SEA STUDY
A STATISTICAL OVERVIEW OF INDEPENDENT CINEMA IN SOUTHEAST ASIA

This research was conducted by Purin Pictures in the years 2018 - 2019. Purin Pictures is a film fund that supports independent cinema in Southeast Asia.

Budget bands were employed as a method to standardize the data collected as well as to provide a comparison to revenue collected. The total budget of SEA independent films produced in 2016 was classified by budget band.

The total budget of SEA independent films produced in 2016 was classified by budget band. About 33.3% were international co-productions. Approximately 66.7% of SEA independent films were produced domestically.

About 94% of SEA independent films produced in 2016 world premiered at film festivals. About 75.8% of SEA independent films produced in 2016 received a local theatrical release. Roughly 60% of films were released in only 1-10 theatrical sites, a common trend found in every SEA country.

Since the revenue cycle of a film is not complete until years after its world premiere, the data uses USD as the standard currency. This publication serves as a resource for film professionals in the region and abroad. We hope that you will find it useful. Finally, and most importantly, we thank all the filmmakers who took part in this initiative.

### List of Sales Companies

- ACTIVATOR MARKETING
- ALPHA VIOLET
- ARTE FRANCE
- CNAP FRANCE
- ESTONIAN FILM INSTITUTE
- PRINCE CLAUS FUND
- ASIAN CINEMA FUND
- CINEMA DU MONDE
- BHD MEDIA VN
- DOCS PORT INCHEON
- EXCEPTIONAL PRODUCTIONS
- HANDMADE DISTRIBUTION
- GROSSHOPPER FILM
- HAVANNA DISTRIBUTION
- HUMANITY DISTRIBUTION
- RAIN TRAIL PICTURES
- XYZ FILMS
- LUXBOX
- LUXBRIGHT FILMS
- URBAN DISTRIBUTION INTERNATIONAL
- REVOLUTION PICTURES
- RISING SUN PICTURES
- THE HAYMARKET COMPANY
- THE PRODUCTION COMPANY
- VAMPIRE FILMS
- WAX INDEPENDENT
- WATERSHED DISTRIBUTION
- WILD FLOWER DISTRIBUTION
- WILD BASS
- WILD BOAR

### Least Popular Genres

- DOCUMENTARY
- AVANT-GARDE, EXPERIMENTAL
- TERROR

### Most Popular Genres

- DRAMA
- COMEDY, CRIME, EPICS/HISTORICAL

### Regional Sales

- Europe: 45.5%
- Asia: 33.3%
- North America: 10%
- Other: 11.2%

### Top International Festivals

- SINGAPORE INTERNATIONAL FILM FESTIVAL
- BUSAN INTERNATIONAL FILM FESTIVAL
- Hanoi International Film Festival
- FILM FESTIVAL VICTORIA

### Regional Film Festivals

- NORTH AMERICA
- EUROPE
- ASIA

### Sales Company 45.5%

- $68K
- Europe

### Average Production Budget

- $32K
- World premiere

### Average Promotional Spend

- $9K
- World premiere

### Average Earning Back to Production Company

- $1,800
- SVOD

### Average Box Office

- $23K
- Local theatrical release

### Average Box Office Per Territory Sold

- $3,570
- Local theatrical release

### Average Distribution Cycle

- 3.5 years

### Average Revenue Per Film

- $23K
- Local theatrical release

### REVENUE CYCLES

- 4.99% of films were never sold. The data points below display the numbers of films that were distributed at each distribution channel.

- 72.7% of SEA independent films produced in 2016 gained some sort of distribution, whether theatrical, DVD, SVOD, or other channels.

- 27.3% of films were never distributed. The data points below display the percentages of films distributed at each distribution channel.

- On average, 72.7% of SEA independent films produced in 2016 gained some sort of distribution, whether theatrical, DVD, SVOD, or other channels.

- The average earning back to the production company, though the percentages vary country by country.

- About 94% of SEA independent films produced in 2016 world premiered at film festivals. About 75.8% of SEA independent films produced in 2016 received a local theatrical release. Roughly 60% of films were released in only 1-10 theatrical sites, a common trend found in every SEA country.

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