

# Facts and figures 2022

## Contact

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# In brief

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## Part 1: General consumer and market trends

- › Continued digital shift – film consumption, markets and actors are changing rapidly.
- › Streaming continues to grow in reach and revenue.
- › The shift to digital even stronger when it comes to new Swedish films.

## Part 2: Cinemas

- › Cinemas have not recovered after the pandemic – the Swedish market is the weakest in the Nordics.
- › Low domestic market share and few audience hits in Sweden compared to the rest of the Nordic region.
- › Ticket prices in Sweden are high, but price growth slowed in 2022.

## Part 3: Streaming services

- › The number of Swedish films on VOD is increasing sharply, especially on international SVOD services, such as Disney+ and HBO Max.
- › Swedish films' share of what is on offer is highest on Swedish services such as C More, TV4 Play and SVT Play.

## Part 4: Film export

- › Increased interest in Swedish film abroad.
- › Triangle of Sadness was the best-selling film internationally 2022.

## Part 5: Production

- › The production of and investments in Swedish film is back at the same level as before the pandemic.
- › Swedish feature film budgets increased in 2022.
- › Streaming services mainly invest in films without support from the Swedish Film Institute.

## Part 6: Gender Equality

- › Equal gender distribution in key roles behind 2022's feature-length fiction films and documentaries.
- › High proportion of women in key roles behind short documentaries in 2022.

# GLOSSARY

## **VOD**

Video on demand; digital video distributed at the viewer's request.

## **SVOD**

Subscription-based video on demand.

## **TVOD**

Transactional video on demand; content offered on a pay-per-view basis, either to rent or to buy.

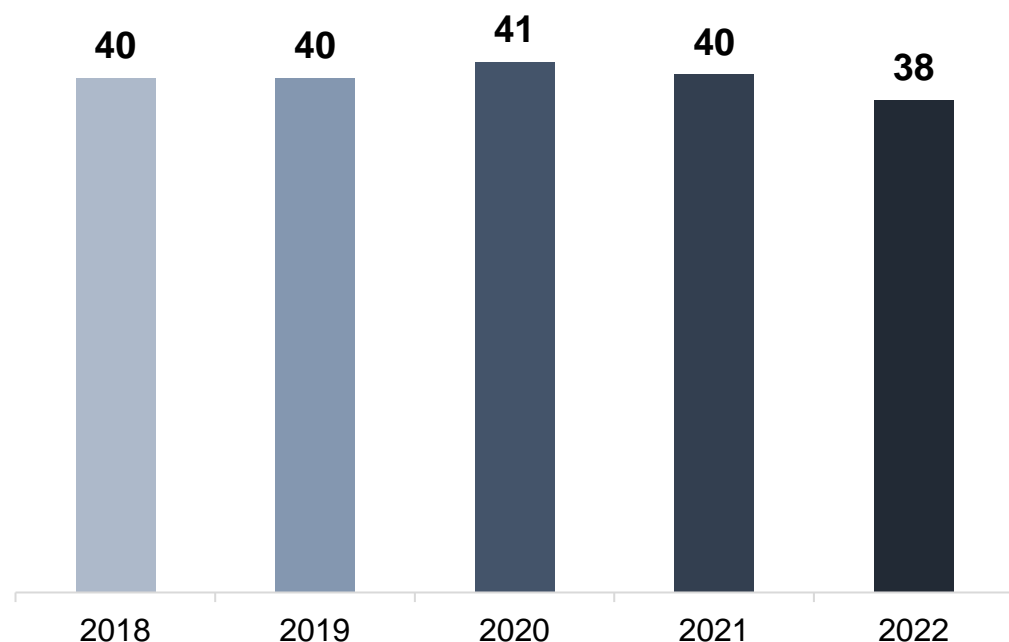
## **FVOD/AVOD**

Free/advertising-based video on demand.

**Continued digital shift – film consumption, markets and actors are changing rapidly**

# Film viewing decreased in 2022

Total film viewing in Sweden (number of films per person) 2018–2022

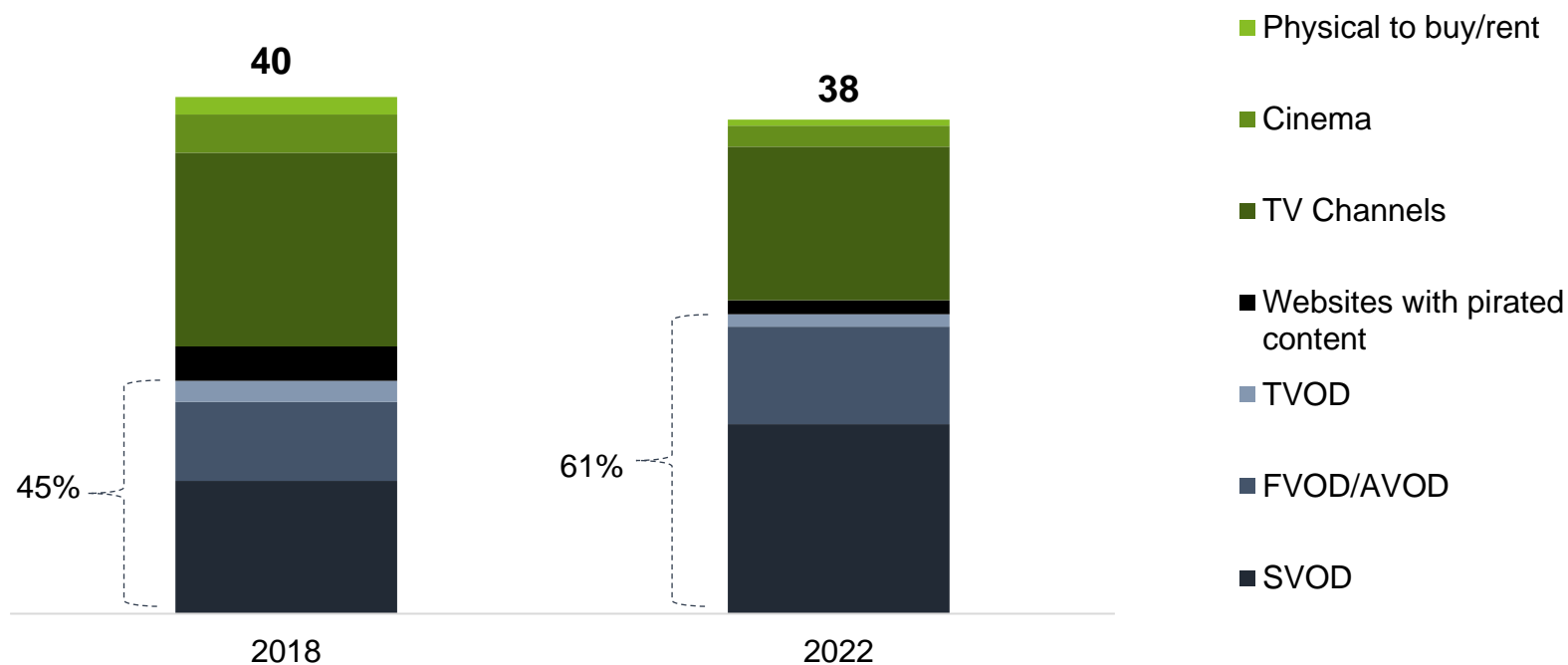


After several years of stable film viewing, even during the pandemic, a break in the trend occurred in 2022. Movie viewing decreased by two movies per person and year, which means about 20 million fewer movies watched overall.

The decline in film viewing was most noticeable in the 15-20 age group. It occurred mainly on SVOD, as well as on TV and FVOD/AVOD.

# Consumption is moving to digital services

Total film viewing in Sweden (films per person) per channel 2018-2022

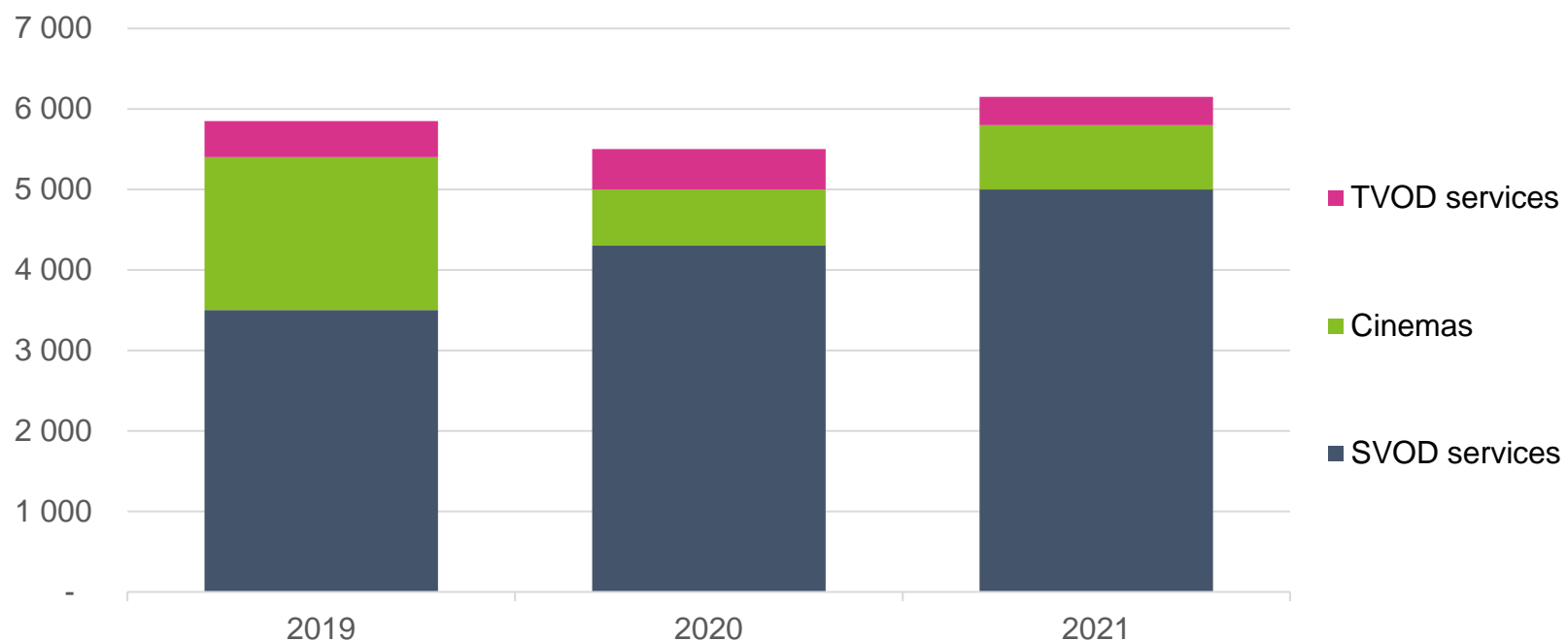


Over the past five years, digital services' share of film consumption has increased significantly.

Above all, SVOD and FVOD/AVOD have increased.

# Consumer revenue follows new behaviors

**Illustrative:** Estimated total consumer revenue in Sweden 2019-2021 (MSEK)

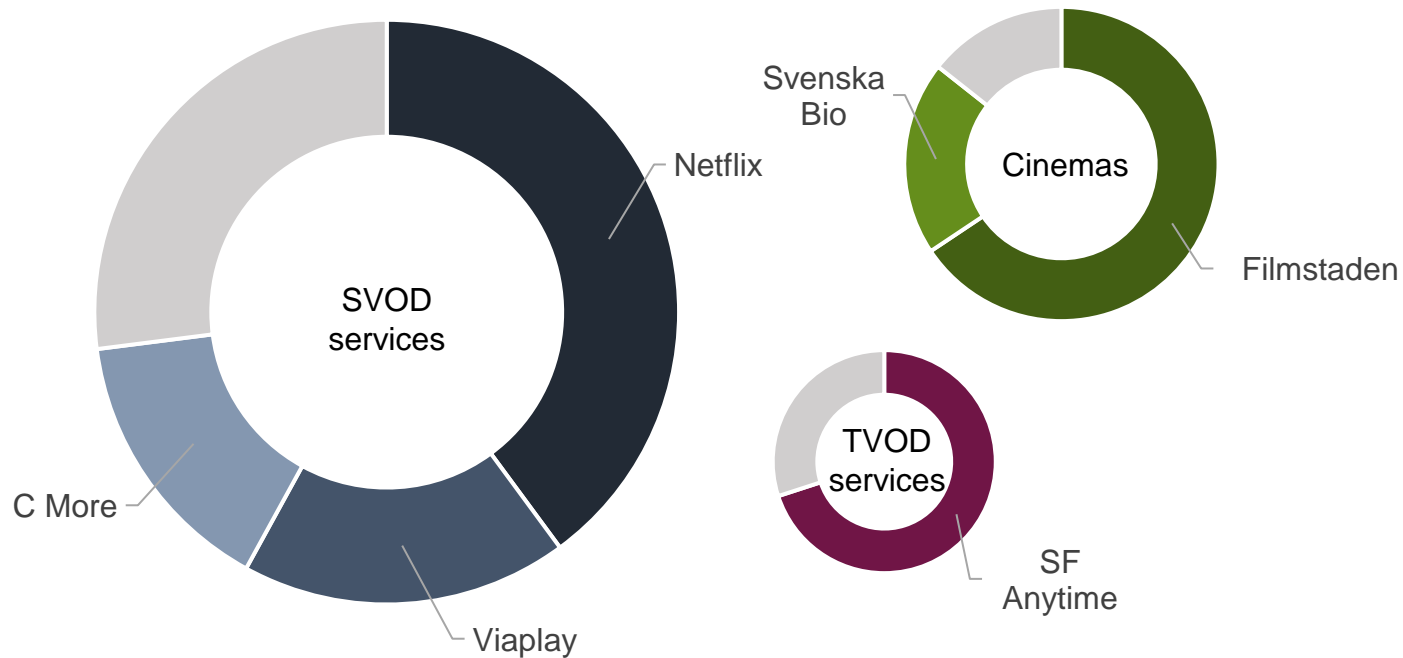


SVOD services continue to grow, in Sweden as well as in the rest of the EU, driven by the pandemic and the launch of new services (e.g., Disney+)

*Estimate based on Company reports, MMS, Biografägareförbundet*

# Market dynamics differ between segments

**Illustrative:** Estimated market shares for major players per segment in 2021



SVOD constitutes the largest segment of film exhibitors and at the same time shows the lowest degree of market concentration compared to cinemas and TVOD services.

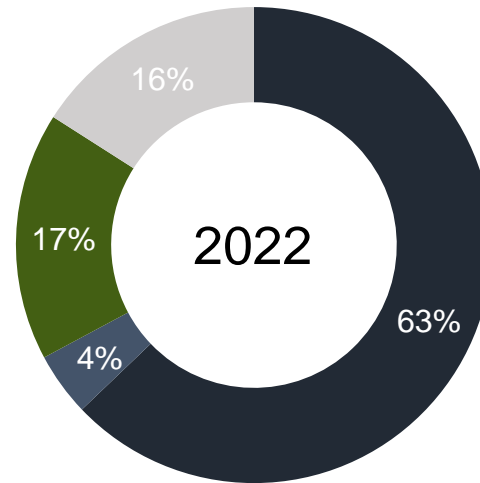
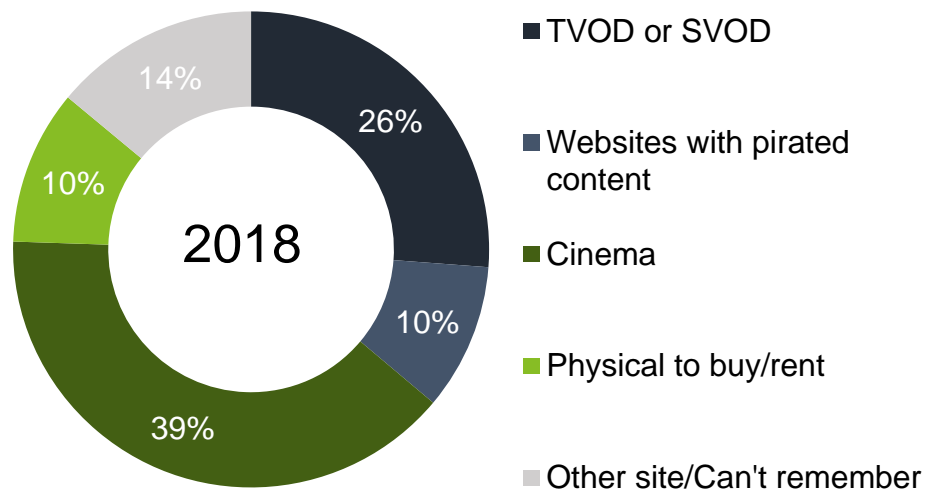
The market dominance of the leading players is greatest in the cinema segment with over 80 percent market share for the two leading cinema owners.

In the TVOD segment, local player SF Anytime has a leading role and an estimated large market share.



# The shift to digital even stronger when it comes to new Swedish films

Viewing site for new Swedish films in 2018 and 2022



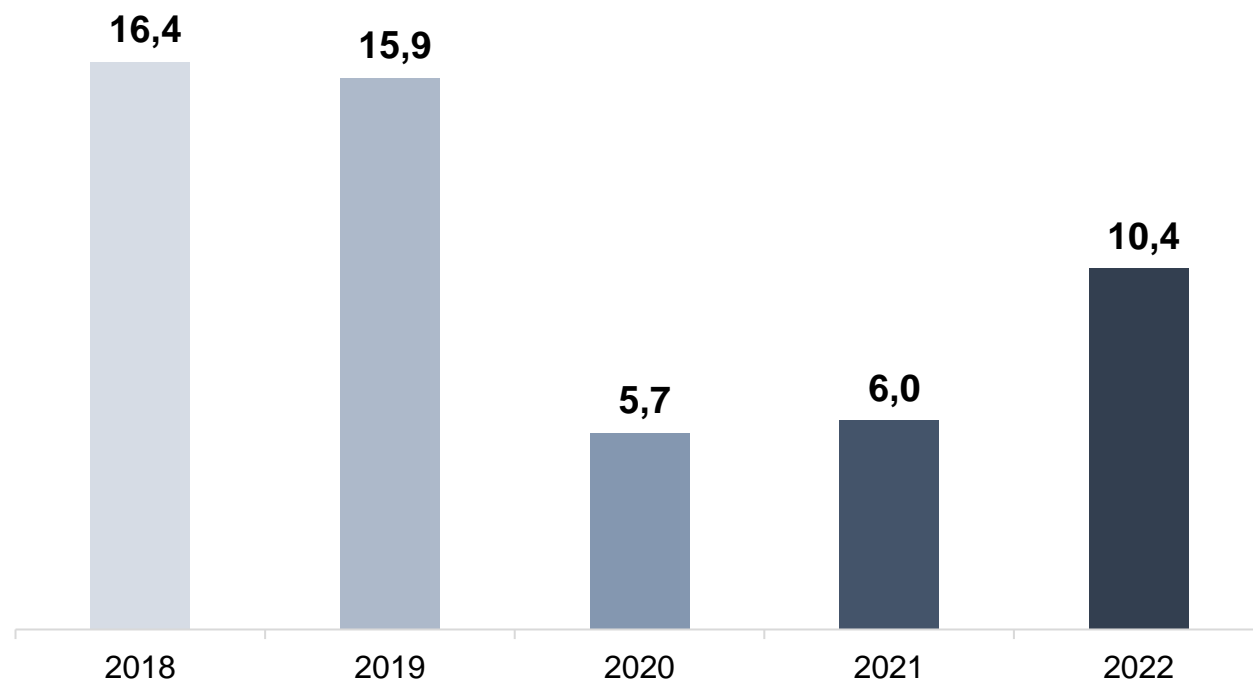
The shift to digital services is more clearly visible in the consumption of new films than in film viewing in general. For new Swedish films, the cinema's share of viewing has decreased sharply.

Of the titles surveyed in 2022, approximately 20 percent had a VOD-only first release.

**Cinemas have not recovered after the pandemic – the Swedish market is the weakest in the Nordics**

# Cinema attendance in 2022 ~35% below the 2019 level

Total number of cinema admissions in Sweden (millions) 2018–2022



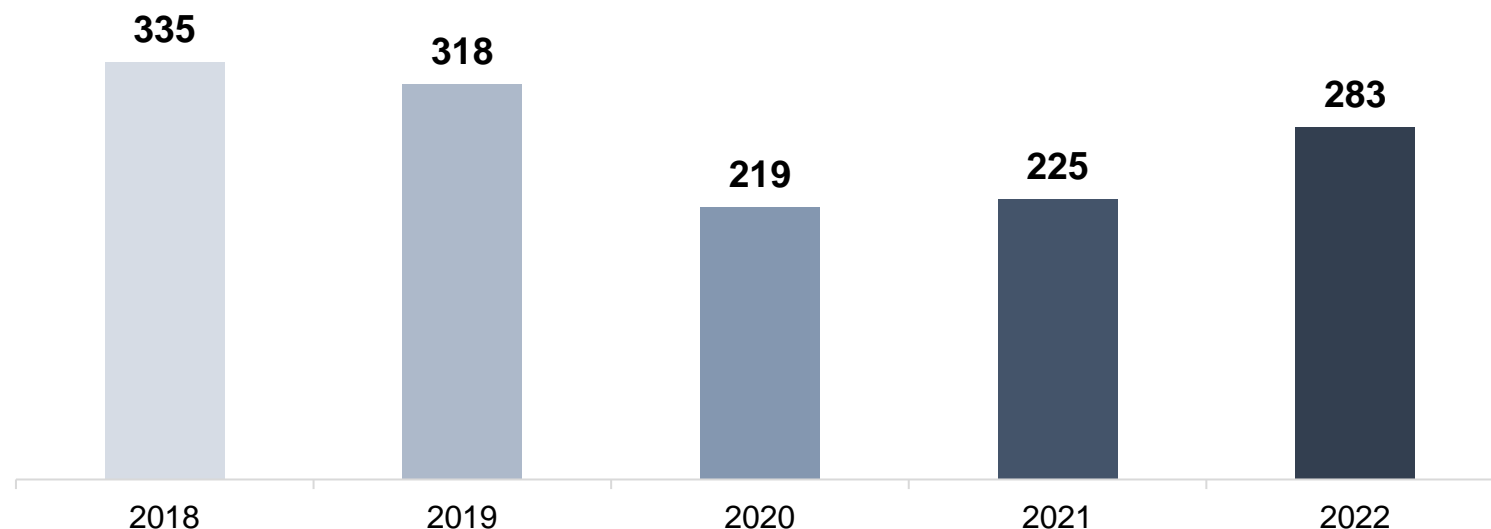
The pandemic caused, from a historical perspective, the largest annual decline in the number of cinema admissions since the measurements began in 1963.

Even though the restrictions had ended, cinema admissions during Q2–Q4 2022 were on average 27 percent lower compared to the corresponding quarters in 2019.

Before the pandemic, the Swedish cinema market was characterized by stability. Average admissions between 1996 and 2019 were approximately 16 million annually.

# The number of cinema releases increased in 2022

Total number of feature film cinema releases 2018–2022

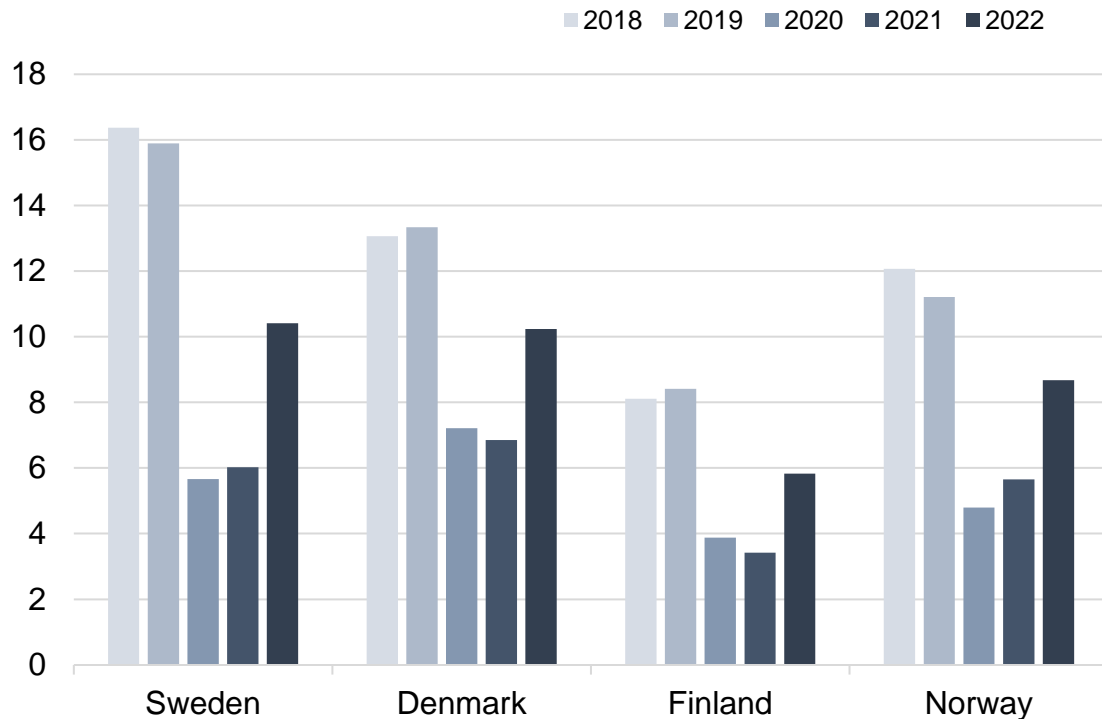


The number of films with a cinema release increased significantly in 2022 compared to 2021 and at the end of the year was almost at the same level as in the years before the pandemic. However, the film supply was still partially affected by the pandemic, with fewer American blockbusters.

The most watched films in Swedish cinemas in 2022 were *Top Gun: Maverick* (732,000 admissions), *Minions: The Rise of Gru* (654,000) and *Avatar: The Way of Water* (524,000).

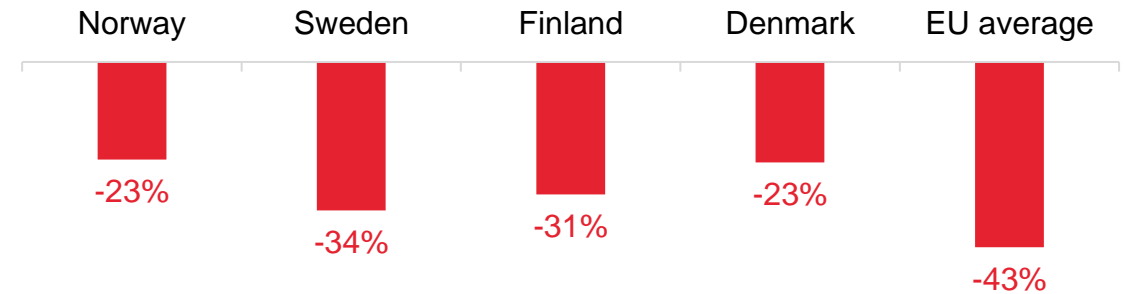
# Sweden was most affected by the pandemic in the Nordics

Total number of cinema admissions in the Nordics (millions) 2018–2022



Data from EAO

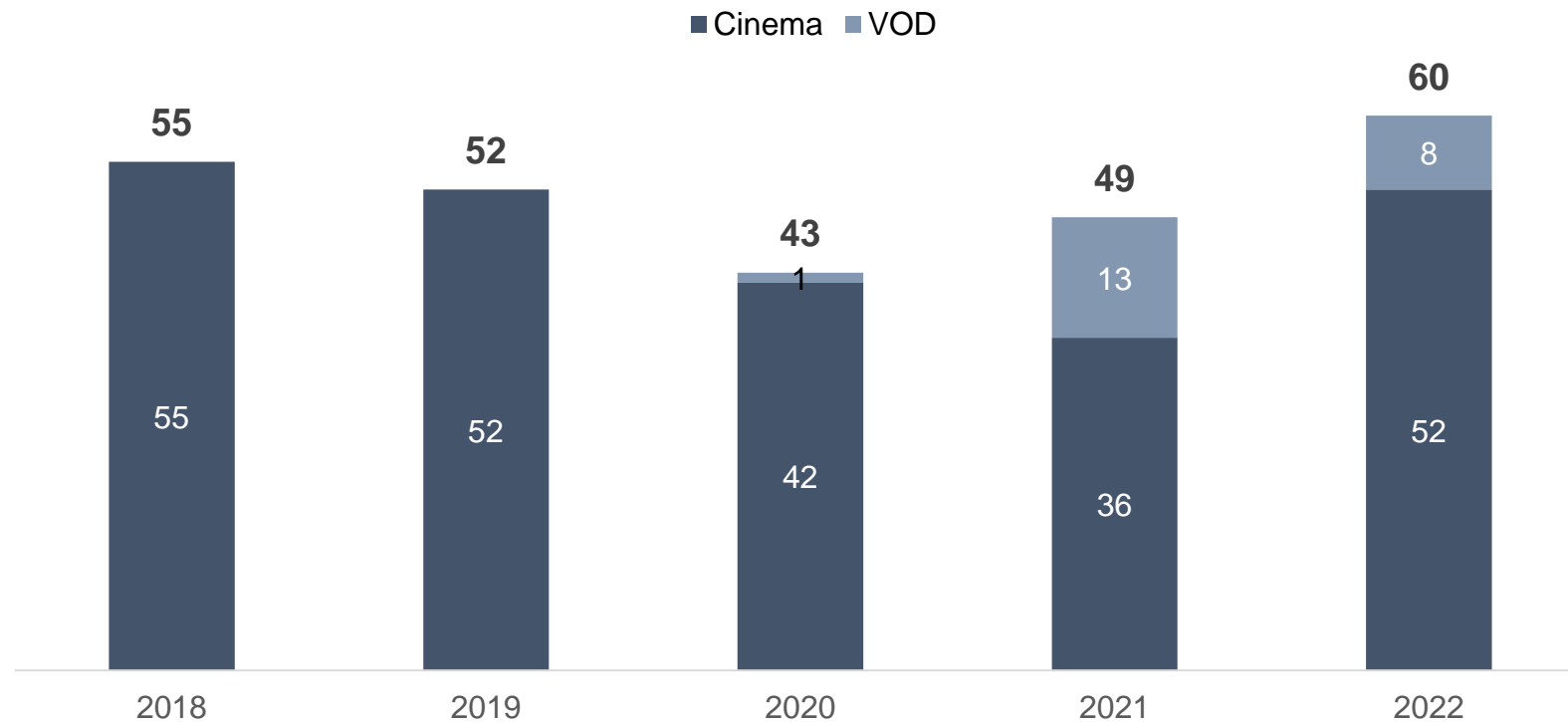
Difference cinema admissions 2022 v. 2019



Sweden had the largest decline in cinema admissions in the Nordics in the beginning of the pandemic. Cinema admissions in Sweden dropped by 64% between 2020 and 2019. This substantial decrease puts Swedish cinema admissions in 2022 at the lowest level in the Nordic region in relation to 2019. However, admissions in Sweden as well as across the other Nordic countries show a smaller decline between 2022 and 2019 compared to the EU average.

# Number of Swedish film releases on par with 2019

Number of Swedish feature film releases 2018–2022

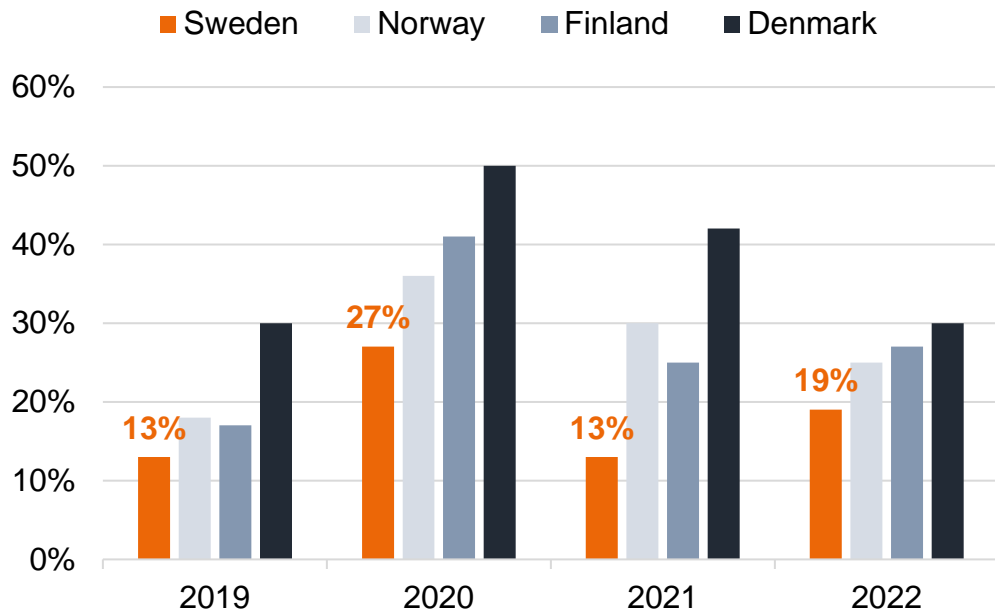


The number of Swedish films released in cinemas increased and was in 2022 on par with the number of releases in 2019.

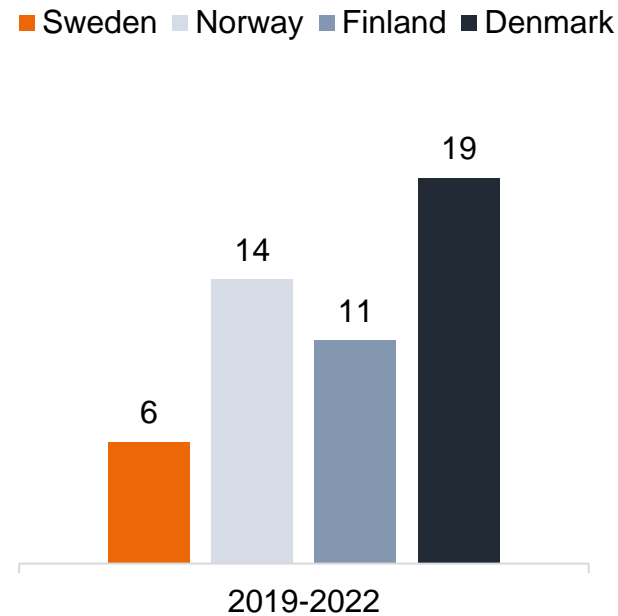
Although the number of VOD-first releases decreased slightly, the total number of new releases was higher compared to previous years.

# Swedish market share increased in 2022, but is still the lowest in the Nordics

Domestic film cinema market shares 2019-2022



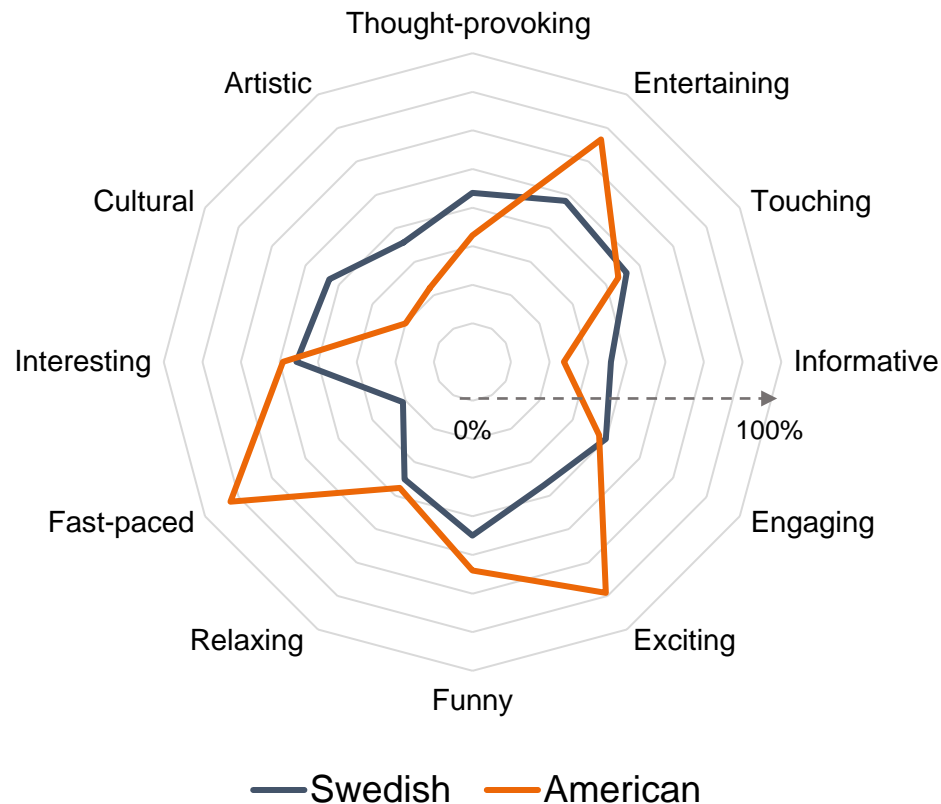
Number of domestic films among the top 10 in cinemas 2019-2022



Sweden has had a lower market share for domestic films compared to the other Nordic countries during the last four years. Sweden has also had fewer domestic films among the top ten most watched films in cinemas compared to the other Nordic countries.

# The audience's perception of Swedish and American film differs

What do Swedes think of Swedish and American films?



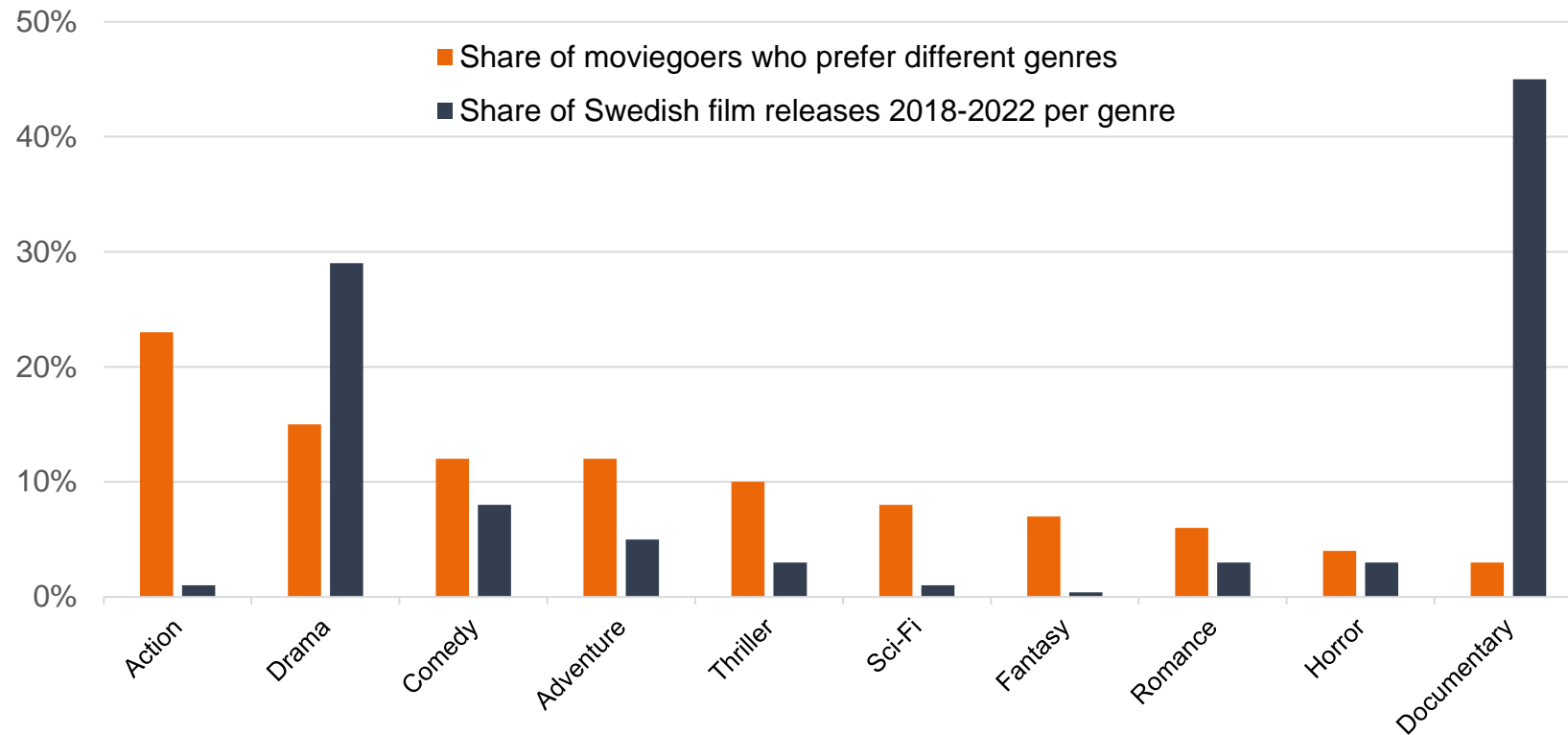
The most watched Swedish films in cinemas in 2022 were *I Am Zlatan* (233,000 admissions), *Länge leve Bonusfamiljen* (197,000) and *LasseMaja's Detective Agency – Skorpionens gåta* (193,000).

American films account for most cinema admissions in Sweden. A possible explanation for the relatively low Swedish market share is that the audience perceives Swedish films as less entertaining, exciting and fast-paced than American films.



# Swedish films are often dramas or documentaries

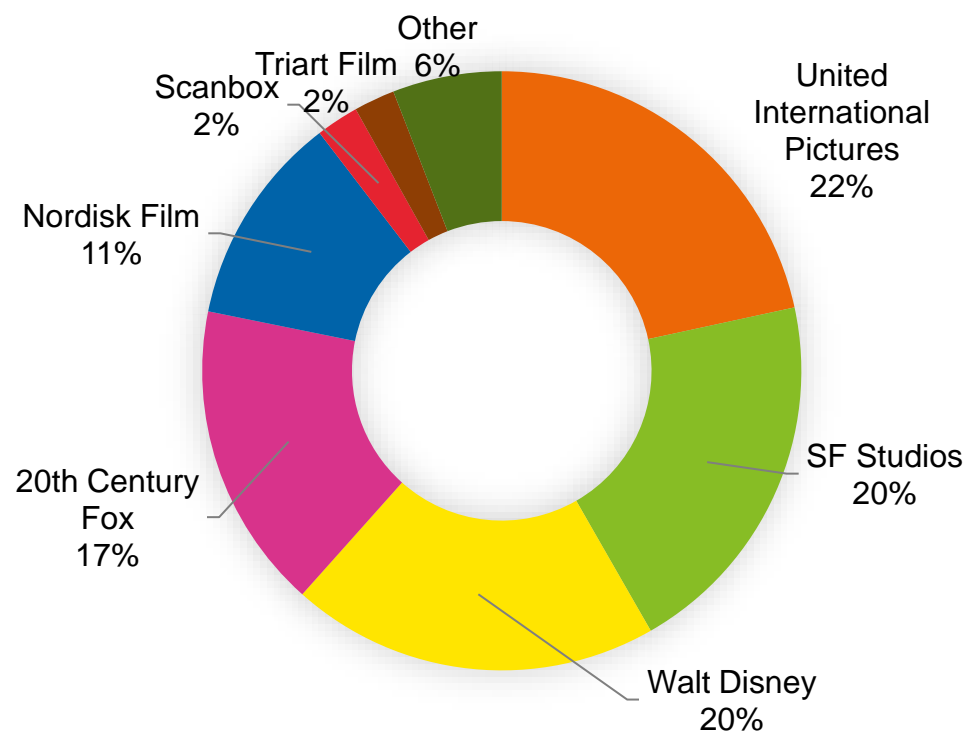
The supply of Swedish films compared to audience demand



The distribution of Swedish films across different genres stands out as skewed when compared to the cinema audience's demand. The number of film releases within the drama and documentary genres is very large in relation to the audience's preferences. Within the horror genre, the supply is almost on par with the interest, but for all other genres the supply is at a lower level than the demand.

# American distributors dominate the Swedish cinema market

Cinema admissions per distributor 2017-2021\*



American distributors account for approximately 60 percent of the Swedish cinema market. This might explain why American films account for a large proportion of cinema admissions.

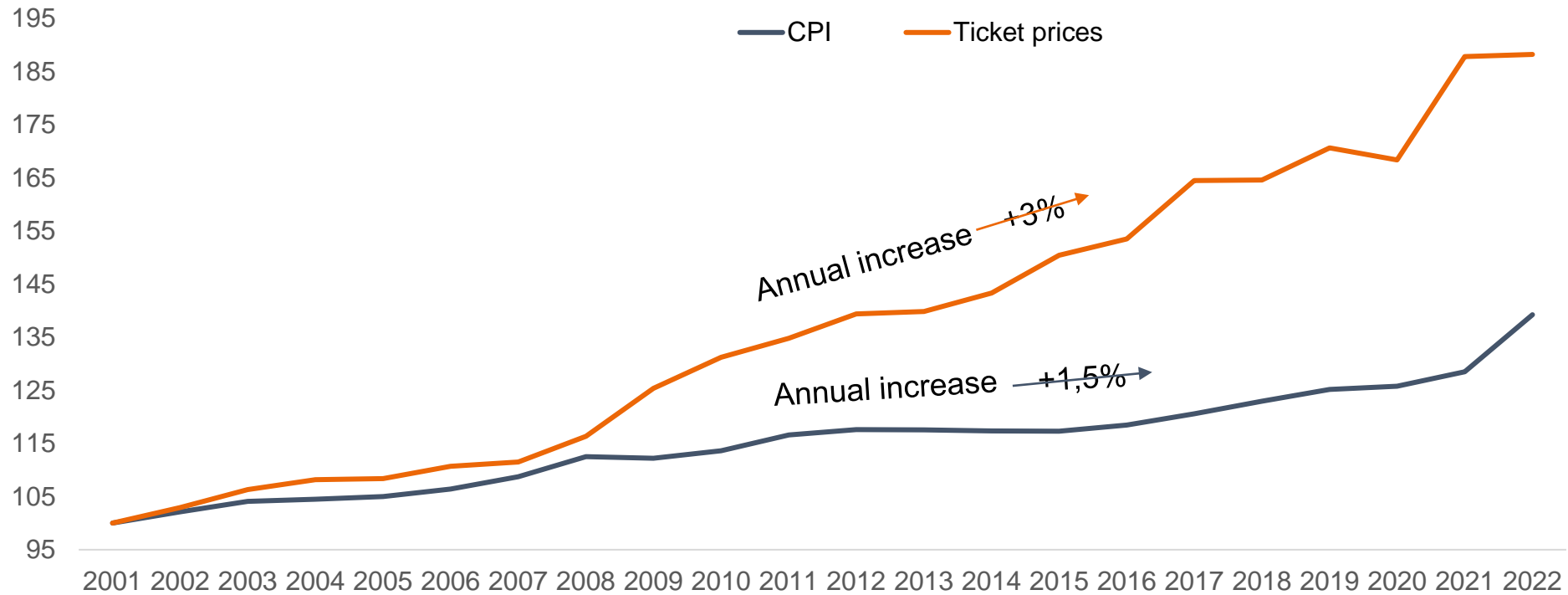
In terms of local companies, SF Studios and Nordisk Film are the biggest. These are also the largest in terms of the number of cinema tickets sold for Swedish films.

Data from Distributors.

\*Feature films with cinema releases 2017-2021.

# Ticket prices have increased 2x faster than the CPI in the last 20 years

Evolution of cinema ticket prices in Sweden compared to CPI 2001-2022 (index 100)

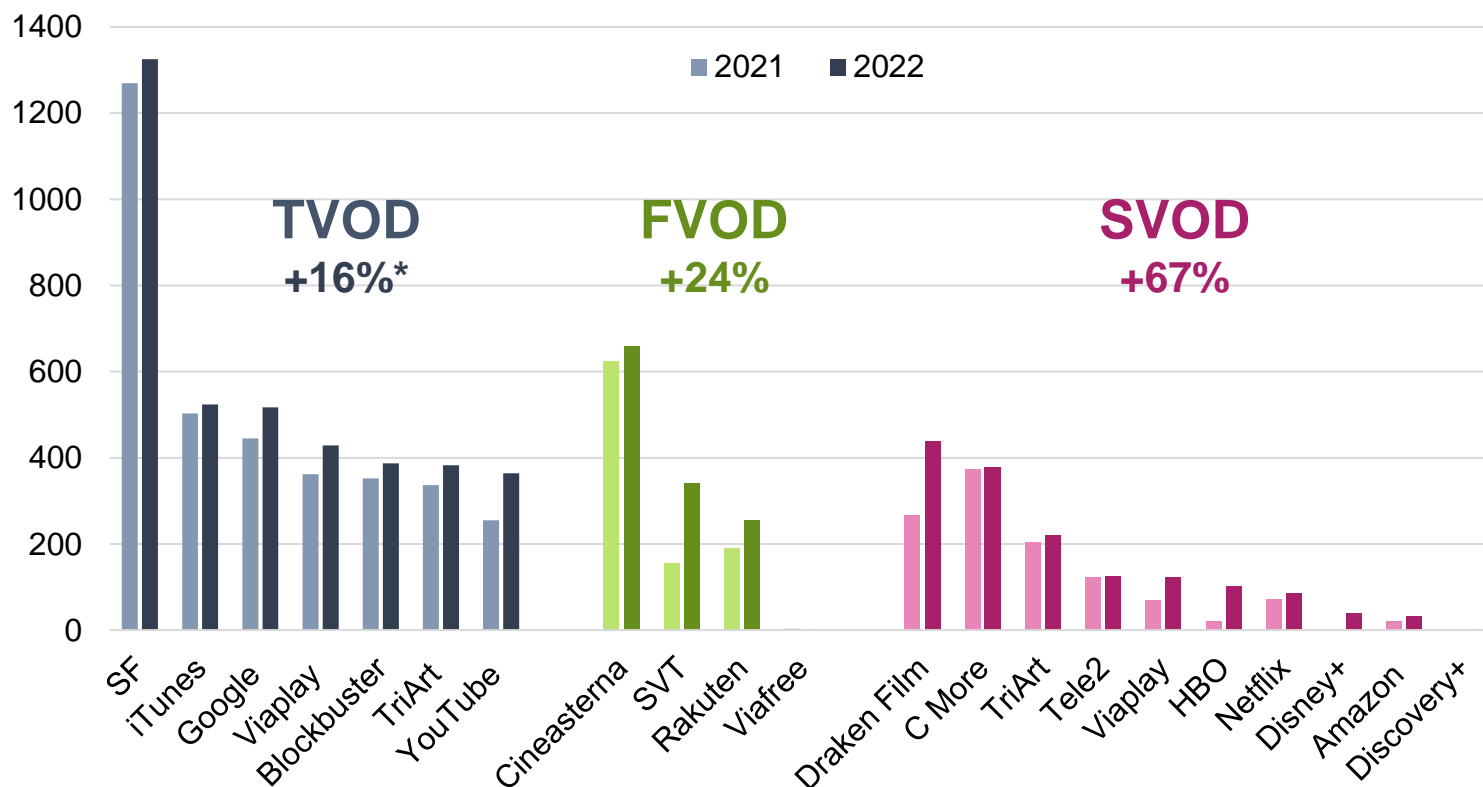


Swedish cinema ticket prices have increased on average by 3 percent per year since 2008, which is a much higher rate compared to the general increase in consumer prices (CPI). However, the price increase slowed in 2022, while the CPI clearly increased.

**The number of Swedish films on VOD is increasing sharply, especially on international VOD services**

# Increase of Swedish films on VOD between 2021 and 2022

The number of Swedish films on VOD services in 2021 and 2022



The supply of Swedish films on VOD services operating in Sweden increased by 19 percent in 2022 compared to 2021.

TVOD services together account for the largest number of Swedish films. The supply of Swedish films on TVOD has increased by 16 percent compared to 2021.

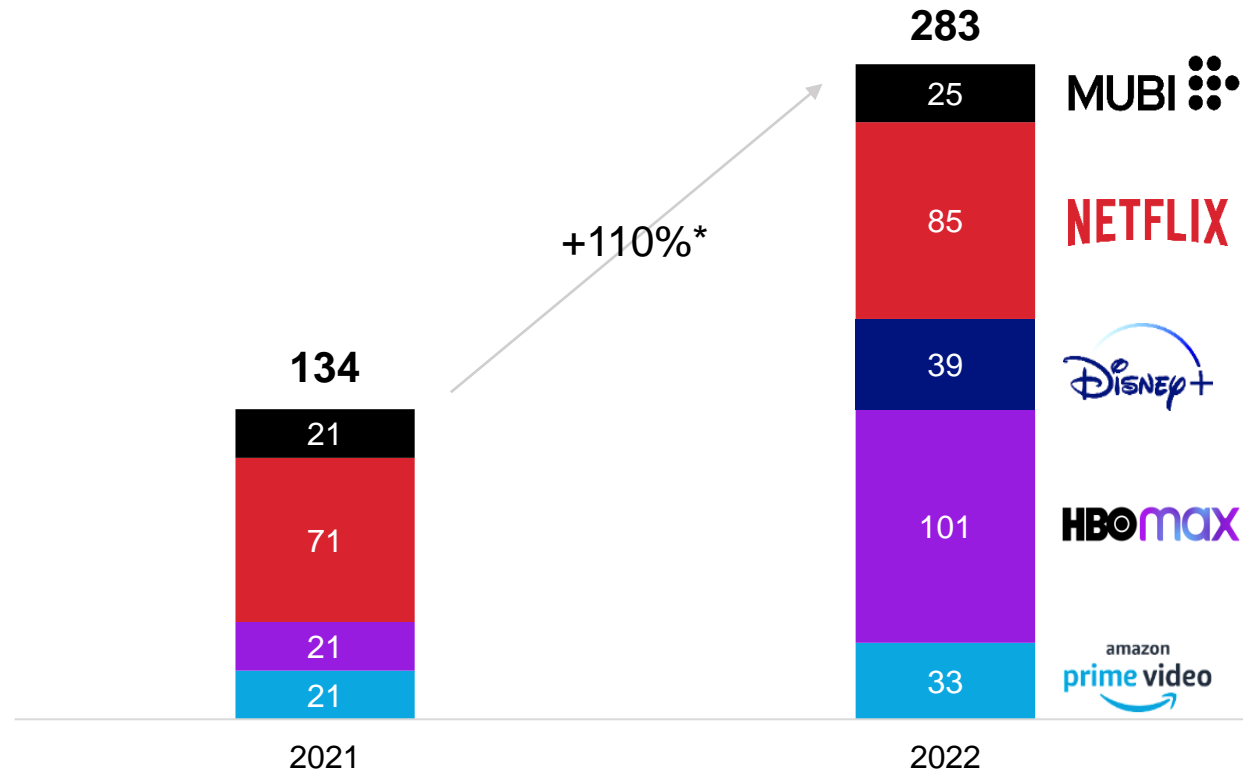
SVOD services however show the largest increase in Swedish films between 2021 and 2022 (67 percent).

Playpilot/Gravity

\*Percentage increase in 2022 compared to 2021.

# Sharp increase of Swedish films on international SVOD services

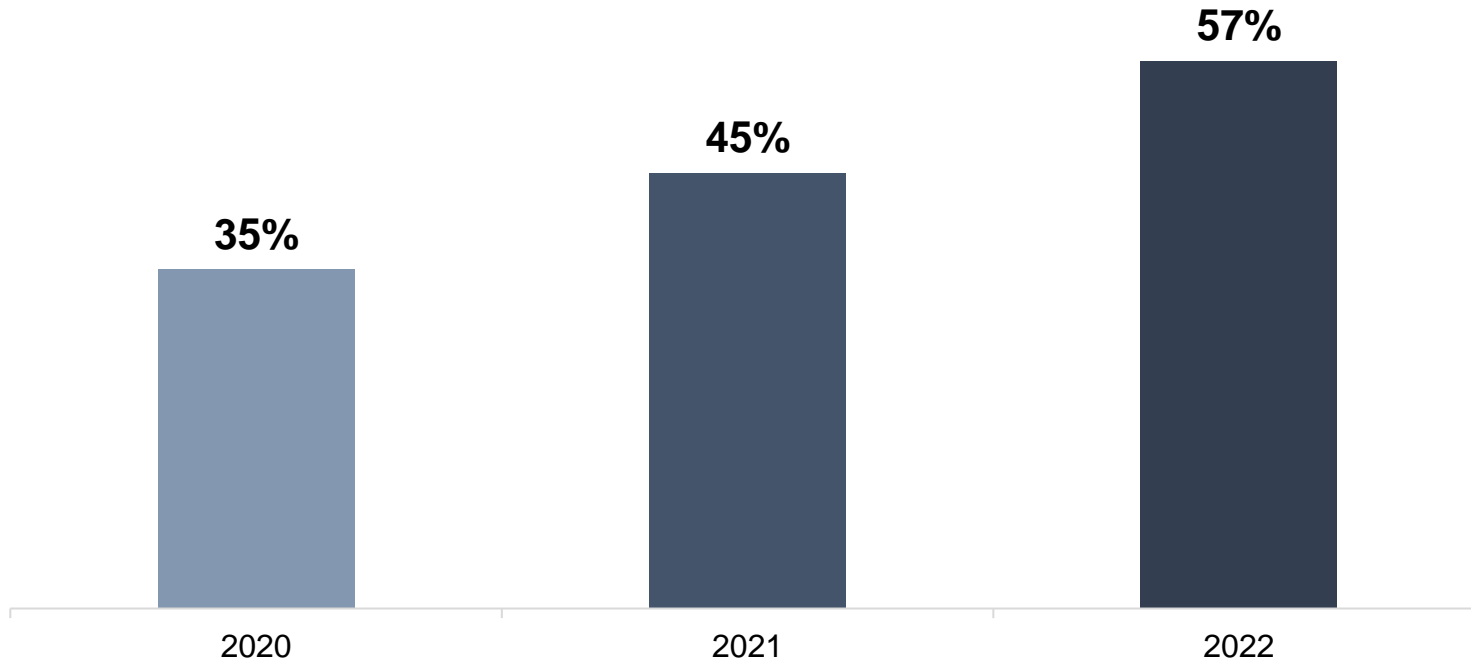
The number of Swedish films on international SVOD services in 2021-2022



International SVOD services greatly increased the number of Swedish films between 2021 and 2022. Services such as Disney+, Netflix and HBO Max have together more than doubled the number of Swedish films between 2021 and 2022.

# The reach of Swedish films is increasing

Share of Swedish 15–74-year-olds who have seen a Swedish film in the last month 2020–2022

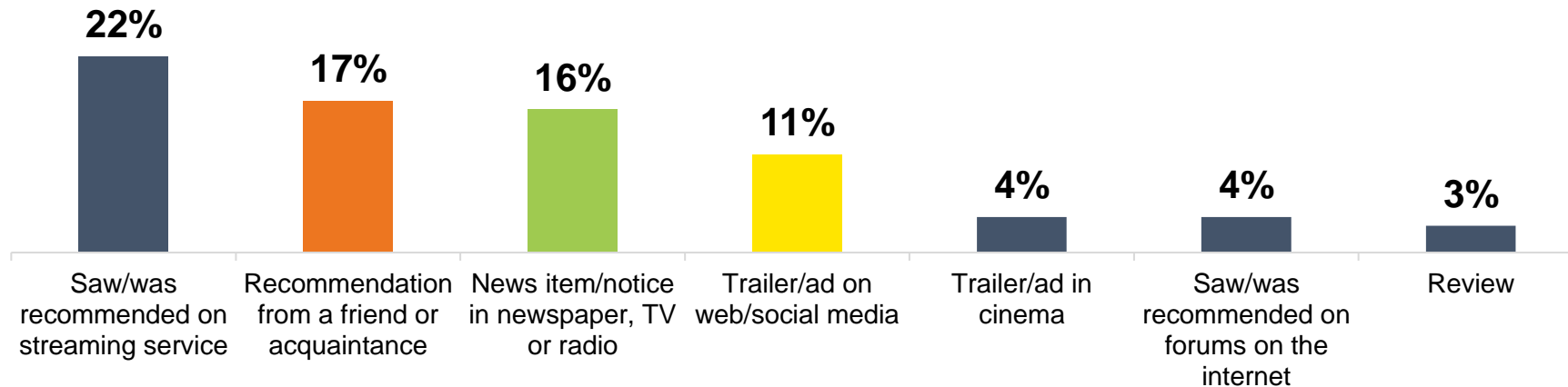


In recent years, the reach of Swedish films, measured as the share of Swedes who have seen a Swedish film in the last month, has increased greatly.

A likely explanation for this is the large catalogue of popular Swedish films that has been made available via popular SVOD services, combined with a continued great interest in Swedish films on TV.

# VOD services are important for the visibility of films

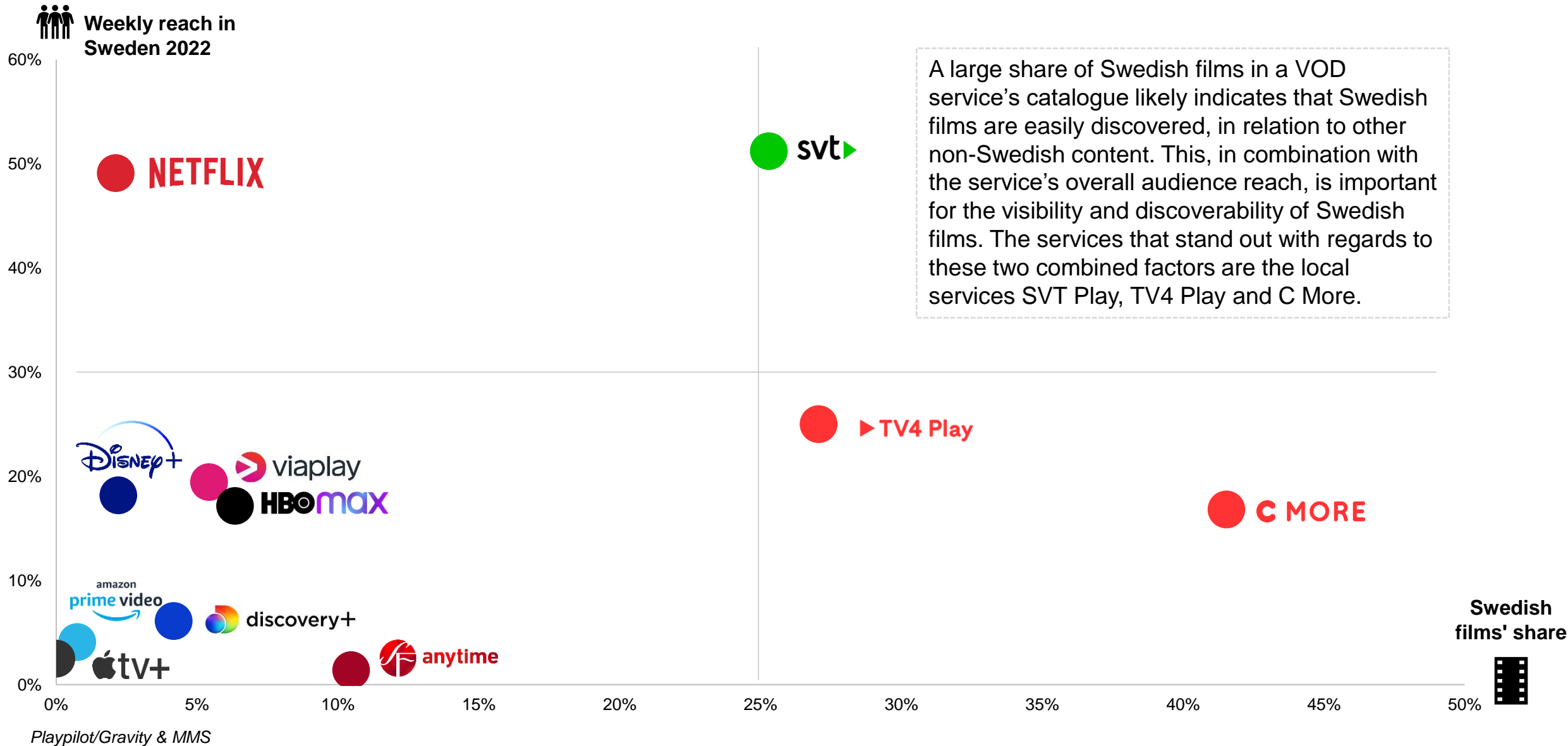
How the audience received information about Swedish film in 2022



According to film audiences, VOD services are the most important source of information about Swedish films, more important than recommendations from friends/acquaintances and trailers.



# Audience reach and the share of Swedish films on VOD services



# Increased interest in Swedish film abroad

# A larger international audience searches for Swedish films

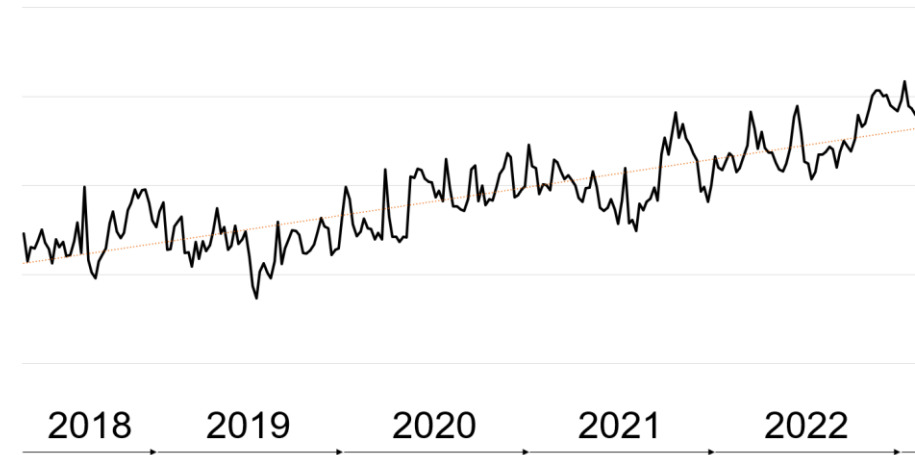
One way to measure the interest in Swedish films is to look at IMDb's rankings – which are based on how many people search for a title during a week. The average for the ten highest-rated Swedish films per week has been at higher levels for the past three years, with particularly high averages at the end of 2022.

Two films stand out with unusually high rankings over a relatively long period of time – *Pleasure* and *Triangle of Sadness*. *Pleasure* peaked as the 41st most searched title of all content on IMDb worldwide, and *Triangle of Sadness* peaked as the 17th most searched title.

These titles rank better than Netflix's Swedish feature film productions, such as *Black Crab*, which has been seen by an estimated 56 million viewers.\*

Sales to major markets have the greatest effect on interest based on IMDb ranking.

Average ranking among the ten most searched Swedish films on IMDb



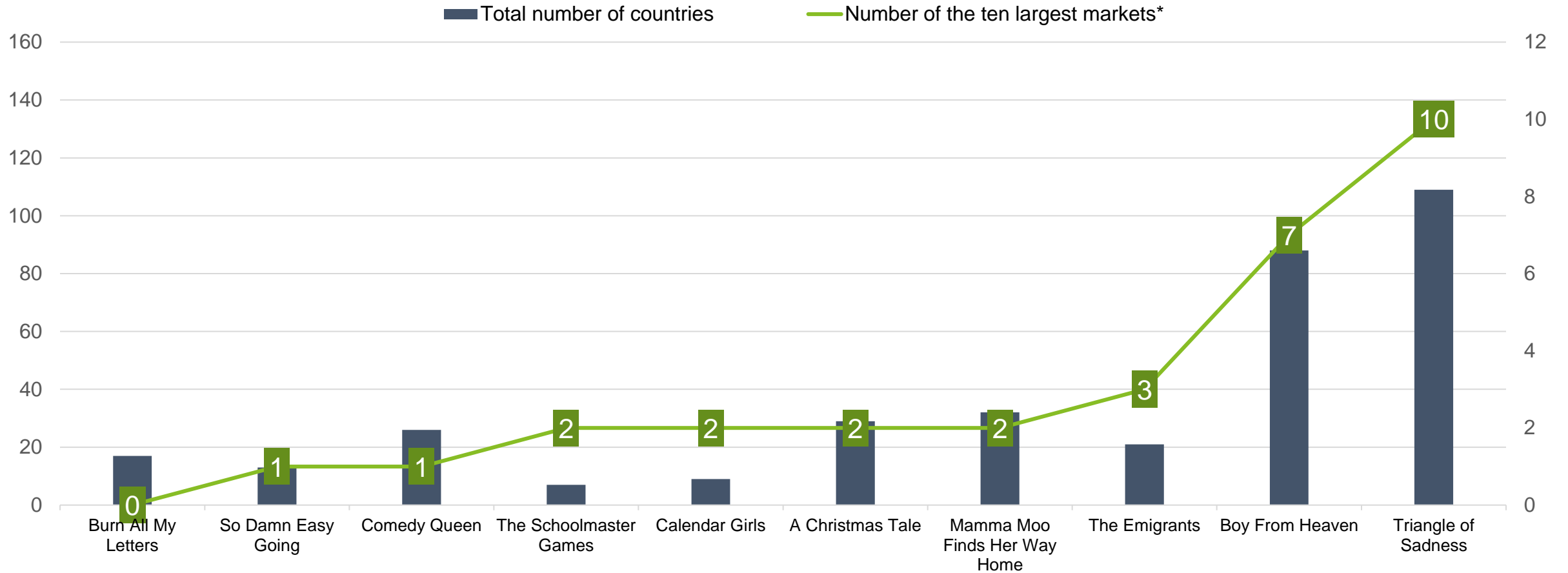
*Triangle of Sadness* has been sold to a large number of countries overall and has simultaneously been sold to all of the ten largest markets by GDP.

*Pleasure* has been sold to comparatively few countries overall, but to many of the top ten markets.

\*At least 106 million hours in total viewing time according to Netflix.

# Triangle of Sadness best selling film internationally 2022

Number of sales to international markets for 2022 releases

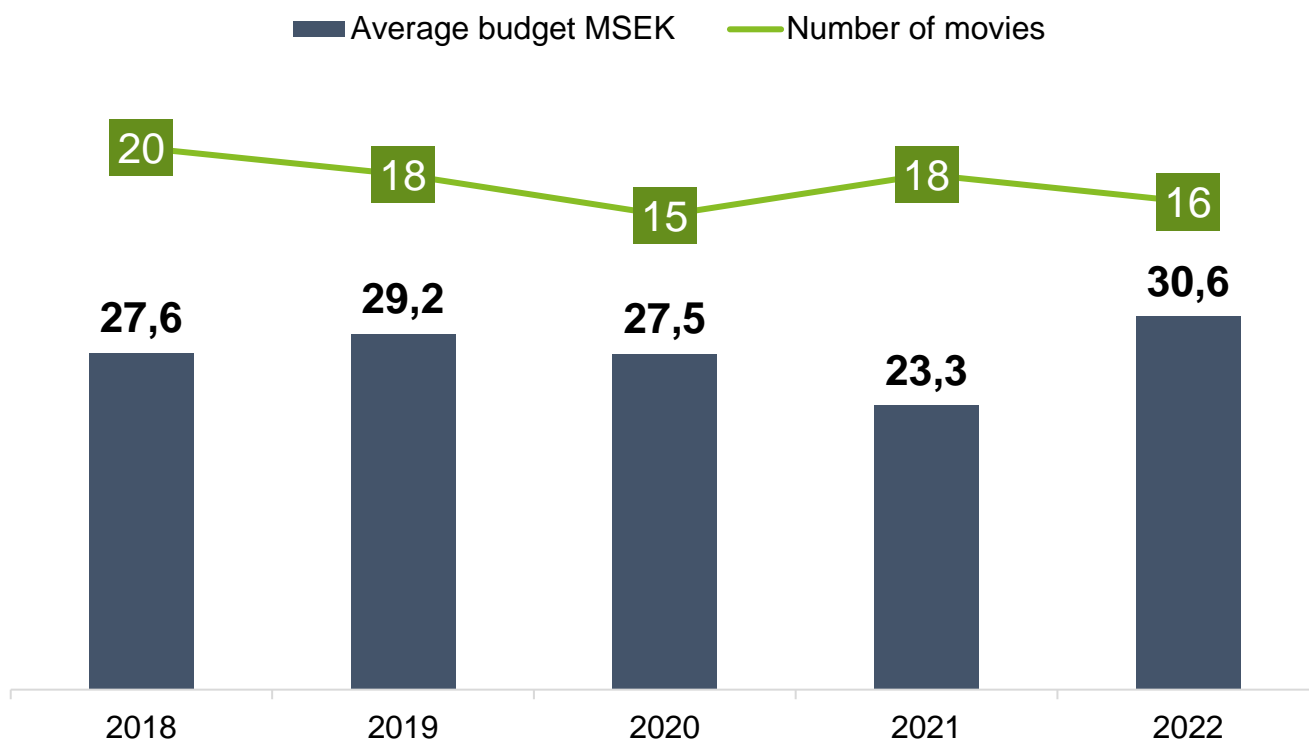


\*USA, China, Japan, Germany, India, United Kingdom, France, Italy, Canada, South Korea

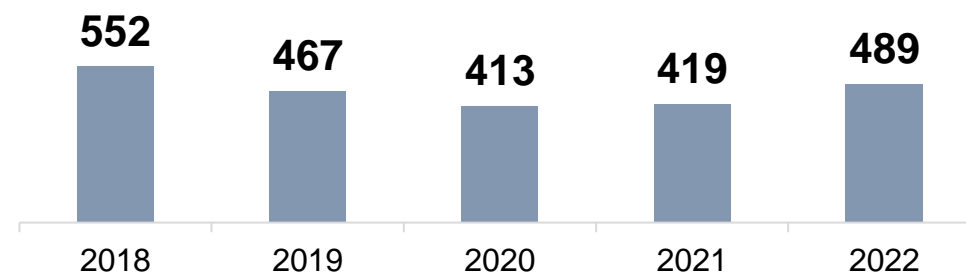
**The production of and investments in Swedish film is back at the same level as before the pandemic**

# Swedish feature film budgets increased in 2022

Number of Swedish feature films\* and average budget



Total investment Swedish feature film\* MSEK

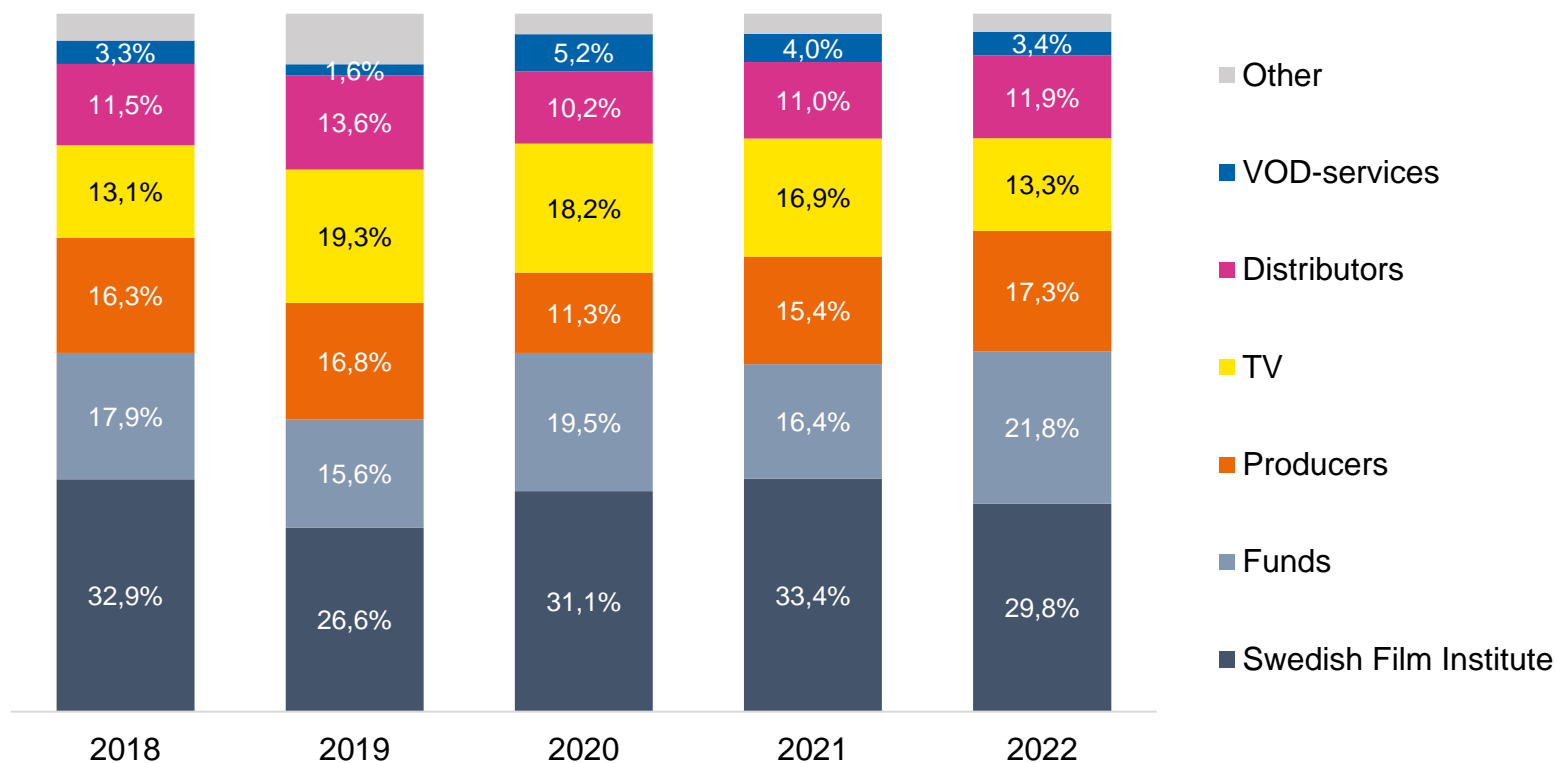


The average budget for Swedish feature-length fiction films increased sharply in 2022 after having decreased slightly during the pandemic. Total investments in Swedish feature-length fiction films also increased in 2022 by around 20 percent, back to similar levels as before the pandemic. This is in line with European averages, which show reduced investments during the pandemic, in terms of both average budgets and the number of films produced.

\*Feature-length fiction films with funding from a commissioner or market funding at the Swedish Film Institute

# The financing of Swedish feature films is similar over time

Average financing Swedish feature film\*



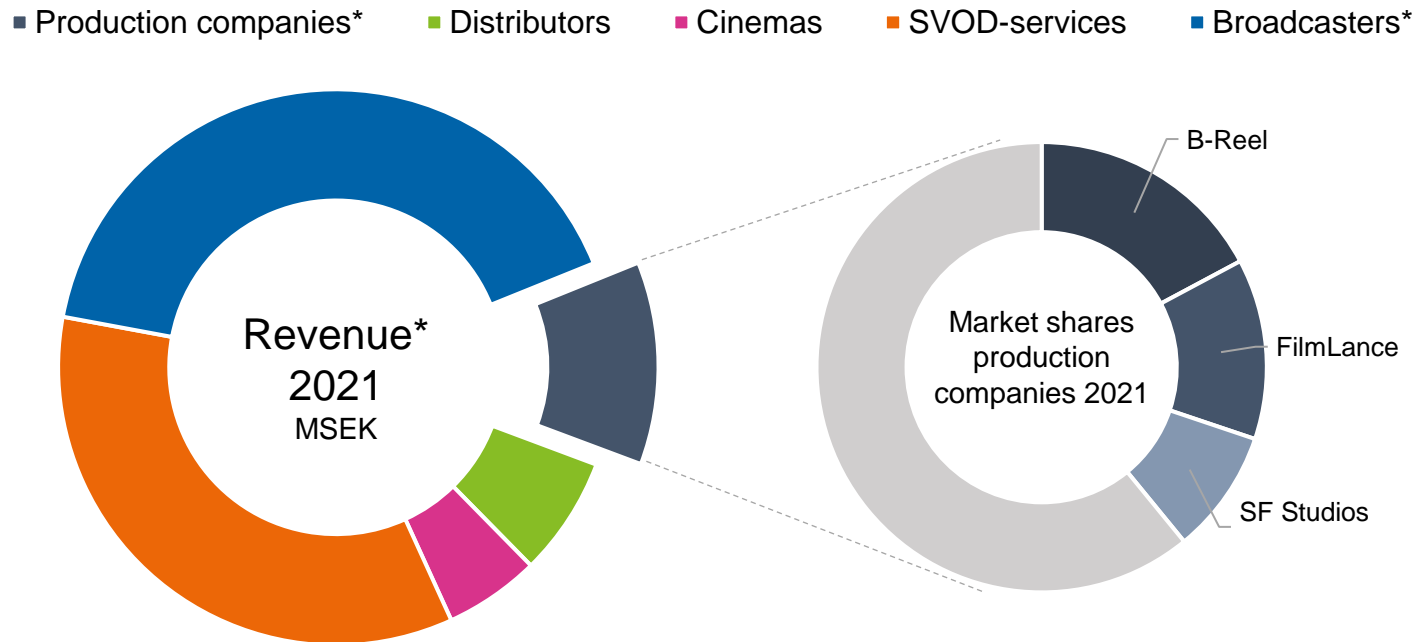
The average financing structure for feature-length fiction films has remained relatively unchanged over the past few years, even though the conditions for production and the cinema window have changed significantly during the pandemic years.

VOD services' share of the average financing is still relatively low, in relation to the rapid and strong growth of these services.

\*Feature-length fiction films with funding from a commissioner or market funding at the Swedish Film Institute

# Streaming services mainly invest in films without support from the Swedish Film Institute

**Illustrative:** Revenue in various industry segments in 2021



One explanation for VOD services' low share of supported films' budgets is that these services often invest in other films than the Swedish Film Institute, films where they in many cases account for the entire budget.

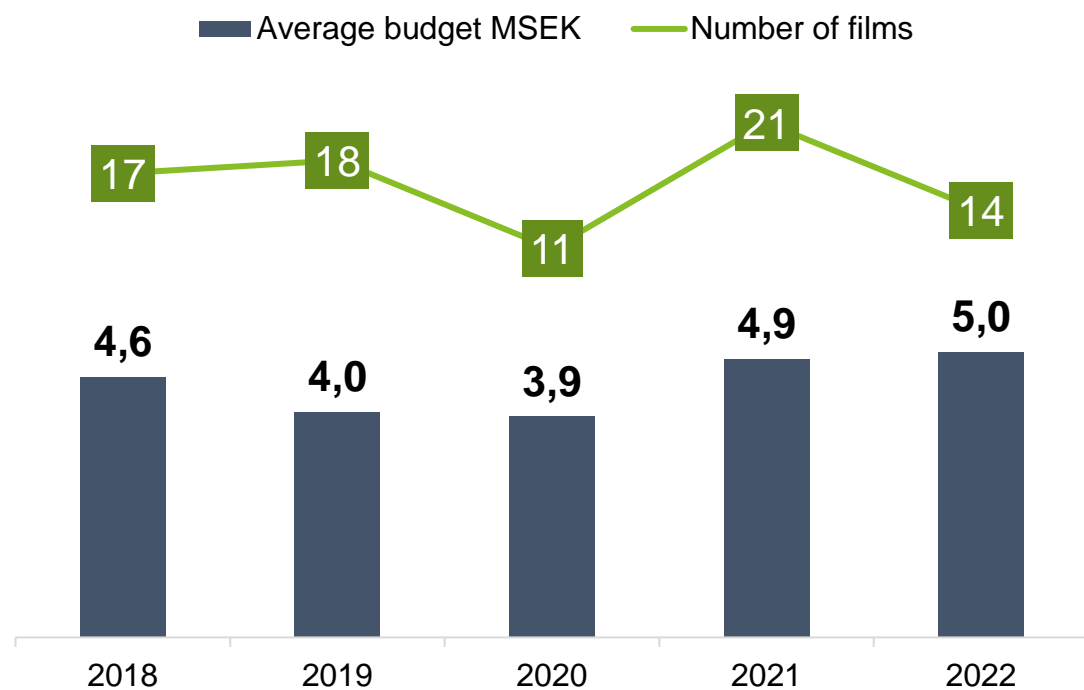
This is reflected in the production companies' revenue, as they have received large investments from VOD players.

\*Excluding Public Service.  
Estimate based on Company reports, MMS, Biografägareförbundet, MPRT

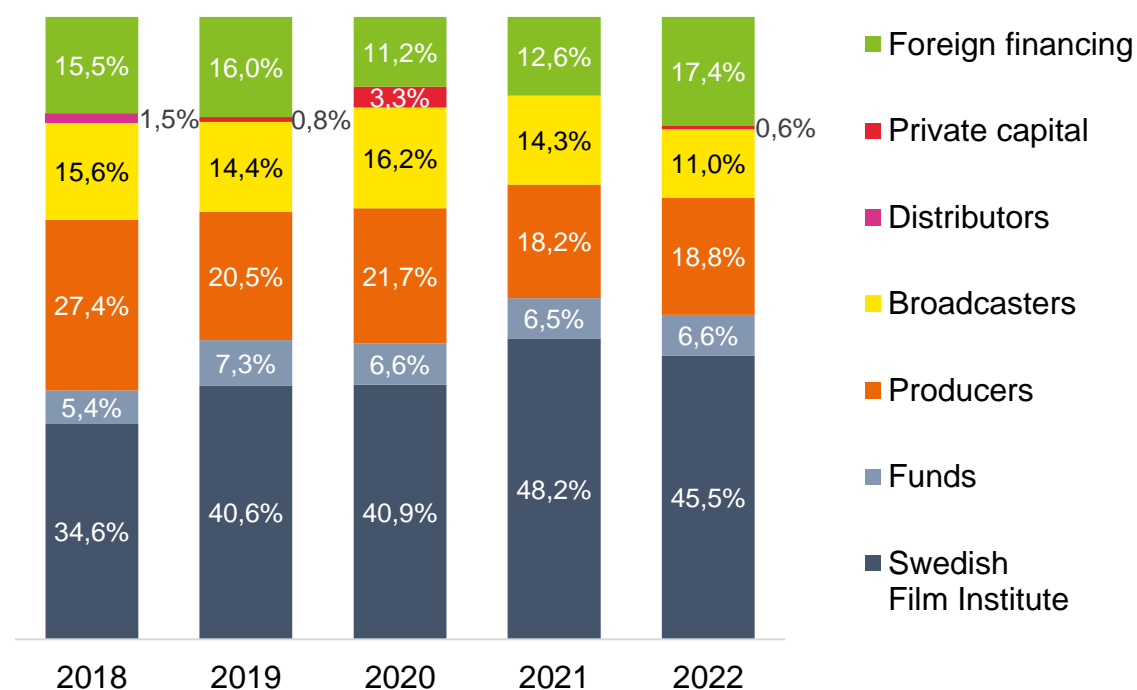


# Average budget for a Swedish documentary feature 5 MSEK

Number of Swedish feature-length documentaries\* and average budget



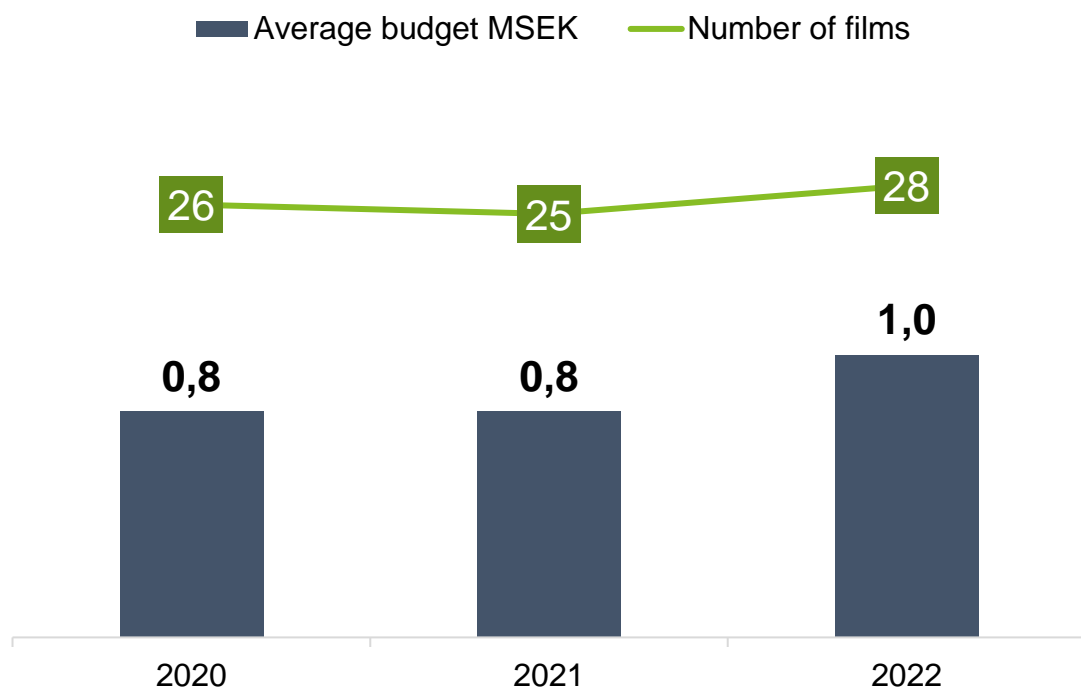
Average financing Swedish feature-length documentary\*



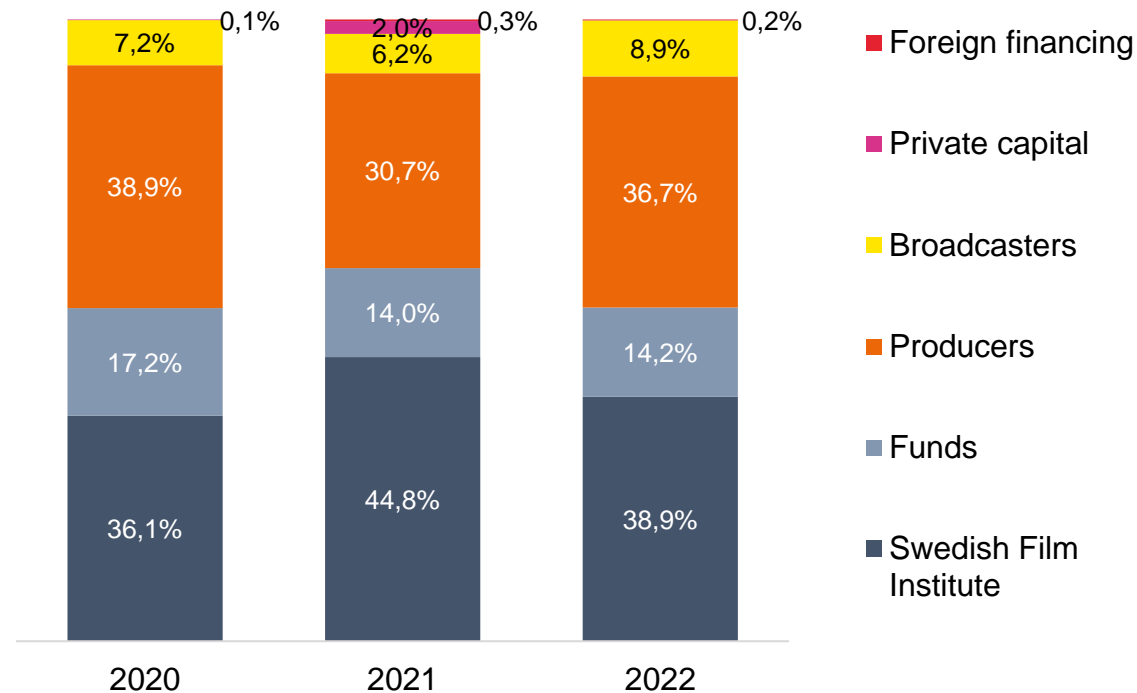
\*Films with funding from a commissioner or market funding at the Swedish Film Institute

# Close to 30 short Swedish fiction films supported 2022

Number of short Swedish fiction films\* and average budget



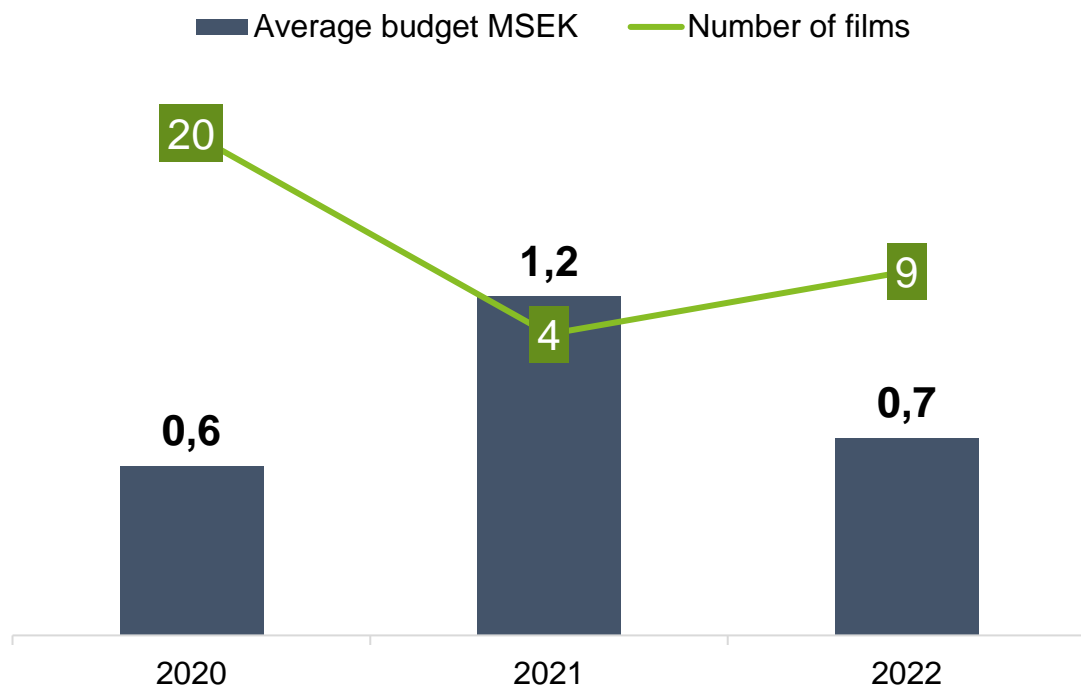
Average financing Swedish short fiction film\*



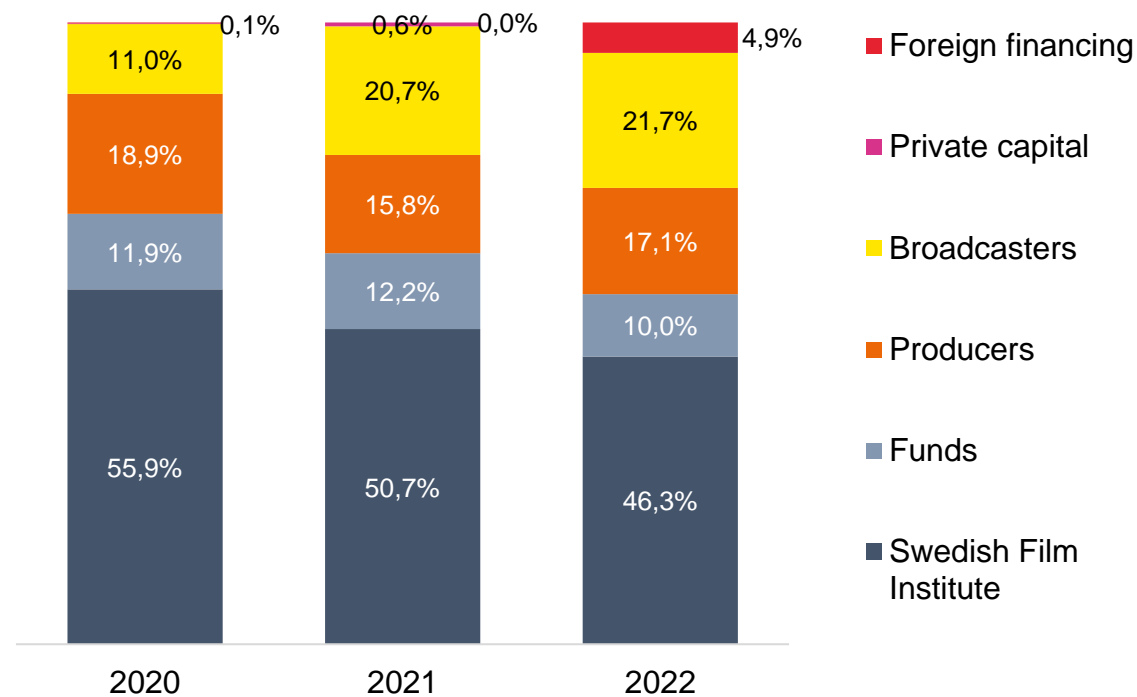
\*Films with funding from a commissioner or market funding at the Swedish Film Institute

# TV an important financier of short Swedish documentaries

Number of short Swedish documentaries\* and average budget



Average financing short Swedish documentary\*

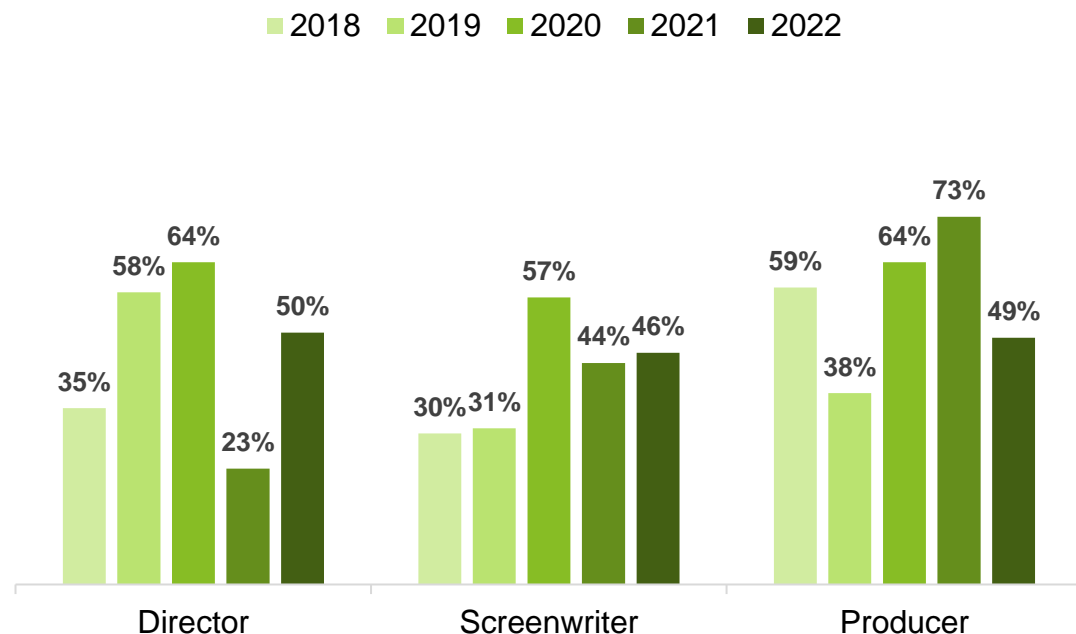


\*Films with funding from a commissioner or market funding at the Swedish Film Institute

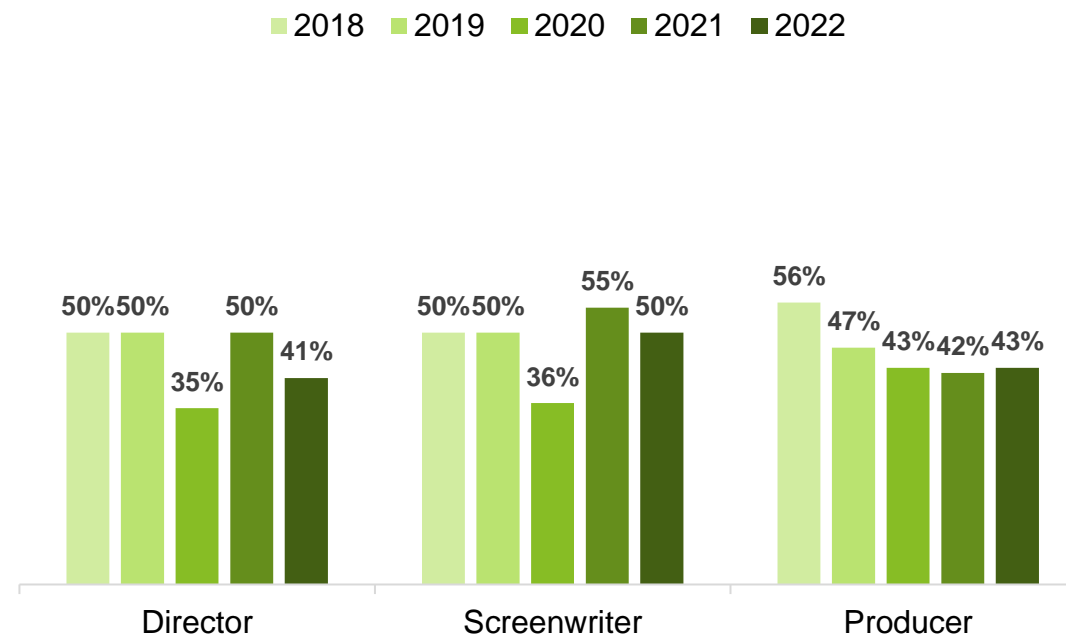
# Equal gender distribution in key roles behind 2022's feature-length fiction films and documentaries

# Equal gender distribution behind feature-length films

Share of feature-length fiction films with funding from a film commissioner with a woman as ...

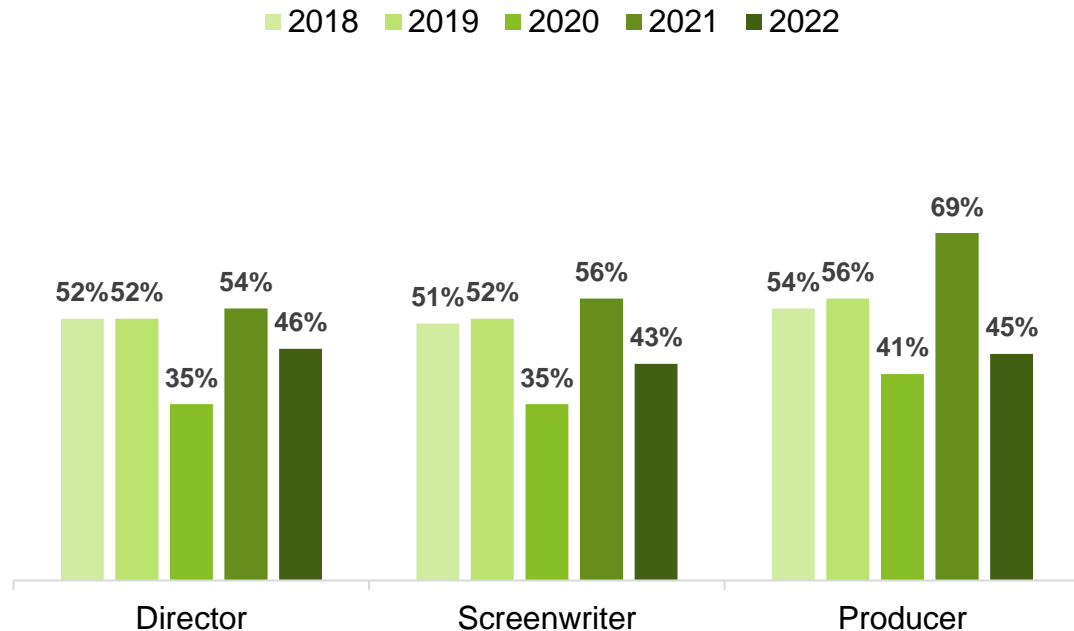


Share of feature-length documentary films with funding from a film commissioner with a woman as ...

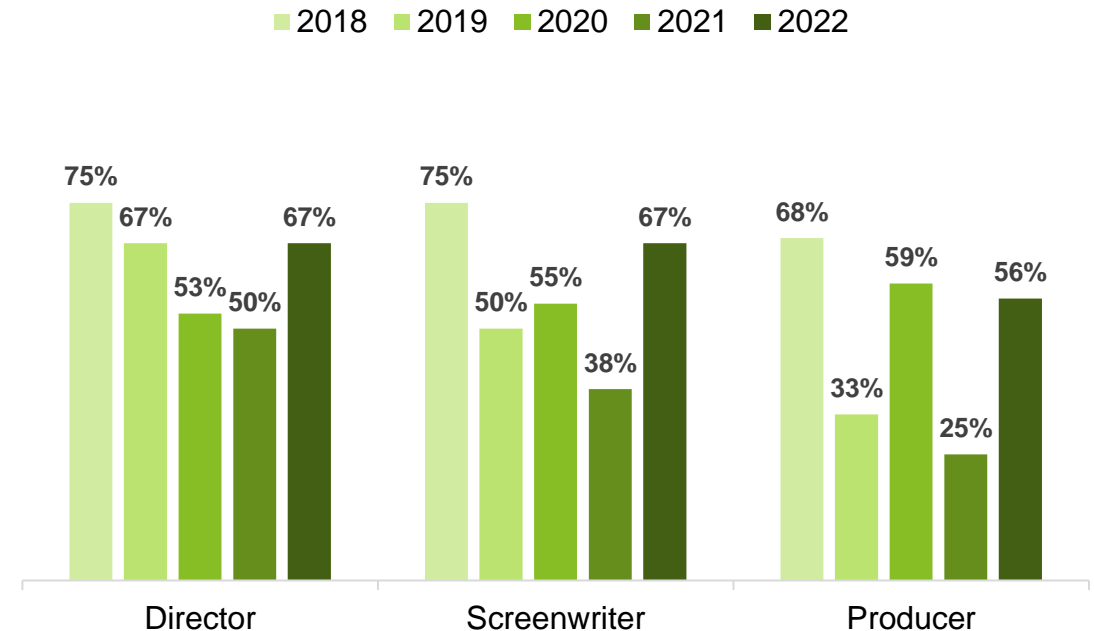


# High proportion of women in key roles behind short documentaries in 2022

Share of short fiction films with funding from a film commissioner with a woman as ...



Share of short documentary films with funding from a film commissioner with a woman as ...



# Sources

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**Biografägareförbundet:** Total admissions and admissions for Swedish film at cinemas in Sweden in 2022.

**Company reports:** Annual reports for companies in the film industry in Sweden.

**Distributors:** Number of admissions for feature films with a Swedish cinema release 2017-2021.

**European Audiovisual Observatory (EAO):** European cinema statistics.

**Filmägarnas Kontrollbyrå:** Number of admissions for the most watched films in Swedish cinemas in 2022.

**MMS trend & tema:** Reach VOD services in Sweden.

**Myndigheten för Press, Radio och TV (MPRT):** Revenue Swedish broadcasters.

**Playpilot/Gravity:** Swedish films on VOD services.

**Statistics Sweden (SCB):** CPI, historical figures.

**The Swedish Film Database:** Number of releases and films in different categories.

**The Swedish Film Institute's audience survey 2022:** conducted at the end of December 2022 with 3,000 respondents, representative of the Swedish population between the ages of 15 and 74.