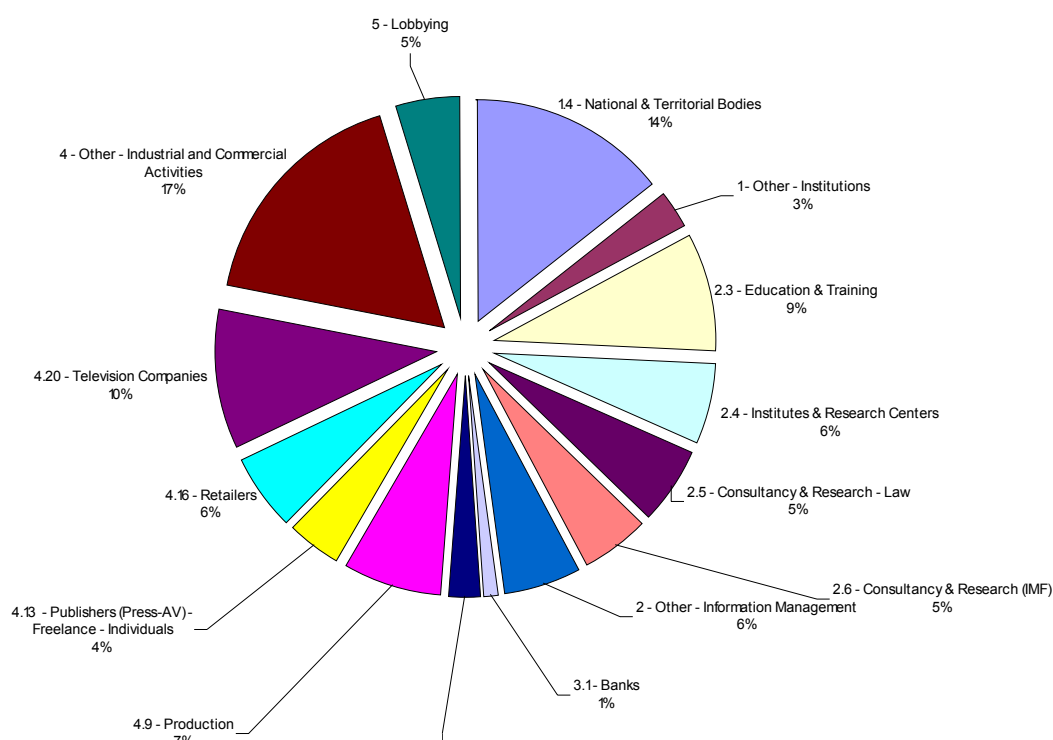


Customers of all Publications sold from January to August 2006
DISTRIBUTION BY PROFESSIONAL CATEGORY
Total of 437 organisations



Sales and free distribution of flagship publications - "Yearbook" and "Iris" –

Year	Yearbook sales	Yearbook free distribution	Iris sales	Iris free distribution	Iris plus sales	Iris plus free distribution	Iris special sales
2000	715	1203	295	602	-	-	-
2001	375	984	235	465	235	550	78
2002	324	680	210	500	210	575	228
2003	357	875	231	450	231	550	242
2004	335	890	221	500	221	550	358
2005	316	890	175	650	175	750	602
2006	350	800	168	700	168	650	650

¹ Estimation

The Observatory has been commissioned by Marché du Film/Festival de Cannes (MIF) to prepare synthetic statistics on world film market trends. These statistics are printed, published and mainly distributed by MIF under the name "FOCUS" at the Cannes film festival to all accredited professionals (about 8,500 copies). "FOCUS" is largely identified with the Observatory, which also disseminate about 2,000 copies among its customers, professional partners and members.

The study "Public Funding for film and audiovisual works in Europe – A comparative approach", published in 2004, is considered to be a commercial success: by August 2006, 601 copies were sold and some 550 copies were distributed free of charge.

For the report "Film Distribution Companies in Europeis", which is expected to be launched by fall 2006, marketing plans foresee a distribution of 450 copies free of charge and a minimum sales target of 200 copies.

Chapter 2. Main Observatory reports concerning market and financing issues

In the years 2000-2006, the following reports have been published:

2000:

BODO, C. with the collaboration of GUERRAGGIO C., PETROCCHI F. and SPADA, C., "Market and State in the Film Industry in Italy in the Nineties", 2000. (on-line publication on Observatory website)

BUONANNO, M. (ed), *Eurofiction 2000. Television Fiction in Europe*

HANS BREDOW INSTITUTE (ed.), *Radio and Television System in Europe*

LANGE A. (ed), *European Films on European Television*

JEZEQUEL, J.P. et LANGE A. (sous la direction scientifique de), *Economie de la fiction télévisuelle en Europe. Montants des investissements et relations entre diffuseurs et producteurs*, co-édité en collaboration avec le CNC.

2001 :

BUONANNO, M. (ed), *Eurofiction 2001. Television Fiction in Europe*

DONDUREI D. and VENGHER N. (Double-D), *The Film Sector in the Russian Federation* (on-line publication)

IRG, Russia. *The Video Market in Transition* (on-line publication)

2002:

BUONANNO, M. (ed), *Eurofiction 2001. Television Fiction in Europe*

JEZEQUEL, J.P. (coordination scientifique), *Economie de la fiction télévisuelle en Europe*, 2ème édition, co-éditée avec le CNC et la Direction du développement des médias

2003 :

INTERNEWS, *Television in the Russian Federation: Organisational structure, Programme Production and Audience*

2004:

LANGE A. and WESCOTT, T., *Public funding of film and audiovisual works – A comparative approach* (published in collaboration with the European Investment Bank)

LANGE A., *L'impact du piratage sur l'industrie audiovisuelle* (on-line publication)

2005:

LANGE A., *Financial situation of television companies in Europe* (on-line publication)

2006 :

HOEFFERT DE TUREGANO, H., *Public funding for the promotion of European films* (on-line publication)

INTERNEWS, *Television in the Russian Federation: Organisational structure, Programme Production and Audience*, up-dated edition.

NEWMAN, S. (with the collaboration of HUGOT T.), *Film distribution companies in Europe*