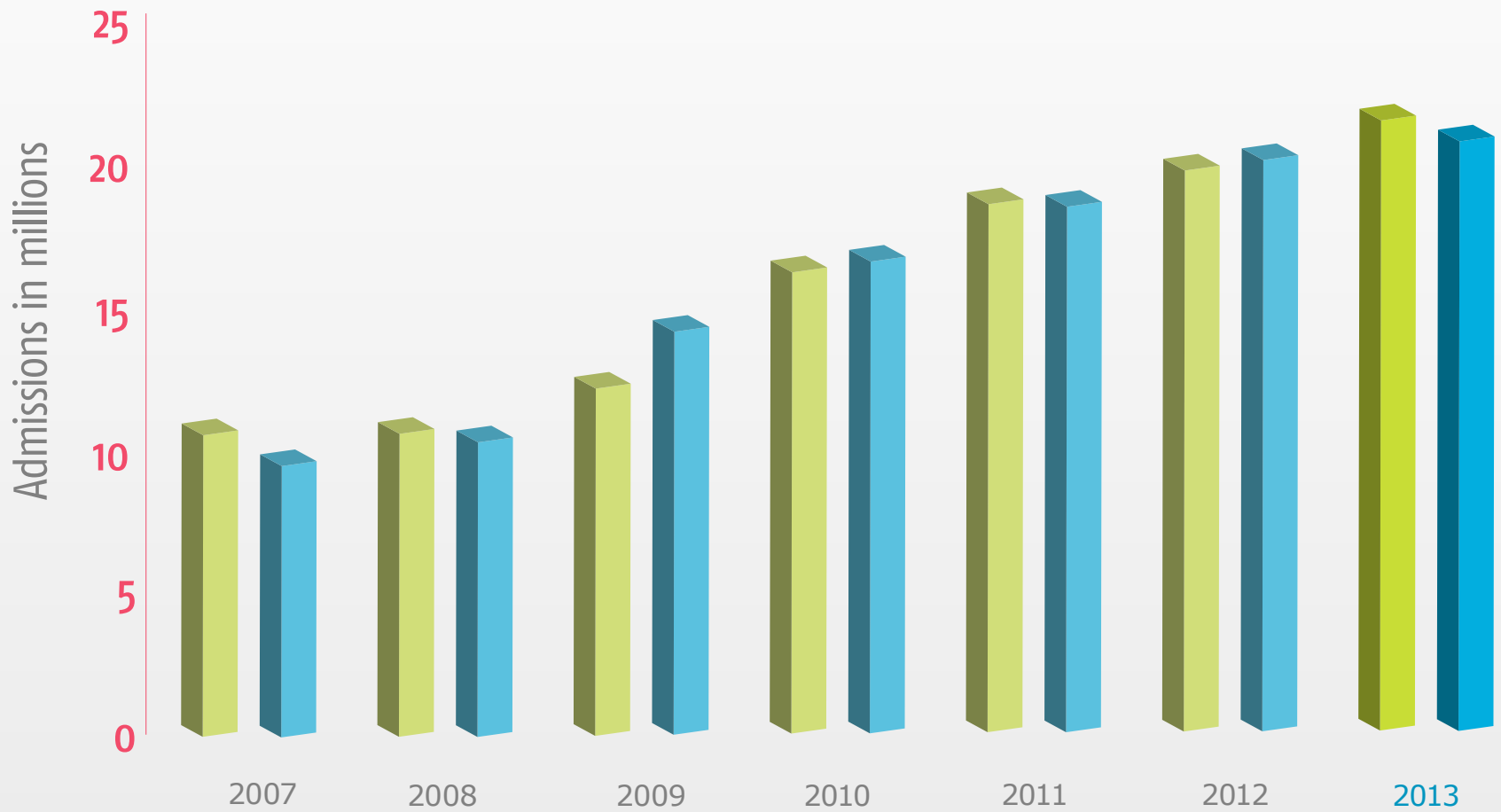


**Source:** Calculations by Proimágenes Colombia using CADBOX and DANE data. Methodology by FEDESARROLLO.

# Admissions per semester in Colombia

▶ 2007 - 2013 ◀

■ Admissions first semester  
■ Admissions second semester



**Admissions  
First  
Semester**

10.88

10.93

12.53

16.64

19.05

20.24

22.01

**Admissions  
Second  
Semester**

9.79

10.63

14.54

17.02

18.96

20.61

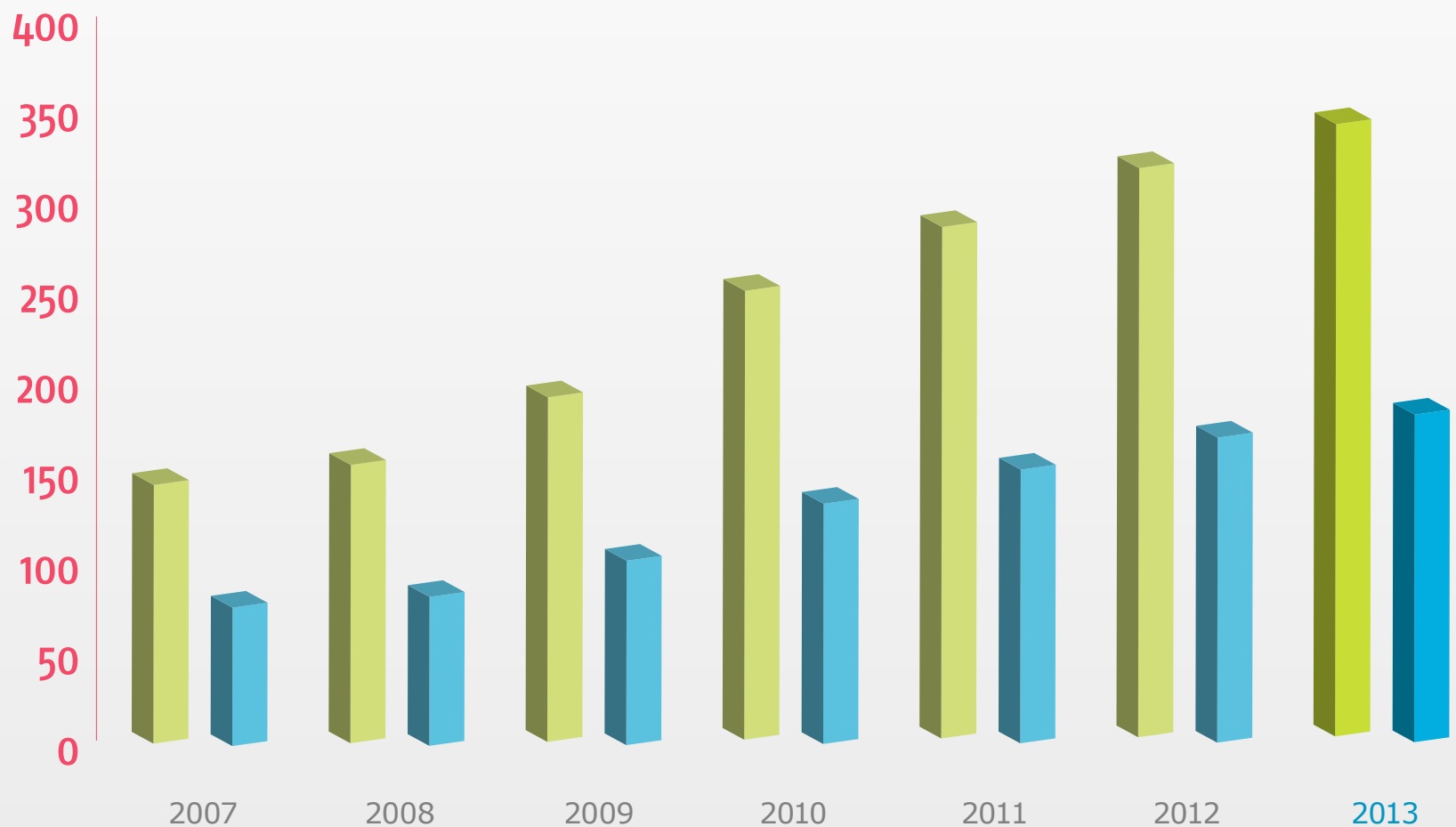
21.27

# Colombia: Box Office Revenue

## Film Market Pesos/USD

▶ 2007 - 2013 ◀

■ Thousand millions of Colombian Pesos  
■ Millions of USD



Box Office Revenue  
in Thousand  
millions of  
Colombian Pesos

148.73

159.98

198.08

258.09

294.04

327.77

352.00

Box Office Revenue  
in Millions of USD

79.58

85.60

105.99

138.10

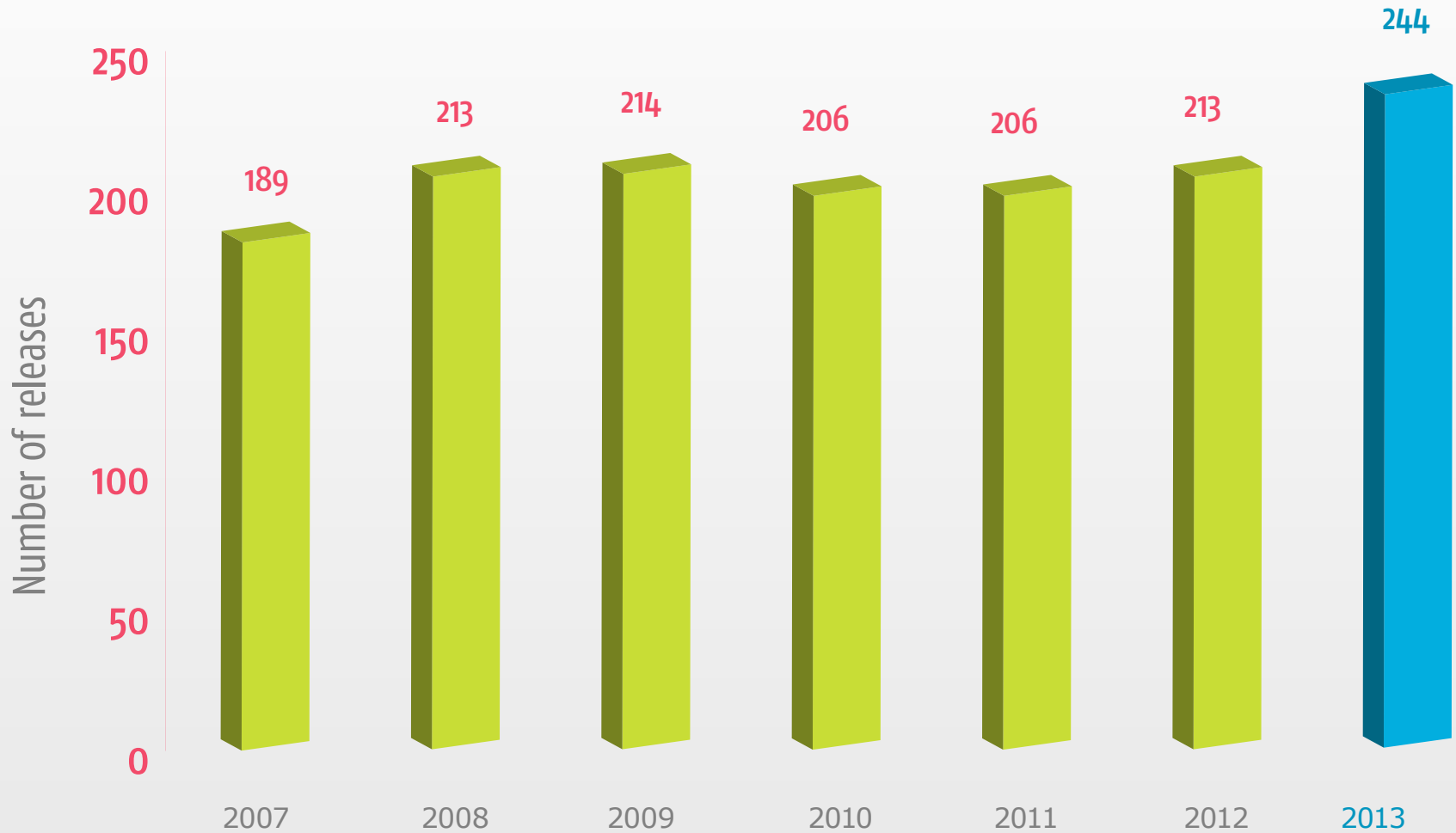
157.33

175.38

188.35

# Film Releases in Colombia

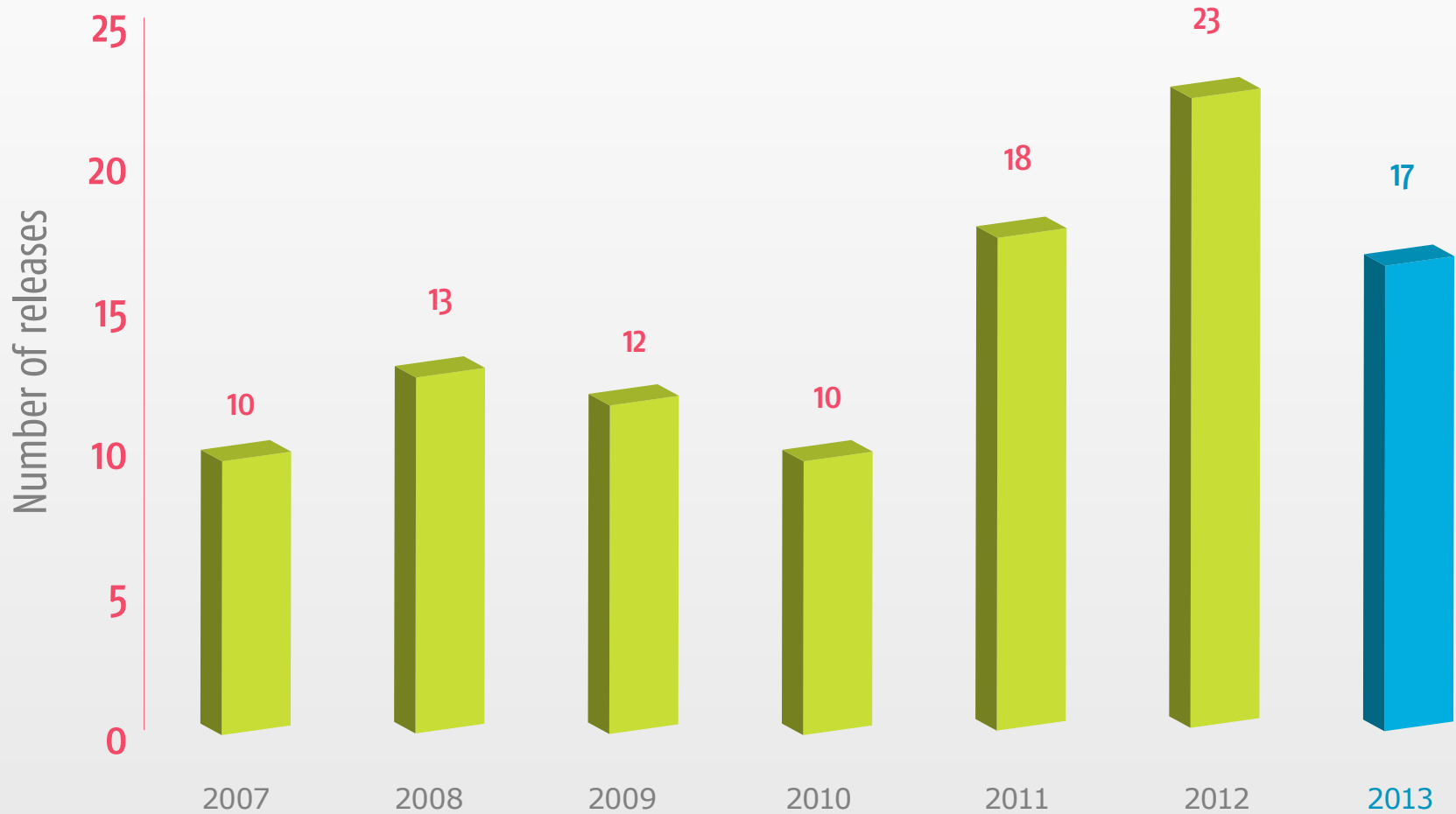
▶ 2007 - 2013 ◀



**Source:** Calculations by Proimágenes Colombia using CADBOX data. Methodology by FEDESARROLLO.

# Colombian Film Releases

▶ 2007 - 2013 ◀



# Percentage of Colombian Releases in Total Releases in Colombia



**Source:** Calculations by Proimágenes Colombia using CADBOX data. Methodology by FEDESARROLLO.

# Exhibitions Screens in Colombia

▶ 2007 - 2013 ◀

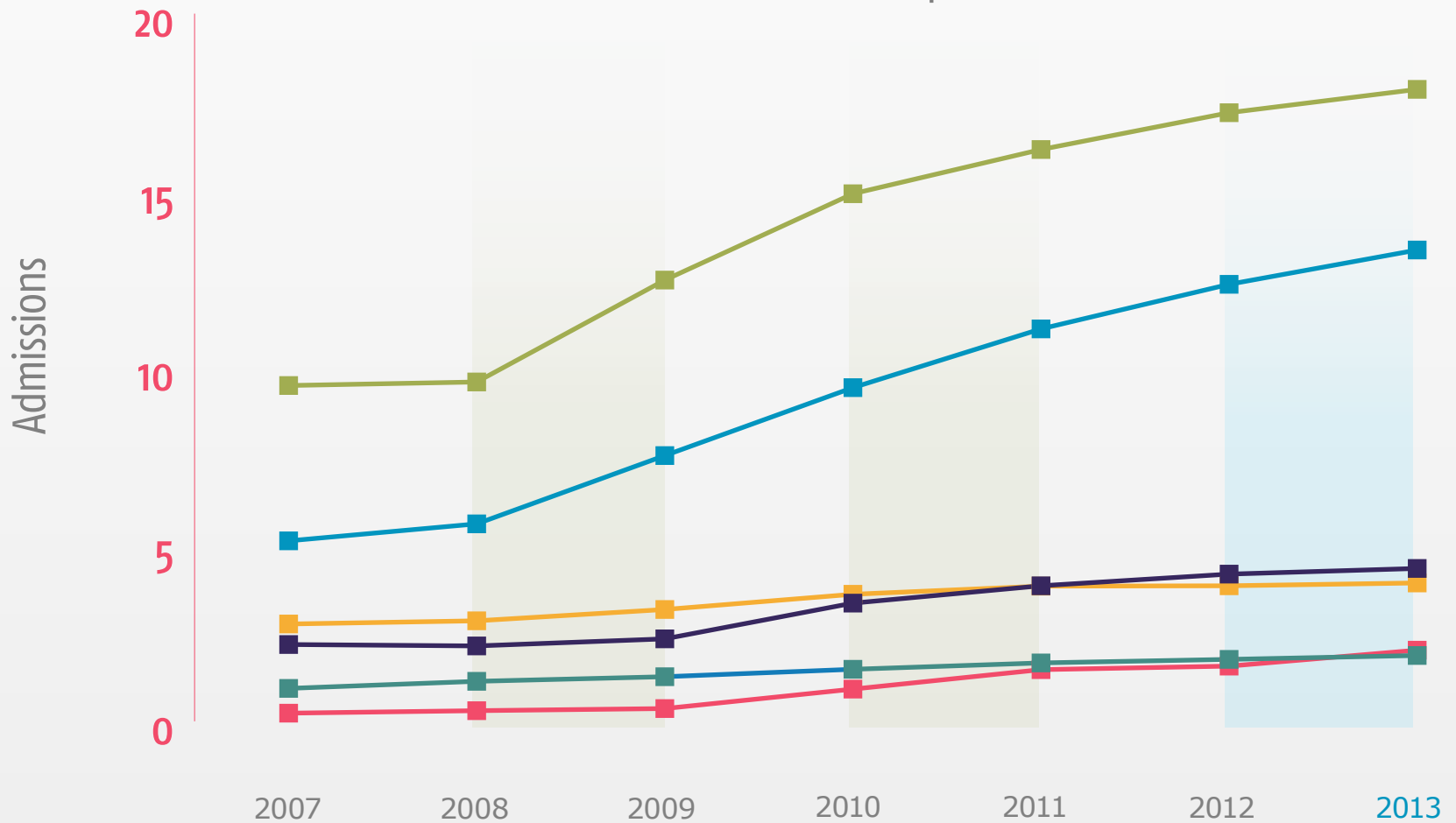


**Source:** Calculations by Proimágenes Colombia using CADBOX and SIREC data. Methodology by FEDESARROLLO.



# Film Attendance Principal Cities

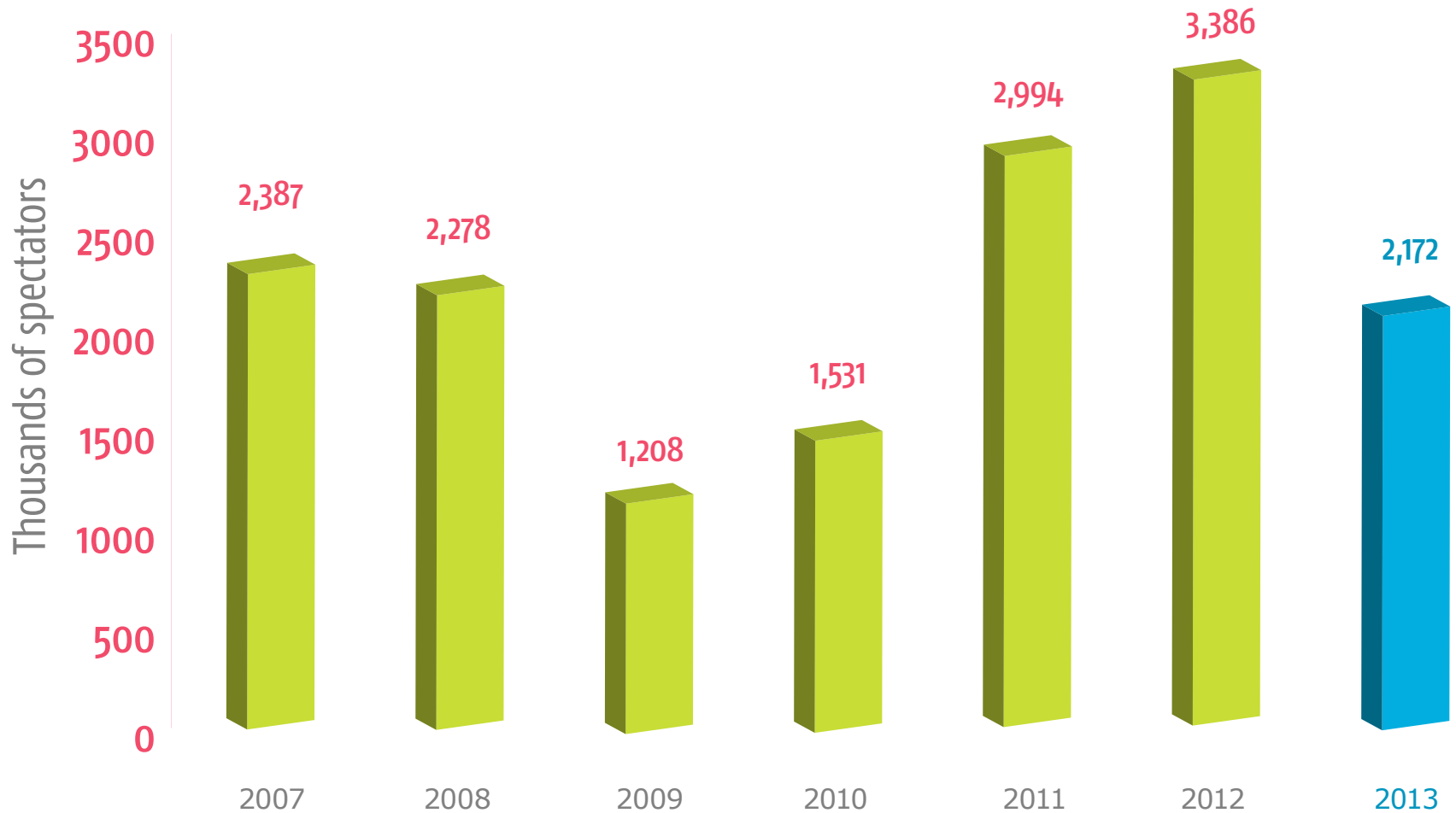
▶ 2007 - 2013 ◀



<b>Bogotá</b>	9.49	9.59	12.47	14.91	16.16	17.20	17.86
<b>Medellín</b>	2.75	2.84	3.16	3.59	3.82	3.83	3.91
<b>Cali</b>	2.17	2.13	2.33	3.34	3.83	4.16	4.32
<b>Other cities</b>	5.1	5.58	7.51	9.43	11.09	12.35	13.32
<b>Bucaramanga</b>	0.23	0.3	0.36	0.91	1.46	1.56	2.01
<b>Barranquilla</b>	0.93	1.13	1.26	1.47	1.65	1.75	1.86

# Attendance at Colombian Films

▶ 2007 - 2013 ◀



# Percentage of Colombian Films in Total Releases

▶ 2007 - 2013 ◀



No. releases

10

13

12

10

18

23

17

Source: Calculations by Proimágenes Colombia based on CADBOX and DANE data. Methodology by Fedesarrollo.

# Share of Colombian Films in Attendance Figures for Colombia(%)

▶ 2007 - 2013 ◀



Source: Calculations by Proimágenes Colombia based on CADBOX data. Methodology by Fedesarrollo.

# Real Evolution in Average Ticket Price in Colombia

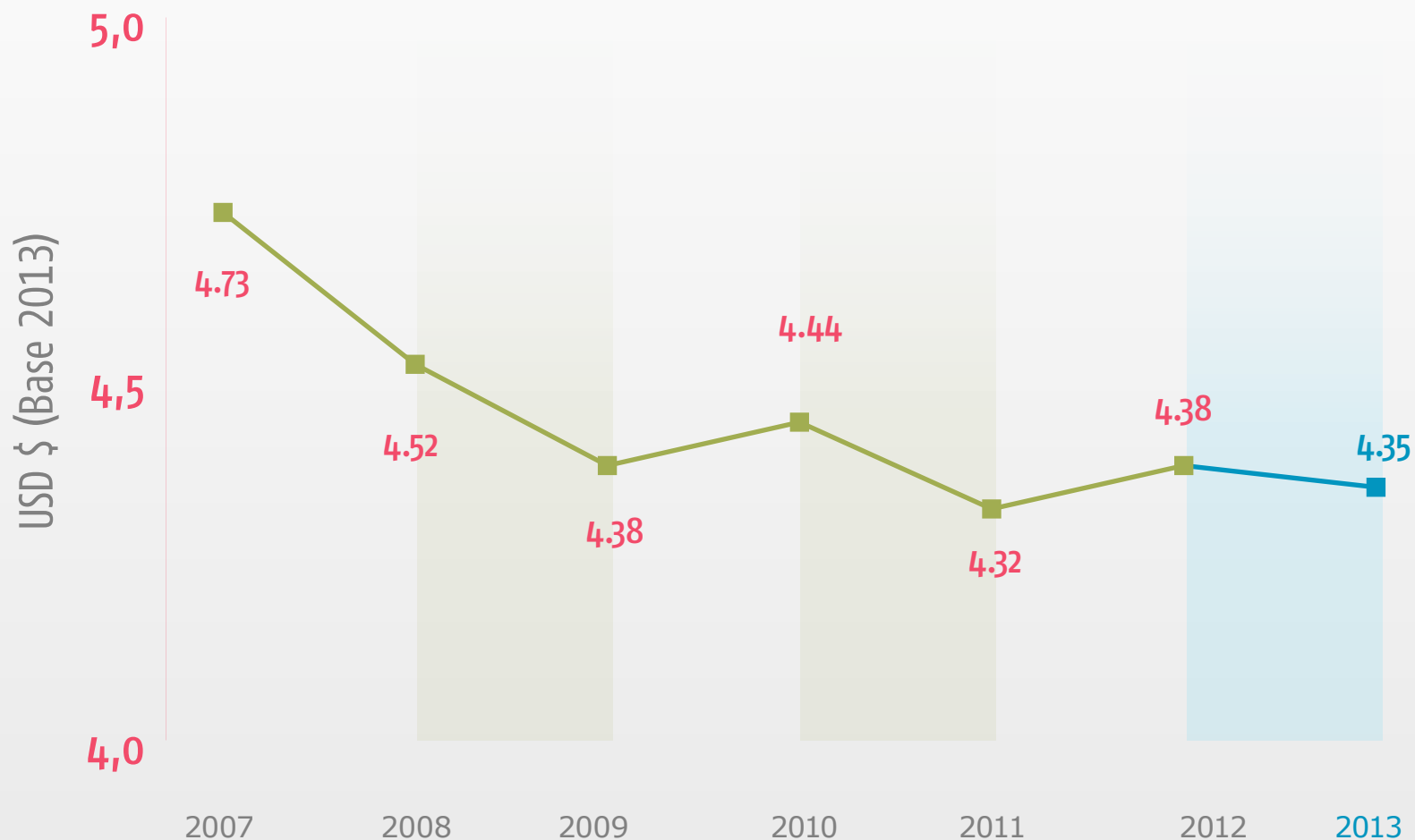
▶ 2007 - 2013 ◀



**Source:** Calculations by Proimágenes Colombia based on CADBOX data. Methodology by Fedesarrollo. Constant pesos based on IPC from December 2013, thus eliminating the effects of inflation and allowing for comparison of different data.

# Real Evolution in Average Ticket Price in Colombia USD

▶ 2007 - 2013 ◀



**Source:** Calculations by Proimágenes Colombia based on CADBOX data. Methodology by Fedesarrollo. Constant pesos based on IPC from December 2013, thus eliminating the effects of inflation and allowing for comparison of different data. Based on exchange rate issued by Colombia's Central Bank (\$1,868.90).

# Five Largest Box Office Successes in Colombia

▶ 2007 - 2013 ◀

Year	Ranking	Title	Spectators	Box Office <small>Colombian Pesos</small>
2013	1	Monsters University 3D	2,313,423	18,906,906,624
	2	Iron Man 3 3d	1,870,526	17,362,929,664
	3	Despicable Me 2 3D	1,754,373	14,946,070,528
	4	Fast And Furious 6	2,064,688	14,847,719,424
	5	The Croods 3D	1,473,125	12,496,789,504
2012	1	Ice Age 4: Continental Drift 3D	2,955,343	25,231,196,160
	2	The Avengers 3D	2,240,703	20,236,920,832
	3	Madagascar 3 3D	1,779,331	15,031,468,032
	4	The Dark Knight Rises	1,791,146	13,163,436,032
	5	The Twilight Saga Breaking Dawn 2	1,707,937	11,878,050,816
2011	1	Smurfs 3D	1,894,025	15,709,212,672
	2	Rio 3D	1,723,805	15,004,496,896
	3	Pirates of caribbean on stranger tides 3D	1,409,495	12,592,761,856
	4	Transformers 3 3D	1,326,835	11,574,258,688
	5	Puss in Boots 3D	1,286,150	11,007,804,416
2010	1	Toy Story 3 3D	2,156,531	19,308,816,384
	2	Avatar	1,838,589	19,084,625,920
	3	Alice in wonderland	1,517,848	13,350,737,920
	4	Shrek forever after 3D	1,392,201	12,303,367,168
	5	Clash of the titans 3D	1,198,732	11,035,388,928
2009	1	Ice age 3	2,035,362	16,088,907,776
	2	Up	1,222,254	10,267,446,272
	3	2012	1,335,566	8,249,166,336
	4	Angels & demons	824,141	6,004,150,272
	5	Transformers 2	849,056	5,918,112,768
2008	1	Paraíso travel	931,245	7,285,578,240
	2	The dark knight	944,789	7,093,413,376
	3	Kung fu panda	827,091	5,764,035,072
	4	Wall-e	818,733	5,736,333,824
	5	Madagascar 2	765,749	5,376,949,760
2007	1	Shrek 3	1,102,298	7,742,675,456
	2	Spider man 3	1,043,491	7,407,058,432
	3	The simpson movie	1,015,204	7,204,179,968
	4	A night at the museum	884,838	6,298,056,704
	5	Pirates of the caribbean 3	833,621	5,986,207,232

# Five Largest Colombian Box Office Successes

▶ 2007 - 2013 ◀

Year	Ranking		General ranking		Spectators	Box Office <small>Colombian Pesos</small>
2013	1	El Paseo 2	15	Total releases <b>244</b>	952,825	6,591,439,360
	2	El Paseo 3	39		364,922	2,707,911,680
	3	El Control	44		259,026	1,845,342,592
	4	Roa	53		160,588	1,214,589,184
	5	Rolling por Colombia	57		154,713	1,163,542,784
2012	1	La cara Oculta	18	Total releases <b>213</b>	612,469	4,310,593,536
	2	Mi gente Linda mi gente bella	20		613,551	4,154,520,576
	3	El Cartel de los Sapos	28		446,789	3,262,713,600
	4	Sanandresito	41		302,878	2,222,767,104
	5	Mamá tómate la sopa	50		231,296	1,580,737,408
2011	1	El paseo	10	Total releases <b>206</b>	1,189,607	7,949,123,584
	2	Los colores de la montaña	26		378,218	2,783,148,288
	3	El jefe	36		318,441	2,175,272,448
	4	El paramo	37		325,709	2,174,218,240
	5	En coma	55		175,588	1,218,870,912
2010	1	Infraganti	23	Total releases <b>206</b>	463,329	2,962,000,000
	2	Sin tetas no hay paraíso	33		328,817	2,149,438,720
	3	El paseo	34		312,199	2,177,000,000
	4	Chance	70		117,393	649,151,552
	5	Del amor y otros demonios	72		76,665	635,000,000
2009	1	El arriero	24	Total releases <b>214</b>	285,814	2,035,071,872
	2	La pasión de Gabriel	32		220,204	1,633,359,616
	3	Los viajes del viento	40		162,126	1,153,356,544
	4	Ni te cases ni te embarques	49		121,975	934,674,176
	5	Infraganti	55		132,777	91,165,000
2008	1	Paraíso travel	1	Total releases <b>213</b>	931,245	7,285,578,240
	2	Muertos de susto	13		471,444	3,520,059,904
	3	Perro come perro	23		295,681	2,328,623,872
	4	La milagrosa	31		181,000	1,364,628,992
	5	Los actores del conflicto	57		90,560	652,491,456
2007	1	Bluff	9	Total releases <b>189</b>	492,947	3,809,040,640
	2	Satanás	11		465,408	3,510,608,128
	3	Esto huele mal	12		423,363	3,238,388,224
	4	Las cartas del gordo	20		294,338	2,095,838,080
	5	Dios los junta	36		152,194	1,158,067,200



# Real Evolution in Average Ticket Price in Colombia

▶ 2007 - 2013 ◀



**Source:** Calculations by Proimágenes Colombia based on CADBOX data. Methodology by Fedesarrollo. Constant pesos based on IPC from December 2013, thus eliminating the effects of inflation and allowing for comparison of different data.

# FDC – Approved Resources

▶ 2004 – 2014 ◀



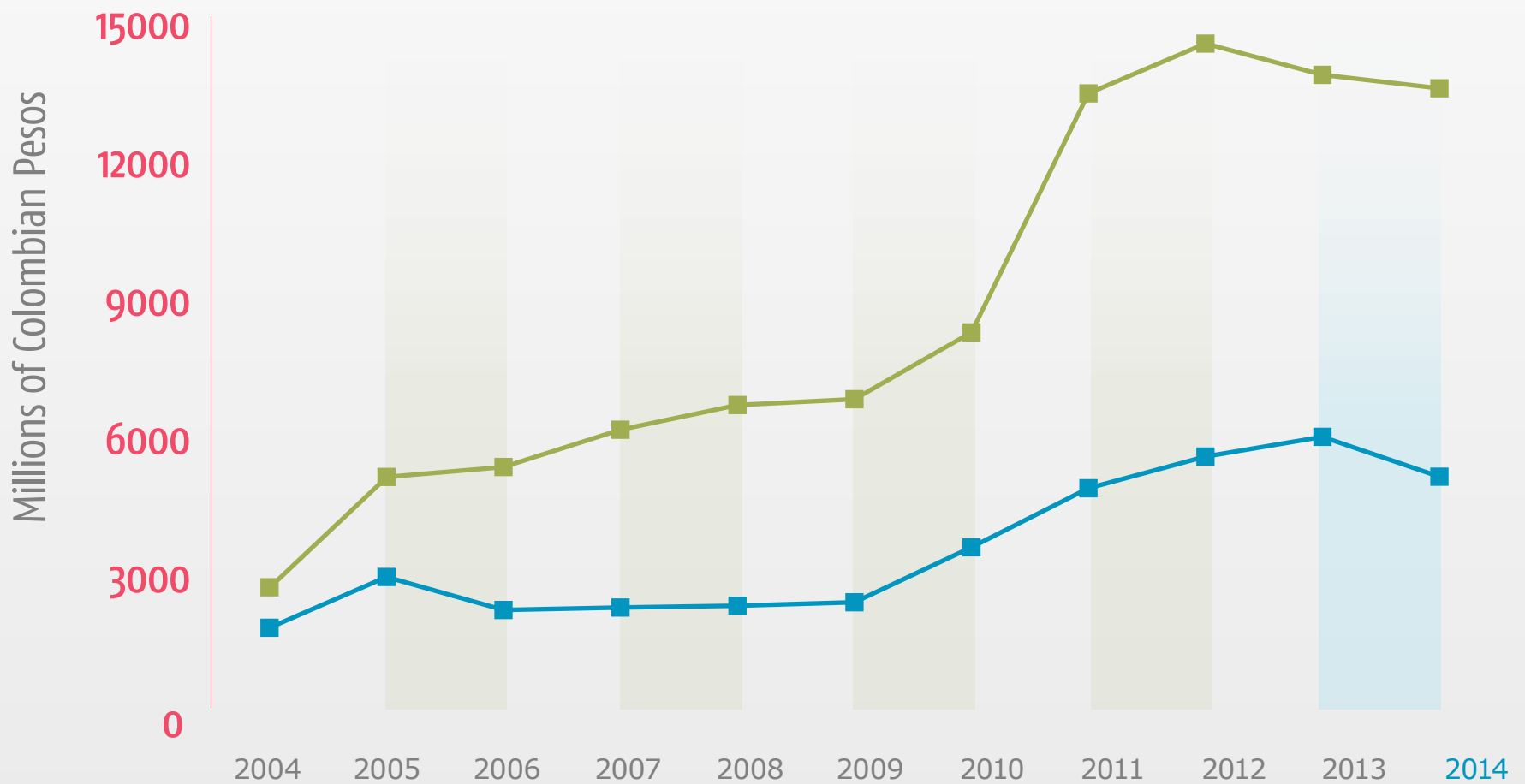
Millions of Colombian Pesos	4,370	7,861	7,362	8,222	8,796	8,999	11,638	18,100	19,865	19,616	18,461
Millions of USD	2,185	3,930	3,681	4,111	4,398V	4,499	5,819	9,050	9,932	9,808	9,230

Source: Calculations by Proimágenes Colombia.

# Designation of FDC Approved Grants

▶ 2004 – 2014 ◀

■ 70% Production  
■ 30% Other

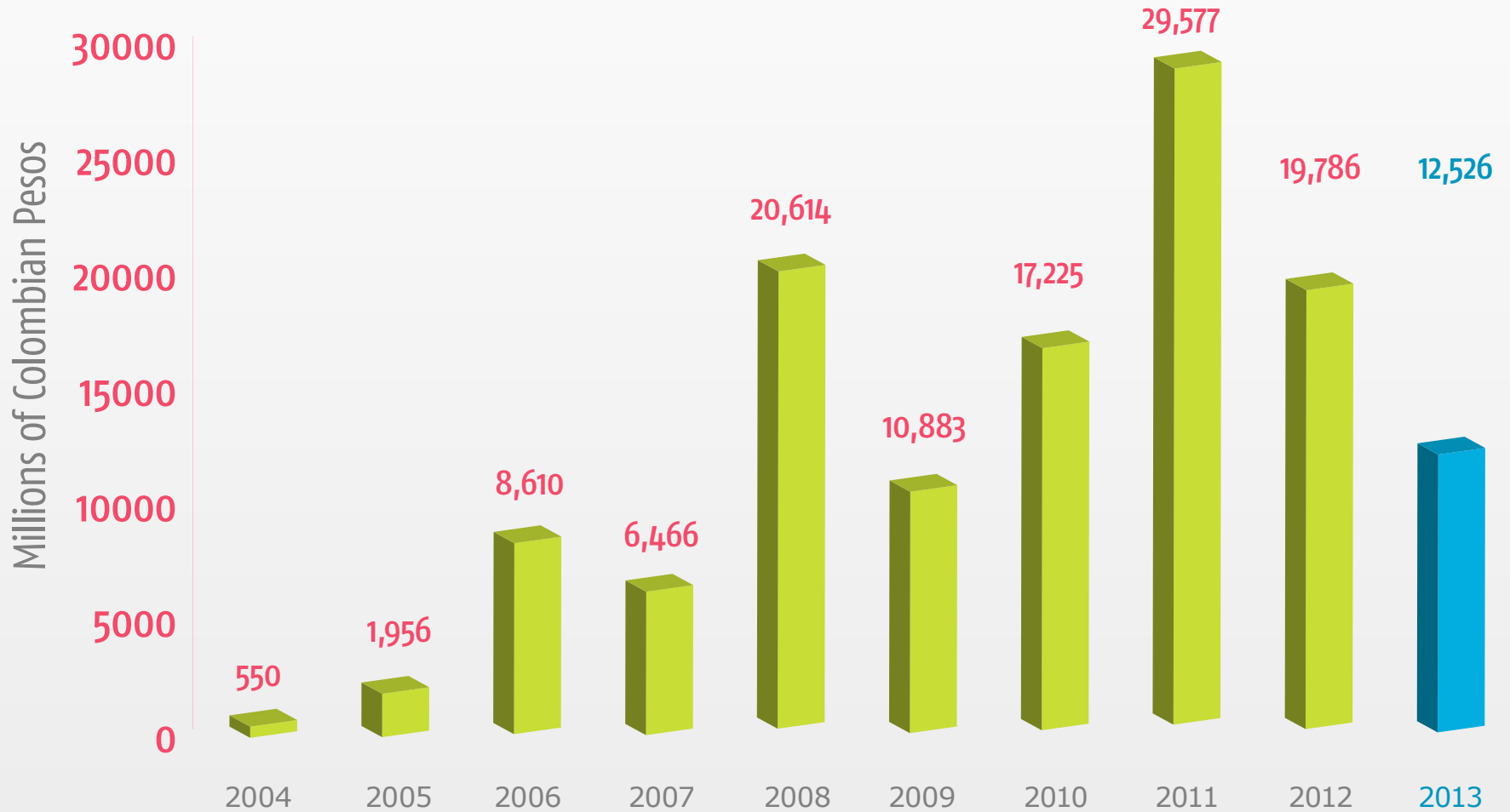


<b>Production</b>	2,623	5,015	5,230	6,038	6,573	6,700	8,148	13,300	14,409	13,731	13,440
<b>Other</b>	1,746	2,846	2,131	2,184	2,223	2,298	3,490	4,770	5,456	5,884	5,020

Source: Calculations by Proimágenes Colombia.

# Tax Incentives

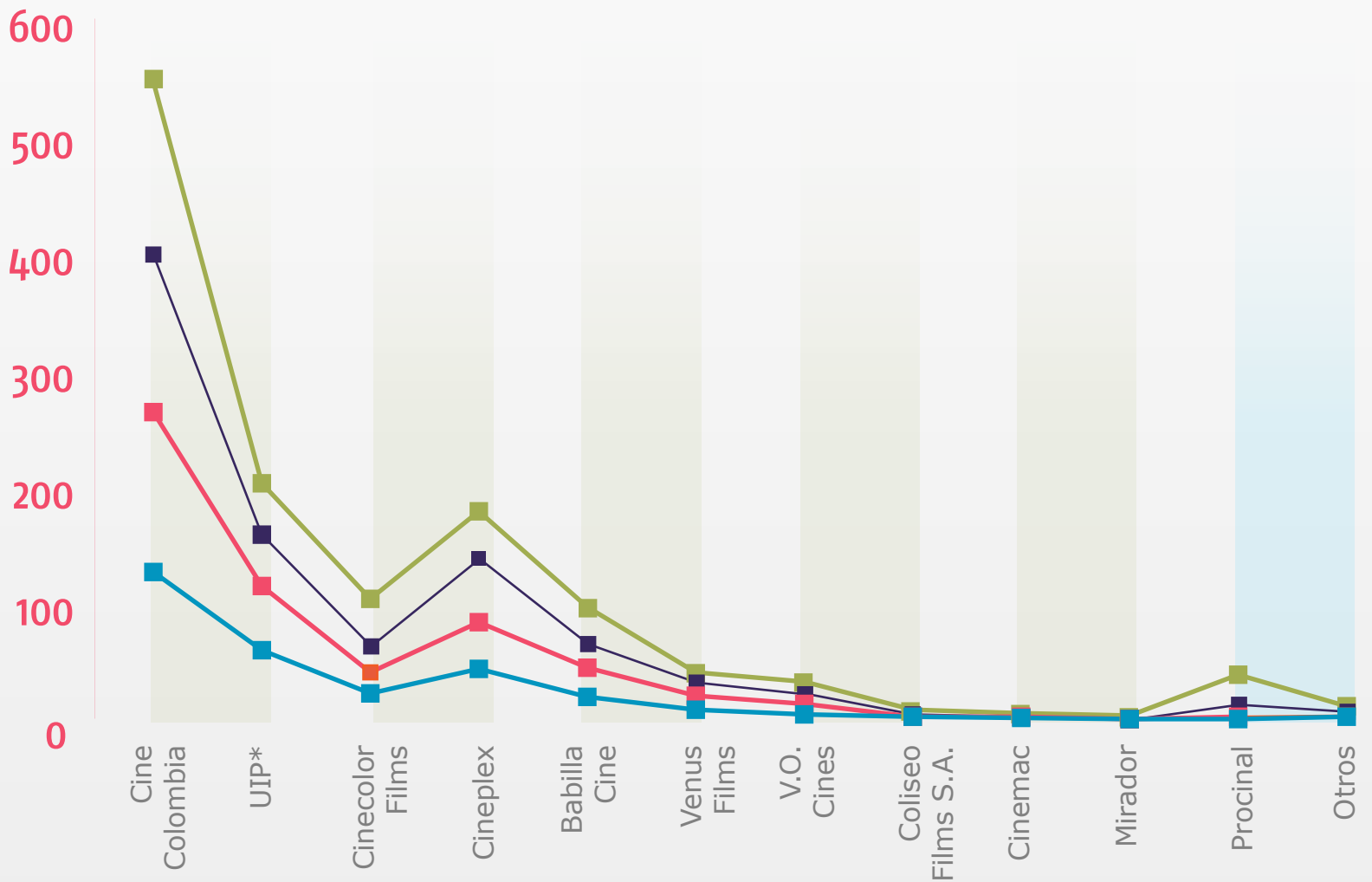
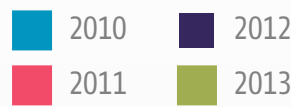
▶ 2004 – 2013 ◀



<b>Numbers of Projects</b>	2	12	15	22	21	25	26	35	34	16
<b>Donation Certificates</b>	0	1	4	1	0	2	1	7	7	0
<b>Investment Certificates</b>	16	93	79	53	85	94	99	154	71	92

# No. of Films Screened by Distributor

▶ 2010 - 2013 ◀



Year	Cineco			United International Pictures (UIP)				Cinecolor Films		Cineplex		Babilla Cine	Venus Films	V.O. Cines	Other	Coliseo Films S.A	Cinemac	Mirador	Procinal	Yearly Total
	Cineco	Warner	Fox	UIP	Columbia Tristar	Universal	Paramount	Cinecolor Films	Disney	Cineplex	Cie*									
2010	87	21	18	0	27	18	14	1	21	40	3	19	8	4	2	2	1	0	0	286
2011	88	27	22	4	21	13	17	1	17	32	8	25	12	9	1	0	1	0	2	300
2012	90	21	24	4	15	17	8	5	18	40	15	21	12	9	4	0	0	0	11	314
2013	107	18	23	1	16	16	11	17	23	31	9	31	8	10	4	0	0	3	25	353
<b>Total Distributor</b>	372	87	87	9	79	64	50	24	79	143	35	96	40	32	11	2	2	3	38	1253

**Source:** Calculations by Proimágenes Colombia based on CADBOX data.

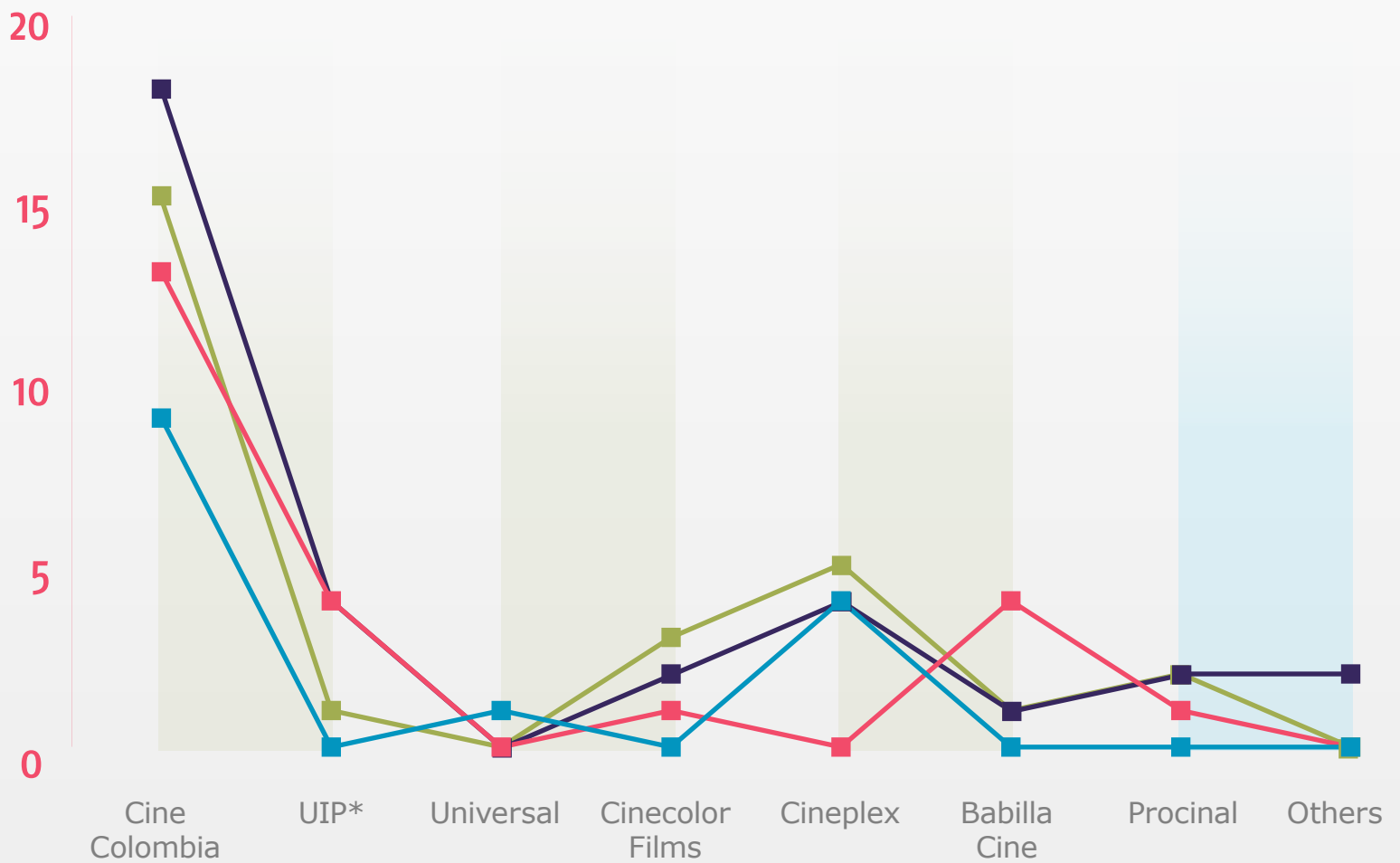
\*UIP = United International Pictures

\*CIE = Compañía Internacional de Entretenimiento

# No. of Colombian Films Screened by Distributor

▶ 2010 - 2013 ◀

■ 2010    ■ 2012  
■ 2011    ■ 2013



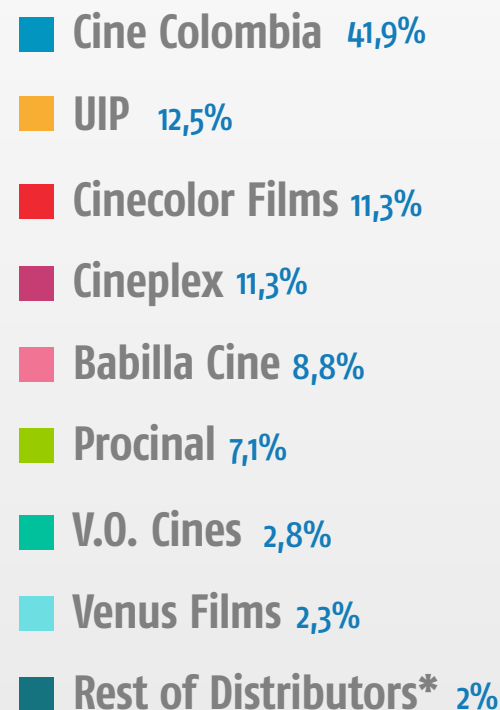
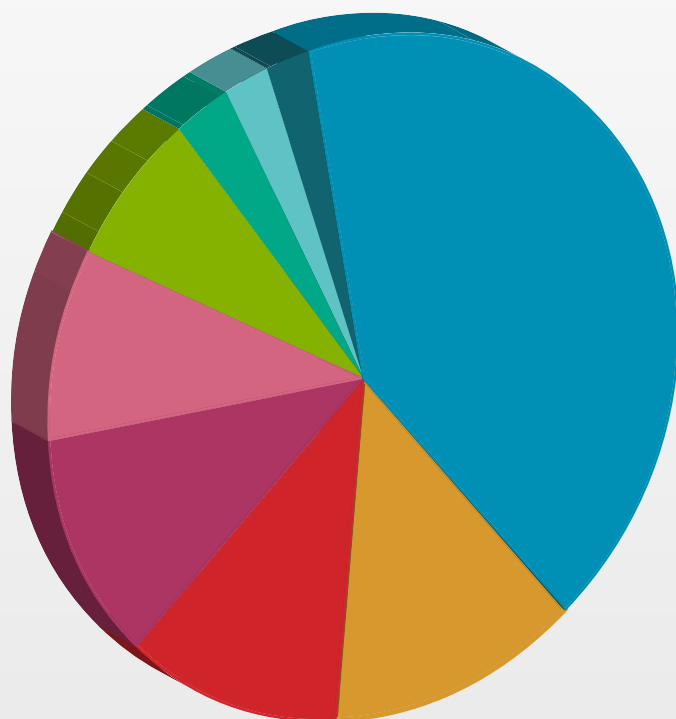
Year	Cine Colombia	UIP	Universal	Cinecolor Films	Cineplex	Babilla Cine	Procinal	Others	Yearly Total
2010	9	0	1	0	4	0	0	0	14
2011	13	4	0	1	0	4	1	0	23
2012	18	4	0	2	4	1	2	2	33
2013	15	1	0	3	5	1	2	0	27
<b>Total Distributor</b>	55	9	1	6	13	6	5	2	97

**Source:** Calculations by Proimágenes Colombia based on CADBOX data

\*UIP = United International Pictures

# Films screened by distributor Market Share

▶ 2013 ◀

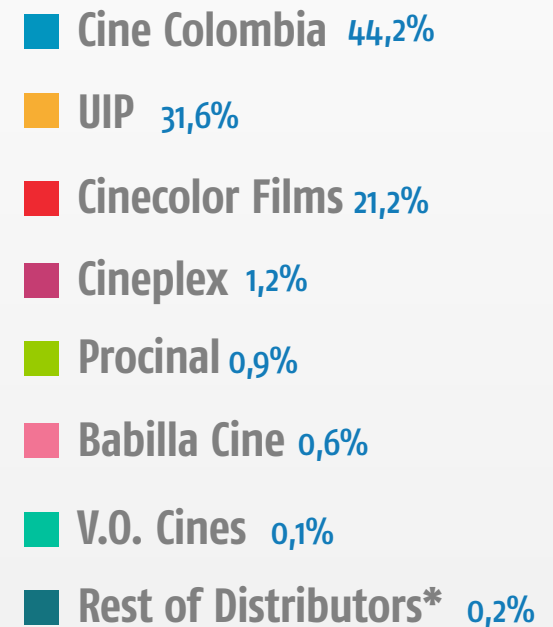
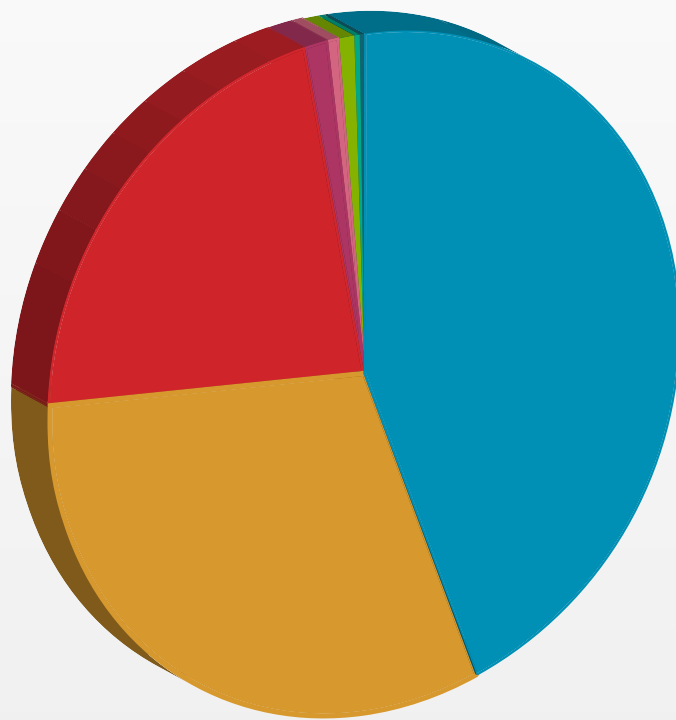


**Source:** Calculations by Proimágenes Colombia based on CADBOX data.

\*The rest of distributors includes the following distributors: Mirador, Cinemac, Coliseo Films S.A., and Others.

# Admissions by distributor Market Share\*

2013



<b>Distributor</b>	Disney	Cineco	Fox	Warner	Columbia Tristar Distributor	Universal	Paramount	Cinecolor Films
<b>Admissions</b>	8,482.335	7,361.750	6.090.418	5.681.996	5.034.267	5.304.057	3.256.323	693.331
<b>Distributor</b>	Procinal	Cineplex	Babilla Cine	Cie	Resto*	United International Pictures	V.O. Cines	Venus Films
<b>Admissions</b>	370.875	325.219	280.569	174.580	94.285	48.535	28.643	14.630

**Source:** Calculations by Proimágenes Colombia based on CADBOX data.

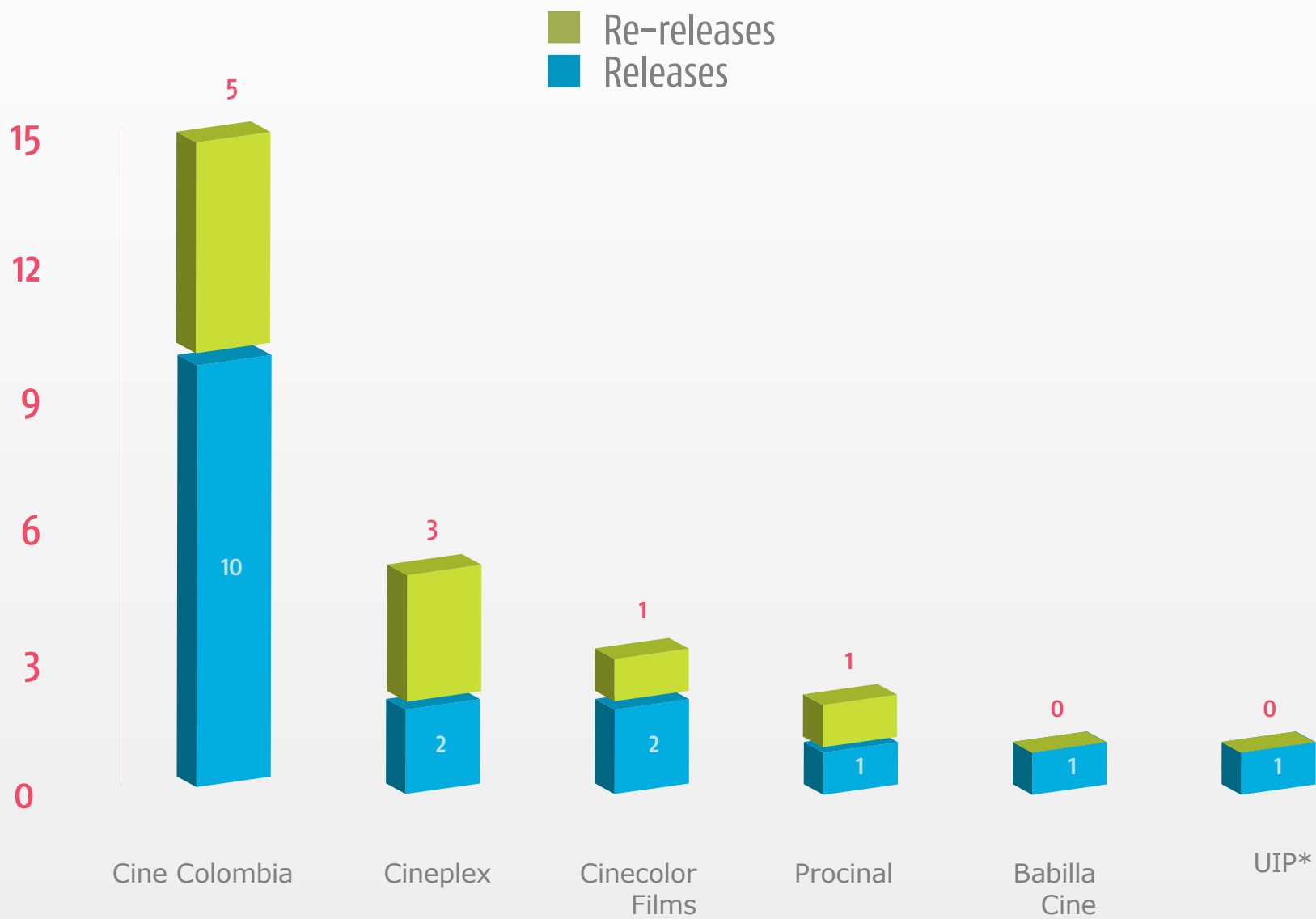
\*The percentages of the pie graph show the market share of the distributors and the brands they represent, whereas the data in the table show the values for each

\*The rest of distributors includes the following distributors: Mirador, VO Cines, Venus Films, Cinemac, Coliseo Films SA, and Others.



# Colombian Film Distributors

2013



## FILMS RELEASED BY DISTRIBUTOR 2013

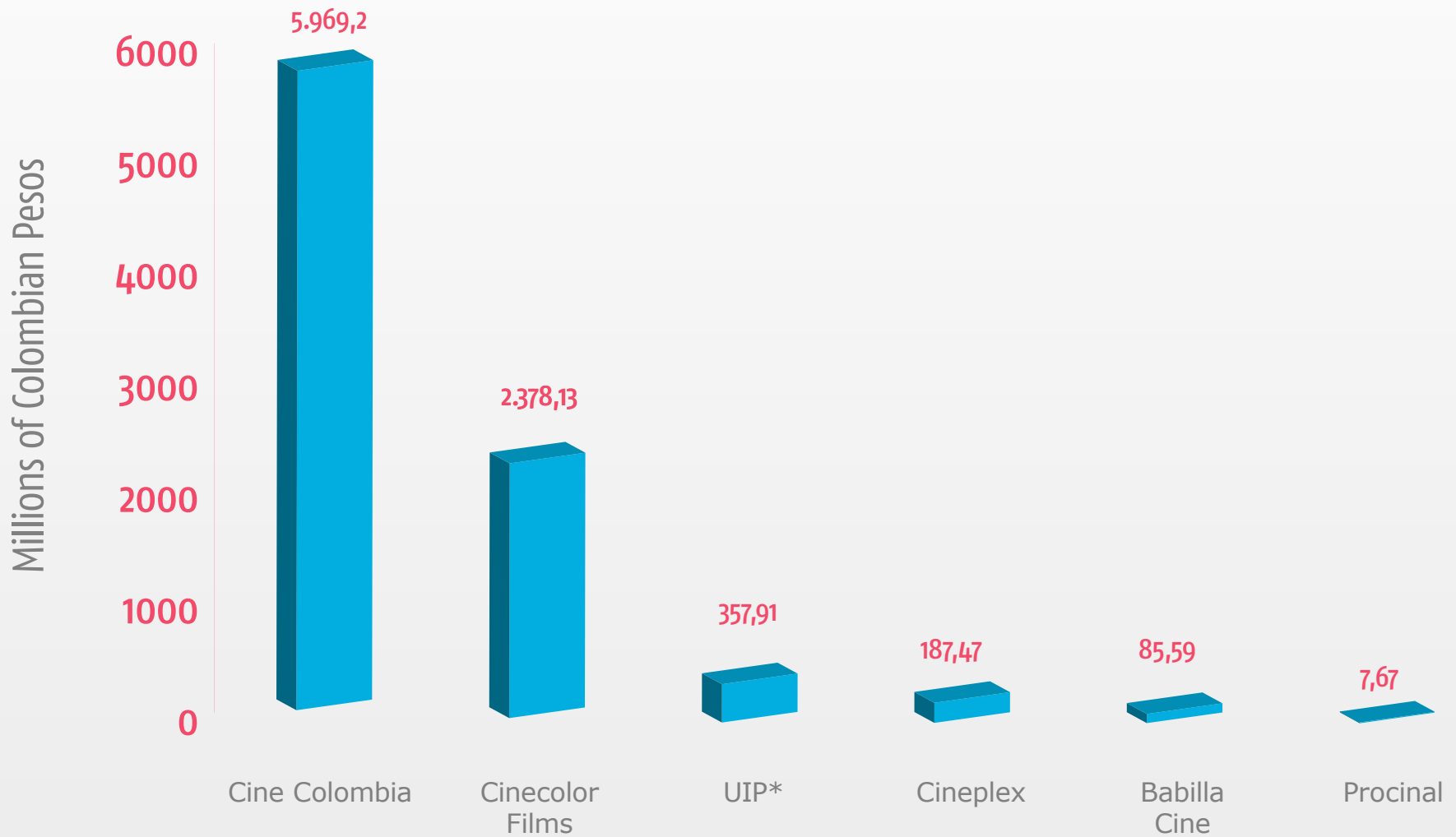
<b>Cine Colombia</b>	Pescador	<b>Cinecolor Films</b>	Roa
	Crimen con Vista al mAR		Rolling por Colombia
	Estrella del Sur	<b>Cineplex</b>	Lo Azul del Cielo
	El Control		La Eterna Noche de las 12 Lunas
	Don Ca	<b>Babilla Cine</b>	Edificio Royal
	Amores Peligrosos		Crónicas del Fin del Mundo
	Cazando Luciernagas	<b>Procinal</b>	
	La Justa Medida		
	Pablos Hippos		
	El paseo 3	<b>United International Pictures</b>	Secretos

Source: Calculations by Proimágenes Colombia based on CADBOX data.

\*UIP = United International Pictures

# Box Office by Distributor Colombian Releases

▶ 2013 ◀

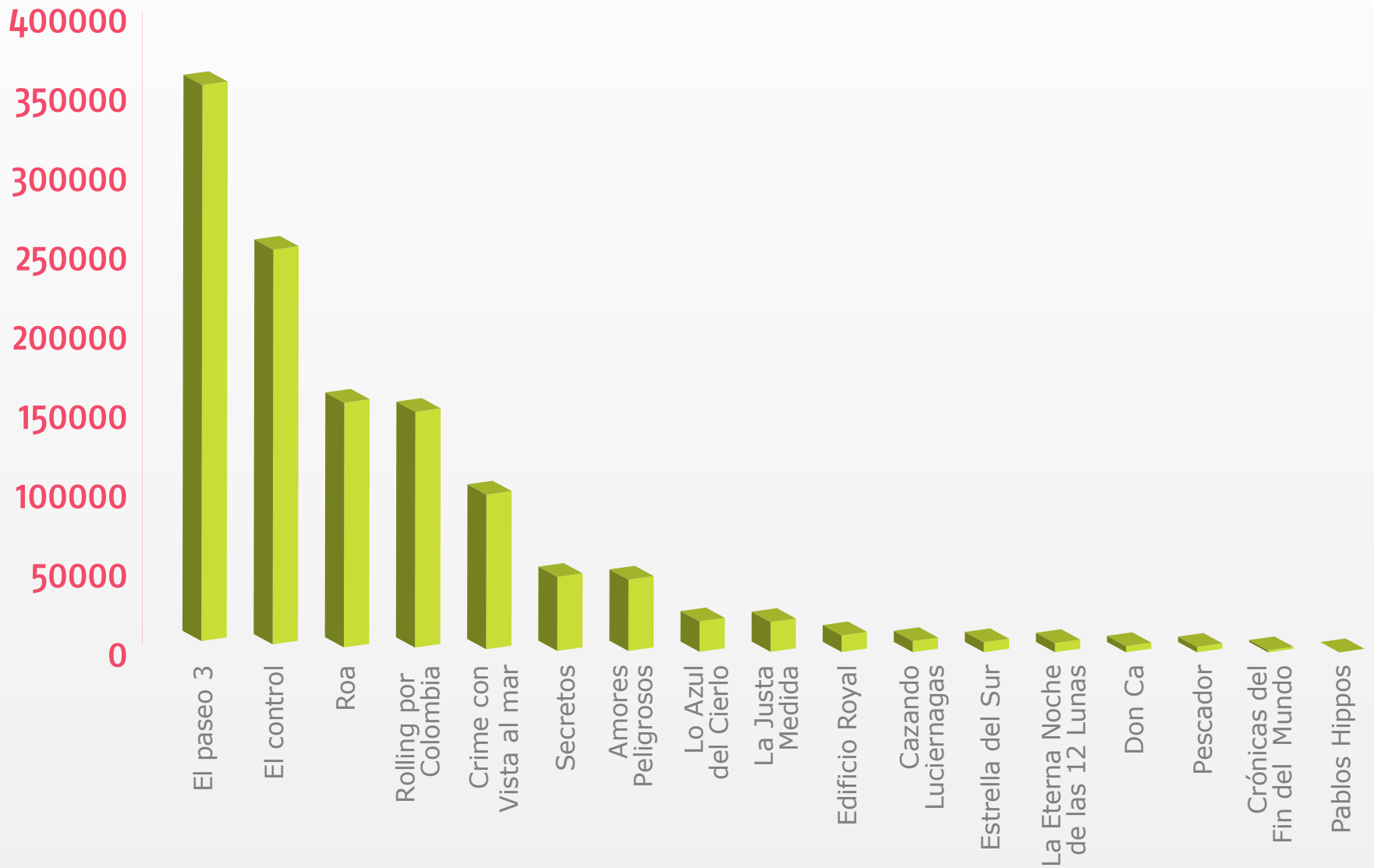


<b>Distributor</b>	Cine Colombia	Cinecolor Films	Cineplex	Procinal	Babilla cine	UIP*
<b>New Releases</b>	10	2	2	1	1	1

**Source:** Calculations by Proimágenes Colombia based on CADBOX data.  
\*United International Pictures

# Viewers Colombian Releases

2013

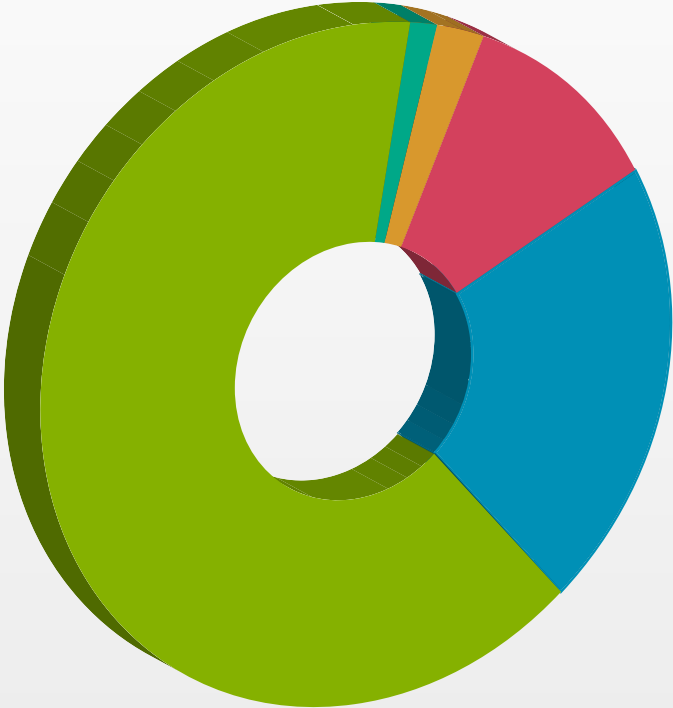


<b>Film</b>	El paseo 3	El control	Roa	Rolling por Colombia	Crimen con Vista al Mar	Secretos	Amores Peligrosos	Lo Azul del Cielo	La Justa Medida
<b>Admissions</b>	364.922	259.026	160.588	154.713	101.491	48.535	46.786	19.928	19.530
<b>Cities / Municipalities where Colombian Films Screened</b>	45	36	36	25	27	22	21	20	17
<b>Film</b>	Edificio Royal	Cazando Luciernagas	Estrella del Sur	La Eterna Noche de las 12 lunas	Don Ca	Pescador	Crónicas del Fin del Mundo	Pablos Hippos	
<b>Admissions</b>	10.937	7.266	6.513	5.972	4.029	3.526	1.345	42	
<b>Cities / Municipalities where Colombian Films Screened</b>	9	11	6	5	5	5	2	1	

Source: Calculations by Proimágenes Colombia based on CADBOX data.

# No. Releases by Region

▶ 2013 ◀



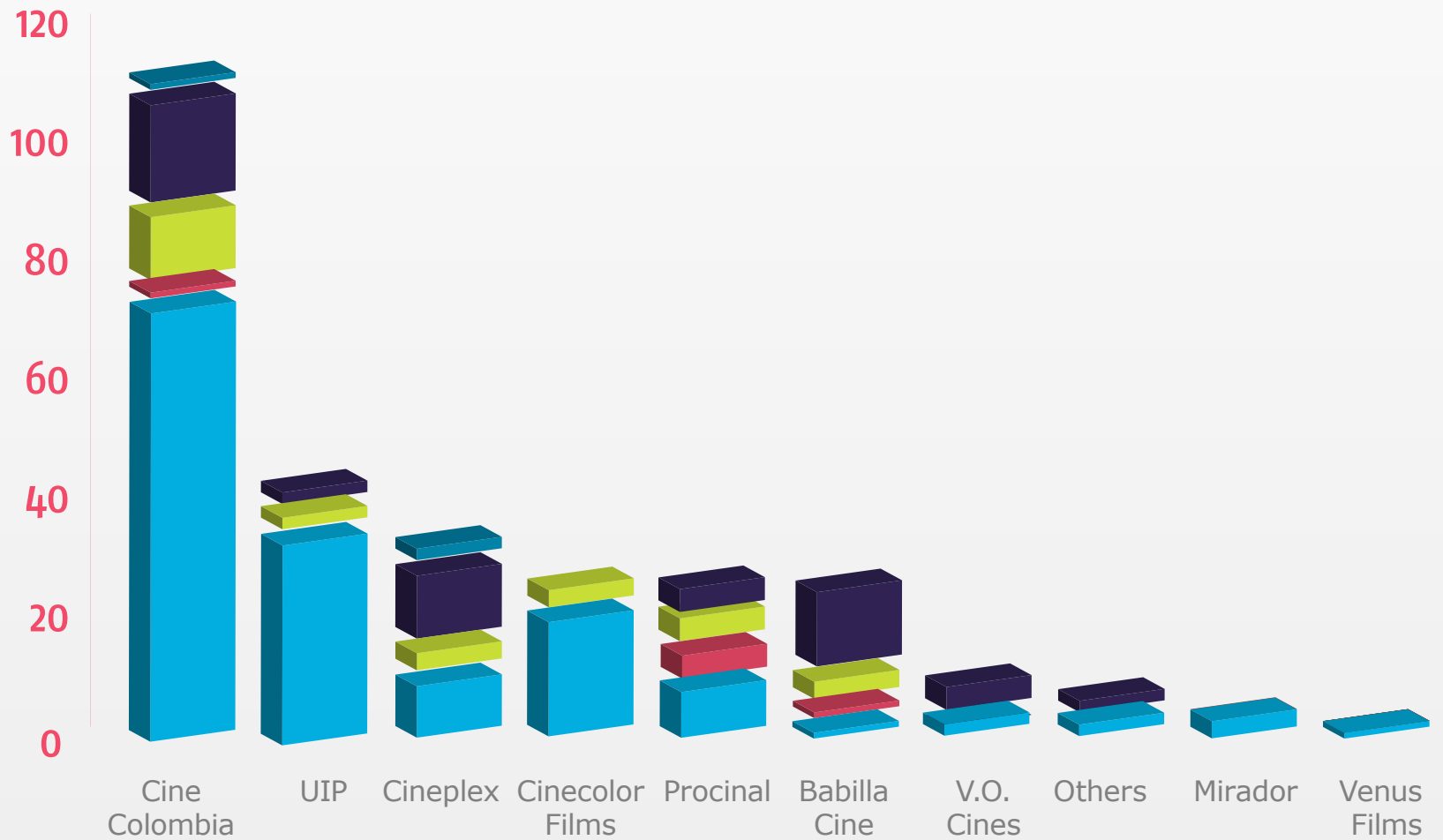
- U.S 156
- Europe 52
- Latin America 26
- Canada 6
- Others 4

Region	U.S	Europe	Latin America	Canada	Others	Total
Releases	156	52	26	6	4	244

Source: Calculations by Proimágenes Colombia based on CADBOX data.

# No. Releases by Origin and Distributor

▶ 2013 ◀



Region	Cine Colombia			United International Pictures (UIP)				Cineplex		Cinecolor Films		Procinal	Babilla Cine	V.O. Cines	Mirador	Others	Venus Films	Yearly Total
	Cineco	Fox	Warner	UIP	Universal	Columbia	Paramount	Cineplex	Cie	Cinecolor	Disney							
U.S	48	15	12	0	12	14	9	3	6	11	9	8	1	2	3	2	1	156
Canada	1	0	0	0	0	0	0	0	0	0	0	4	1	0	0	0	0	6
Latin America	11	0	0	1	1	0	0	3	0	3	0	4	3	0	0	0	0	26
Europe	16	1	0	0	1	0	1	11	0	0	0	4	13	4	0	2	0	53
Rest of distributors	1	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	3
<b>Total</b>	77	16	12	1	14	14	10	19	6	14	9	20	18	6	3	4	1	244
	<b>105</b>			<b>39</b>				<b>25</b>		<b>23</b>								

Source: Calculations by Proimágenes Colombia based on CADBOX data.