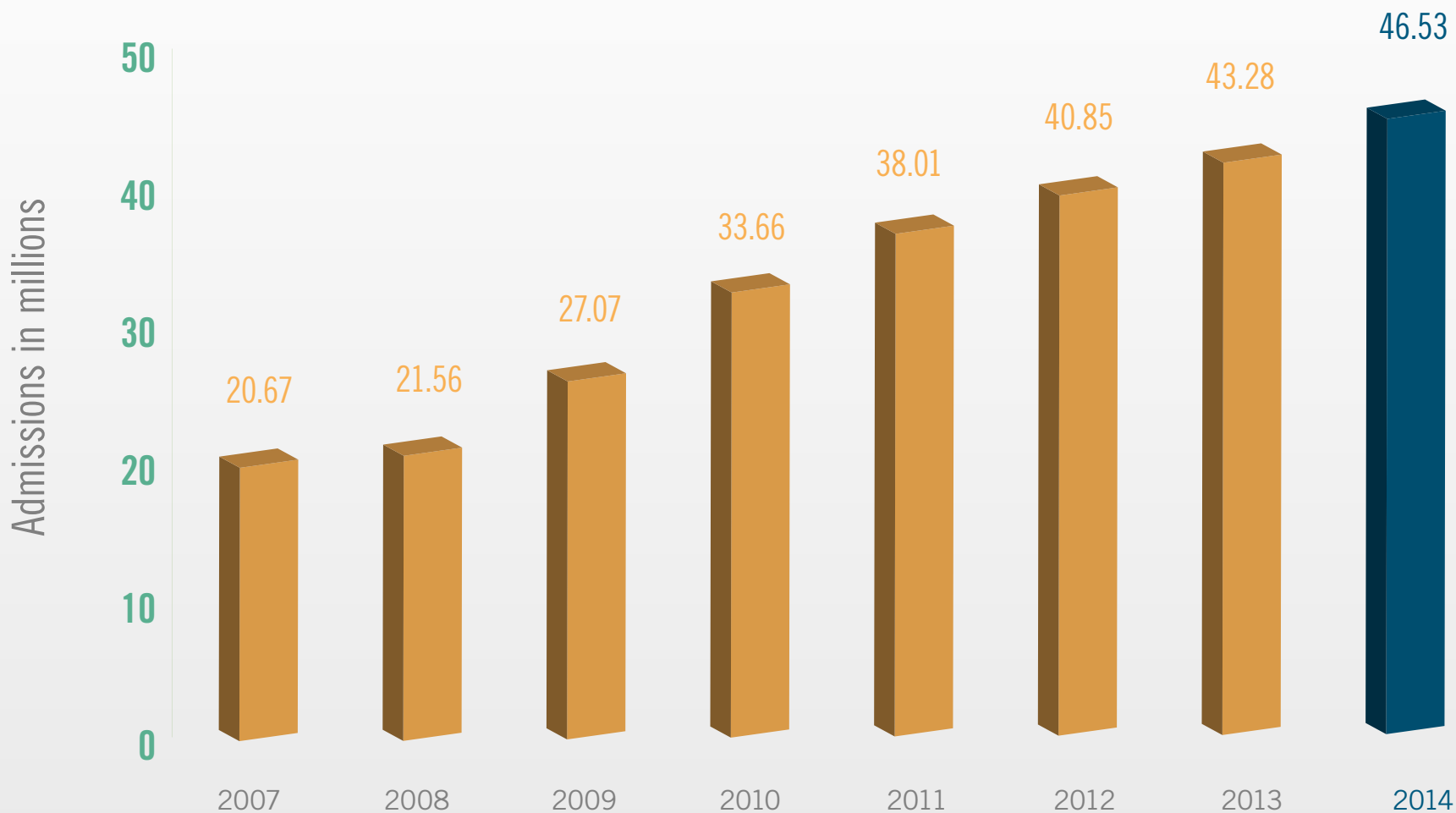


ADMISSIONS IN COLOMBIA

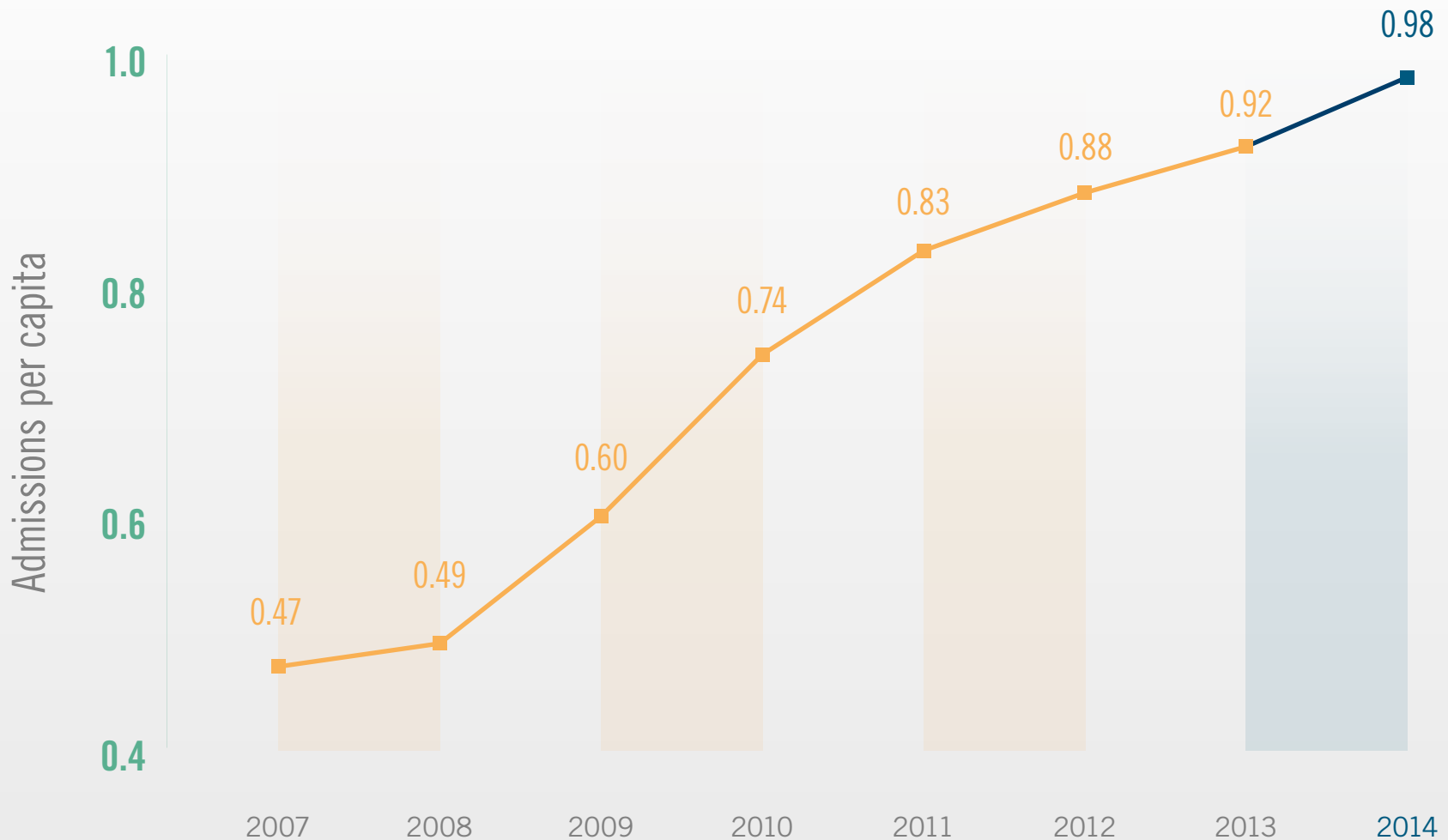
▸ 2007 - 2014 ◀



Source: Calculated by Proimágenes Colombia with figures from CADBOX. Methodology by Fedesarrollo.

RATE OF FILM ATTENDANCE IN COLOMBIA

▸ 2007 - 2014 ◀

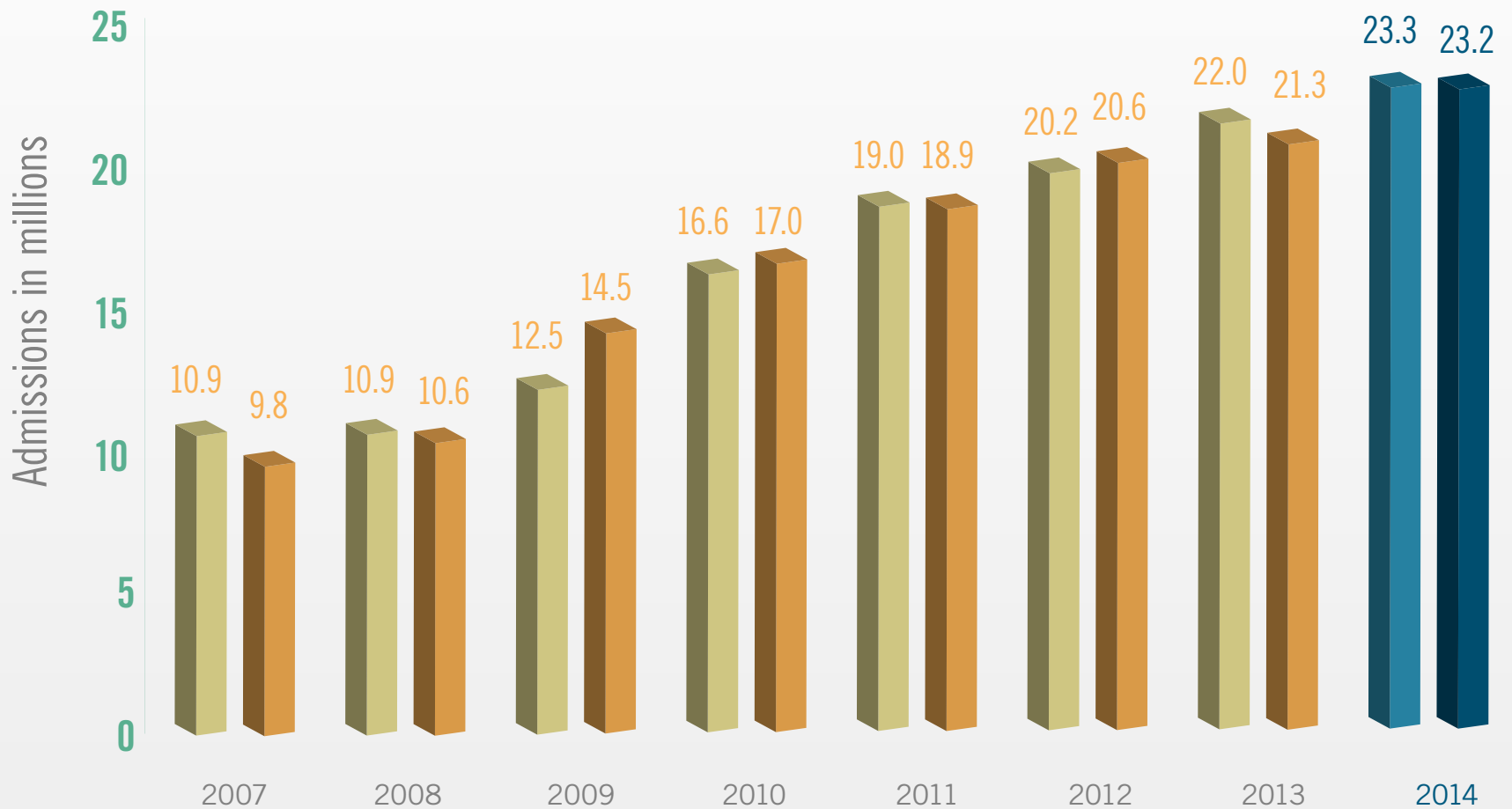


Source: Calculated by Proimágenes Colombia with figures from CADBOX. Methodology by Fedesarrollo.

DANE: 2014 population projection

NUMBER OF ADMISSIONS

▶ 2007 - 2014 ◀



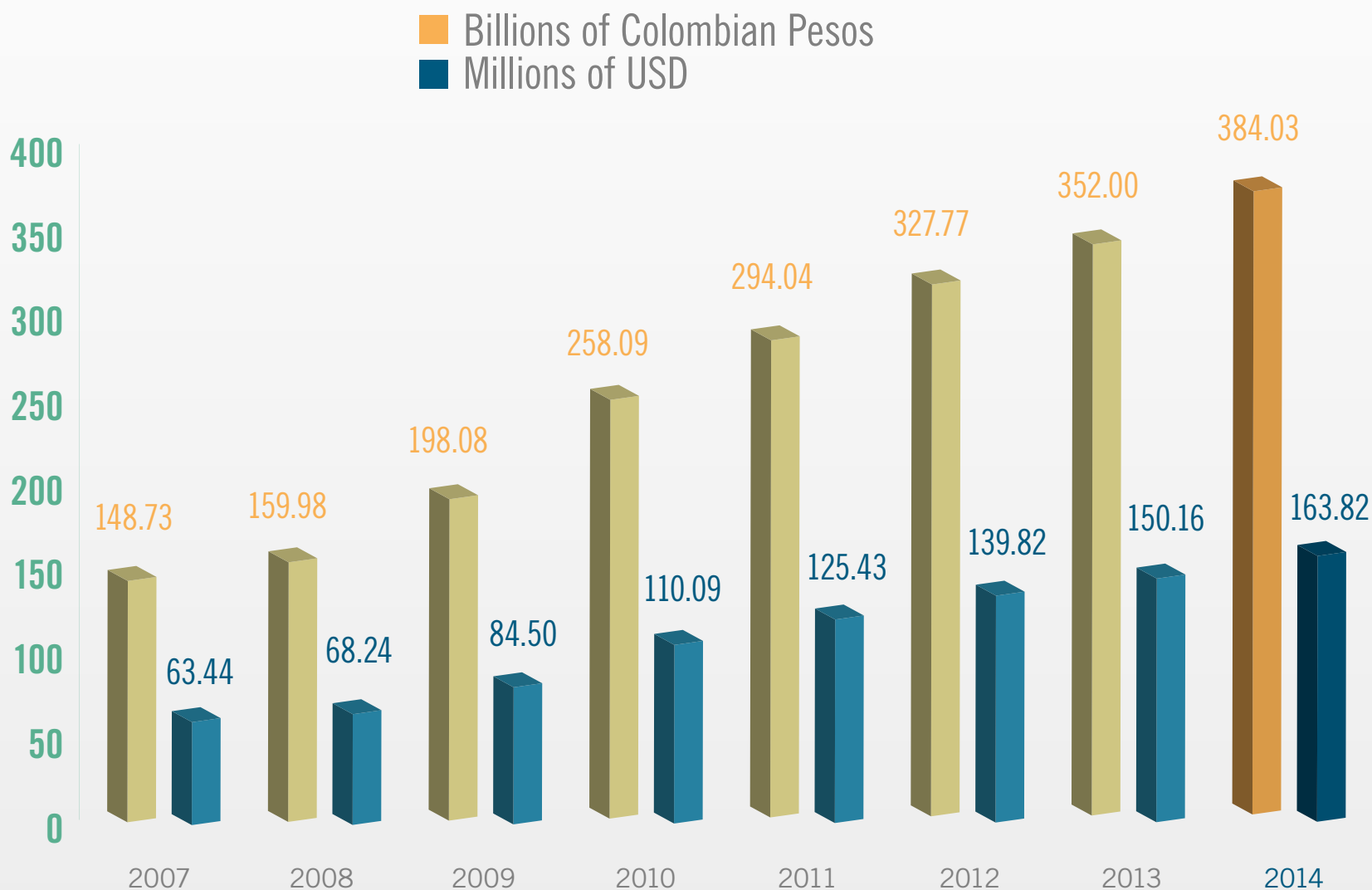
ADMISSIONS 1ST SEMESTER	10.9	10.9	12.5	16.6	19.0	20.2	22.0	23.3
ADMISSIONS 2ND SEMESTER	9.8	10.6	14.5	17.0	18.9	20.6	21.3	23.2

**OSCILLATION
1ST SEMESTER
2013-214** 5.84%

**OSCILLATION
2ND SEMESTER
2013-214** 9.22%

COLOMBIA: FILM MARKET BOX OFFICE IN COLOMBIAN PESOS/USD

▸ 2007 - 2014 ◀



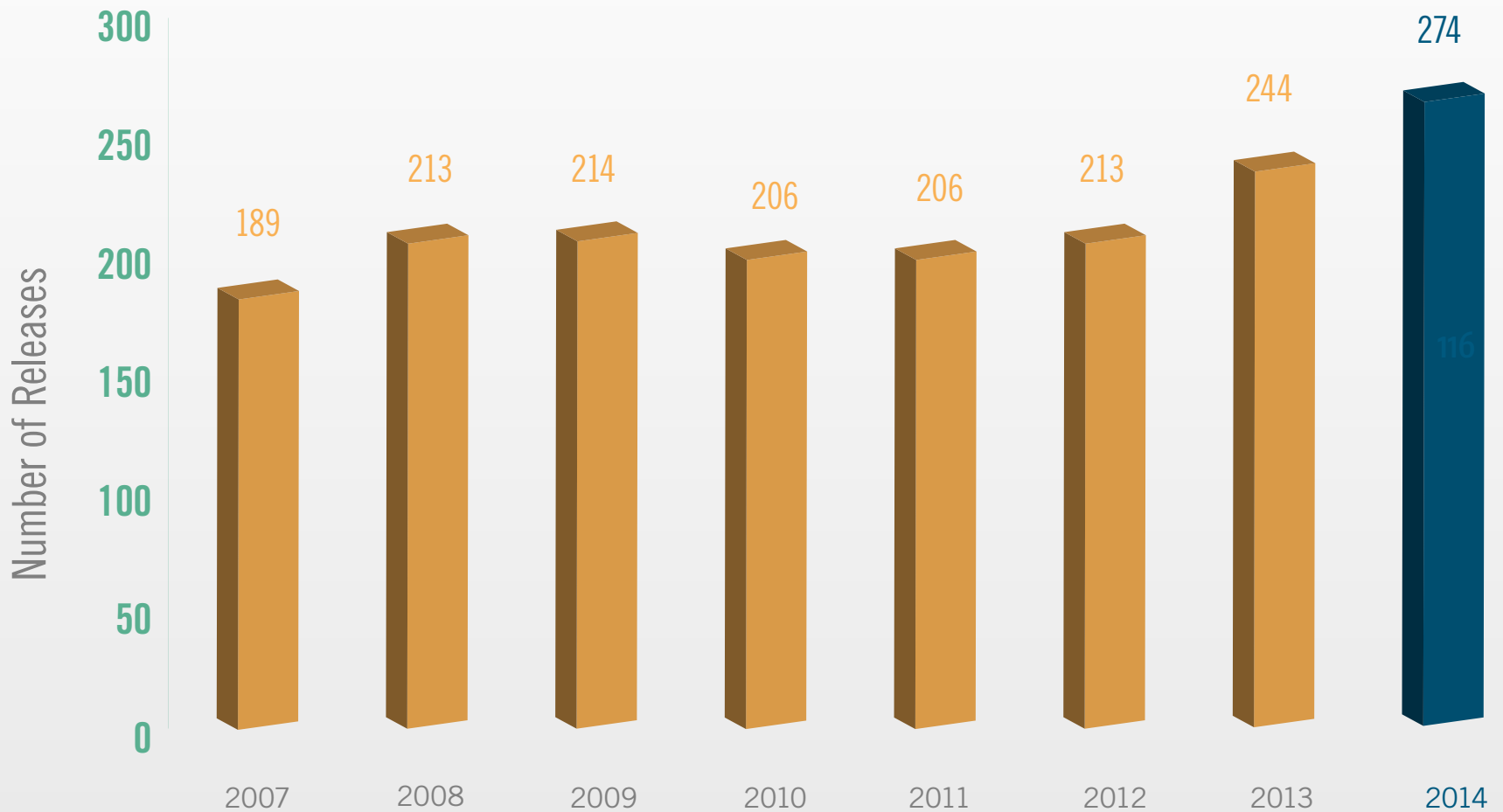
BOX OFFICE REVENUE IN BILLIONS OF COLOMBIAN PESOS	148.73	159.98	198.08	258.09	294.04	327.77	352.00	384.03
BOX OFFICE REVENUE IN MILLIONS OF USD	63.44	68.24	84.50	110.09	125.43	139.82	150.16	163.82

Source: Calculated by Proimágenes Colombia with figures from CADBOX. Methodology by Fedesarrollo.

Average USD-Colombian peso exchange rate for December 2014: COP 2,344.23 (24.16% higher than the average rate in December 2013 -- COP 1,934.08)

FILM RELEASES IN COLOMBIA

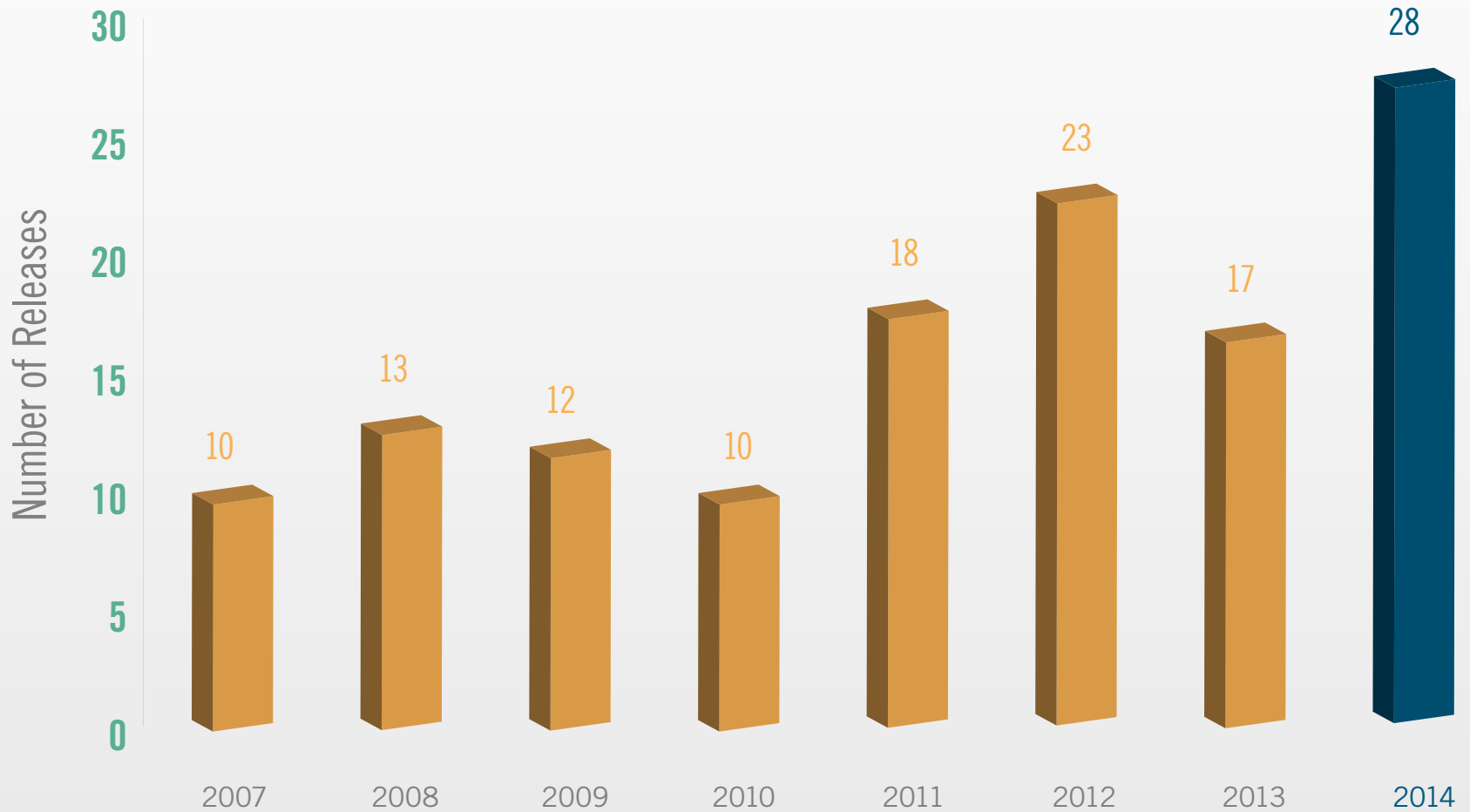
▸ 2007 - 2014 ◀



Source: Calculated by Proimágenes Colombia with figures from CADBOX. Methodology by Fedesarrollo.

COLOMBIAN FILM RELEASES

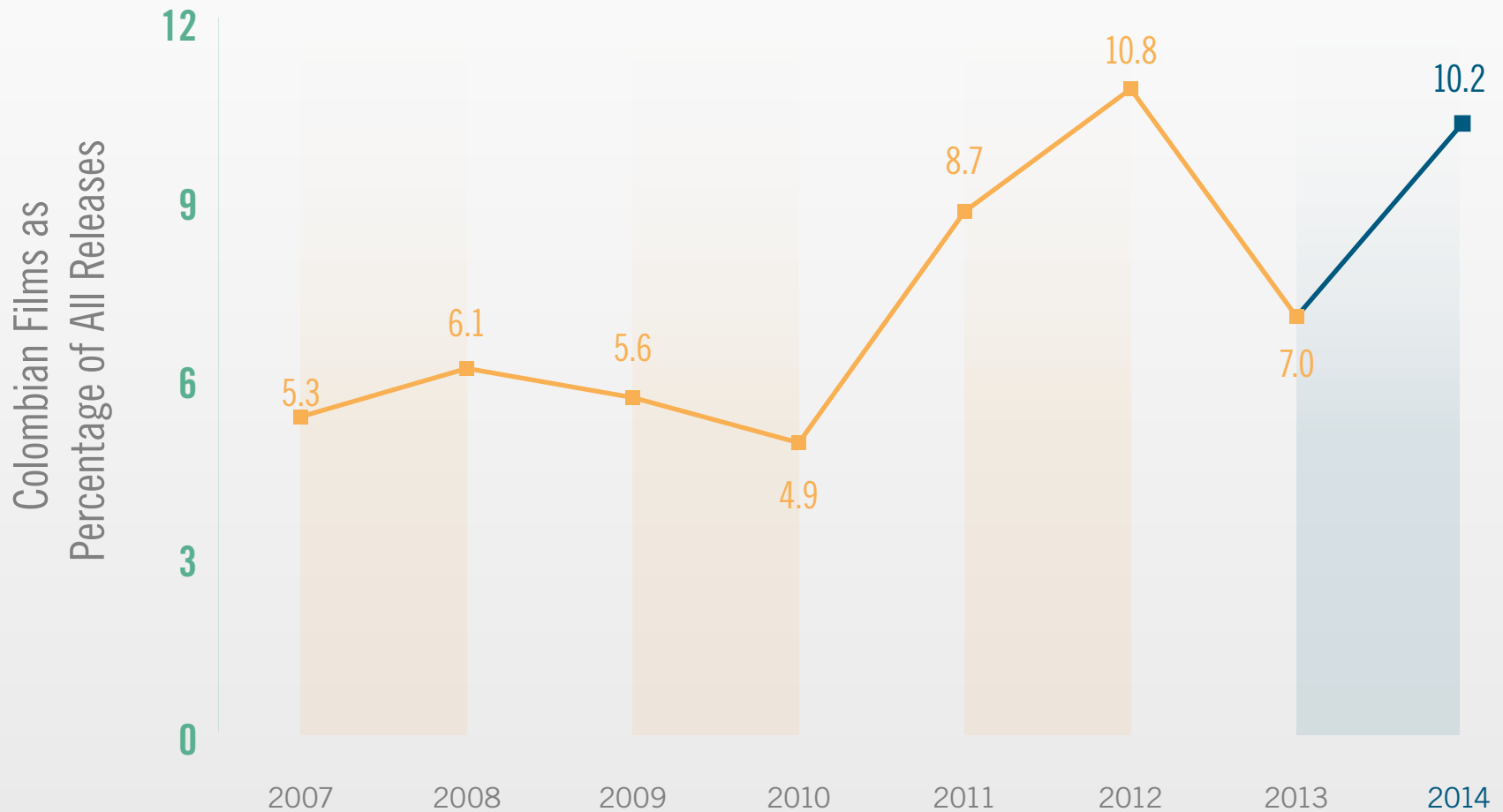
▶ 2007 - 2014 ◀



Source: Calculated by Proimágenes Colombia with figures from CADBOX. Methodology by Fedesarrollo.

SHARE FOR COLOMBIAN FILMS OF ALL RELEASES IN COLOMBIA

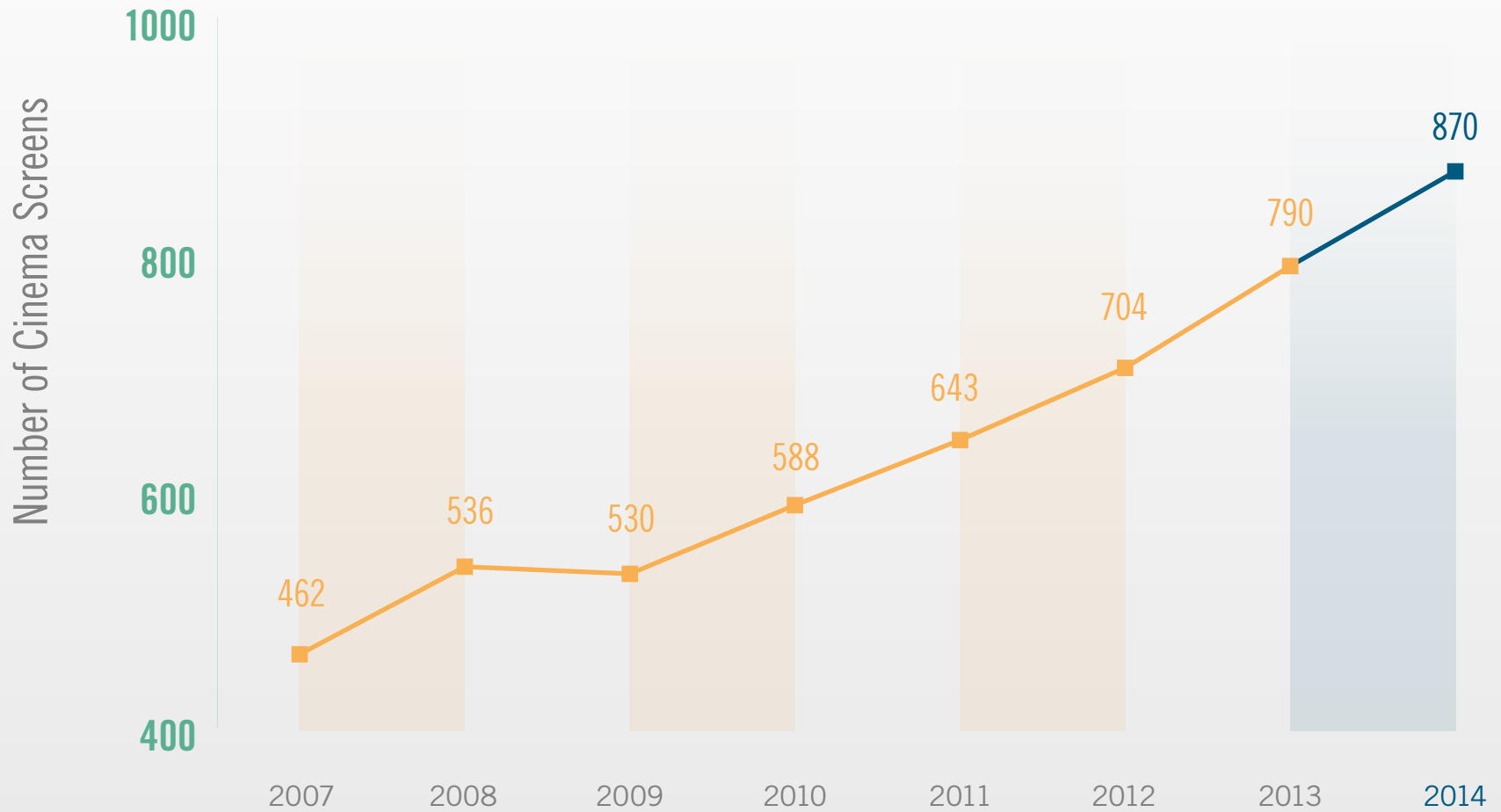
▸ 2007 - 2014 ◀



Source: Calculated by Proimágenes Colombia with figures from CADBOX. Methodology by Fedesarrollo.

CINEMA SCREENS IN COLOMBIA

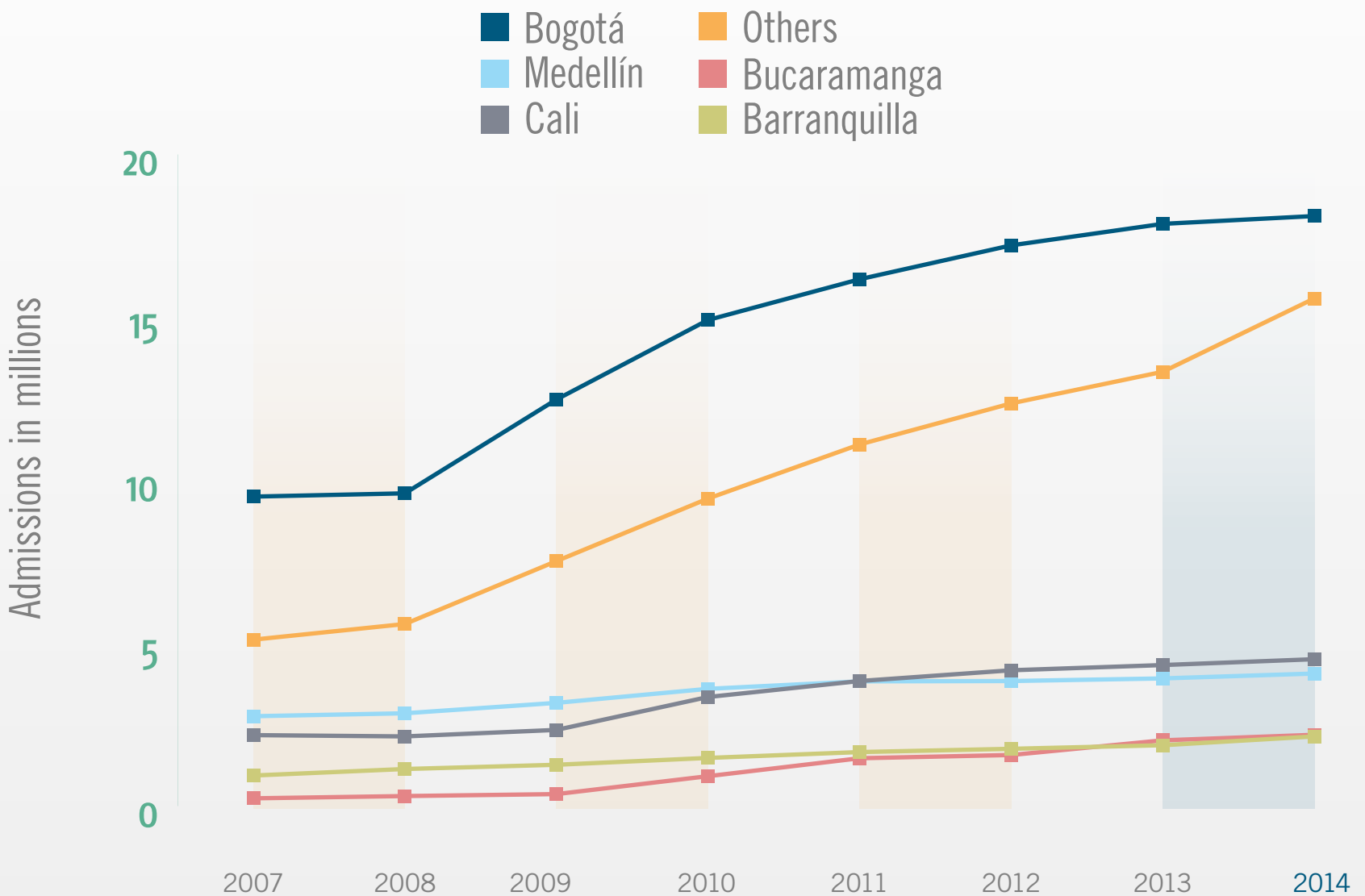
▸ 2007 - 2014 ◀



Source: Calculated by Proimágenes Colombia with figures from CADBOX. Methodology by Fedesarrollo.

FILM ATTENDANCE MAJOR CITIES

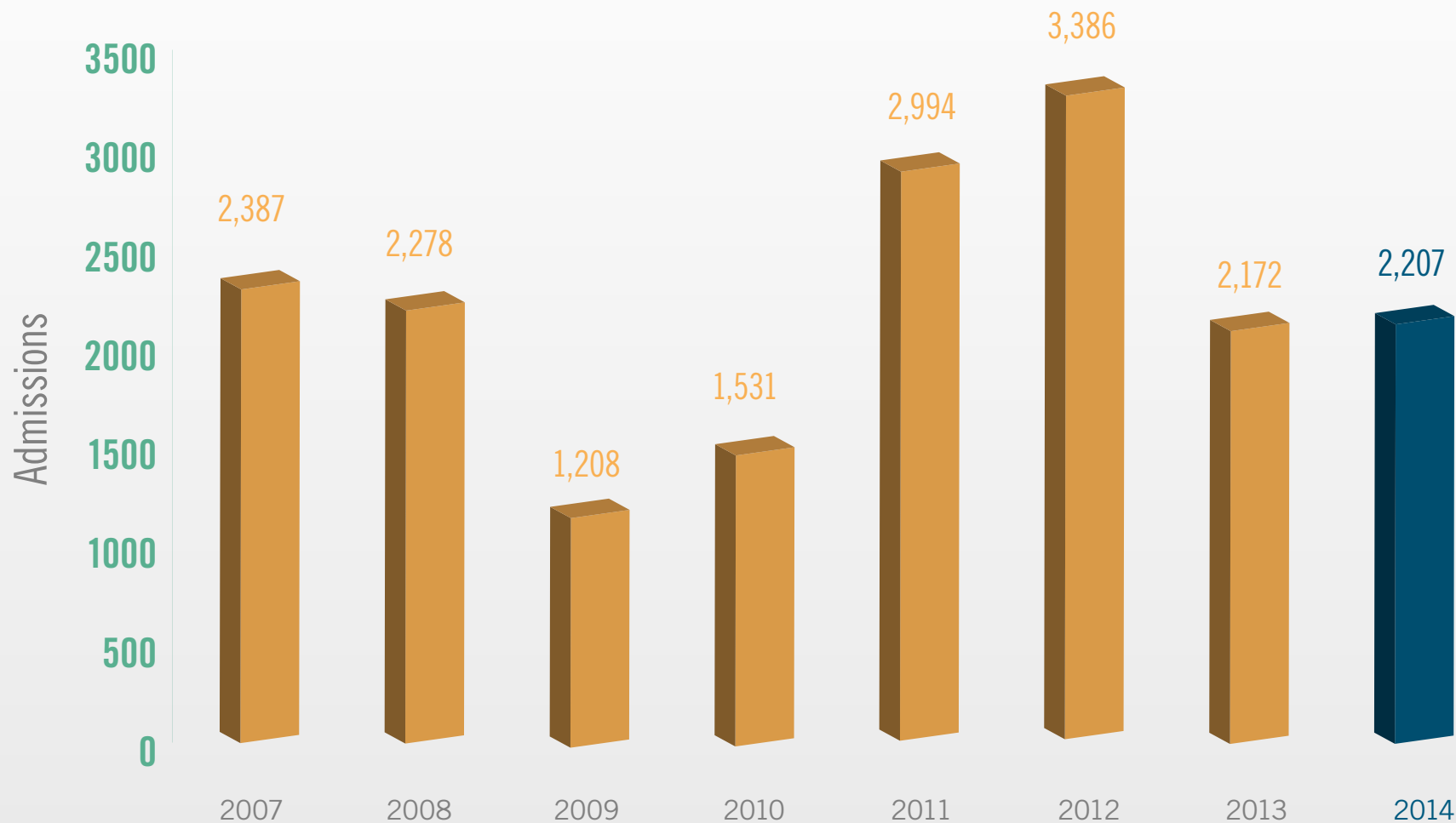
▸ 2007 - 2014 ◀



BOGOTÁ	9.49	9.59	12.47	14.91	16.16	17.20	17.86	18.10
MEDELLÍN	2.75	2.84	3.16	3.59	3.82	3.83	3.91	4.06
CALI	2.17	2.13	2.33	3.34	3.83	4.16	4.32	4.50
OTHERS	5.1	5.58	7.51	9.43	11.09	12.35	13.32	15.57
BUCARAMANGA	0.23	0.3	0.36	0.91	1.46	1.56	2.01	2.18
BARRANQUILLA	0.93	1.13	1.26	1.47	1.65	1.75	1.86	2.13

ATTENDANCE AT COLOMBIAN FILMS

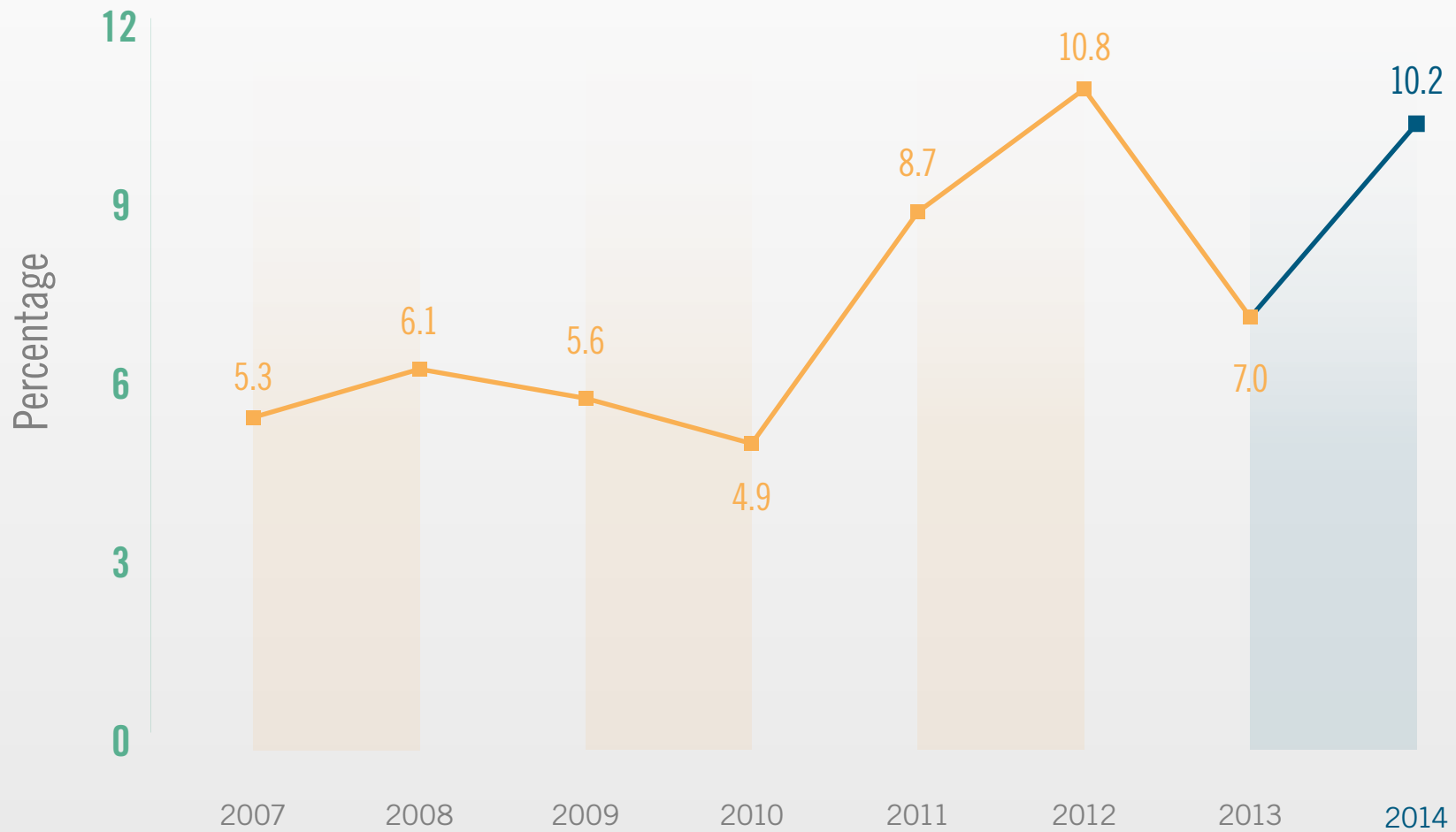
▶ 2007 - 2014 ◀



Source: Calculated by Proimágenes Colombia with figures from CADBOX. Methodology by Fedesarrollo.

SHARE FOR COLOMBIAN FILMS OF ALL RELEASES IN COLOMBIA

▶ 2007 - 2014 ◀



Source: Calculated by Proimágenes Colombia with figures from CADBOX. Methodology by Fedesarrollo.

SHARE FOR COLOMBIAN FILMS OF TOTAL ADMISSIONS IN COLOMBIA

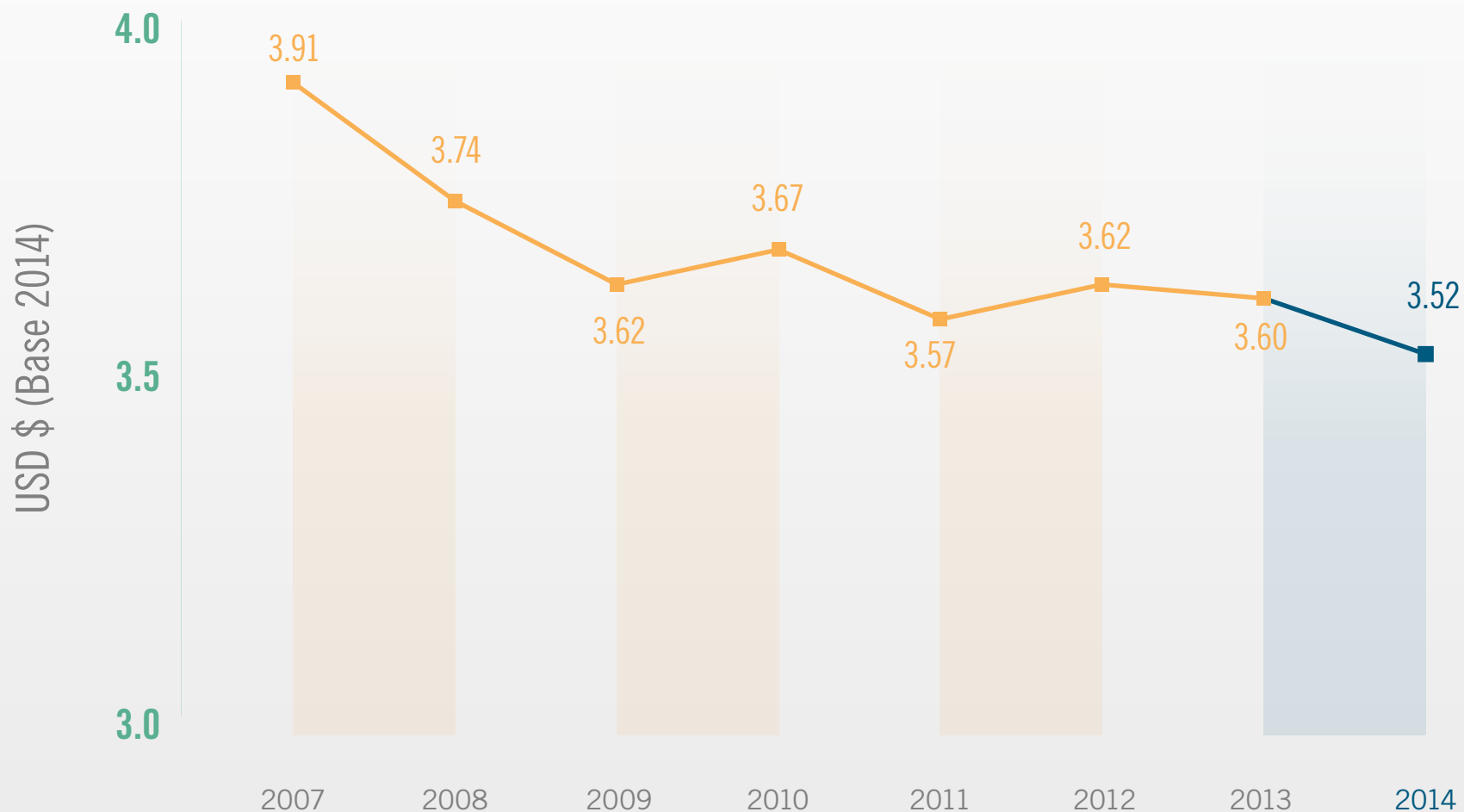
▶ 2007 - 2014 ◀



Source: Calculated by Proimágenes Colombia with figures from CADBOX. Methodology by Fedesarrollo.

REAL CHANGE IN AVERAGE TICKET PRICES IN USD IN COLOMBIA

▸ 2007 - 2014 ◀



Source: Calculated by Proimágenes Colombia with figures from CADBOX. Methodology by Fedesarrollo.

The December 2014 CPI was used to obtain figures in constant prices. This means that the effect of inflation has been removed, and thus the different data may be compared to each other. The average USD-Colombian peso exchange rate of December 2014 was used, as reported by the Bank of the Republic: COP 2,344.23.

FIVE LARGEST BOX OFFICE SUCCESSES IN COLOMBIA

► 2007 - 2014 ◀

Year	Ranking	Title	Admissions	Box Office pesos
2014	1	Transformers 4 3d	1,896,827	18,549,993,472
	2	Rio 2 3d	2,153,025	18,483,929,088
	3	Maleficent 3d	1,918,897	16,695,351,296
	4	Frozen 3d	1,373,577	12,238,997,504
	5	Teenage Mutant Ninja Turtles 3d	1,314,468	11,630,708,736
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

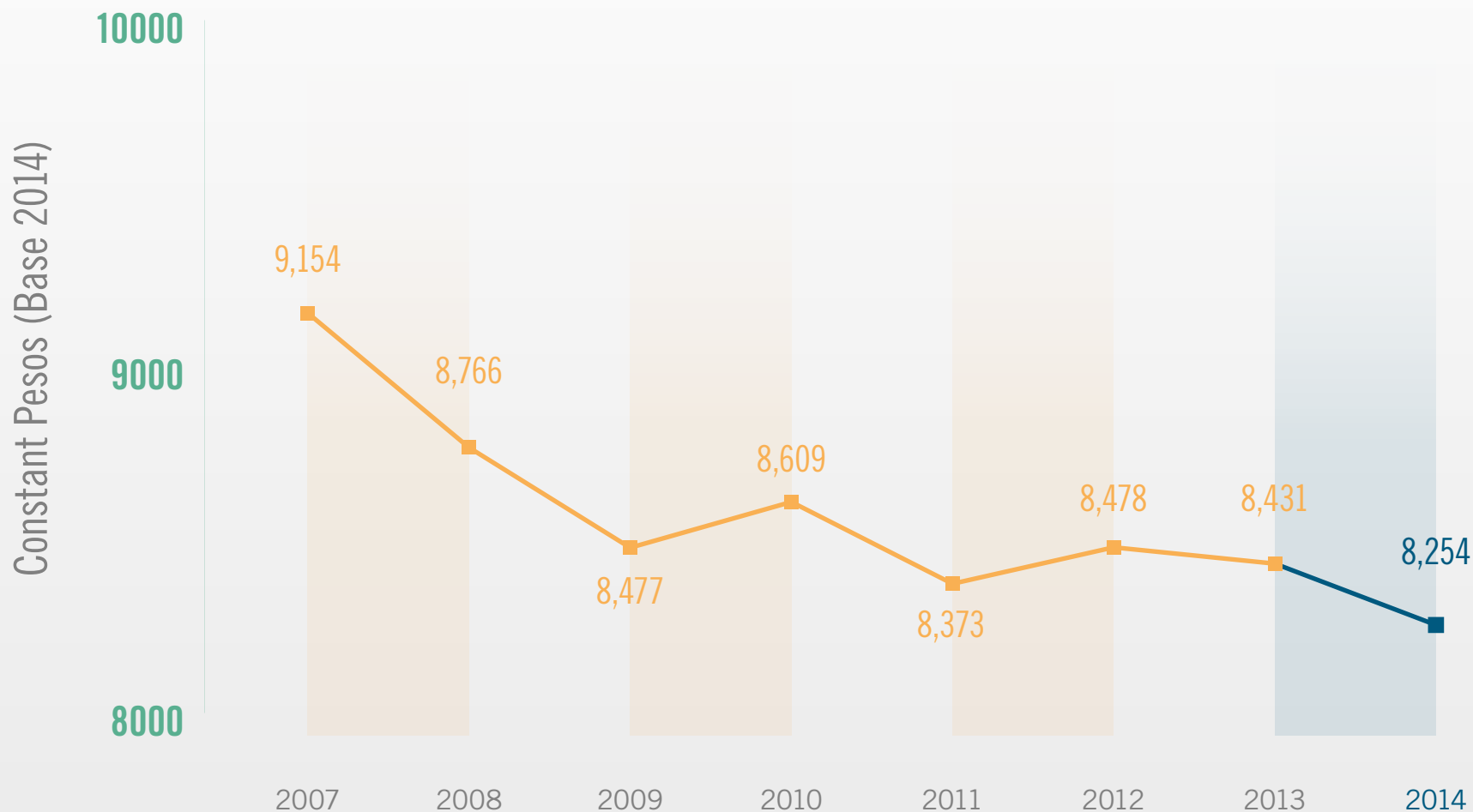
FIVE LARGEST COLOMBIAN BOX OFFICE SUCCESSES

► 2007 - 2014 ◀

Year	Ranking	Title	General ranking	Admissions	Box Office pesos
2014	1	Una al año no hace daño	31	505,314	3,782,737,152
	2	El Paseo 3	35	460,431	3,097,933,568
	3	Encerrada	38	395,380	2,813,792,768
	4	Ciudad Delirio	48	298,939	2,208,682,240
	5	Nos vamos pal mundial	75	136,370	981,555,520
2013	1	El Paseo 2	15	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	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 Tómame La Sopa	50	231,296	1,580,737,408
2011	1	El Paseo	10	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 Páramo	37	325,709	2,174,218,240
	5	En Coma	55	175,588	1,218,870,912
2010	1	Infraganti	23	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	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	La sangre y la lluvia	65	91,165	607,549,248
2008	1	Paraíso Travel	1	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	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 CHANGE IN AVERAGE TICKET PRICES IN COLOMBIA

▸ 2007 - 2014 ◀

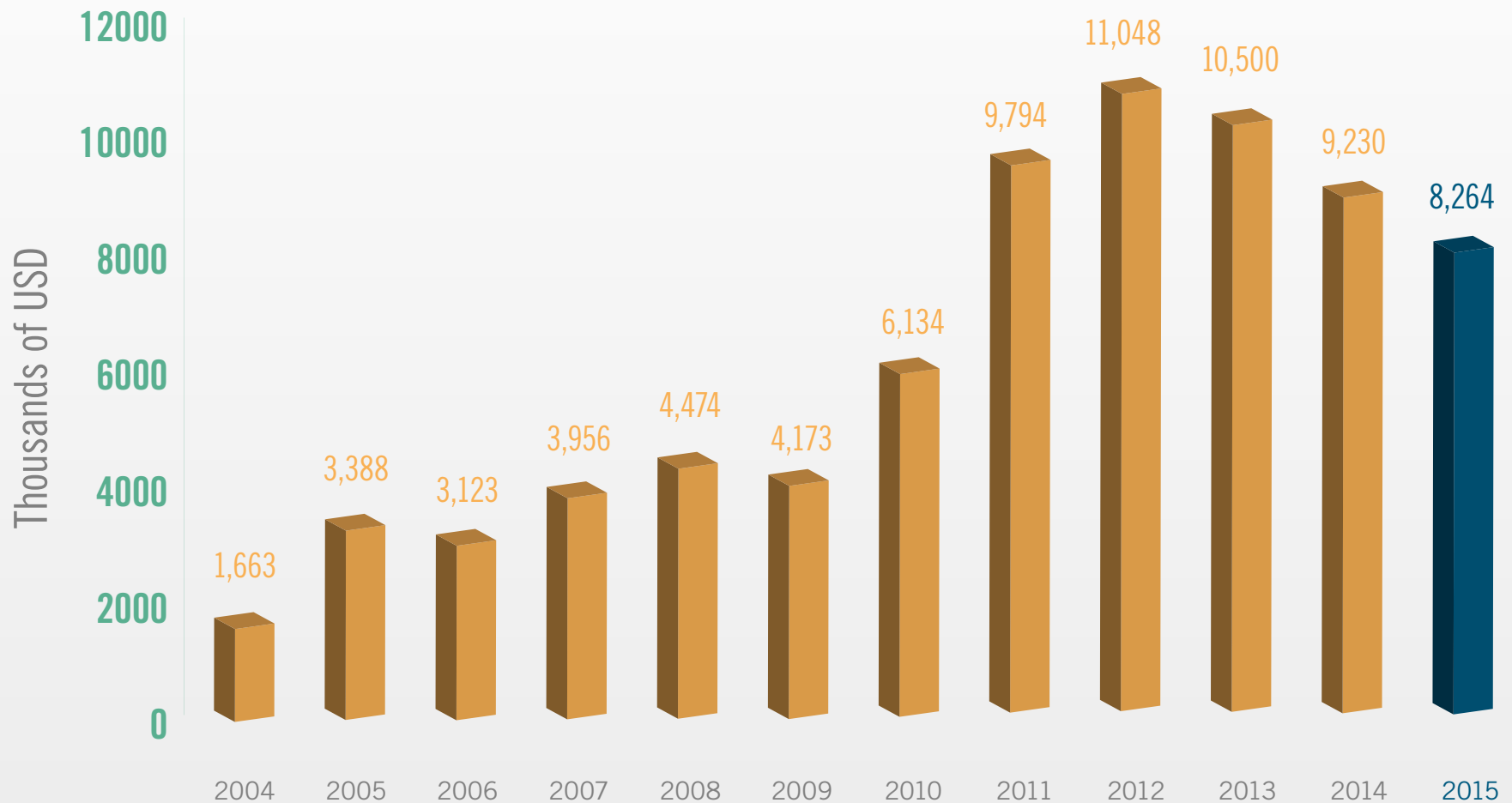


Source: Calculated by Proimágenes Colombia with figures from CADBOX. Methodology by Fedesarrollo.

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FDC - APPROVED RESOURCES

▸ 2004 - 2014 ◀



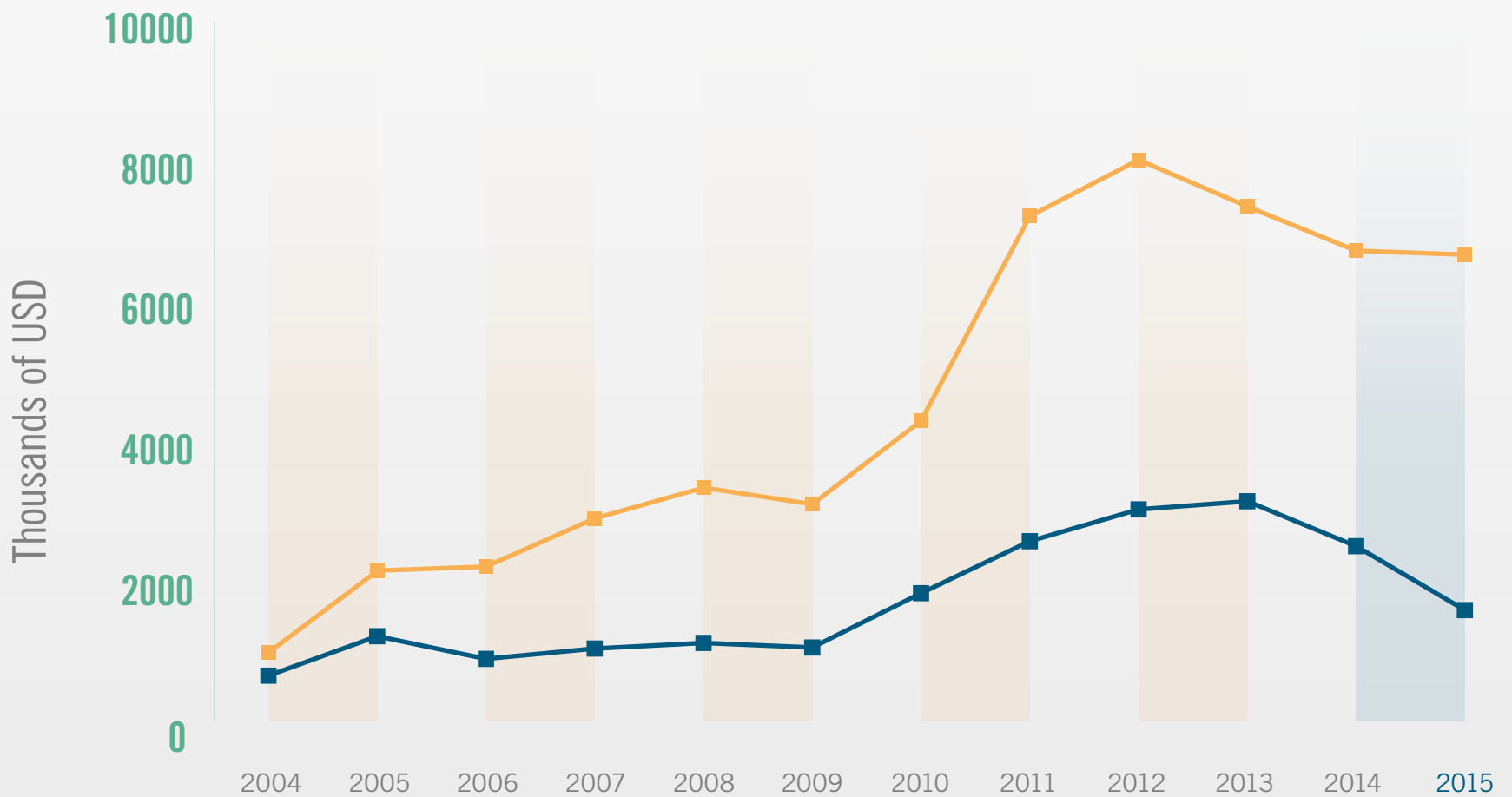
MILLIONS OF COLOMBIAN PESOS	4,370	7,861	7,362	8,222	8,796	8,999	11,638	18,100	19,865	19,616	18,461	19,752
THOUSANDS OF USD	1,663	3,388	3,123	3,956	4,474	4,173	6,134	9,794	11,048	10,500	9,230	8,264
TRM	2,626	2,320	2,357	2,078	1,966	2,156	1,897	1,848	1,798	1,868	2,000	2,390

Source: Calculations by Proimágenes Colombia.

DESIGNATION OF FDC APPROVED GRANTS

▸ 2004 - 2014 ◀

70% Production
30% Others

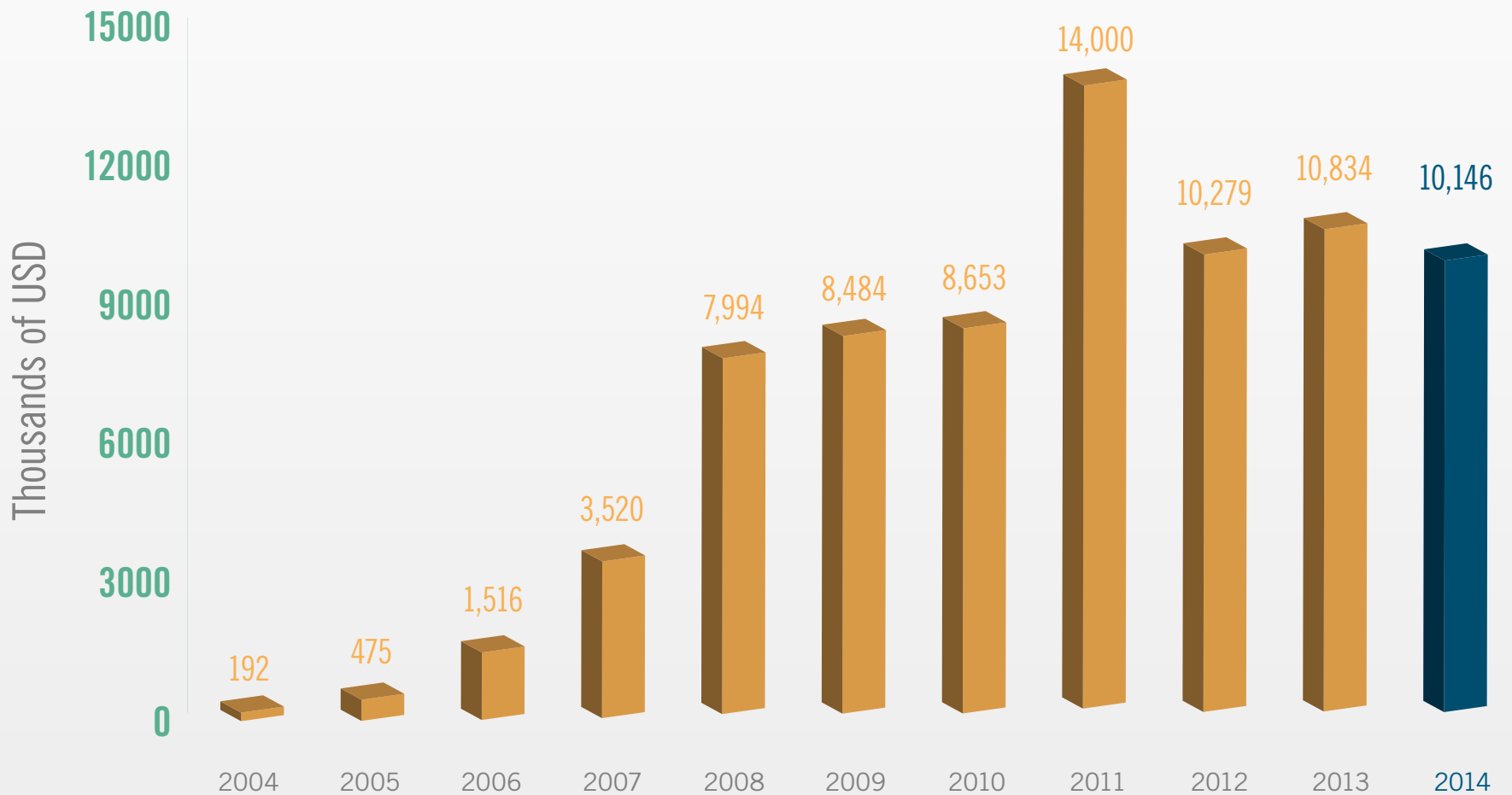


PRODUCTION	999	2,162	2,219	2,906	3,343	3,108	4,295	7,213	8,014	7,351	6,720	6,665
OTHERS	665	1,227	904	1,051	1,131	1,066	1,840	2,581	3,034	3,150	2,510	1,599
TRM	2,626	2,320	2,357	2,078	1,966	2,156	1,897	1,848	1,798	1,868	2,000	2,390

Source: Calculations by Proimágenes Colombia.

TAX INCENTIVES

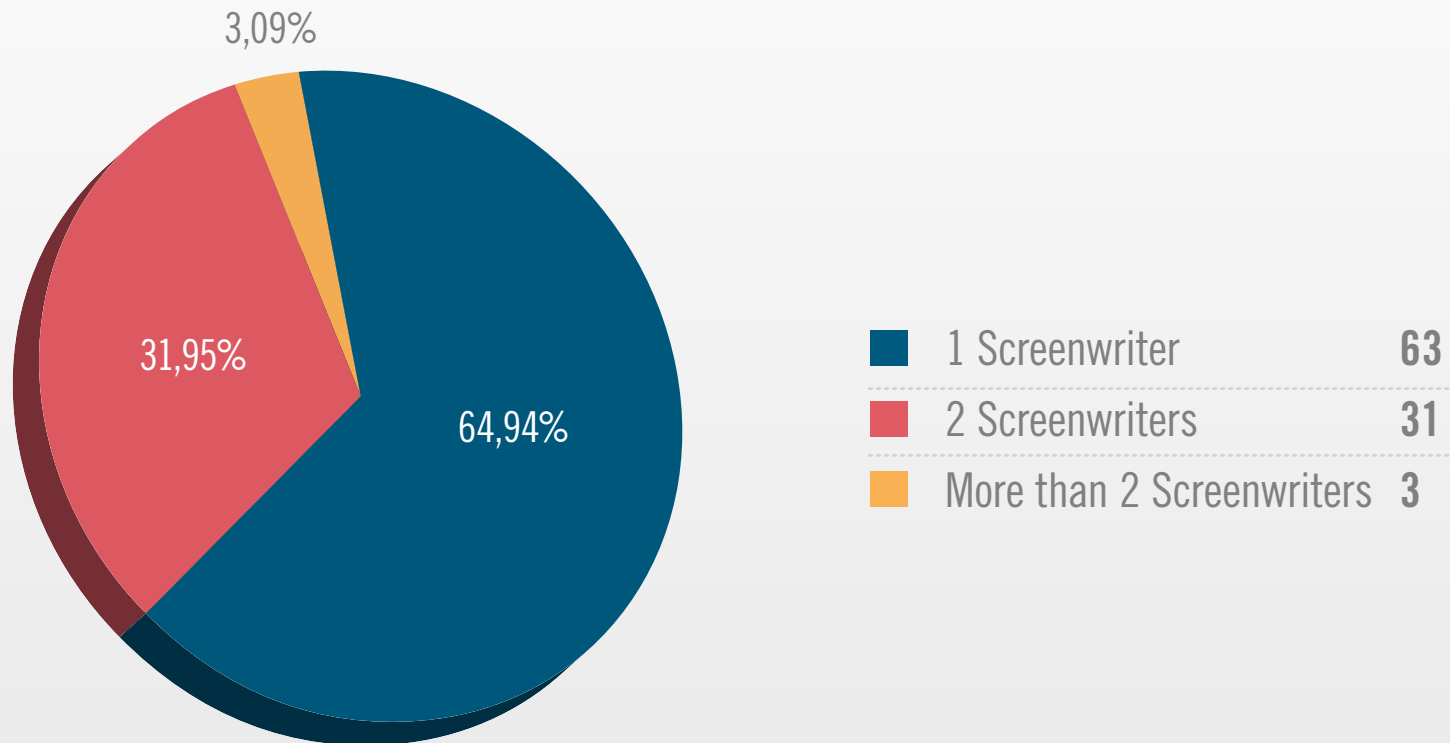
▶ 2004 - 2014 ◀



INVESTMENT CERTIFICATES	16	93	79	53	85	94	99	154	71	92	136
DONATION CERTIFICATES	0	1	4	1	0	2	1	7	7	0	3
NUMBER OF PROJECTS	2	12	15	22	21	25	26	35	34	16	35
TRM	2,626	2,320	2,357	2,078	1,966	2,156	1,897	1,848	1,798	1,868	2,000

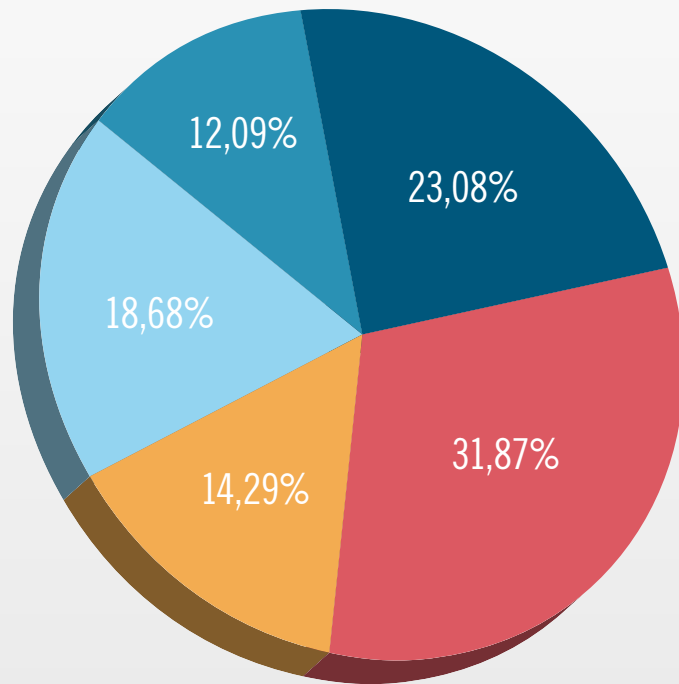
HOW MANY SCREENWRITERS WERE INVOLVED IN EACH FILM?

▶ 2010 - 2014 ◀



WHAT ROLES DID SCREENWRITERS PLAY IN THE FILMS?

▶ 2010 - 2014 ◀



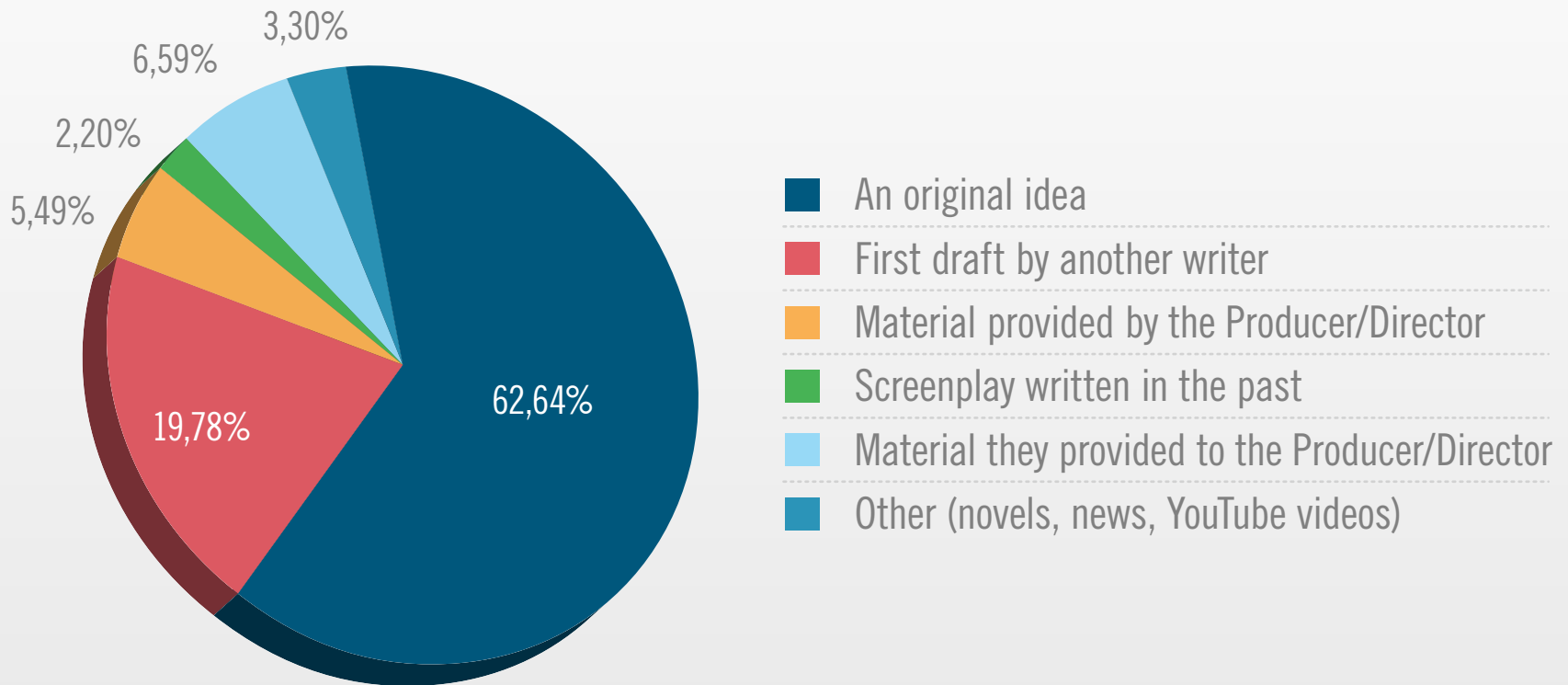
Screenwriters	21
Screenwriters and Directors	29
Screenwriters and Producers	13
Screenwriters, Directors and Producers	17
Screenwriters and other roles	11

Source: Proimágenes Colombia

Of the 91 writers who responded to the survey, several took part in more than one film, and thus answered the questionnaire more than once.

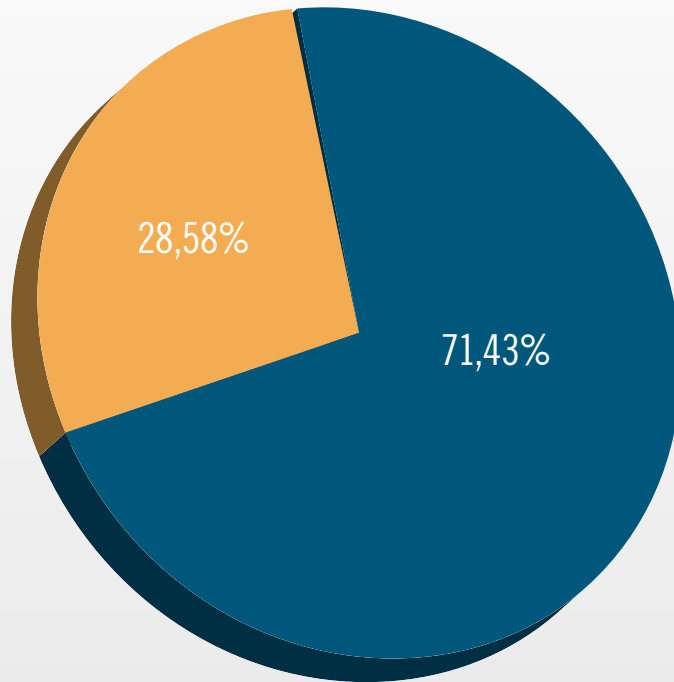
WHAT DID SCREENWRITERS BASE THEIR SCREENPLAY ON?



▶ 2010 - 2014 ◀



THE SCREENWRITER WAS INVOLVED IN...

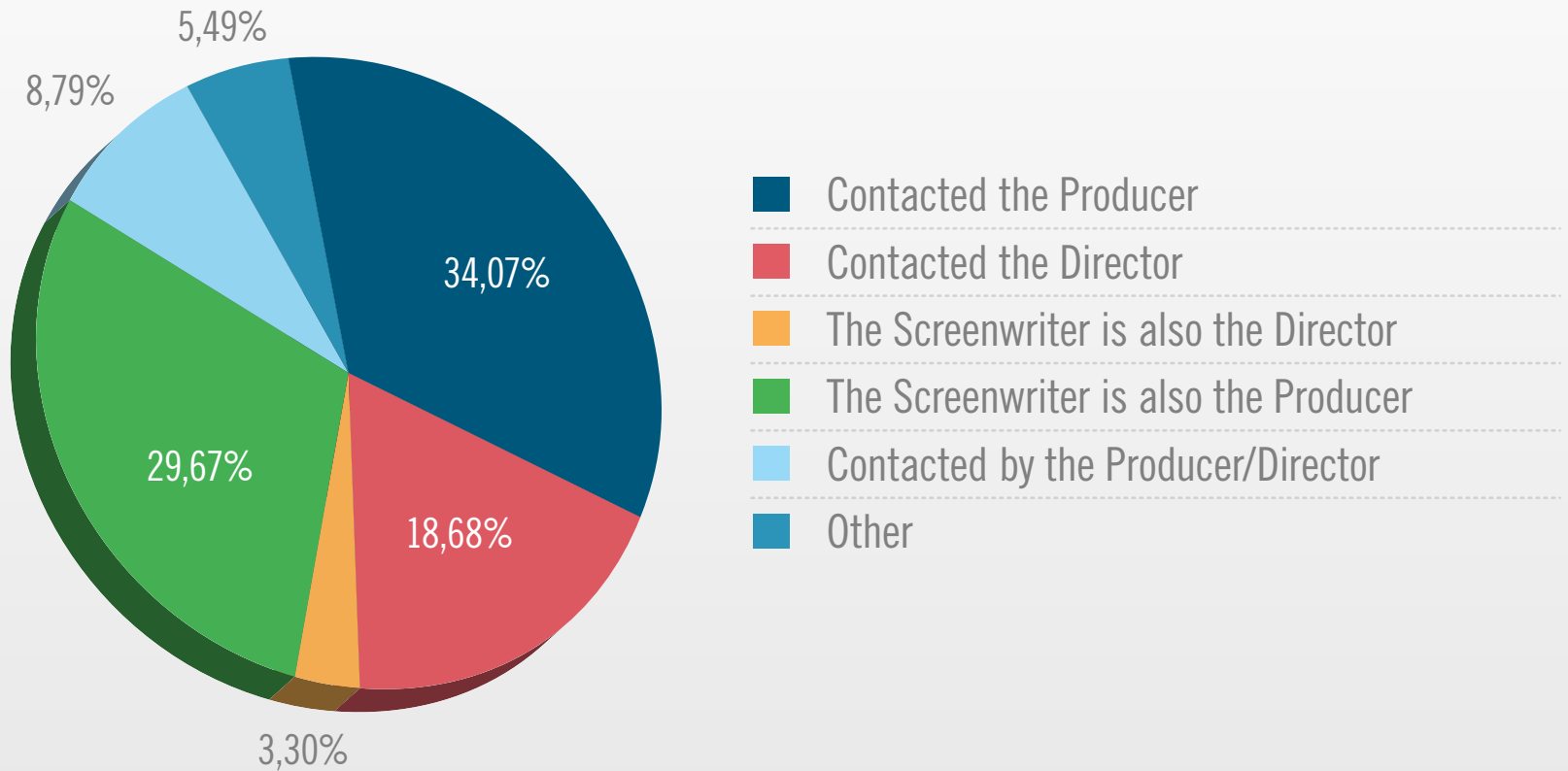
▶ 2010 - 2014 ◀



	The entire process	65
	Specific parts of the process (treatments, rewrites, first drafts...)	26

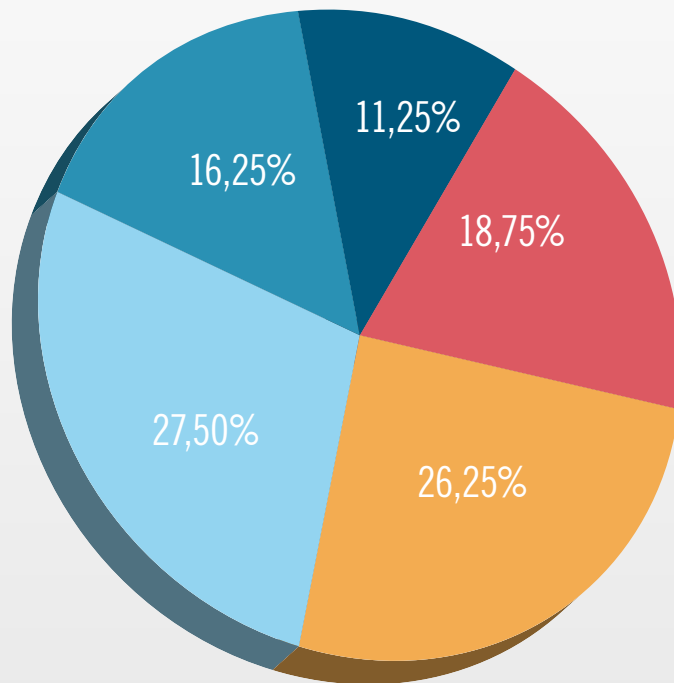
HOW DID THE WRITER ADVANCE HIS OR HER PROJECT?

▶ 2010 - 2014 ◀



HOW MUCH DID SCREENWRITERS CHARGE FOR THEIR WORK?

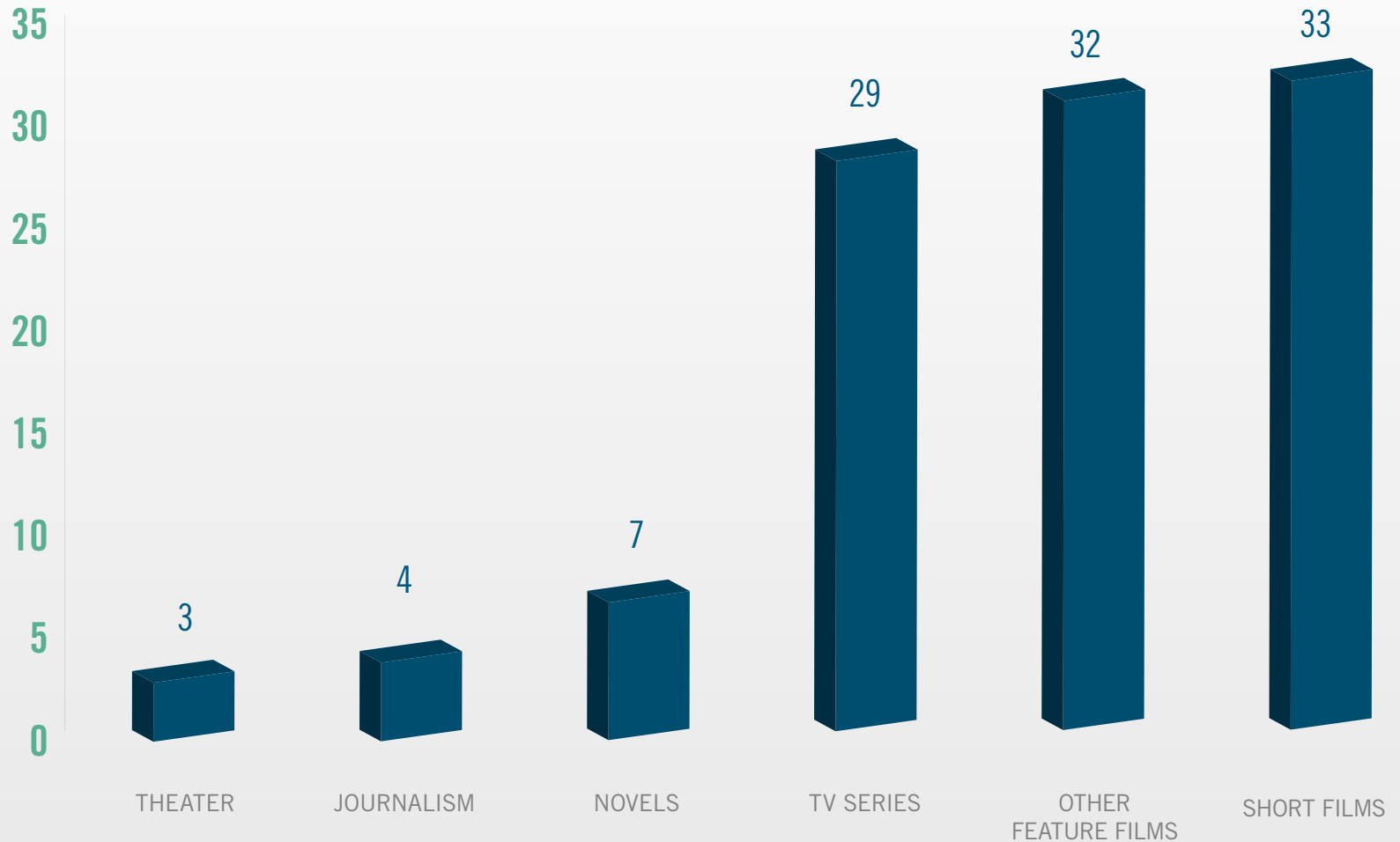
▶ 2010 - 2014 ◀



- Less than 5 million Colombian Pesos
- 6 to 10 million Colombian Pesos (us\$ 2,500-4,200)
- 11 to 20 million Colombian Pesos (us\$ 4,600-8,400)
- Over 20 million Colombian Pesos (more than us\$ 8,400)
- Did not charge; script was a contribution

SCREENWRITERS WERE ALSO INVOLVED IN...

▶ 2010 - 2014 ◀



Source: Proimágenes Colombia

Note: respondents could indicate more than one option.