

la - Sidon, Gravina in Puglia - Centrale, Lucca - Mexico, Milano - Fantarca, Modugno - King Kong Castello, Moncalieri - Ambasciatori, Napoli - Pierrat, Napoli - Vittoria, Napoli - Multicinema Modernissimo, Napoli - Eden, Noci - Cinema Nuovo Teatro, Palombara Sabina - Arsenale, Pisa - Garibaldi, Poggibonsi - Cinema Teatro Vignola, Polignano a Mare - Sala Margherita, Putignano - Jolly, Ravenna - Cinema dei Piccoli, Roma - Palladino, San Giovanni Rotondo - Cinema Cicoella, San Severo - Cinema Sanremese, Sanremo - Moderno, Santeramo in Colle - Rondinella, Sesto San Giovanni - Cinema Nuovo Pendola, Siena - Cinema Palma, Trevignano Romano - Filmstudio, Varese • **THE NETHERLANDS** Provadja, Alkmaar - De Lieve Vrouw, Amersfoort - Kriterion, Amsterdam - Filmhuis Arnhem, Arnhem - Haags Filmhuis, Den Haag - Lumière, Maastricht - Cinemarienburg, Nijmegen - Molenstraattheater, Wageningen • **NORWAY** Saga Kino, Arendal - Kristiansand Kino, Kristiansand - Lillehammer Kino,

Lillehammer - Sandnes Kino, Sandnes • **PORTUGAL** Cine Centro, Covilhã - Auditorium do Centro da Juventude, Faro • **SPAIN** Savoy, Barcelona - Cervantes, Peñaroya-Pueblonuevo - Alameda Multicines, Sevilla - Alcampo Multicines, Sevilla - Multicines Los Arcos, Sevilla - Cinema Retiro, Sitges • **SWEDEN** Mynlet, Avesta - Brösarps Bio, Brösarps - Draken, Göteborg - Bio Vision, Höör - Arenan, Karlstad - Saga Bio, Kungsbacka - Nacka Bio, Nacka - Vågen, Skärholmen - Sollentuna Bio, Sollentuna - Kvartersbion, Stockholm - Röda Rummet, Tomelilla - Filmstaden Umeå, Umeå - Fontänen, Vällingby • **UNITED KINGDOM** Duke of York's, Brighton - Theatre Mwdan, Cardigan - The Curzon, Clevedon - David Lean Cinema, Croydon - Metro Cinema, Derby - Guildhall Arts Centre, Gloucester - Phoenix Arts Centre, Leicester - Forum Cinema, Northampton - MacRobert Arts Centre, Stirling - Wellesley Theatre, Wellington

tor merits a few brief comments. Whilst the figures shown in Ecu for Europe (5,20 Ecu), the United States (4,08 Ecu) and Australia (4,23 Ecu) appear to be basically aligned with one another, the figure for Japan is almost double and touching on 9 Ecu. A closer analysis of these figures should be made, however, taking into account the buying power on each market (according to the indices of PPP supplied by the OCED in relation to the US dollar). On applying this indicator, and taking the average price in the US as being equal to 1, the cost per ticket for Europe is around 20% higher and thus equal to 1,21; for Australia the cost to the spectator is 1,26 (thus slightly higher compared to Europe), whilst the ticket for a Japanese theatre is equal to 1,76 and therefore still the most expensive in the end.

Paola Bertinotti

## National film production (incl. co-productions)

	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998
A	14	15	14	14	26	24*	19	15	10	.
B	13*	9*	9*	20	23	21	25	24	25	21*
CH	31	32	31	36	34	37	37	41	29	43*
D	68	48	72	63	67	60	63	64	76	70
DK	16	13	11	10	11	14	13	20	16	18
E	48	47	64	52	54	44	59	91	80	65
F	136	146	156	155	152	115	141	134	163	183
FIN	10	13	12	10	13	11	8	11	10	9
GR	10	13	15	14	18	25	17	20	16	16
I	117	119	129	127	106	95	75	99	87	92
IRL	4	6	3	2	18	18	22	18	16	17
IS	2	2	1	5	2	2	7	2	4	2
L	2	1	3	1	1	-	-	5	4	10
N	10	10	9	10	10	13	17	24	18	15
NL	14	15	14	14	26	24	19	18	13*	22
P	7	9	9	8	16	9	18	8	11	14
S	26	25	27	20	26	27	19	19	29	20*
UK	30	60	59	47	69	84	78	121	114*	91
USA	349	346	336	324	459	572	631	735	767	686
Japan	255	239	230	240	238	251	289	278	278	249
Hong Kong	.	121	125	138	234	190	154	116	94	92
Australia	37	24	27	29	25	31	20	31	39	41

\* Number of domestic films released in the year.

1989-1997 figures: "European Cinema Yearbook - 1998 edition" (<http://www.mediasalles.it>). 1998 data is provisional. Data may be reproduced on condition the source is mentioned.

## 4<sup>th</sup> annual meeting of exhibitors belonging to the Euro Kids Network: Como 15-17 October '99



This is the fourth annual meeting of the exhibitors belonging to Euro Kids Network, the circuit that supports and links theatres committed to scheduling films for children and young people, concentrating in particular on European productions. At present the circuit includes 337 screens, distributed throughout 16 European countries.

The meeting, planned as an opportunity for exhibitors to acquire know-how and compare experiences, will again be held this year at Kid Screen, the international cinema event for children's cinema and media education, organised by the ECFA (European Children's Film Academy) in close co-operation with the Regional Authorities for Lombardia.

The theme chosen for Kid Screen 1999, "Violence on the Screen", by which is meant not only the cinema screen but also video, TV, computers and videogames, encourages both professionals in the industry and educators to reflect on the content and messages that are passed on to young audiences through images.

In addition to the sessions offered by Kid Screen on the theme of violence, exhibitors belonging to "Euro Kids Network" will take part in a specific programme: the

initiatives planned especially for them aim to bring out and develop the ability of the theatres to act as centres of activity and to promote European films amongst younger audiences. To this end, exhibitors will receive information on the more significant activities carried out in different countries. With the aim of helping one another pick out European films specifically aimed at children and young audiences, exhibitors will also indicate those titles which they judge, on the basis of their own experience, to be the most suitable for international distribution. These films will be subject to a vote to decide which are to be awarded the "Euro Kids Network Prize". This new initiative is one of the tools used by MEDIA Salles with the aim of drawing the attention of the industry and of European institutions to the necessity for increasing the production and distribution of films for children and young people. This theme will also be dealt with specifically in a seminar, during which exhibitors will exchange views with distributors, international sales agents and organisers of film festivals for young audiences. The objective is to create increasingly systematic and developed co-ordination between those who are involved in the distribution of films for young people - a product too often ne-

glected in traditional distribution patterns. To help exhibitors in their programming, films and trailers of films for young people will be presented and there will be a demonstration of the MEDIA Salles' "European Cinema On-line Database" on the Internet. Launched in order to facilitate contacts between operators in this sector, the database provides an overview of the European film industry, presenting the most recent films and their producers, distributors and overseas sales agents, as well as the cinemas and exhibiting companies that operate in Europe. The database can be accessed through the MEDIA Salles web-site at <http://www.mediasalles.it> and now includes 4 000 titles, of which around 800 are for children and young people, as well as 9 000 companies.

The annual meeting will be rounded off by the presentation of the results of a survey carried out in Euro Kids Network theatres on the relationship between young people and the cinema in Europe. Begun in 1996, the year in which the circuit was founded, this study is based on data collected by means of questionnaires distributed in Euro Kids Network theatres in Italy and abroad, which have acted as a vehicle for replies by over 5 000 youngsters in the last six months alone.