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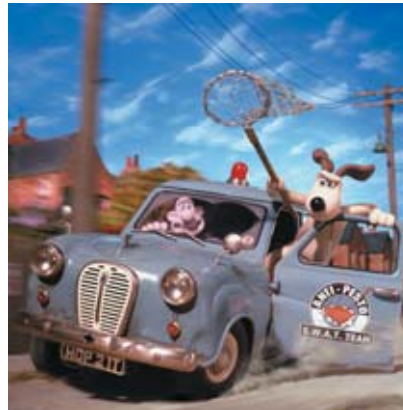
Expert Meeting at Cinekid International Amsterdam: Bringing European Children's Film to a Broader Audience

The European children's and youth film is alive and kicking! But are these films finally reaching the audience they deserve? How can the European film industry and other stakeholders create optimal opportunities in the stimulation of new talent, production, distribution and audience development? And how can European children's films become more visible for the audience?

These questions are not new. In 2006 Cinekid hosted ECFA's Conference on the Distribution of Films for Children in Europe. The conference proved that many children's films can be quite successful in other European countries. It also pointed out that a limited film market demands a larger scale of collaboration of the players than in the past. This year's Expert Meeting will compare the conclusions from 2006 with today's situation. ECFA will present a recent research on releases of children's films in Europe by Reinhold T. Schöffel, together with two case studies on the films *Dunya & Desie* (NL 2008) and *Desmond and the Swamp Barbarian Trap* (SE 2007). The focus on the distribution part of the meeting will not only look at theatrical releases, but also on co-producing with TV and the potential growth and profit in DVD. The 2nd part of the Meeting, co-hosted by The Dutch Film-

ECFA's Survey on Children's Film Distribution in Europe: Create Promotional Power – Together

The distribution of high quality films for children in Europe is one of the most important subjects on the agenda of ECFA. This year we have researched the numbers of admission of films for children between 2005 and 2007. Therefore we selected 229 films and tried to list in which countries they were distributed in cinemas and how many admissions they created.



They caught the biggest audience among all the films for children that were produced in Europe recently: „Wallace and Gromit: The Curse of the Were-Rabbit“

When we look at the films that got more than 10 million admissions in European countries we find one European film: *Wallace and Gromit: The Curse of the Were-Rabbit*

on nr. 19 with 13.821.063 admissions. All other 20 films with more than 10 million admissions were produced in USA. This is no surprise so far.

In Western Europe these films were all distributed by the US-majors Disney, 20th Century Fox, UIP or Warner Bros. In the Middle and Eastern European countries these majors often give their films to local companies like Baltic Cinema, Bontonfilm (CZ), Intercom (HU), Prooptiki (RO), Tatra Film (SK). In Scandinavia and Finland some majors co-operate with companies like Sandrew Metronome Distribution.

But the number of European films for children that were distributed in many other countries is definitely low. In our survey with 229 films there are 161 European productions. Only 15 of them were distributed in more than ten countries:

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The ten most successful films for children in Europe (2004 – 2007):

Nr.	Title	Admissions	Countries
1.	Shrek 2	44.626.897	27
2.	Harry Potter and the Goblet of Fire	44.291.100	27
3.	Ice Age 2	40.794.718	27
4.	Harry Potter and The Prisoner of Azkaban	40.560.018	27
5.	Harry Potter and the Order of the Phoenix	39.440.690	24
6.	Shrek the Third	36.094.783	24
7.	Ratatouille	32.620.566	24
8.	The Chronicles of Narnia 1: The Lion, ...	32.318.745	26
9.	Madagascar	30.051.878	27
10.	Incredibles, The	28.845.195	26

fund, examines the question: How can European children's films become more visible in the cultural policy? Chaired by Michiel de Rooij (Bos Bros. Film & TV-Productions) the discussion will also explore the role of other stakeholders, like the European film funds, the Media Program of the European Commission and the European Film Agency Directors

(EFAD). The Meeting will result in concrete proposals for a closer collaboration between producers, broadcasters, distributors and funding institutes across Europe.

Saturday, Oct. 25th, 10.00 – 13.00.
Westergasfabriek, Amsterdam
Information & Registration:
www.cinekid.nl or ++31-20-62 05 230

The News Section: Films, Festivals, Awards

Filmfest Munich / Children's
Film Fest, Munich/Germany
Audience Award: „Where is
Winky's Horse?“ by Mischa Kamp,
Netherlands 2007
www.filmfest-muenchen.de

Giffoni Film Festival, Giffoni
Valle Piana, Salerno/Italy
Free-to-Fly-section, best film:
„Leroy“ by Armin Völkers,
Germany 2007; **Jury Grand Award:**
„The Black Balloon“ by Elissa
Down, Australia 2007.
Y-Gen-section, best film: „Blind“ by
Tamar van den Dop, Netherlands,
Belgium, Bulgaria 2007.
„First Screens“-section, best film:
„The Red Zora“ by Peter Kahane,
Germany 2007.
„Kidz“-section: „The Story of Leo“
by Mario Cambi, Italy 2006.
www.giffoniff.it

Lucas Int. Children's Film Fe-
stival, Frankfurt, Germany
Best Feature Film: „My best Friend“
(„Une Chateau en Espagne“) by
Isabelle Doval, France 2007. **Best
Short film:** „Cry Baby“ („Pusling“)
by Christina Rosendahl, Denmark
2008. **FICC-Jury Award:** „Phoebe in
Wonderland“ by Daniel Barnz,
USA 2008. **Special Mention:** „No
Network“ by Ari Kristinsson, Ice-
land 2007.
www.lucasfilmfestival.de

Forthcoming Festivals

Buster – Copenhagen Int. Film
Festival for Children + Youth,
Copenhagen/Denmark
September 19th to 26th 2008
www.buster.dk

Filmfest Hamburg, Children's
& Youth Film Festival „Michel“,
Hamburg/Germany
Sept. 25th to Oct. 2nd 2008
www.filmfesthamburg.de

Vilnius Film Festival for
Children and Young People,
Vilnius, Lithuania
Sept. 26th to Oct. 3rd 2008
www.kidsfestival.lt

Children's Filmfest Münster,
Germany
Sept. 28th to Oct. 5th 2008
www.kinderfilmfest-muenster.de

Schlingel - Int. Film Festival
for Children and Young
Audience, Chemnitz, Germany
October 13th to 19th 2008
www.ff-schlingel.de

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ECFA's Survey on Children's Film Distribution in Europe: Create Promotional Power – Together European Films for Children with distribution in more than ten European Countries (2004 – 2007):

Nr.	Title	Admissions	Countries
1.	Wallace and Gromit ...	13.821.063	24
2.	Arthur and the Minimoys	7.927.115	19
3.	The Emperor's Journey	5.723.328	26
4.	Two Brothers	5.095.574	17
5.	Valiant	4.756.880	21
6.	Oliver Twist	4.700.490	22
7.	Asterix and the Vikings	3.523.376	22
8.	The Magic Roundabout	2.587.770	12
9.	Kirikou and the Wild Animals	2.226.343	12
10.	Raining Cats and Frogs	1.271.109	13
11.	Five Children and It	828.487	13
12.	Millions	462.391	13
13.	Terkel in Trouble	454.245	11
14.	Back to Gaya	428.228	12
15.	Strings	88.549	14

These films made at least half of their total audience in their country of origin and the rest in different European countries. Some of these films were distributed by the European departments of US-major companies, others by bigger European

companies like StudioCanal. But almost half of these titles were distributed by independent arthouse distributors. So both big and small distribution companies may be able to organize a successful distribution.

European Films for Children with distribution in more than four and up to nine European Countries (2004 – 2007):

Nr.	Title	Admissions	Countries
1.	The Wild Soccer Bunch 3	2.264.401	5
2.	The little Polar Bear, Part 2 – The Mysterious Island	1.944.994	7
3.	Laura's Star	1.855.404	8
4.	Azur and Asmar	1.759.320	5
5.	The Wild Soccer Bunch 2	1.628.953	6
6.	Bibi Blocksberg and the Secret of the Blue Owls	1.547.301	5
7.	Fourth Floor	1.175.159	6
8.	The Thief Lord	1.035.906	5
9.	Pettson & Findus 3 - Pettson's Promise	953.681	9
10.	The Living Forest	946.962	9
11.	The Ugly Duckling and Me	899.014	9
12.	Jester Till	872.364	5
13.	Lassie	756.225	9
14.	El Cid, the Legend	654.283	7
15.	Vitus	541.106	5
16.	Princes and Princesses	497.339	6
17.	Winky's Horse	491.618	5
18.	The Rain Children	332.591	5
19.	Zozo	307.811	7
20.	Zaina, Rider of the Atlas	246.483	6
21.	Black Mor's Island	238.589	5
22.	Franklin and the Turtle Lake Treasure	237.923	5
23.	Dog, the General and the Birds, The	210.732	5
24.	Dear Frankie	159.571	9
25.	Renard, the Fox	155.183	5
26.	Lotte from Gadgetville	145.442	6
27.	Pelican Man	112.893	5
28.	Blindflyers	102.121	5
29.	Villa Henriette	40.134	5
30.	Hop	38.561	5

Also some of these films were distributed by major companies, some by smaller arthouse distributors or other independent companies. Here the share of the dome-

stic audience is in a significant way higher than in the top 15 that were distributed in more countries. Usually 80 % of the admissions came from the films' countries of

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ECFA's Survey on Children's Film Distribution in Europe: Statistical Problems – Some Examples from Germany

The first result that we found during our research: All statistics lie! Almost all national statistics are based on the top 20, top 50 or at least top 100 films. Therefore blockbusters that are released with a high number of copies immediately enter these statistics. A smaller film which was released with only a few copies had its admissions over a longer period, therefore maybe never made it among the top 100 and so was hardly recognised by these statistics.

But also such a film finally may have had a respectable amount of admissions, especially as the school screenings that usually start after the regular theatrical distribution often do not enter these statistics. Therefore we can say about our figures: The higher they are the more reliable

they are. On the other hand films that have only low numbers of admissions here in reality may have been much more successful, but their admissions were not included in the statistics, because they were out of the top lists.

Title	Admissions according to:	
	Federal Film Board (FFA)	Distributors
Silly's Sweet Summer	29.591	34.025
Paula's Secret	47.597	50.636
Eric in the Land of Insects	16.330	27.999
Lepel (Spoon)	2.969	12.176

Some smaller differences may have been caused by different periods, but big differences as there are to be seen with the films *Eric in the Land of Insects* or *Lepel* simply have been caused because the sta-

tistics ignore the small but longer lasting harvest after the first theatrical run. Clear proof bring the more detailed numbers that we received from another distributor, valid for December 31st 2007:

Title	Admissions according to:	
	Federal Film Board (FFA)	Distributors
Blindflyers	45.830	49.341
Crusade in Jeans	0	2.166
Lotte in Gadgetville	29 010	34.471
Rascals on the Road	18 327	27.636

So far about statistics.

Continuing from page 2

origin. Exceptions are the British films *Dear Frankie* and *Lassie*, but also some animation movies had bigger success not only at home but abroad as well.

The „Local Heroes“

Of course there are many films that were distributed with a good reason only in their country of origin and countries with the same language. These „local heroes“ often are based on books that are mostly famous in their own country, like for example Anna M. G. Schmidt in Dutch language territories or Paul Maar in German language territories. Also here there are exceptions: for example the film *Minoes*, based on Anna M. G. Schmidt's book, was so good that Warner Bros. decided to release it in some other countries too – with good results.

Surprises

Some examples for unexpected success: *Planta 4a*, a touching Spanish black humour drama about a group of boys suffering from cancer was distributed in Spain by Buena Vista (Disney) and made more than 1,1 million admissions, a result that usual-

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About ECFA's Statistics

As ECFA does not have the means for a profound statistic research we can not guarantee that all figures are absolutely correct. As far as possible we double- or even triple checked the figures and where we found differing numbers we have always chosen the higher one. The most important source for our research was the Lumiere database provided by the European Audiovisual Observatory, Strasbourg. These figures we double checked with several national databases. In some cases we could even triple check with information directly from the distributors. Due to these different sources our list does not fulfil a scientific standard, but we are sure that most of our conclusions will be valid despite this methodical imperfection.

The News Section: Films, Festivals, Awards

International Biannual Festival of Animation, Bratislava, Slovak Republic
October 14th to 18th 2008
www.bab-slovakia.sk/

London International Film Festival, London, Great Britain with a section „Young Audiences“, October 15th to 30th 2008
www.lff.org.uk

Cinekid - International Film, Television and New Media Festival for Children and Young People
Amsterdam/Netherlands
October 19th to 26th 2008
Professional days: Oct. 23rd to 26th
www.cinekid.nl

Congress and Children's Film Festival: Childhood, Methodology, Research and Ethics
Istanbul/Turkey
October 20th to 22nd 2008

The Communication Research Center, Turkey in collaboration with the Education and Communication Faculties of about 20 universities situated in Istanbul, Turkey will organize the 5th Int. Children and Communication Congress and the 5th Int. Children Films Festival „Childhood, Methodology, Research and Ethics“ in Istanbul/Turkey, October 20-22, 2008. With the participation of many national and international institutions including NGO's this conference will become a successful, interdisciplinary event. Professionals will have the opportunity to discuss new theories, applications as well as the recent research results. It will also provide an excellent setting to meet colleagues from all over the world and from other institutions and disciplines and consider possibilities of collaborative studies.

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Beyazıt 34452 Istanbul
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phone: ++90 212 440 00 00 / -12648
e-mail: niluferpembecioglu@gmail.com
Internet: www.tiaistanbul.org

The Chicago International Children's Film Festival, USA
October 23rd to November 2nd 2008

www.cicff.org

The News Section: Films, Festivals, Awards

Istanbul Internat. Children's
Film Festival, Turkey
Oct. 28th to November 13th 2008
www.icff.com

Nordic Filmdays Lübeck/
Germany, Section Films for
Children & Young People
Oct. 29th to November 2nd 2008
Lübeck will celebrate the 50th an-
niversary of the festival this year!
www.filmtage.luebeck.de

Doxs! - Documentaries for
Children and Young People /
Duisburger Filmwoche,
Duisburg, Germany
November 3rd to 9th 2008
www.duisburger-filmwoche.de

Interfilm Short Film Festival:
KuKi - Short Films for Kids,
Berlin/Germany
November 4th to 9th 2008
www.interfilm.de

Festival international de
Cinéma du grain à démoudre,
Gonfreville l'Orcher,
Normandie/France
November 4th to 10th 2008
www.dugrainademoudre.net

Espinho International
Animated Film Festival
Cinanima, Espinho, Portugal
November 10th to 16th 2008
www.cinanima.pt

Cinemagic - World Screen
Festival for Young People,
Belfast, Northern Ireland
November 13th to 30th 2008
www.cinemagic.org.uk

ICFFCY - International
Children's Film Festival of
Cyprus, Nikosia
November 14th to 16th 2008
www.icffc.org

Castellinaria Festival interna-
zionale del cinema giovane
Bellinzona, Switzerland
November 15th to 22nd 2008
www.castellinaria.ch

Internationales KinderFilm-
Festival, Vienna, Austria
November 15th to 23rd 2008
www.kinderfilmfestival.at

FICI - Festival International de
Cine para la Infancia y la
Juventud / International
Children and Youth Film
Festival, Madrid, Spain
November 17th to 22nd 2008
www.fici.info

Films on the Horizon

New European films for children or young people which are ready to be discovered for your programmes. More information and more films can be found at www.ecfaweb.org. Obviously we can never guarantee that we cover all important new films. Producers, distributors and sales agents are kindly invited to inform us of their new releases.



Jasper

An Awesome Tale
Feature Film, Ukraine 2008
Director: Roman Shirman
Production: Interfilm
World Sales: Interfilm, Volodymyr Kozyr
of. 78, 2 Prospect Tychyny
Kiev, Ukraine, 02098
phone: ++38 044 553 39 08
fax: ++38 067 209 72 88
E-Mail: info@interfilm.biz
Internet: www.an-awesome-tale.interfilm.biz

Daddy Cool / 15 ans et demi
Feature Film, France 2008
Director: F. Desagnat & Th. Sorriaux
Production: Pulsar Productions
World Sales: Gaumont S. A.
30, Ave. Charles de Gaulle
F-92200 Neuilly-sur-Seine
phone: ++33-1-46432000
fax: ++33-1-46432033
E-Mail: info@gaumont.com
Internet: www.gaumont.com
www.15ansetdemi-lefilm.com

Jasper
Animation, Germany/France 2008
Director: Eckhardt Fiberg
Production: Toons'N'Tales, Millimages
World Sales: Bac Films
88, rue de la Folie-
Méricourt, F-75011 Paris
phone: ++33-1-53535252
fax: ++33-1-53535253
E-Mail: s.moreau@bacfilms.fr
Internet: www.bacfilms.com/international
www.toons-n-ales.com

The King of Ping Pong
Feature Film, Sweden 2008
Director: Jens Jonsson
Production: BOB Film Sweden AB
World Sales: NonStop Sales AB
Döbelnsgatan 24
SE-11352 Stockholm
phone: ++46-8-6739999
fax: ++46-8-6739988
E-Mail: info@nonstopsales.net
Internet: www.nonstopsales.net
www.pingpongkingen.se/

Krabat
Feature Film, Germany 2008
Director: Marco Kreuzpaintner
Production: Claussen + Wöbke + Putz
World Sales: Bavaria Film International
Bavariafilmplatz 8
D-82031 Geiselgasteig
phone: ++49-89-64992686
fax: ++49-89-64993720
E-Mail: Bavaria.international@bavaria-film.de
Internet: www.bavaria-film-international.de
www.krabat-derfilm.de

Little Greek Godfather
Feature Film, Greece 2008
Director: Olga Malea
Production: CL Productions
World Sales: Greek Film Centre
10, Panepistimou Avenue
GR-10671 Athen
phone: ++30-1-3617653
fax: ++30-1-3614336
E-Mail: info@gfc.gr
Internet: www.gfc.gr
www.protiforanos.gr

Magic! / Magique!
Feature Film, France 2008
Director: Philippe Muyl
Production: Remstar
World Sales: Wild Bunch
99, Rue de la Verrerie
F-75004 Paris
phone: ++33-1-53 01 50 20
fax: ++33-1-53 01 50 49
E-Mail: vmaraval@wildbunch.eu
Internet: www.wildbunch.biz
www.magicue-lefilm.fr/

Mia & the Migoo
Animation, France 2008
Director: Jacques-Rémy Girerd
Production: Folimage Valence Prod.
World Sales: Celluloid Dreams
2, rue Turgot, F-75009 Paris
phone: ++33-1-49700370
fax: ++33-1-49700371
E-Mail: info@celluloid-dreams.com
Internet: www.celluloid-dreams.com



Magique

Films on the Horizon



Trouble at Timpeltill

The Moonbear

Animation, Germany 2008
Director: Michael Maurus
Production: NDF Neue deutsche Filmgesellschaft
World Sales: Beta Cinema
Grünwalder Weg 28 d
D-82041 Oberhaching
phone: ++49-89-67 34 69 14
fax: ++49-89-67 34 69 888
E-Mail: beta@betacinema.com
Internet: www.betacinema.com

Morrison Gets a Babysister

Feature Film, The Netherlands 2008
Director: Barbara Bredero
Production: BosBros.
World Sales: Delphis Films Inc.
225 Roy Street east
CDN- Montreal,
Quebec, H2W 1M5
phone: ++1-514-843 3355
fax: ++1-514-843 0064
E-Mail: distribution@delphisfilms.com
Internet: www.delphisfilms.com

My Very Best Friend / Une Château en Espagne

Feature Film, France 2008
Director: Isabelle Doval
Production: MP Productions,
World Sales: EuropaCorp
137, rue du Faubourg
Saint-Honoré
F-75008 Paris
phone: ++33-1-53 83 03 03
fax: ++33-1-53 83 03 70
E-Mail: gmelin@europacorp.com
Internet: www.europacorp.com
www.unchateauenespagne.com

Niko & The Way to the Stars

Animation, SF, DK, DE, Ireland 2008
Director: Michael Hegner,
Kari Jusoenen
Production: Pictorion Magma Animation
World Sales: TrustNordisk
Filmbyen 12
DK-2650 Hvidovre
phone: ++45 3686 8788
fax: ++45 3677 4448
E-Mail: nicolai@trustnordisk.com
Internet: www.trustnordisk.com

Sunshine Barry & the Disco Worms

Animation, Denmark & Germany 2008
Director: Thomas Borch Nielsen
Production: Crone Film A/S, Radar Film
World Sales: Sola Media GmbH
Osumstr. 17
D-70599 Stuttgart
phone: ++49-711-479 36 66
fax: ++49-711-479 26 58
E-Mail: post@sola-media.net
Internet: www.sola-media.net

Trouble at Timpeltill

Feature Film, France 2008
Director: Nicolas Bary
Production: Chapter 2, M6 Films
World Sales: Pathé International
10, Rue Lincoln
F-75008 Paris
phone: ++33-1-40769165
fax: ++33-1-40769123
E-Mail: maxime.japy@pathe.com
Internet: www.pathe.com
timpelbach-lefilm.com

In Memoriam Jochen Girsch



Jochen Girsch

We have just been informed that Jochen Girsch, managing director of the sales company Brussels Avenue and member of ECFA for many years, passed away last week. With a lot of sadness we hereby want to share the sorrow of his relatives and his colleague Marie-Do. We will always remember Jochen as a fighter for quality films and as a very capable person full of ideas and visions at our meetings; but also as the joyful fellow after work. Despite his health problems during the last years he continued his work with faith and determination. With our most sincere condolence.

Felix Vanginderhuysen, General Secretary of ECFA on behalf of ECFA's Board Members.

The News Section: Films, Festivals, Awards

Oulu International Children's Film Festival, Oulu, Finland
November 17th to 23rd 2008
www.ouka.fi/lef

KinderKinoFest Duesseldorf, Germany
November 20th to 26th 2008
www.kinderkinofest.de

Gijón Int. Film Festival for Young People, Gijón/Spain
November 20th to 29th 2008
www.gijonfilmfestival.com

Int. Documentary Filmfestival IDFA, Amsterdam/Netherlands
November 20th to 30th 2008
www.idfa.nl

Torino Film Festival, Torino, Italy
November 21st to 29th 2008
www.torinofilmfest.org

London Children's Film Festival, Barbican London, Great Britain
November 22nd to 30th 2008
www.londonchildrenfilm.org.uk

Olympia International Film Festival for Children and Young People, Pyrgos/Greece
Nov. 29th to December 6th 2008
www.idfa.nl

Sottodiciotto Filmfestival (Under 18), Torino/Italy
December 4th to 13th 2008
www.aiac torino.it

International Young Audience Film Festival Ale Kino!, Poznan/Poland
December 12th to 20th 2008
www.alekino.com

International Filmfestival Berlin, Section Generation, Berlin/Germany
February 5th to 15th 2009
www.berlinale.de

Europees Jeugdfilmfestival Vlaanderen, Antwerp & Brugge/Belgium
February 21st to March 1st 2009
www.jeugdfilmfestival.be

New York Int. Children's Film Festival, New York/USA
February 27th to March 15th 2009
www.gkids.com

Montreal Int. Children's Film Festival, Montreal, Canada
February 28th to March 8th 2009
www.fifem.com



journal

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E-Mail: RTSchoeffel@t-online.de

Translations with the help of
Adam Graham, Leeds

ECFA's website programmer:
Udo Lange

ECFA – EUROPEAN CHILDREN'S FILM ASSOCIATION

The goal of ECFA is to support cinema for children in its cultural, economical, aesthetic, social, political and educational aspects. ECFA was founded in 1988 in Mons/Belgium after the Conference of Troja/Portugal and brought together a wide range of European film professionals and associations, producers, directors, distributors. ECFA's aim is to set up a working structure in every European country for films for children and young people, a structure adapted to Europe's multicultural interests.

For more informations and membership (membership-fee 200 Euros per year) contact:

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B-1030 Bruxelles
Phone: ++32 - 2 - 242 54 09
Fax: ++32 - 2 - 242 74 27
E-Mail: ecfa@jekino.be
Internet: www.ecfaweb.org

The European Children's Film Distribution Network:

www.ecfaweb.org/network.htm
Databases on children's film festivals,
sales agents, distributors and TV-pro-
grammers interested in European
films for children.

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ECFA's Survey on Children's Film Distribution in Europe: Create Promotional Power – Together

ly only US-Blockbusters have. The film was furthermore released in several other countries by arthouse distributors with results between 3.500 and 13.000 admissions. Despite the fact that *Planta 4a* did not have the special star power or other promotional advantages in its domestic country the Spanish department of Buena Vista succeeded to create such an awareness for this high quality movie which made this excellent result possible. In other countries the arthouse promotion campaigns obviously failed. But the Spanish example proves, that even such a hard film can be a box office success when the distributor succeeds to create enough promotional power for his product.

That a film like *The Blindflyers*, which is hard to promote because it is so – in the best meaning of the word – unspectacular, will not be a box office hit everybody knew in advance. But with all the awards that this film won, including the German Film Award for the best film for children, there was hope for more than these 52.000 admission that the film earned during almost five years in the theatres. So the surprise was even better when this film made more than 41.000 in the Netherlands, where it was also distributed by the arthouse distributor Twin Films. Bea Appels, who runs Twin Films together with husband Dick de Jonge explains this success with the special attractiveness of this film for school screenings, that made a good share of all these admissions: „The story, the way it is told, but also the images and the very convincing acting of the young people.“ But Bea Appels also states the fact that *The Blindflyers* in the Netherlands is still only available in the cinemas. Neither a DVD was released until now nor the film had been shown on TV.

The Living Forest in Belgium, as Felix Vanginderhuysen, manager of Jekino-Distribution remembers, was an unexpected success. It was released on probably the one and only moment during the last years when there was no US-concurrent and because the Belgium release came shortly after the French release. So the French part of Belgium did profit from the promotion in France. In total this film was distributed in nine European countries and gained almost one million admissions.

Conclusions

It is definitely essential to continue the co-operation, that distributors started within ECFA. Together they prepare applications for distribution support, exchange experiences and discuss strategies for new films. The most important aim must be to create the best possible promotional power for new high quality films.

Whatever reasons we will find to explain the commercial success or disaster of a particular film: It is surely not only the quality of a film which determines how many children will see a children's film in the cinemas.

Perhaps more new ideas will come from other old or new ways of distribution. Digital technique makes it easier to distribute films. The borders between the different stages of distribution (cinema, non-theatrical, home-DVD, pay & public TV, online-video) soon will start to disappear. These stages are no longer determined by different technical standards. Films soon can easily be transferred from one format to another. A theatrical release then does not necessarily mean a high risk. A film can be launched step by step or stage by stage. It can be seen whenever there is interest for it – at festivals, in cinemas, schools, film clubs or at home. It can cross borders also without a national distributor. This way the films have the chance to sneak their way to the audience on every possible way. This vision of a multiple and flexible distribution may bring some advantage for arthouse films. Their producers, sales agents and distributors mostly are smaller independent companies who are free to decide where and when they want to present their films. Of course this „Amazon-way of distribution“ (everything is available everywhere) also bears the danger that the big blockbusters will also block the attention of the viewers. But also rare literature finds its way through this system – much more than before. So with our network of film enthusiasts all over Europe working in various organisations on bringing good films to the young audience we will have certain new possibilities and chances to create promotional power for arthouse films for children.

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The complete statistical Survey can be found on ECFA's website:

www.ecfaweb.org/projects/htm

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