

# SEASTUDY

## A STATISTICAL OVERVIEW OF independent cinema in southeast asia

SEASTudy is a long-term initiative to research independent films in Southeast Asia. By compiling data year to year, Purin Pictures aims to form as comprehensive a picture as possible of the general health of the SEA independent film industry.

Since the revenue cycle of a film is not complete until years after its release, each year's research is focused on films from two years prior. Therefore, in this 1st edition of SEASTudy, we present the annual report for **films world-premiered in 2016**. The published data uses USD as the standard currency.

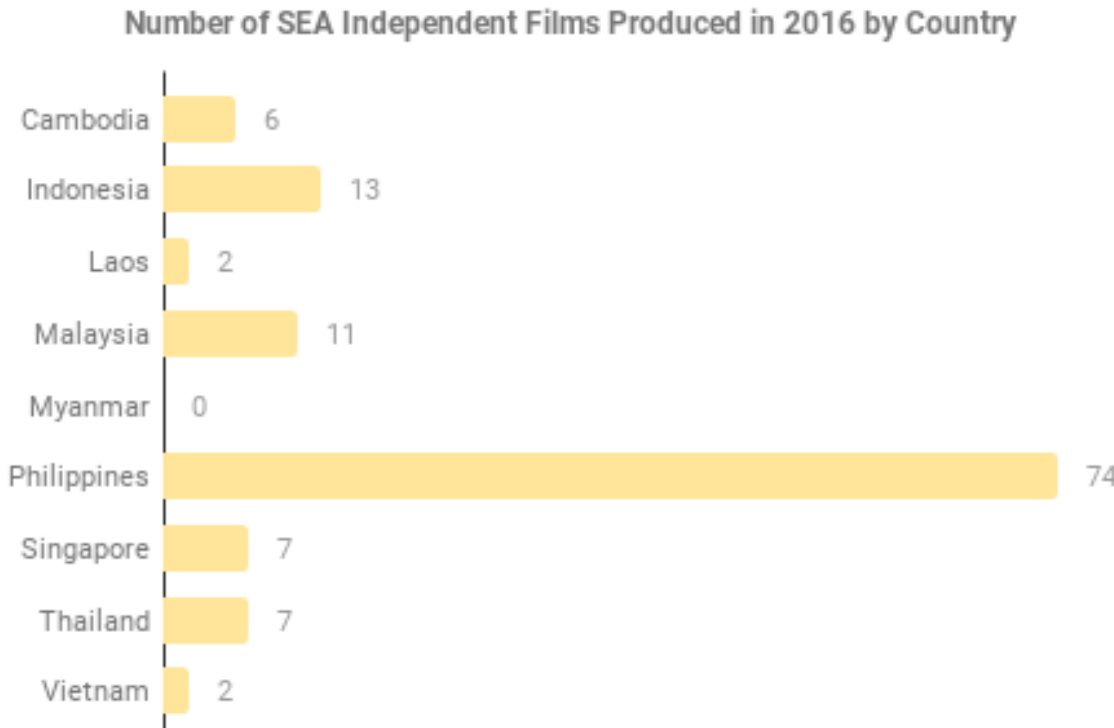
This publication serves as a resource for film professionals in the region and abroad. We hope that you will find it useful. Finally, and most importantly, we thank all the filmmakers who took part in this initiative.

**SEA Independent Film:** As defined by Purin Pictures, this term refers to Southeast Asian films produced without majority financial investment from major distributor or broadcast companies.

### NUMBER OF FILMS

An estimated total of **122 independent films** were produced in Southeast Asia in 2016. The data from each independent film were gathered through submissions by filmmakers.

Number of SEA Independent Films Produced in 2016 by Country

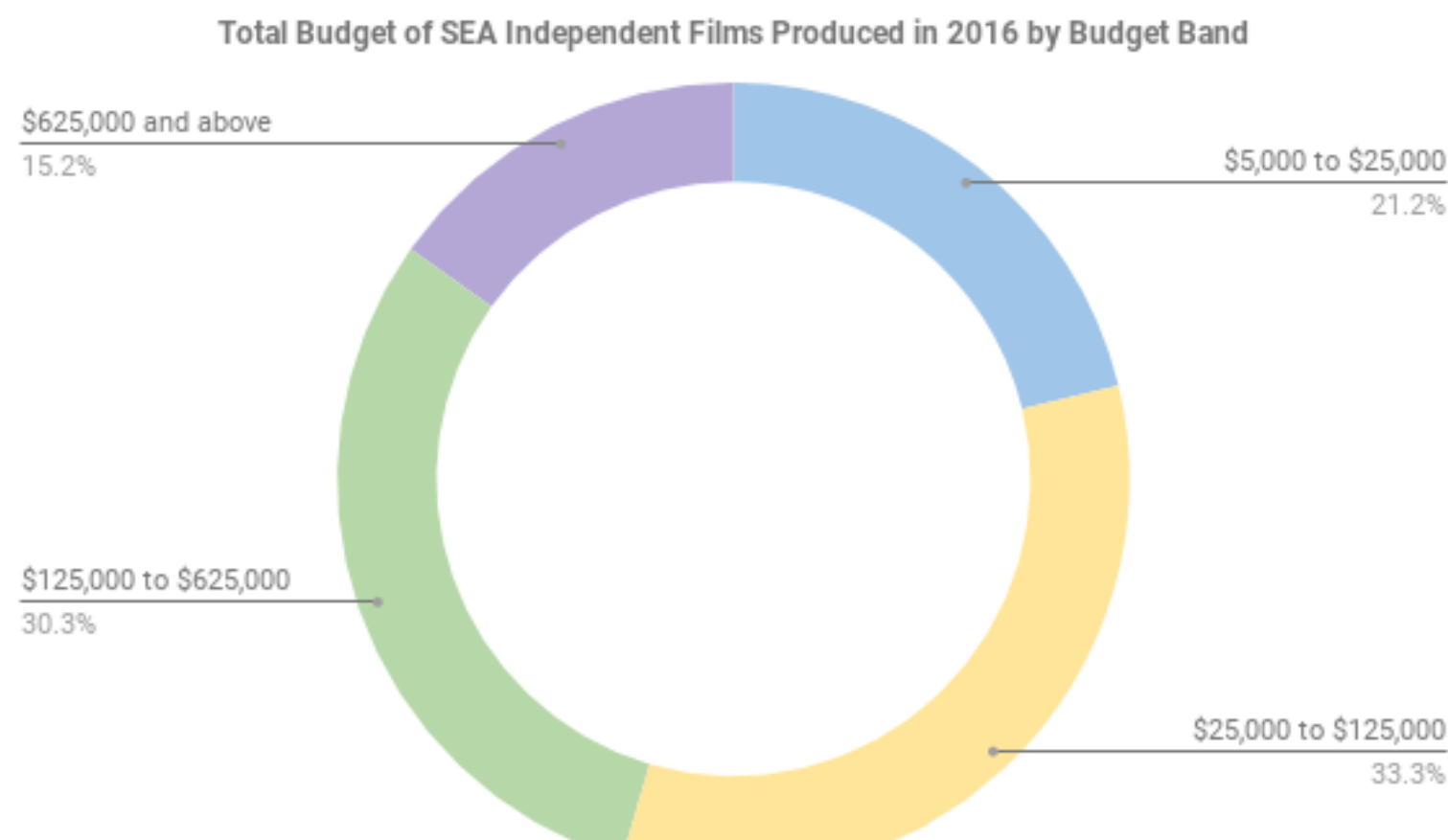


From the estimated total of 122 independent films, 107 films were contacted by delegates assigned by Purin Pictures. The delegates corresponded with each filmmaker who were individually invited to participate in the study. Purin Pictures received a total of 33 submissions from filmmakers — a **response rate of 27%**.

### BUDGET

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

Total Budget of SEA Independent Films Produced in 2016 by Budget Band



**\$330K**

AVERAGE PRODUCTION BUDGET

**\$23K**

AVERAGE PROMOTION AND ADVERTISING BUDGET

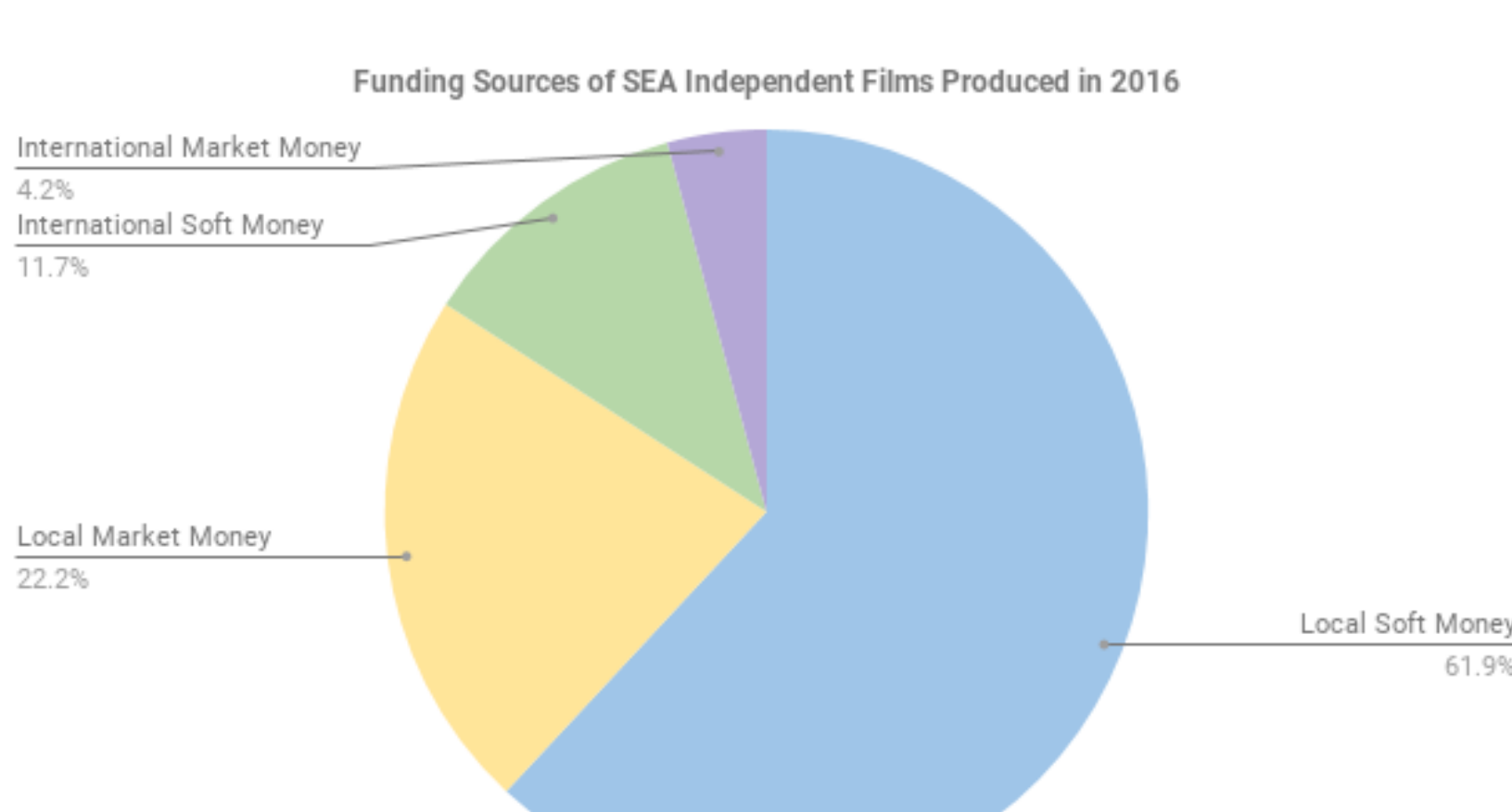
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PRODUCTION BUDGET IS ON AVERAGE 14 TIMES THE BUDGET FOR P&A

### FINANCING

SEA independent films produced in 2016 were financed by various sources. Approximately 62% of films were funded with soft money from local sources, while 12% gained financial support from international film funds. About 22% of films acquired market investment from local sources, while only 4% of films secured market investment from abroad.

Funding Sources of SEA Independent Films Produced in 2016



### TOP INTERNATIONAL FUNDS

HUBERT BALS FUND  
ASIAN CINEMA FUND  
DOHA FILM INSTITUTE  
CINEMA DU MONDE  
ARTE FRANCE  
CNAP FRANCE  
DOCS PORT INCHEON  
ESTONIAN FILM INSTITUTE  
PRINCE CLAUS FUND  
SWISS AGENCY FOR DEVELOPMENT

### FILM FESTIVALS

About 94% of SEA independent films produced in 2016 world premiered at film festivals across the globe in three main regions: Asia, Europe and North America. Approximately 45.5% of films attended 1-10 film festivals, while 9.1% were screened at more than 50 film festivals.

Film Festivals of SEA Independent Films Produced in 2016



BUSAN INTERNATIONAL FILM FESTIVAL (4 FILMS)

SINGAPORE INTERNATIONAL FILM FESTIVAL (4 FILMS)

**51.6% ASIA**

**35.5% EUROPE**

**12.9% NORTH AMERICA**

CANNES FILM FESTIVAL (3 FILMS)

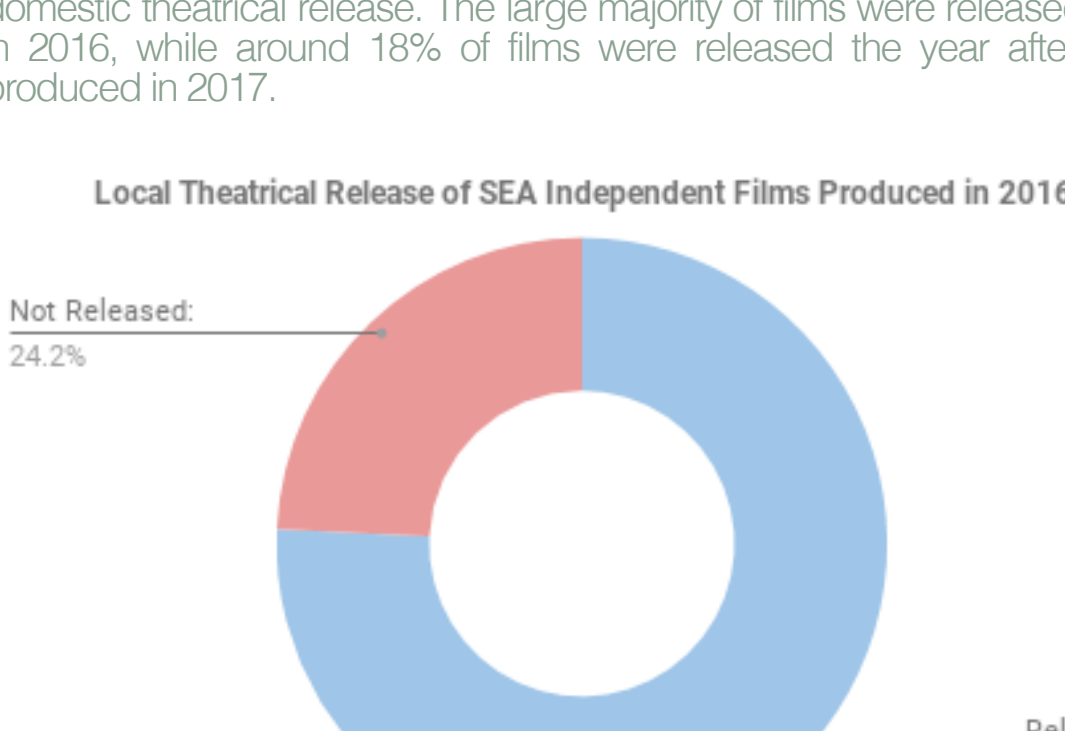
BERLINALE INTERNATIONAL FILM FESTIVAL (2 FILMS)

FILM FESTIVALS WHERE A NUMBER OF FILMS HAD ITS WORLD PREMIERE

### LOCAL THEATRICAL RELEASE

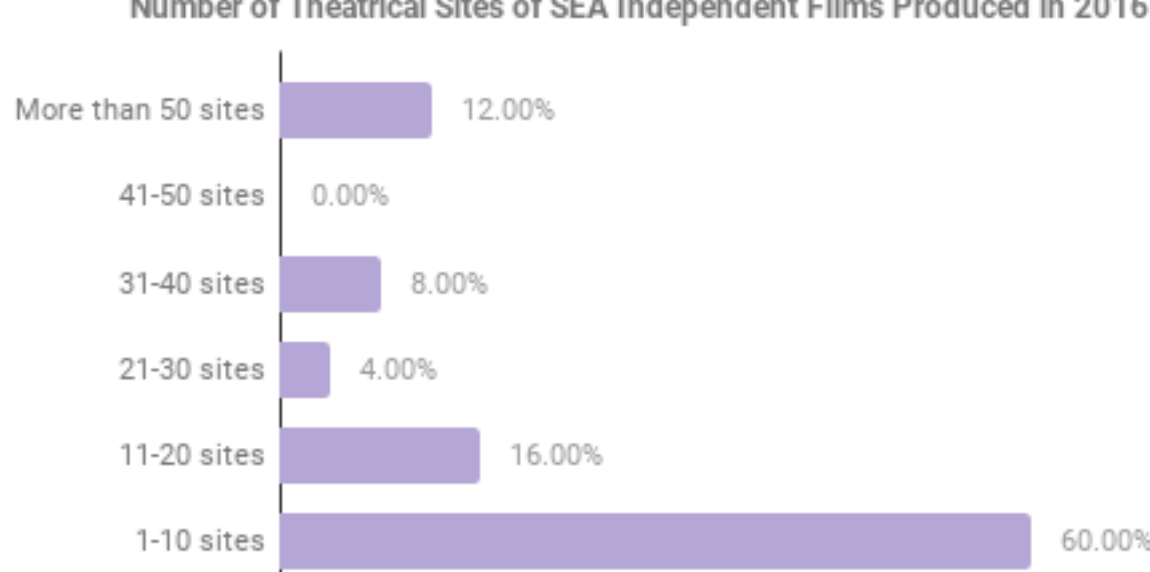
About 75.8% of SEA independent films produced in 2016 received a domestic theatrical release. The large majority of films were released locally in 2016, while around 18% of films were released the year after it was produced in 2017.

Local Theatrical Release of SEA Independent Films Produced in 2016

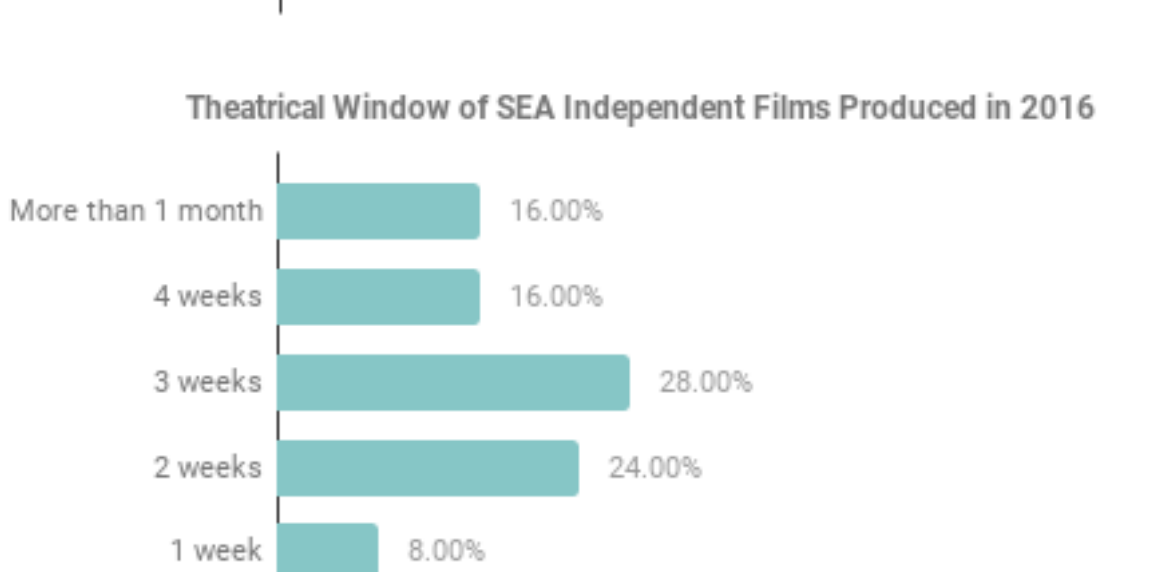


Approximately 52% of films held its releases in theaters for the window of between 2-3 weeks. Roughly 60% of films were released in only 1-10 theatrical sites, a common trend found in every SEA country.

Number of Theatrical Sites of SEA Independent Films Produced in 2016



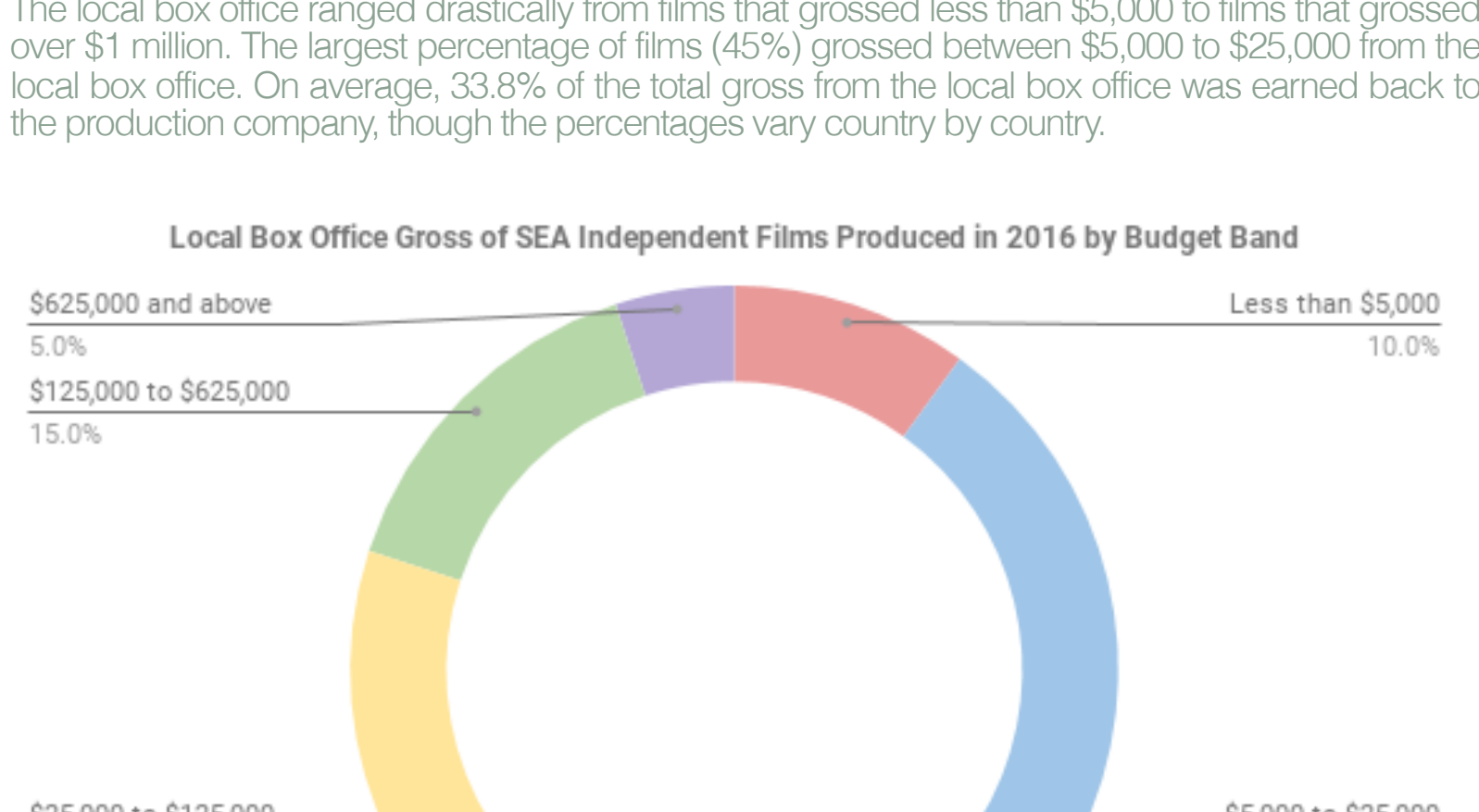
Theatrical Window of SEA Independent Films Produced in 2016



### LOCAL BOX OFFICE

The local box office ranged drastically from films that grossed less than \$5,000 to films that grossed over \$1 million. The largest percentage of films (45%) grossed between \$5,000 to \$25,000 from the local box office. On average, 33.8% of the total gross from the local box office was earned back to the production company, though the percentages vary country by country.

Local Box Office Gross of SEA Independent Films Produced in 2016 by Budget Band



ON AVERAGE, 33.8% OF THE TOTAL GROSS FROM

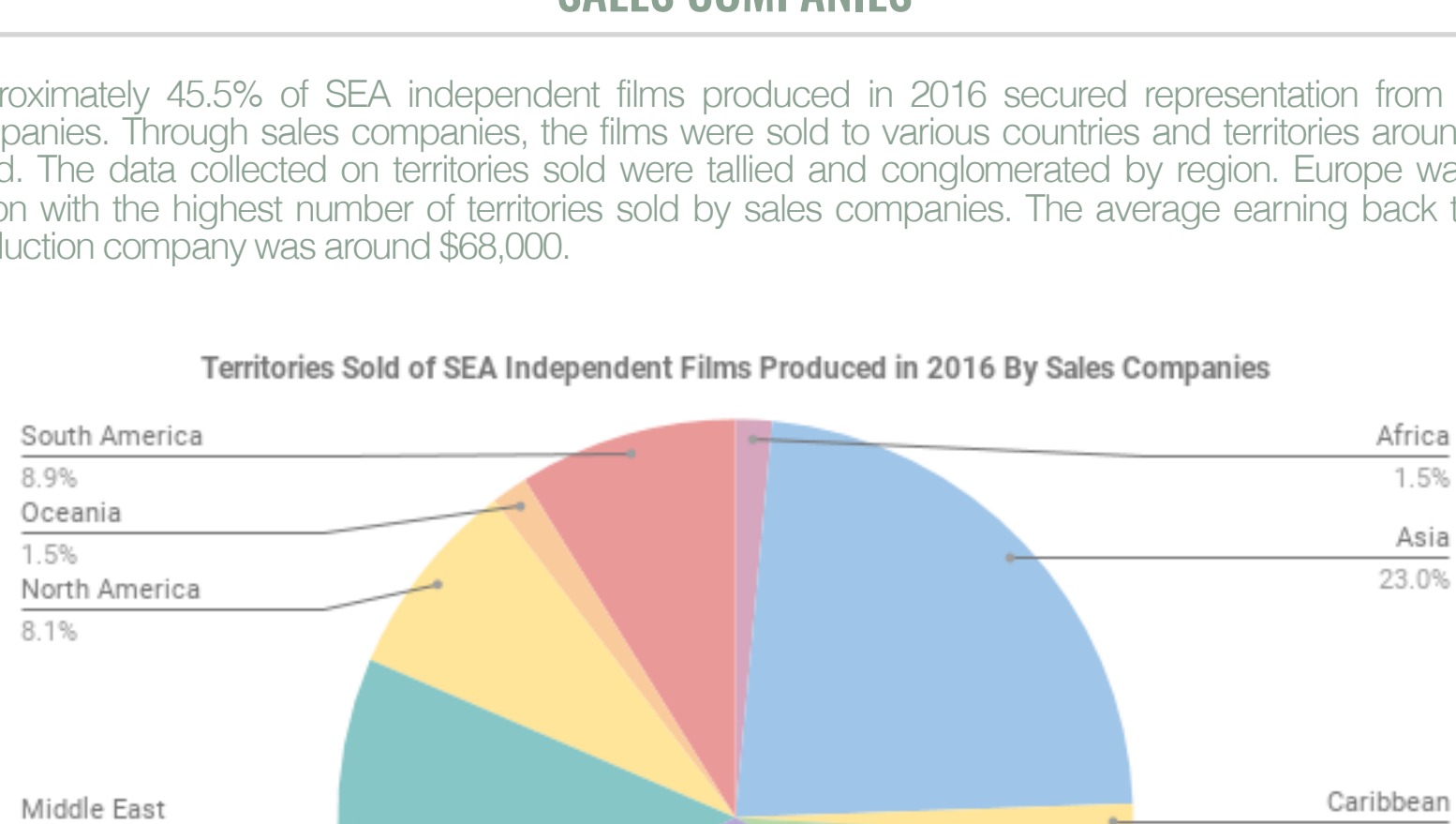
**LOCAL BOX OFFICE**

WAS EARNED BACK TO THE PRODUCTION COMPANY

### SALES COMPANIES

Approximately 45.5% of SEA independent films produced in 2016 secured representation from sales companies. Through sales companies, the films were sold to various countries and territories around the world. The data collected on territories sold were tallied and conglomerated by region. Europe was the region with the highest number of territories sold by sales companies. The average earning back to the production company was around \$68,000.

Territories Sold of SEA Independent Films Produced in 2016 By Sales Companies



**45.5%**

REPRESENTED BY SALES COMPANIES

**\$68K**

AVERAGE EARNING BACK TO PRODUCTION COMPANY

**EUROPE**

REGION WITH HIGHEST NUMBER OF TERRITORIES SOLD

### LIST OF SALES COMPANIES (IN ALPHABETICAL ORDER)

ACTIVATOR MARKETING  
ALPHA VIOLET  
ASIAN SHADOWS  
BEIJING ZW FILMS DISTRIBUTION  
BHD MEDIA VN

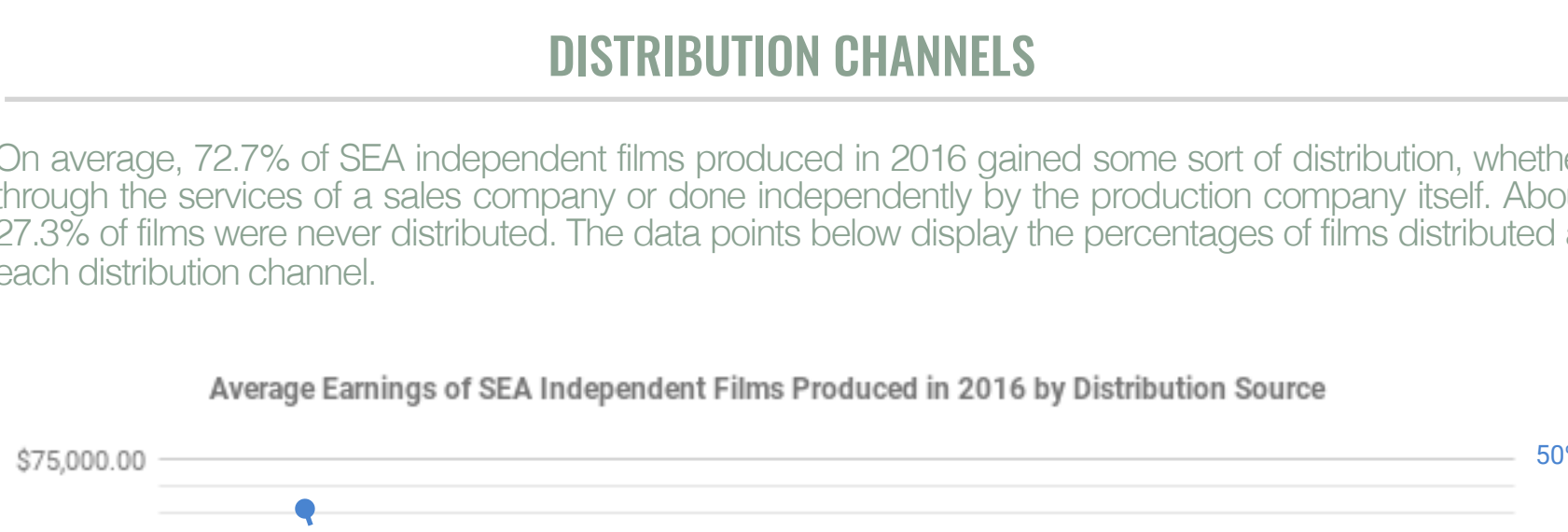
FILMS BOUTIQUE  
GROSSHOPPER FILM  
HANDMADE DISTRIBUTION  
HIGHLAND FILM GROUP  
LES FILMS DU LOSANGE

LUXBOX  
RAIN TRAIL PICTURES  
RAVEN BANNER  
URBAN DISTRIBUTION INTERNATIONAL  
XYZ FILMS

### DISTRIBUTION CHANNELS

On average, 72.7% of SEA independent films produced in 2016 gained the sort of distribution, whether through the services of a sales company or done independently by the production company itself. About 27.3% of films were never distributed. The data points below display the percentages of films distributed at each distribution channel.

Average Earnings of SEA Independent Films Produced in 2016 by Distribution Source



ON AVERAGE, 72.7% OF FILMS WERE

**DISTRIBUTED**

SALES COMPANY 45.5% \$68,000 AVG.

BROADCAST TV 24.2% \$32,000 AVG.

CABLE TV 12.1% \$12,000 AVG.

DVD 9.09% \$1,800 AVG.

SVOD 9.09% \$32,000 AVG.

OTHERS 12.1% \$17,000 AVG.

There were two apparent anomalies from this trend. First, it was evident that DVD as a source of distribution is becoming an obsolete. While 9.09% of films were distributed on DVD, the films gained merely an average of \$1,800 — an exponentially low average earning compared to other distribution channels.

On the other hand, while the same percentage of films were distributed on SVOD, the films on average earned \$32,000 from online streaming platforms. It is highly likely that the large potential gain from sales to SVOD will push the trend of independent film distribution towards creating more content for online streaming platforms in the foreseeable future.