

# **Film Markets in China, Japan, and Korea**

Catching the Wave: Connecting East Asia through Soft Power  
Panel on Inter-Asian Cultural Flows  
University of California Berkeley  
Institute of East Asian Studies

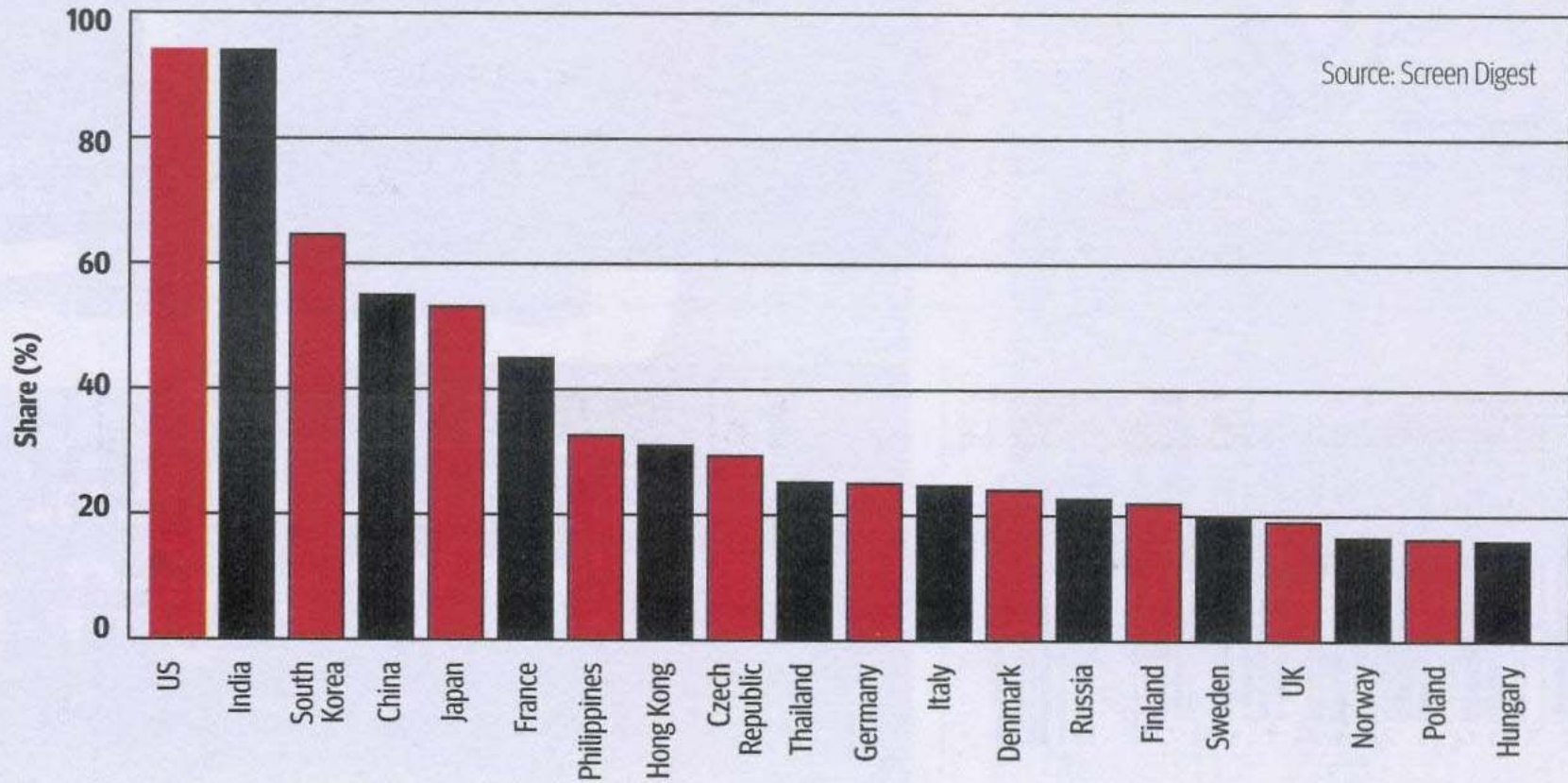
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University of Southern California  
October 6, 2007

### Global box office revenues

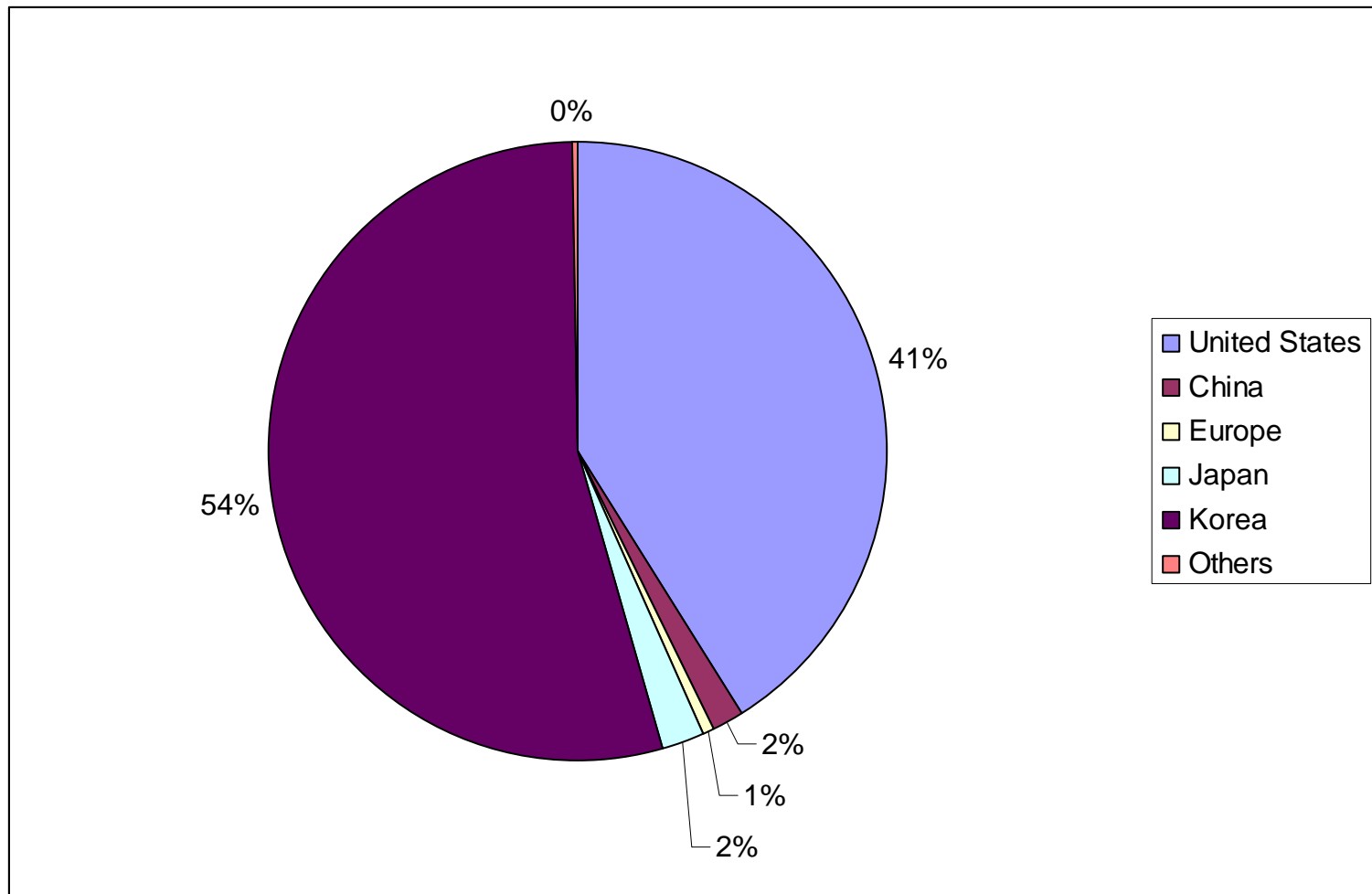
Country	Box office revenues, mln. \$			Change, 2004/2003, %	Share in 2004, %
	2002	2003	2004		
China	109.9	120.8	181.2	50.0	0.9
Argentina	50.8	61.4	91.3	46.7	0.4
Poland	86.2	83.3	126.5	42.6	0.6
Taiwan	149.2	124.8	178.5	38.7	0.9
Russia	112.0	194.7	267.2	28.8	1.3
Brasil	181.3	210.4	262.1	18.5	1.3
Mexico	432.6	434.6	505.0	16.4	2.4
France	966.0	1,131.8	1,430.5	15.0	6.9
Italy	496.3	592.2	718.3	10.3	3.5
Singapore	59.7	62.9	71.0	9.6	0.3
Spain	591.7	723.5	855.9	7.6	4.1
Israel	58.5	70.3	76.4	7.3	0.4
Hong Kong	116.4	111.2	117.7	5.9	0.6
Hungary	42.6	45.4	53.1	5.6	0.3
Germany	907.6	961.8	1,110.6	5.0	5.3
Australia	459.3	564.4	668.2	4.8	3.2
Ireland	85.4	110.3	126.5	4.3	0.6
Japan	1,571.5	1,752.7	1,950.2	3.8	9.4
UK	1,134.4	1,212.5	1,410.7	3.7	6.8
Czech	28.9	38.4	43.0	2.0	0.2
US	9,519.6	9,488.5	9,530.0	0.4	45.8
Norway	88.5	115.1	118.7	-1.8	0.6
Canada	613.2	677.2	699.1	-4.1	3.4
Estonia	5.5	5.8	6.0	-6.0	0.0
Netherlands	147.5	184.7	188.2	-7.3	0.9
<b>Total</b>	<b>18,014.5</b>	<b>19,078.6</b>	<b>20,785.9</b>		

Source: ScreenDigest

## LOCAL FILMS' SHARE OF LOCAL MARKETS, 2006

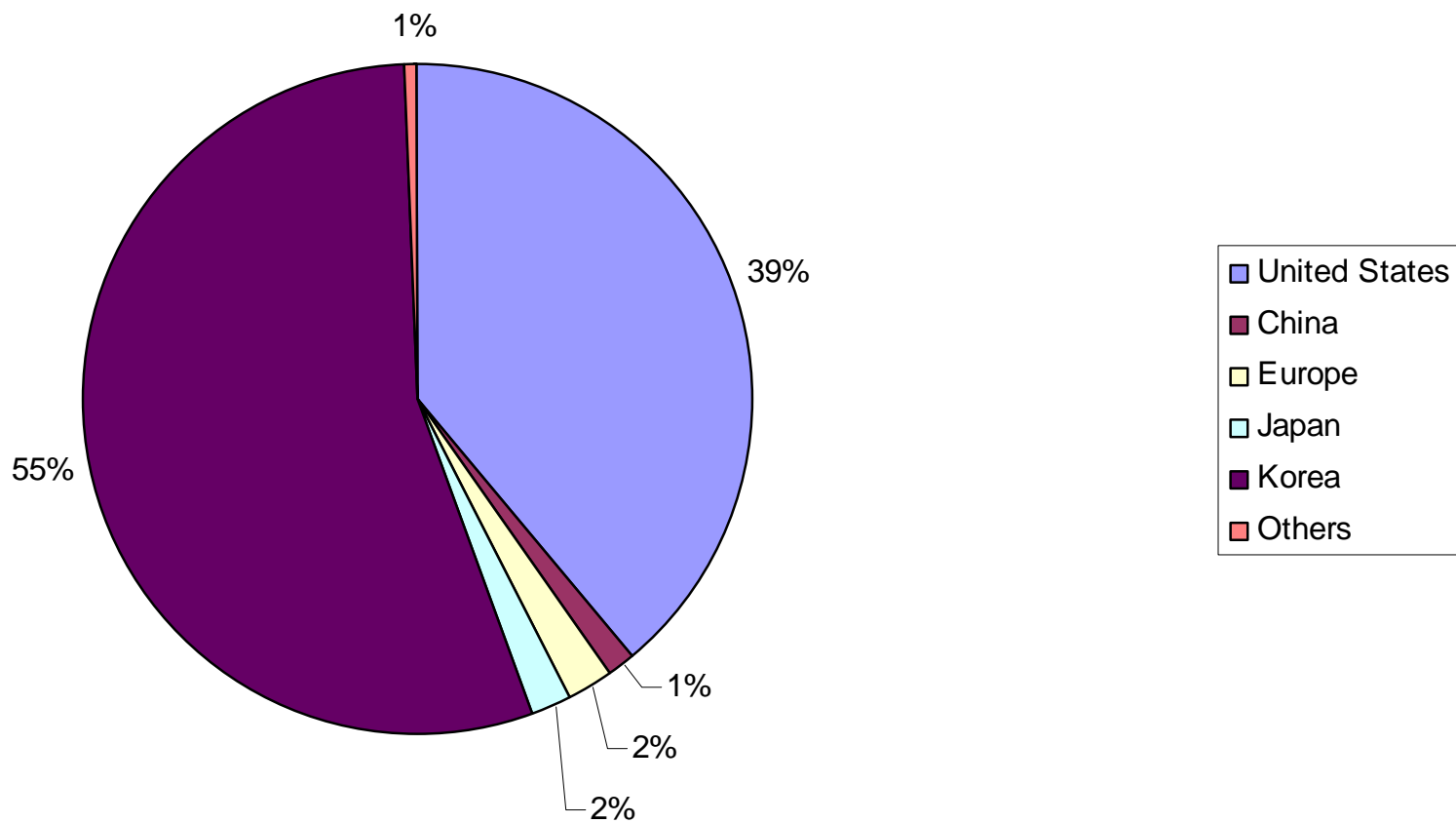


# The Ratio between local films and imported films in the Korean Film Market in 2004



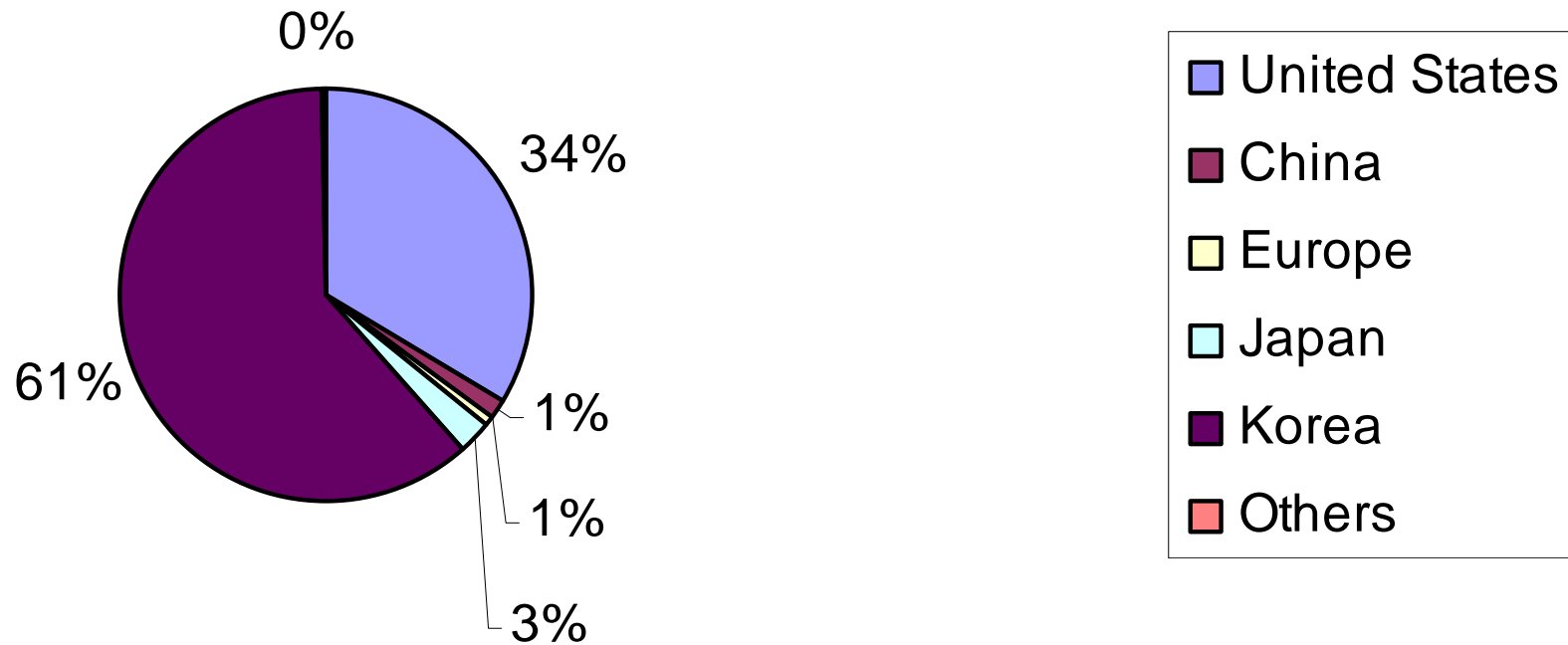
United States	China	Europe	Japan	Korea	Others
41.2%	1.6%	0.6%	2.1%	54.2%	0.4%

# The Ratio between local films and imported films in the Korean Film Market in 2005



United States	China	Europe	Japan	Korea	Others
38.8%	1.4%	2.3%	2%	55%	0.5%

# The Ratio between local films and imported films in the Korean Film Market in 2006



United States	China	Europe	Japan	Korea	Others
33.7%	1.4%	0.8%	2.6%	61.2%	0.3%

## Destination for Korean Film Exports      2003 ~ 2005

Unit: American Dollars

Destination	2003		2004		2005	
	Exports	Percentage %	Exports	Percentage %	Exports	Percentage %
Japan	1389000	44.8	40401000	69.3	60322686	79.4
United States	4486000	14.5	2361000	4.0	2014500	2.7
France	709000	2.3	2084000	3.5	1504820	2.0
Thailand	1448500	4.7	1771500	3.0	1520000	2.0
Germany	1908500	6.2	1558000	2.7	1237250	1.6
Taiwan	906500	2.9	1069000	1.8	997000	1.3
Hong Kong	834500	2.7	702000	1.2	1145500	1.5
China Mainland	805500	2.6	206000	0.4	530500	0.7
Others	5987500	19.3	8131100	14.0	6722324	8.8
<b>Total</b>	<b>30979000</b>	<b>100.0</b>	<b>58284600</b>	<b>100.0</b>	<b>75994580</b>	<b>100.0</b>

Source : Kofic-Korean Film Statistics Yearbook ; “Korean Film Exports by Country in 2003 ~ 2005”。

Data gathered from *Report on Development of China's Media Industry 2007* (Beijing: Social Sciences Academic Press 2007) p. 307. The totals for Japan in 2003 appear to be mistaken in that they lack an extra zero.

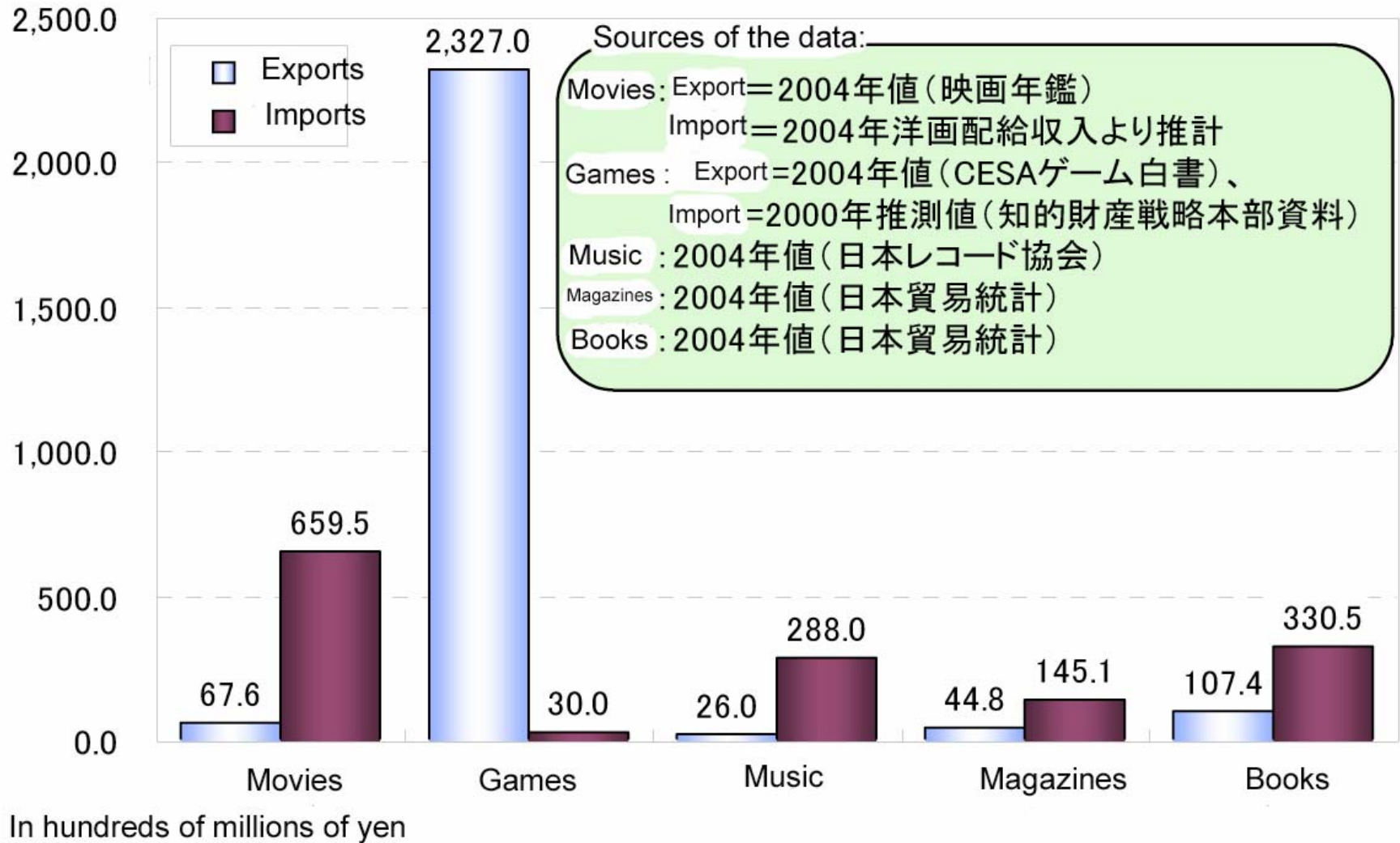
# Export of Korean Films by Region in 2004-2005

Unit: US \$

Region	Export Sales				Change from previous year
	Year 2004	% of Total	Year 2005	% of Total	
Asia	45,327,500	77.8%	66,143,686	87.0%	45.9%
North America	2,900,000	5.0%	2,014,500	2.7%	-30.5%
South America	141,500	0.2%	235,600	0.3%	66.5%
Europe	8,245,250	14.1%	7,315,970	9.6%	-11.3%
Oceania	152,850	0.3%	147,830	0.2%	-3.3%
Africa	0	0.0%	35,320	0.0%	-
Others	1,517,500	2.6%	101,674	0.1%	-93.3%
Total	58,284,600	100%	75,994,580	100%	30.47%

Source: KOFIC: *Korean Cinema 2006*. p. 501

# 2004 Japanese Media and Software Markets



# Film Exports to Japan

Exported From	2001	2002	2003	2004	2005
United States	159 (45.5%)	159 (45.8%)	152 (45.3%)	152 (44.8%)	153 (40.8%)
France	30	33	36	24	23
England	24	9	19	10	11
Germany	5	7	6	7	6
South Korea	20	10	14	29	61
Hong Kong	24	14	7	10	15
China Mainland	3	8	7	7	6
Taiwan	0	1	2	1	2
Foreign and Co-Productions	3	6	10	4	6
Spain	5	6	5	3	1
Canada	1	4	5	1	1
Others	75	90	72	91	90
Total	349	347	335	339	375

Source: MPPA Japan, accessed in Zhao Muyuan, 'Report on the Box Office of Chinese Films in the East Asian Market,' in Cui Baoguo, *Report on the Development of China's Media Industry 2007* (Beijing: Social Sciences Academic Press, 2007), p. 292.