



LATVIAN FILMS

2021 THEATRICAL AND STREAMING INSIGHTS REPORT

Source: **usheru Analytics**

Data pull: **January 2022**

INDEX

Overview	3
Focus: In Cinemas / Theatrical Showtimes Analytics	4
Focus: On Platforms / Streaming Links Analytics	16
Content & Other stats	24

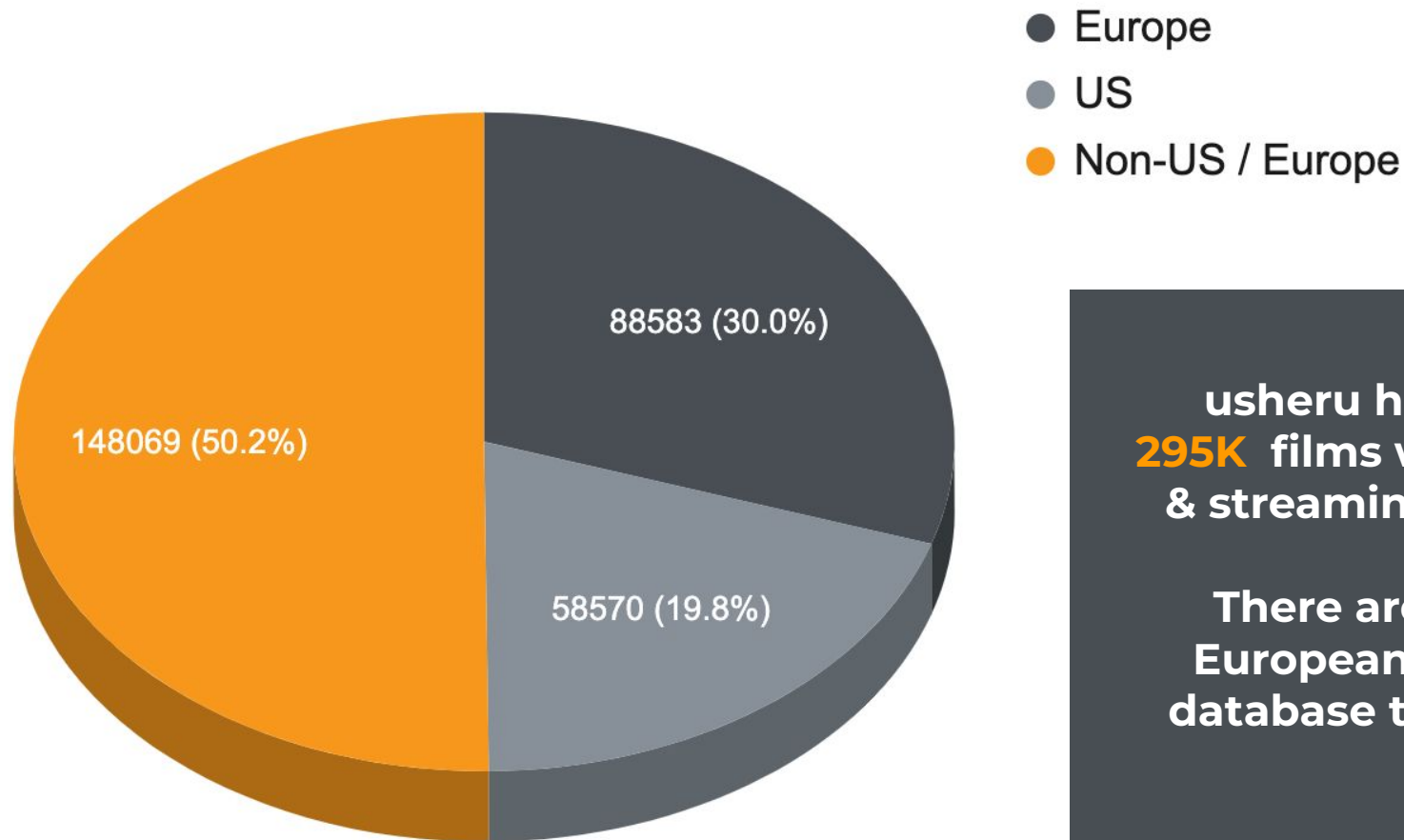


HOW IS EUROPEAN FILM GENERALLY DOING?

Data source: **usheru Analytics**

www.usheru.com

Total Films



5,451 are European/US co-productions

usheru have data on **295K** films with showtime & streaming availability.

There are **30K** more European films in our database than US films.

EUROPEAN FILMS IN 2021

12.5m

Cinema Showtimes
Availability (8,763 films)

26 % of world total

585k

Streaming
Availability (35,228 films)

27 % of world total

Total films by Country

Albania	80
Austria	2471
Belgium	2,937
Bosnia and Herzegovina	171
Bulgaria	632
Croatia	361
Cyprus	52
Czech Republic	1,601
Denmark	2,148
Estonia	216
Finland	1,304
France	18,544
Germany	15,883
Greece	909
Hungary	1,004
Iceland	253
Ireland	1,010
Italy	10,666

Latvia	233
Lithuania	228
Luxembourg	338
Malta	33
Montenegro	44
Netherlands	2,478
North Macedonia	100
Norway	1,490
Poland	2,385
Portugal	1,334
Romania	782
Serbia	458
Slovakia	434
Slovenia	189
Spain	7,515
Sweden	2,812
Switzerland	2,471
United Kingdom	13,818

88,583
Total



FOCUS: IN CINEMAS **THEATRICAL SHOWTIMES ANALYTICS**

www.usheru.com

Number Of Total Cinema Showtimes In 2021 For European Films By Production Country

Albania	2,737
Austria	104,798
Belgium	515,389
Bosnia and Herzegovina	13,271
Bulgaria	7,765
Croatia	7,938
Cyprus	60,159
Czech Republic	49,314
Denmark	257,368
Estonia	9,535
Finland	25,248
France	2,570,255
Germany	1,825,426
Greece	60,446
Hungary	2,382,630
Iceland	34,802
Ireland	1,099,788
Italy	344,366

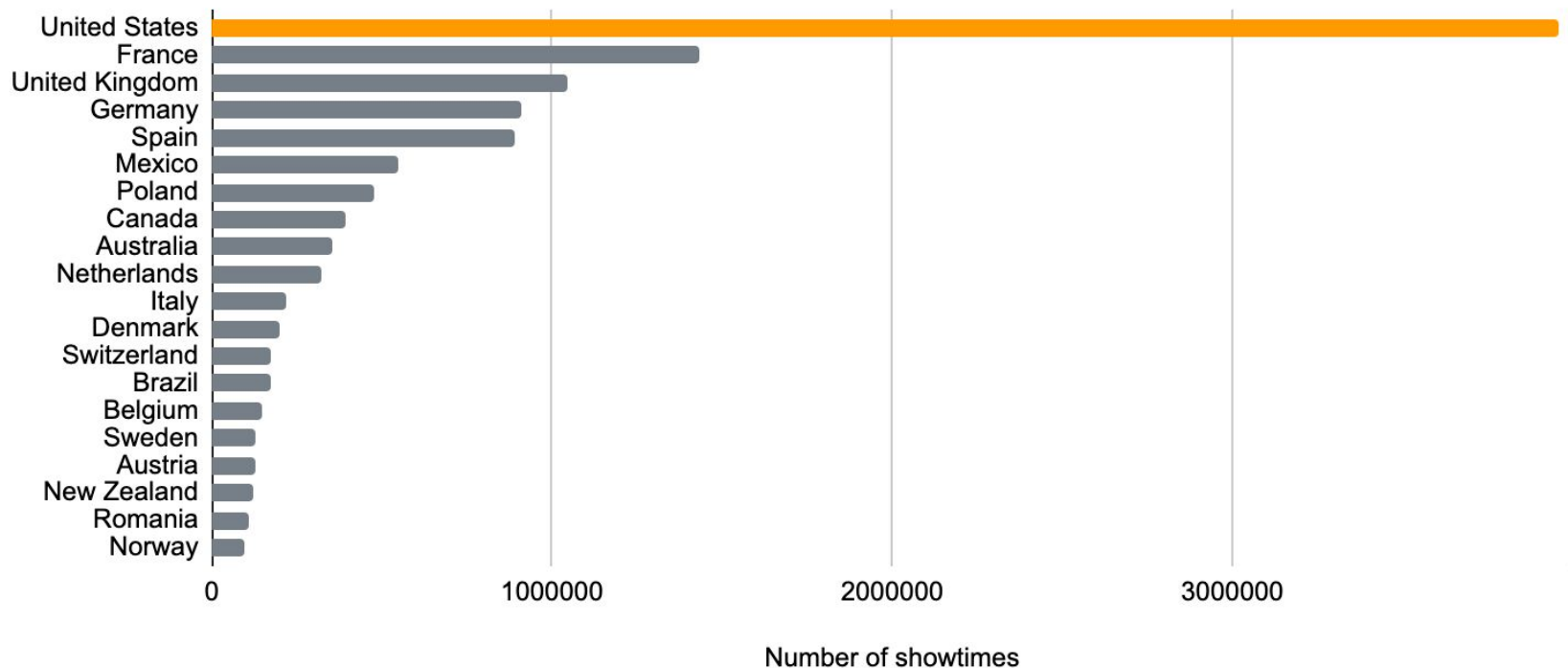
Latvia	19,620
Lithuania	2,083
Luxembourg	50,608
Malta	2,429
Montenegro	8
Netherlands	362,034
North Macedonia	1,986
Norway	1,457,340
Poland	303,331
Portugal	24,788
Romania	53,873
Serbia	6,247
Slovakia	10,625
Slovenia	1,371
Spain	522,486
Sweden	251,959
Switzerland	103,968
United Kingdom	5,897,321

12,527,158
Total

Please note, the total does not equate to 12.5m as some films are co-productions and aggregated count is not counted twice

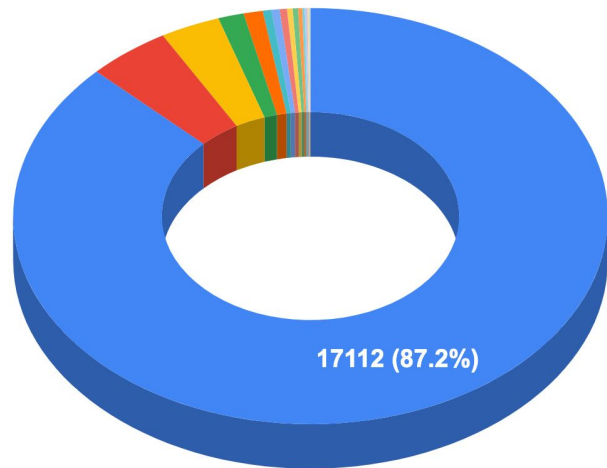
TOP TERRITORIES BY CINEMA SHOWTIMES FOR EUROPEAN FILMS IN 2021

**Including U.S Co-productions*



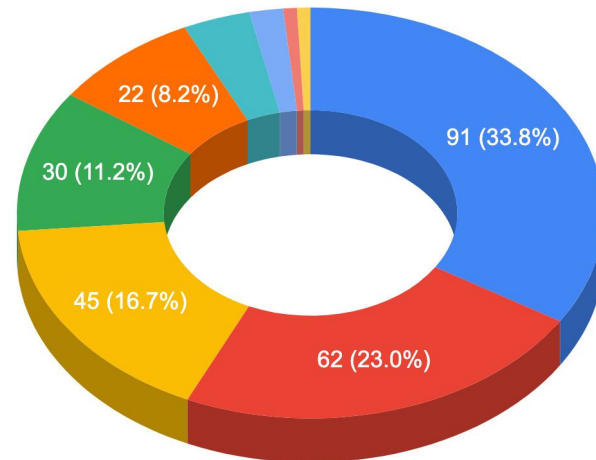
TOP TERRITORIES BY CINEMA SHOWTIMES FOR LATVIAN FILMS

IN 2021



● Poland ● Hungary ● United Kingdom ● France
 ● Germany ● Norway ● Netherlands ● Sweden
 ● Ireland ● Denmark ● Italy ● Spain ● United States
 ● Austria ● Belgium ● Switzerland ● Romania
 ● Portugal ● Finland ● Luxembourg

DECEMBER
2021



● Poland ● France ● Norway ● United Kingdom
 ● Hungary ● Sweden ● Germany ● Switzerland
 ● United States

AVAILABILITY

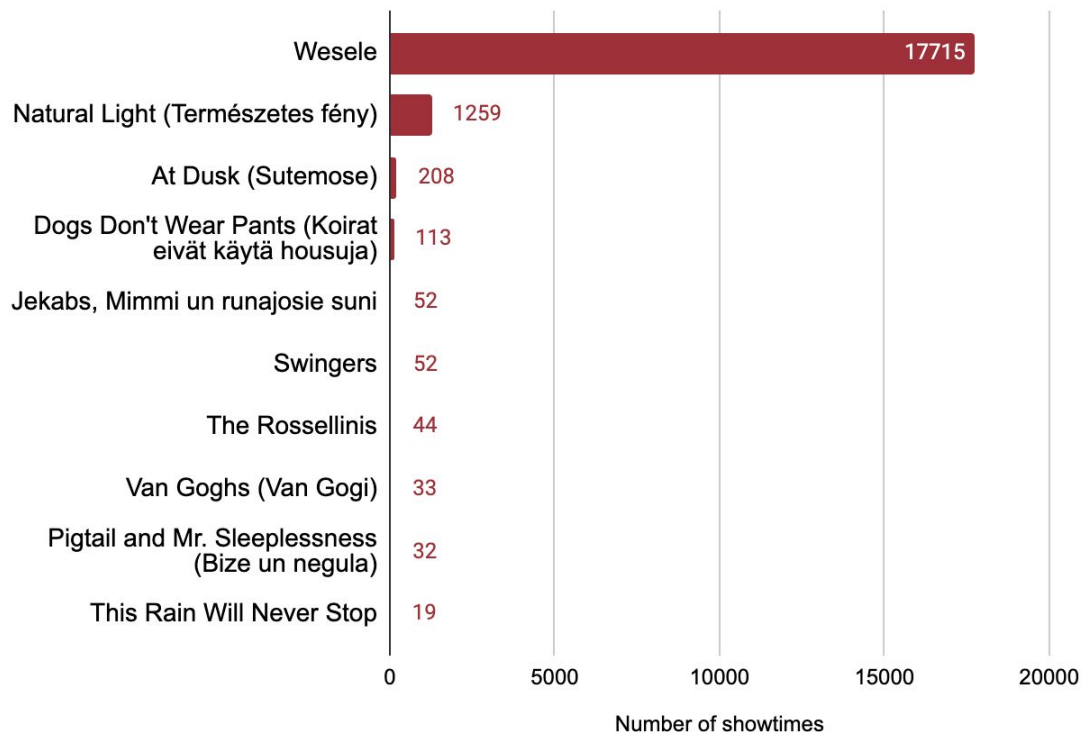
19,656

Total number of cinema showtimes in 2021

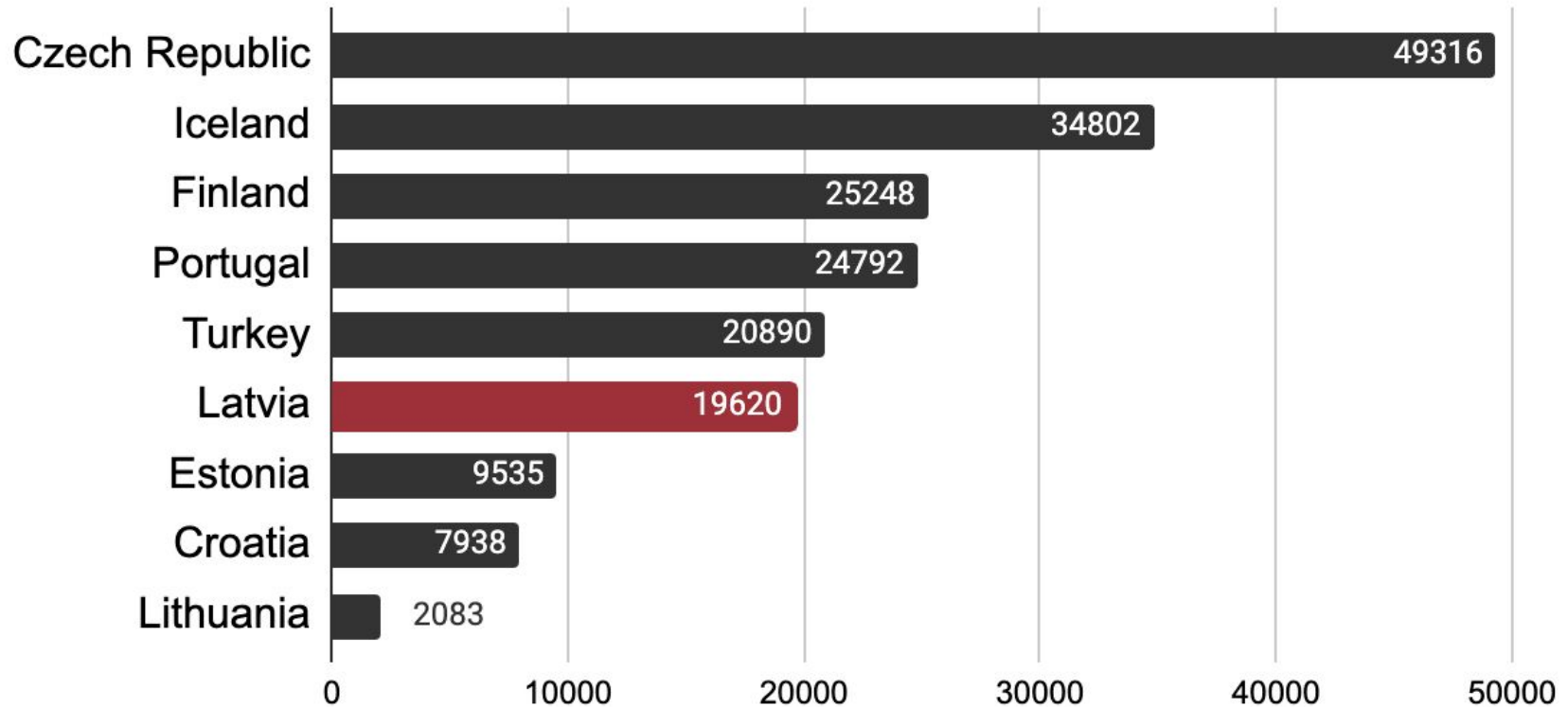
IN DETAIL

Total Showtimes	19,620
Films	34
Average number of Showtimes per film	57.72 (excluding Wesele)

TOP 10 LATVIAN FILMS AVAILABLE IN CINEMAS | 2021



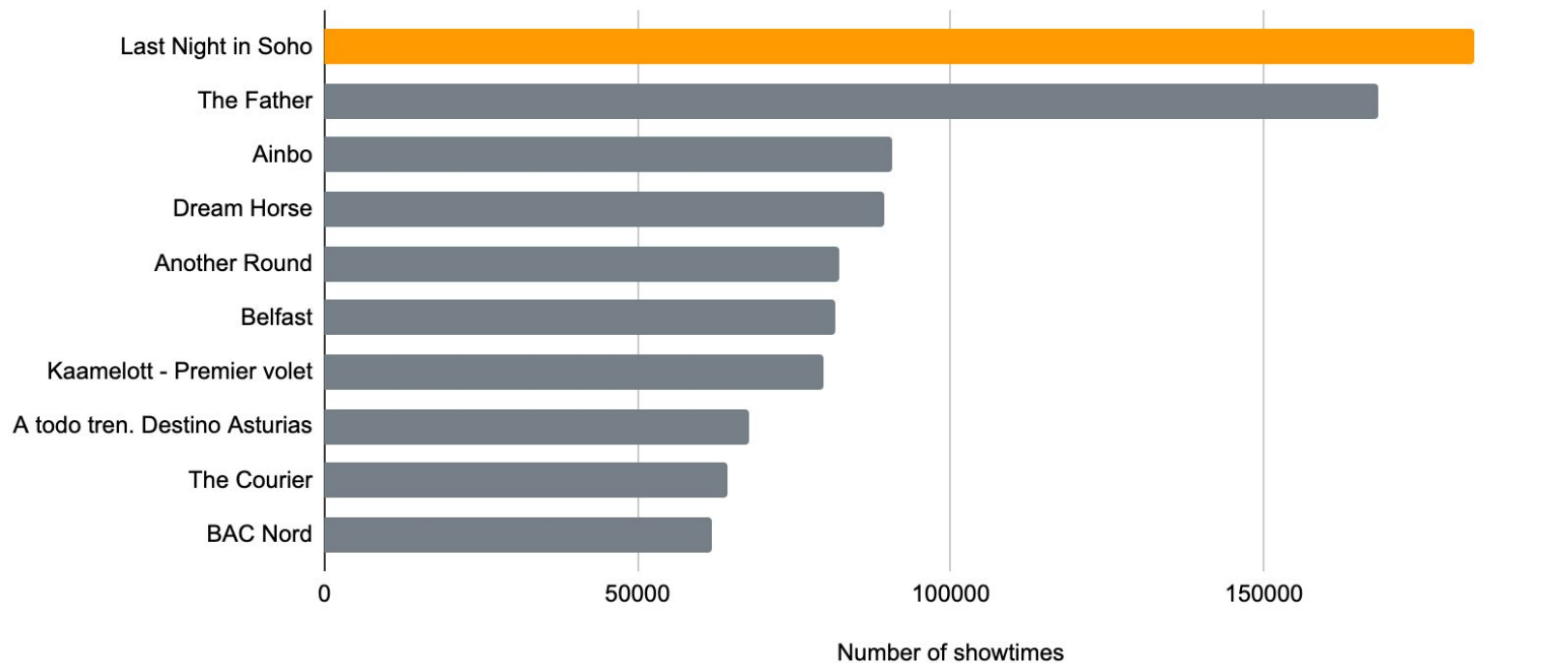
NUMBER OF TOTAL SHOWTIMES IN 2021 FROM EUROPEAN COUNTRIES OF COMPARABLE PRODUCTION CAPACITY



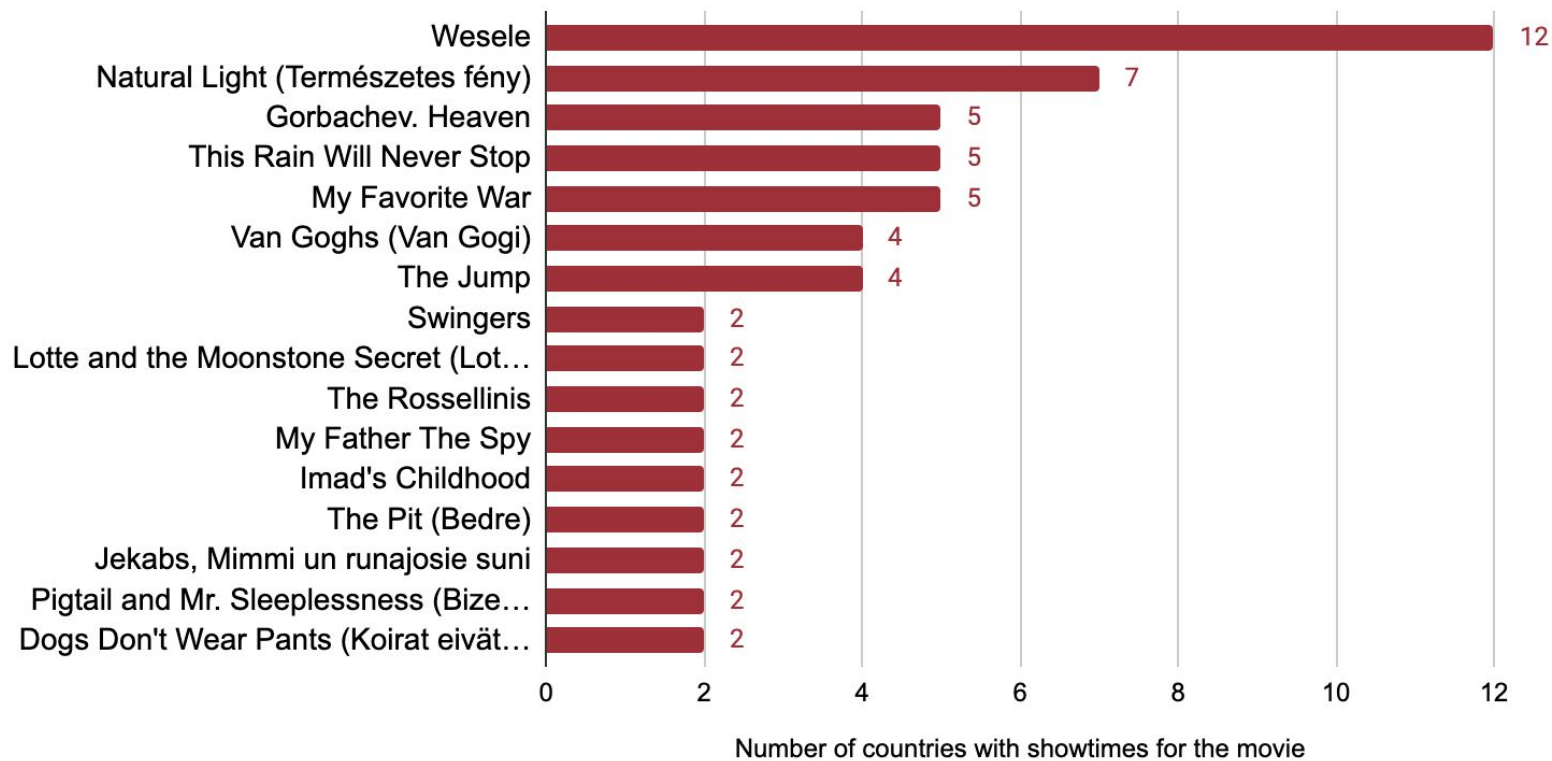
This is the total number of showtimes in 2021. Other country comparisons are available upon request.
Slight variation from previous slide due to additional titles added in April 2022.

TOP 10 EUROPEAN FILMS AVAILABLE IN CINEMAS IN 2021

**Excluding U.S. Co-productions*



MOST WIDELY SPREAD LATVIAN FILMS GLOBALLY | 2021



Top 10 Genres

For Latvian Films
available **In 2021**



In Cinemas

1. Drama
2. War
3. Documentary
4. Animation
5. Family
6. Comedy
7. Action/Adventure
8. Program
9. Suspense/Thriller
10. SciFi/Fantasy

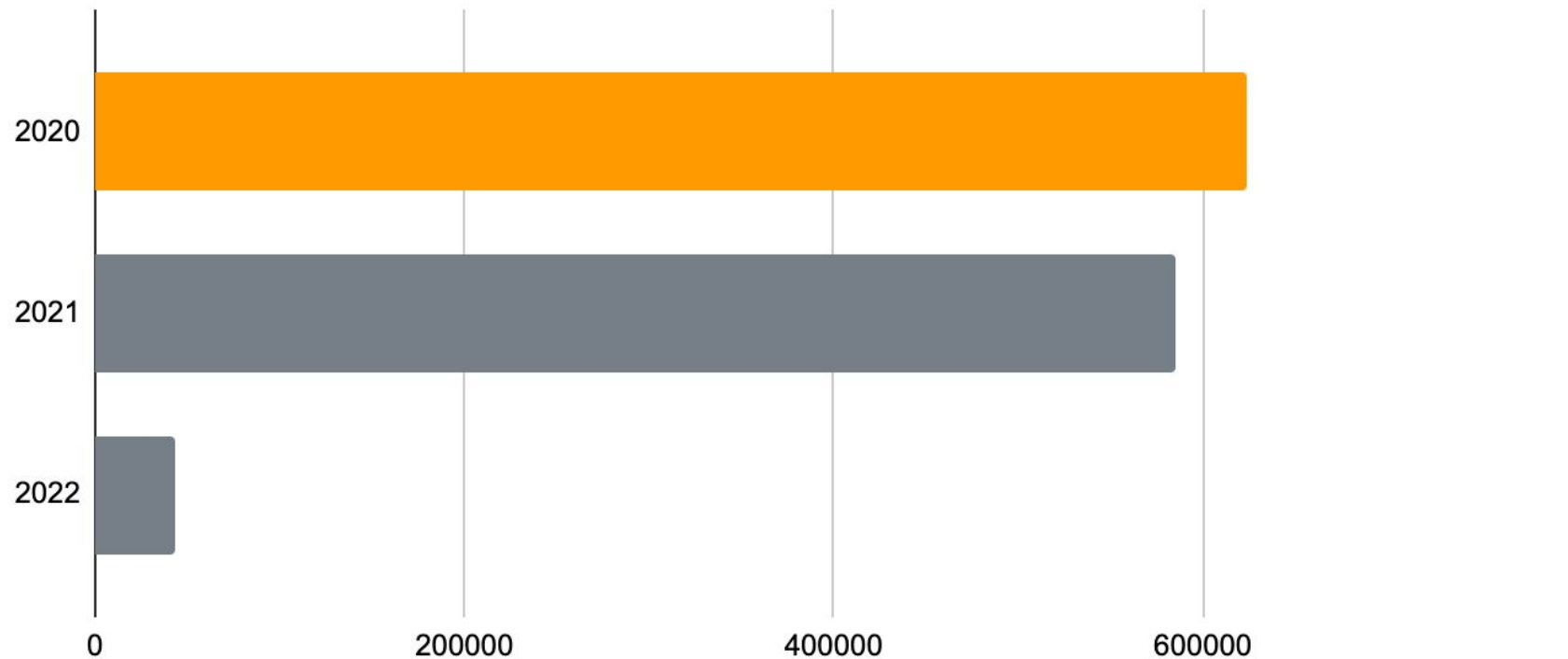
Streaming platforms

1. Documentary
2. Drama
3. Suspense/Thriller
4. Horror
5. Action/Adventure
6. War
7. Comedy
8. SciFi/Fantasy
9. Animation
10. Family

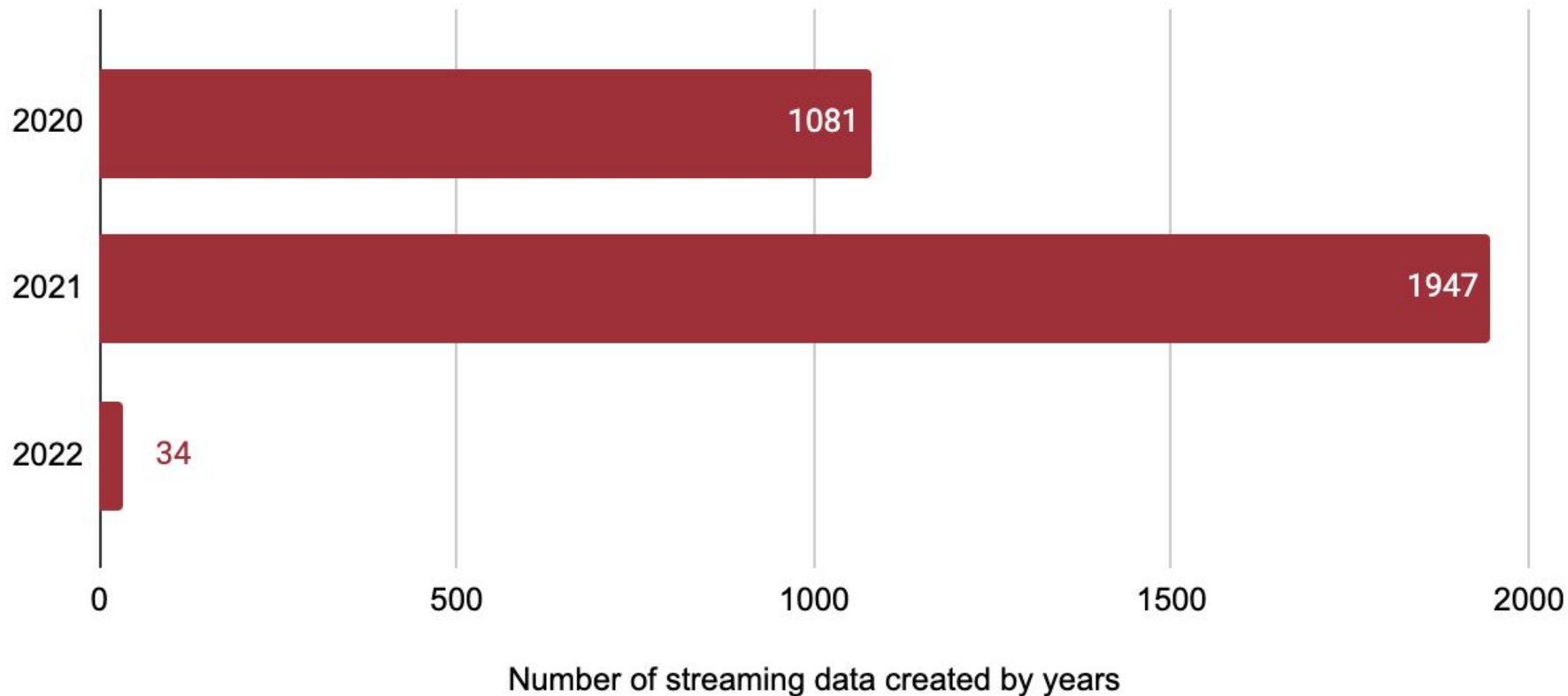


FOCUS: ON STREAMING PLATFORMS

STREAMING LINKS CREATED FOR EUROPEAN FILMS HISTORICAL DATA



STREAMING LINKS CREATED FOR LATVIAN FILMS HISTORICAL DATA



Number Of Total Streaming Links In 2021 For European Films By Production Country

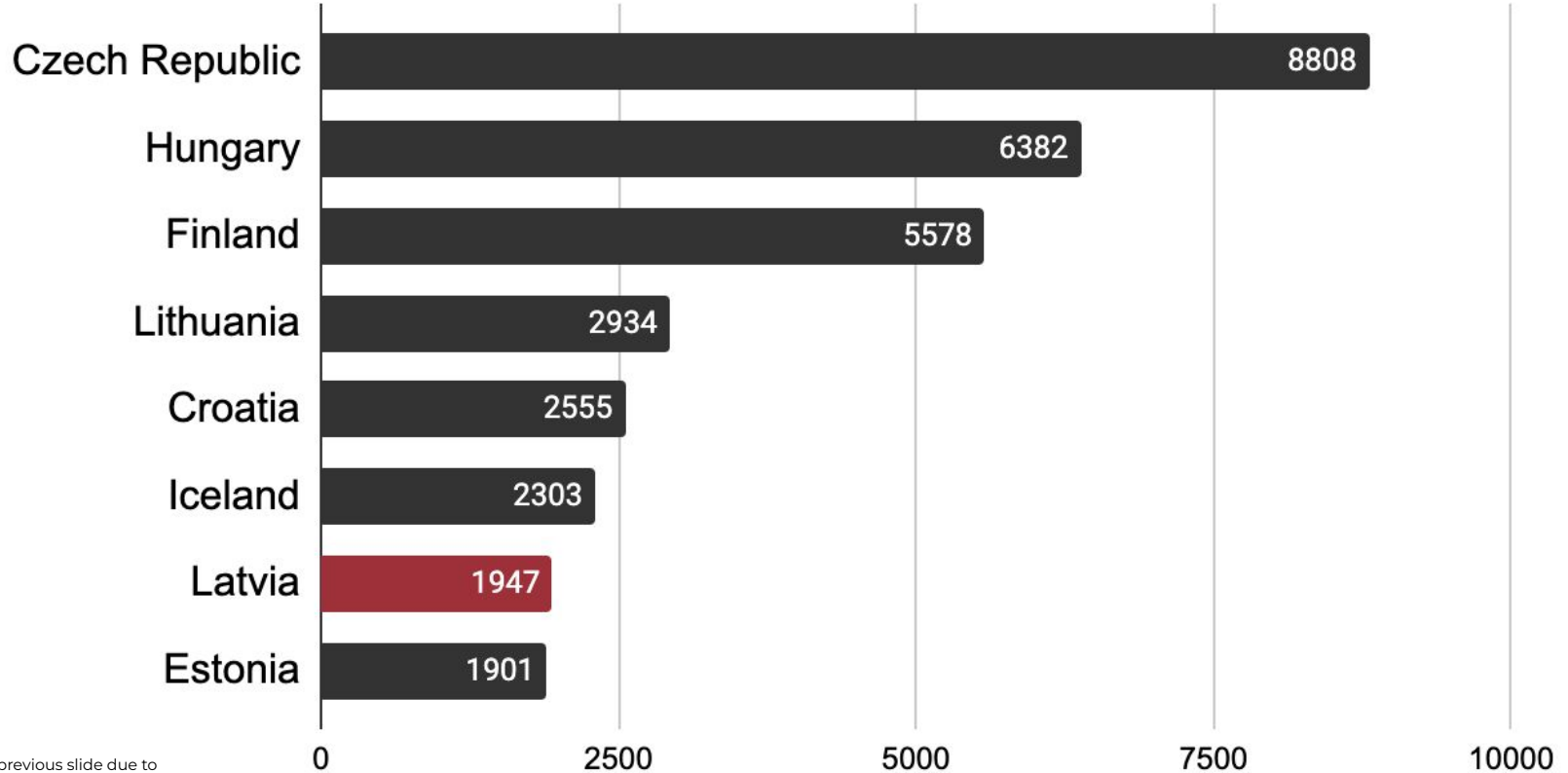
Albania	334
Austria	13,384
Belgium	32,011
Bosnia and Herzegovina	1,296
Bulgaria	4,085
Croatia	2,555
Cyprus	391
Czech Republic	8,808
Denmark	16,193
Estonia	1,901
Finland	5,578
France	161,796
Germany	95,635
Greece	4,170
Hungary	6,382
Iceland	2,303
Ireland	18,415
Italy	48,900

Latvia	2,052
Lithuania	90
Luxembourg	2,934
Malta	4,451
Montenegro	59
Netherlands	15,347
North Macedonia	581
Norway	10,644
Poland	10,507
Portugal	4,778
Romania	7,199
Serbia	3,066
Slovakia	2,017
Slovenia	1,093
Spain	46,430
Sweden	18,869
Switzerland	15,181
United Kingdom	181,568

585,824
Total

This is the total number of streaming links in 2021. Other country comparisons are available upon request.

NUMBER OF TOTAL STREAMING IN 2021 FROM EUROPEAN COUNTRIES OF COMPARABLE PRODUCTION CAPACITY



Slight variation from previous slide due to additional titles added in April 2022. 105 links not listed here.

Films with the release date since 2010 by Country

Albania	42
Austria	917
Belgium	1583
Bosnia and Herzegovina	102
Bulgaria	200
Croatia	214
Cyprus	35
Czech Republic	762
Denmark	852
Estonia	152
Finland	596
France	6,980
Germany	5,970
Greece	373
Hungary	323
Iceland	146
Ireland	576
Italy	2,687

Latvia	163
Lithuania	160
Luxembourg	182
Malta	23
Netherlands	1,294
North Macedonia	83
Norway	750
Poland	754
Portugal	573
Romania	305
Serbia	268
Slovakia	249
Slovenia	127
Spain	2,523
Sweden	1,164
Switzerland	1,013
United Kingdom	5,474

32,940
Total

Films **without** streaming links with the release date since 2010 **by Country**

Albania	23.81%
Austria	17.23%
Belgium	22.55%
Bosnia and Herzegovina	45.10%
Bulgaria	30.00%
Croatia	31.78%
Cyprus	31.43%
Czech Republic	32.41%
Denmark	22.89%
Estonia	33.55%
Finland	25.84%
France	23.78%
Germany	21.22%
Greece	43.70%
Hungary	18.89%
Iceland	20.55%
Ireland	13.54%
Italy	22.63%

Latvia	25.15%
Lithuania	33.13%
Luxembourg	8.24%
Malta	8.70%
Montenegro	48.57%
Netherlands	22.18%
North Macedonia	30.12%
Norway	31.33%
Poland	19.76%
Portugal	39.62%
Romania	13.44%
Serbia	43.28%
Slovakia	30.12%
Slovenia	44.09%
Spain	21.01%
Sweden	33.25%
Switzerland	25.47%
United Kingdom	17.15%

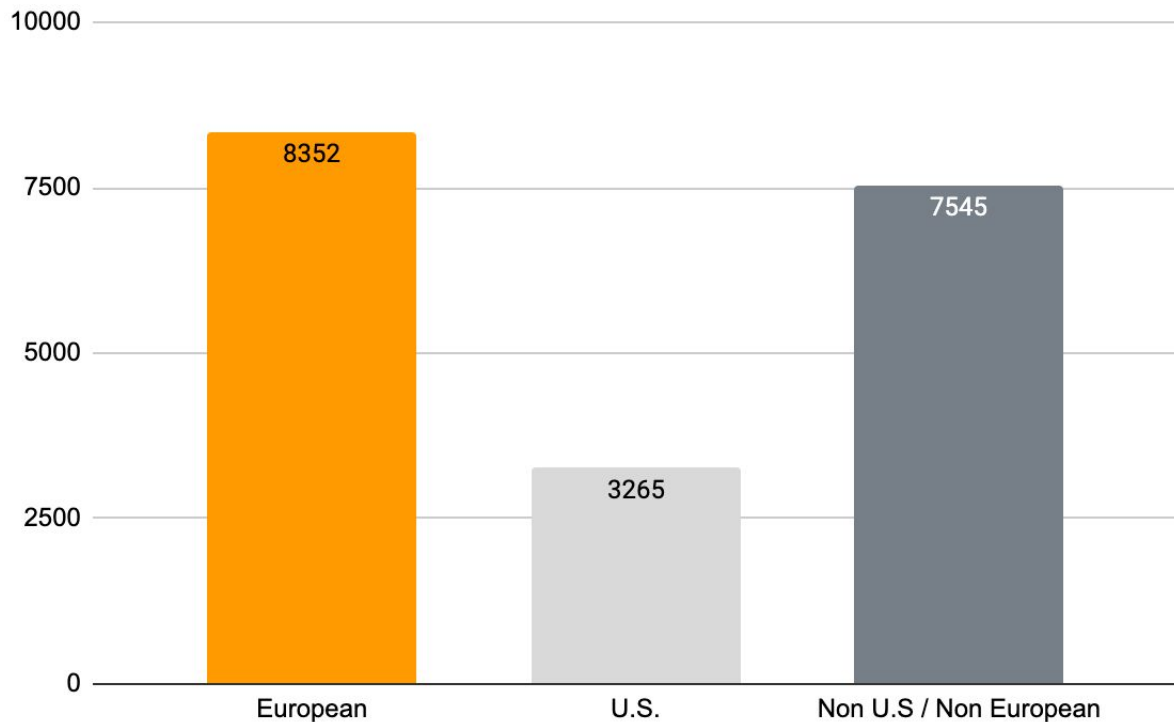
8,352
Of European
films with the
release date
since 2010
don't have
streaming links

DATA REPORT

More than
double the
amount of
European films
get lost...and are
not available on
streaming
services than vs
US films.

Usheru conducted a report for EFAD in October 2021. More information available upon request.

Films **without** streaming links released **since 2010**



European Films with streaming links on Netflix by Country

6,597
TOTAL

Albania	2
Austria	63
Belgium	289
Bosnia and Herzegovina	4
Bulgaria	41
Croatia	20
Cyprus	3
Czech Republic	383
Denmark	250
Estonia	3
Finland	42
France	1,562
Germany	1,033
Greece	13
Hungary	111
Iceland	17
Ireland	118

Italy	724
Latvia	4
Lithuania	6
Luxembourg	43
Malta	8
Montenegro	3
Netherlands	252
North Macedonia	3
Norway	136
Poland	307
Portugal	31
Romania	166
Serbia	16
Slovakia	98
Slovenia	8
Spain	450
Sweden	346

Switzerland	81
United Kingdom	1,549

**EU Films with
streaming links
on Netflix &
release date in
2021**

108 total

TOP 15 EUROPEAN FILMS AVAILABLE ON STREAMING PLATFORMS IN 2021

**Including U.S. COPRODUCTIONS*

Film title		Number of streaming links	Number of countries	Number of platforms
1	Les Misérables	246	72	38
2	Robin Hood (2010)	239	76	30
3	The Courier	235	58	50
4	Sound of Metal	234	74	34
5	Fight Club	233	72	32
6	King Kong	232	65	34
7	Further Beyond	230	176	3
8	The Bourne Identity	230	69	36
9	Madre	228	45	42
10	Star Trek	228	67	31
11	Baden Baden	228	160	4
12	The Great Wall (2015)	228	174	4
13	French Exit	225	57	48
14	Our Ladies	223	64	29
15	Stardust	221	69	36

TOP 10 LATVIAN FILMS AVAILABLE ON STREAMING PLATFORMS IN 2021

FILM TITLE	NUMBER OF STREAMING LINKS	NUMBER OF COUNTRIES	NUMBER OF PLATFORMS
Spoon (Karote)	188	174	4
One Ticket Please	178	175	2
Children Below Deck	175	175	1
Breathing Into Marble	173	173	1
The Man in the Orange Jacket (M.O.Zh.)	141	140	3
The Gambler (Losejas)	132	132	3
The Rifleman	103	39	28
Oleg	67	64	6
The Pagan King (Nameja gredzens)	51	34	15
Dogs Don't Wear Pants (Koirat eivät käytä housuja)	49	36	18

TOP 10 TERRITORIES BY STREAMING LINKS FOR EUROPEAN FILMS IN 2021

**Including U.S. coproductions*

Country		Number of streaming links	Number of movies	Number of platforms
1	Australia	35,061	12,787	40
2	United States	20,111	9,911	84
3	France	17,613	10,506	34
4	Brazil	17,394	7,242	37
5	New Zealand	16,630	9,383	30
6	Japan	13,918	6,082	22
7	Russia	13,693	7,382	20
8	Mexico	13,415	6,790	32
9	Germany	13,100	8,041	44
10	South Korea	12,923	6,074	20

TOP 10 TERRITORIES BY STREAMING LINKS FOR LATVIAN FILMS IN 2021

COUNTRY	NUMBER OF STREAMING LINKS	NUMBER OF FILMS	NUMBER OF PLATFORMS
Australia	50	30	13
United States	44	28	21
South Korea	43	22	6
Russia	41	21	9
Brazil	37	18	10
Germany	34	23	16
Poland	33	24	8
France	32	21	13
Austria	30	20	12
New Zealand	30	24	6

Top Platforms - Global

For Latvian Films
in 2021

1. FILMDOO

2. iTunes

3. GuideDoc

4. Amazon Prime

5. Mubi

6. Google Play

7. HBO

8. Sooner

9. Ivi

10. Movistar Play

11. Netflix

12. Horizon

13. YouTube

14. Microsoft

15. Go3

16. Chili

17. Tubi TV

18. Okko

19. Wink

20. Naver Store



THANK YOU

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