

## Cinema Business in Norway

Fathia Yusuf\*

\*Nord University, Bodø, Norway<sup>1</sup>

In 2020 and 2021 Cinema admissions in Norway more than halved compared to previous years. Where in 2019 and 2018 more than 11 million admissions were registered. While in 2020 and 2021 less than 5,7 million visitors to the cinema was registered. With a population of 5.408 million as of 2021 the number of admissions to cinemas have always been double before 2020 and 2021(Figure 1).

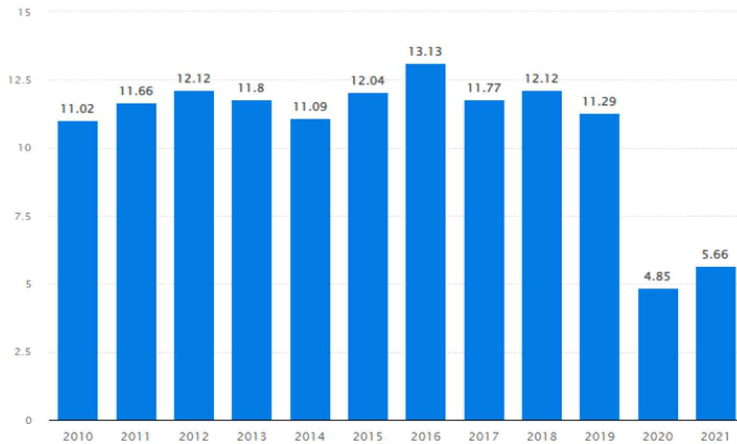


Figure 1. Number of admissions in millions since 2010 until 2021.(Source: Statista, 2022)

There are 4 major cinema chains in Norway. Namely, ODEON, Nordisk Film Kino, Kinoalliansen and KinoNor. With ODEON and Nordisk Film Kino dominating the cinema market and KinoNor with least market share. In 2021 ODEON cinema

1 E-mail: Fathia.Salad@outlook.com

chains had a market share more than 30 percent, and Nordisk Film Kino cinema chains had 24.2 percent. While Kinoalliansen had a market share of 16.3 percent. Lastly KinoNor had a market share of 13.9 percent coming last after cinemas that do not belong to any chains with a market share of 15.5 percent(Figure 2).

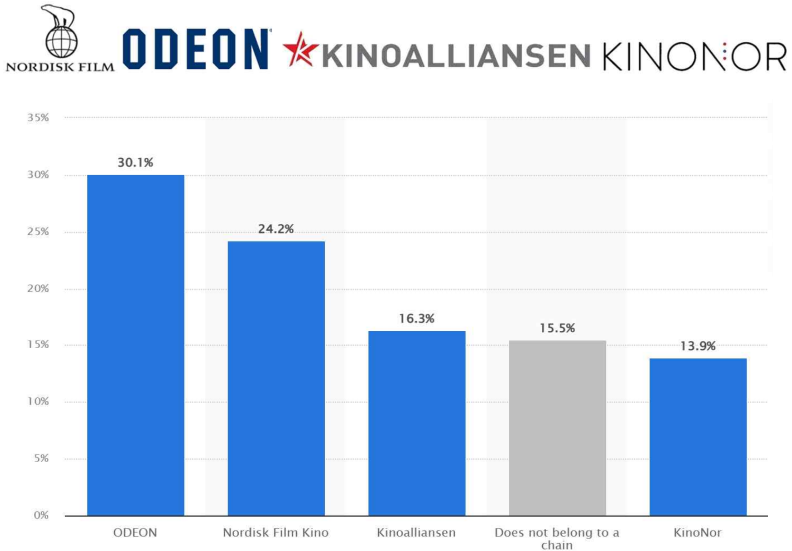


Figure 2. Market Share of Cinema Chain in Norway 2021  
(Source: Statista)

ODEON Cinema Chain which is the largest market share holder is mostly based in the capital and the areas around which is east of Norway. The chain is also based in the third largest city in Norway which is Stavanger and is in West of Norway. Nordisk Film Cinema Chain second largest market share holder is based in almost all the cities mentioned above except for Stavanger. It is also based in some areas in South Norway and the second largest city named Bergen. Kinoalliansen is based mostly in central Norway and some in north and east Norway. KinoNor in it is name it is mostly based in the Nord of Norway. In cities like Tronsø, Narvik and Alta.

The market share is based on the number of cinema admissions in cinemas. ODEON had 1.7 million visitors while Nordisk Film Kino had 1.3 million admissions in 2020. With overall only 5.66 million visitors recorded in 2020. Having recorded high numbers of 11 million visitors in previous years the market was hit hard by the Corona virus. But have since 2021 being taking measures to recover and register higher admissions in coming years.

In 2021 spending on cinema advertising in Norway was 120 million Norwegian Kroner. But in 2019 it was around 222 million Norwegian kroners. Showing a decline of 46 percent between 2019 and 2021 which is only 2 years. This being the results of the global pandemic known as Covid 19, which have challenges economies all over the world.

Looking at number from Statista it is especially the youngest people in Norway that tended to go to the cinema most. Between the age 13 and 15 over 90 percent have reported to going to the cinema at least once a year. While only one third of the people between 67 to 79 years have reported to visiting the cinema ones a year. Generally, children under the age of 12 are not allowed to visit the cinemas alone and must have their guardian with them. If the age limit on the movie is under 12 years old, then children under 12 years old can go watch the film by themselves. But it is not often a common thing to happen.

Table is from Statista with information of annual cinema reach in Norway from 2018 until 2021, by age group(Figure 3). Dark blue colour is the age group 9-12 years old, Black is age group 13-15, Grey is age group 16-19, Red is age group 20-24, Green is age group 25-34, Orange is age group 35-44, Dark purple is age group 45-54, Light purple is age group 55-66 and lastly Light blue is the age group 67-79 years old. The second largest cinema chain Nordisk Film founded by the entrepreneur Ole Olsen in 1906. As mentioned, is based in many cities in Norway with one of them being the summer city Kristiansand known as KinoSør As.

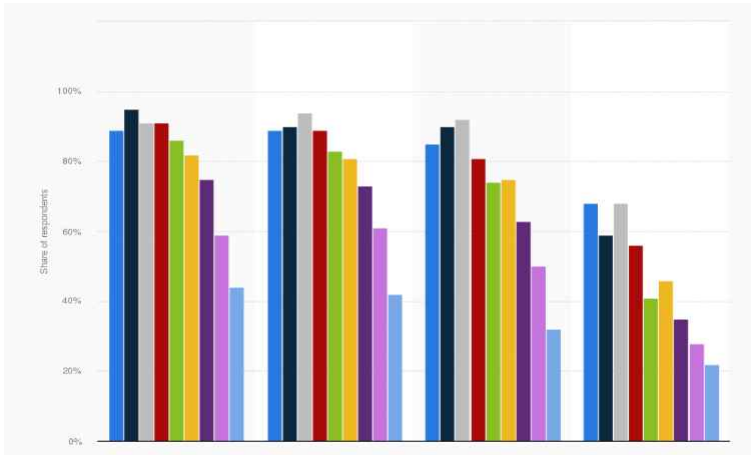


Figure 3. Annual Cinema Reach in Norway from 2018 to 2021

Nordisk Film cinema chain shares ownership of KinoSør As with Kristiansand Kino Holdings As which is 100% owned by the Kristiansand municipality. Nordisk Film has an ownership of 49% while Kristiansand Kino Holdings have an ownership of 51%. With a population of 113 737 citizens as of January 1st, 2022. Where was registered 282 159 cinema visitors in 2019. Taking the 7th place in ranking of cinemas in Norway according to number of admissions.

The Kristiansand Cinema - KinoSør offers great activities and deals to engage the public in watching stunning cinematography. One of the most beloved and well-known events is the ‘Kristiansand international children film festival’. Which is aimed at children between the ages of 3-18. Which also encourages children’s engagement in film and script making, through workshop stand during the week of “Kristiansand International Children Film Festival”.

This festival remains one of the largest and most influential festivals in Norway and brings in a total viewership of around 13,000-15,000 (the Norwegian Film Institute). It is also offering cinema tickets up to 50% of during this week, with a lot of children movie options for the children. It also has similar offer

for older children, but with less offer compared to the Children younger than 15 years old.



Figure 4. Kristiansand  
International Children's Film  
Festival logo

The government also offers subsidies for families with difficult economies, offering them Cinema tickets and snacks. Where they can take their children to the cinema, freely choose a movie, and use those tickets and buy them snacks for the movie from the subsidies offered by the government. Which is also something the families can use during the week “Kristiansand International Children Film Festival”(Figure 4).

Lastly the Norwegian government facilitates a range of grants aimed at facing the challenges experienced by the cinematographers. Some of the grants include increasing the diversity and range of high-quality films available throughout the country and encouraging the creation of a strong and sustainable industry. The Norwegian film institute (NFI) works within the frameworks established by the minister, to achieve the government film policy. The NFI administers the incentive scheme to films and series production and promotes Norwegian film production through international film festivals (Like Kristiansand International Children Film Festival), trade forums, funding forums and sales markets. Furthermore, the NFI uses seminars, courses, and workshops to further foster the growth and development of the interest in audio visual industry of Norway. This bringing out the Cinematic culture in Norway.

The Cinema market in Norway is not the largest with only a population of 5 million in Norway. It is also dominated by two large cinema chains ODEON and Nordisk Film with competitors like Kinoalliansen and KinoNor. But it brought in before the corona a viewership doubles the size of the country's population. It needs more development in bring high-quality screens, like screen X and 4DX everywhere in Norway but it is something the government is funding, and The Norwegian Film Institute is working on. For the future ODEON cinema Chains seems to keep it is leadership in the market but will have hard competition from Nordisk Film cinema chains.

## References

Navarro, J. G. (2022, August 24). Annual cinema reach in Norway 2018-2021, by age group. Statista. <https://www.statista.com/statistics/642812/share-of-individuals-visitin-g-the-cinema-in-norway-by-age-group/>

Guttman, A. (2022, June 13). Cinema advertising spending in Norway 2009-202. Statista. <https://www.statista.com/statistics/973430/net-cinema-advertising-revenue-in-norway/>

Navarro, J. G. (2022, October 7). Market share of cinema chains in Norway 2021, based on attendance. Statista from <https://www.statista.com/statistics/663518/market-share-of-cinema-chains-in-norway/>

Navarro, J. G. (2022, October 10). Number of cinema admission in Norway 2010-2021. Statista, <https://www.statista.com/statistics/440820/cinema-admissions-in-norway/>

Film and gaming policy. (2022, December 13). Government.no. <https://www.regjeringen.no/en/topics/culture-sports-and-non-profit-work/film-og-medier/innsiktsartikler/film-and-gaming-policy/id2001335/>