

20. december 2011

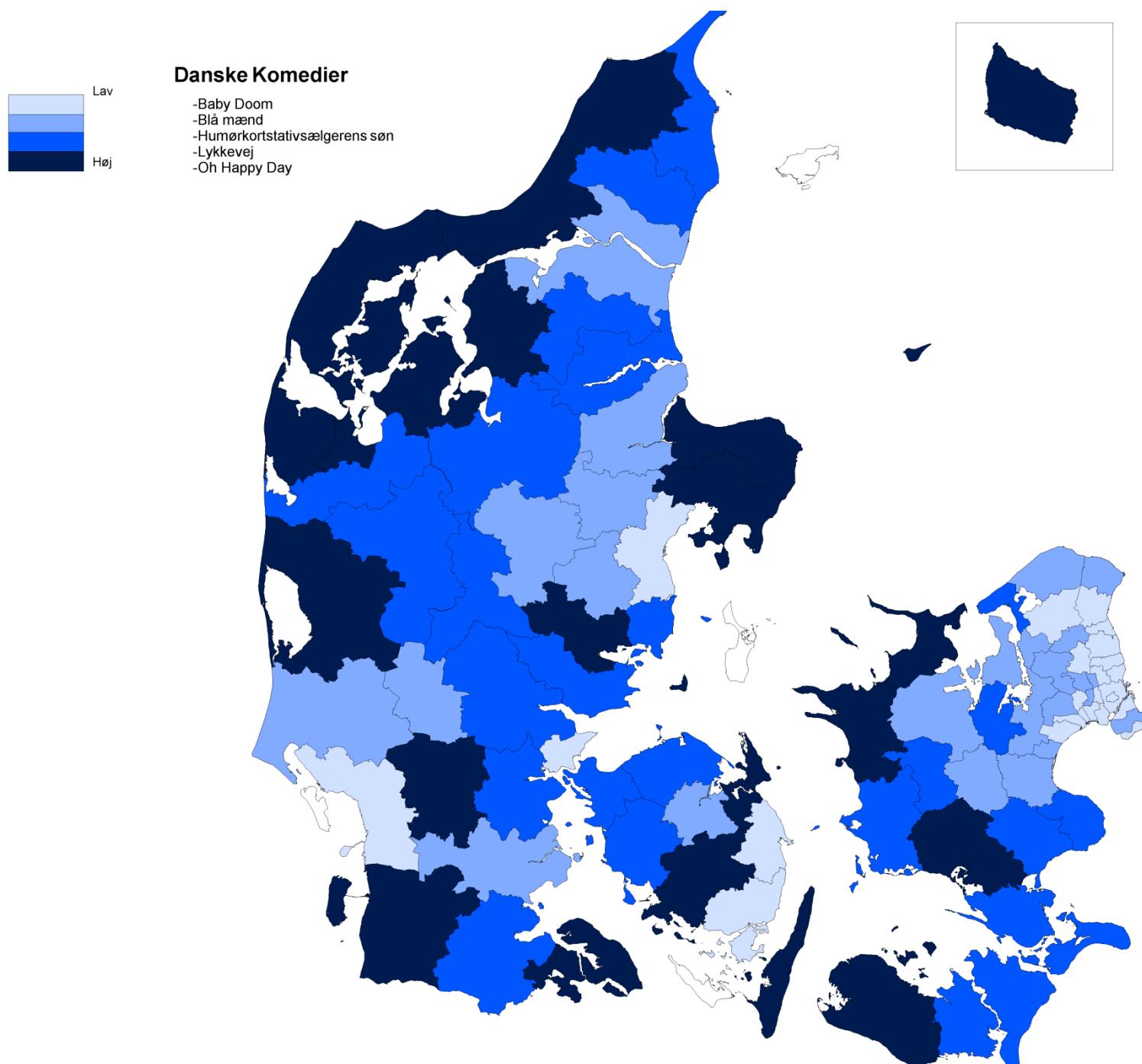
Kort over den forholdsmæssige udlejning af film

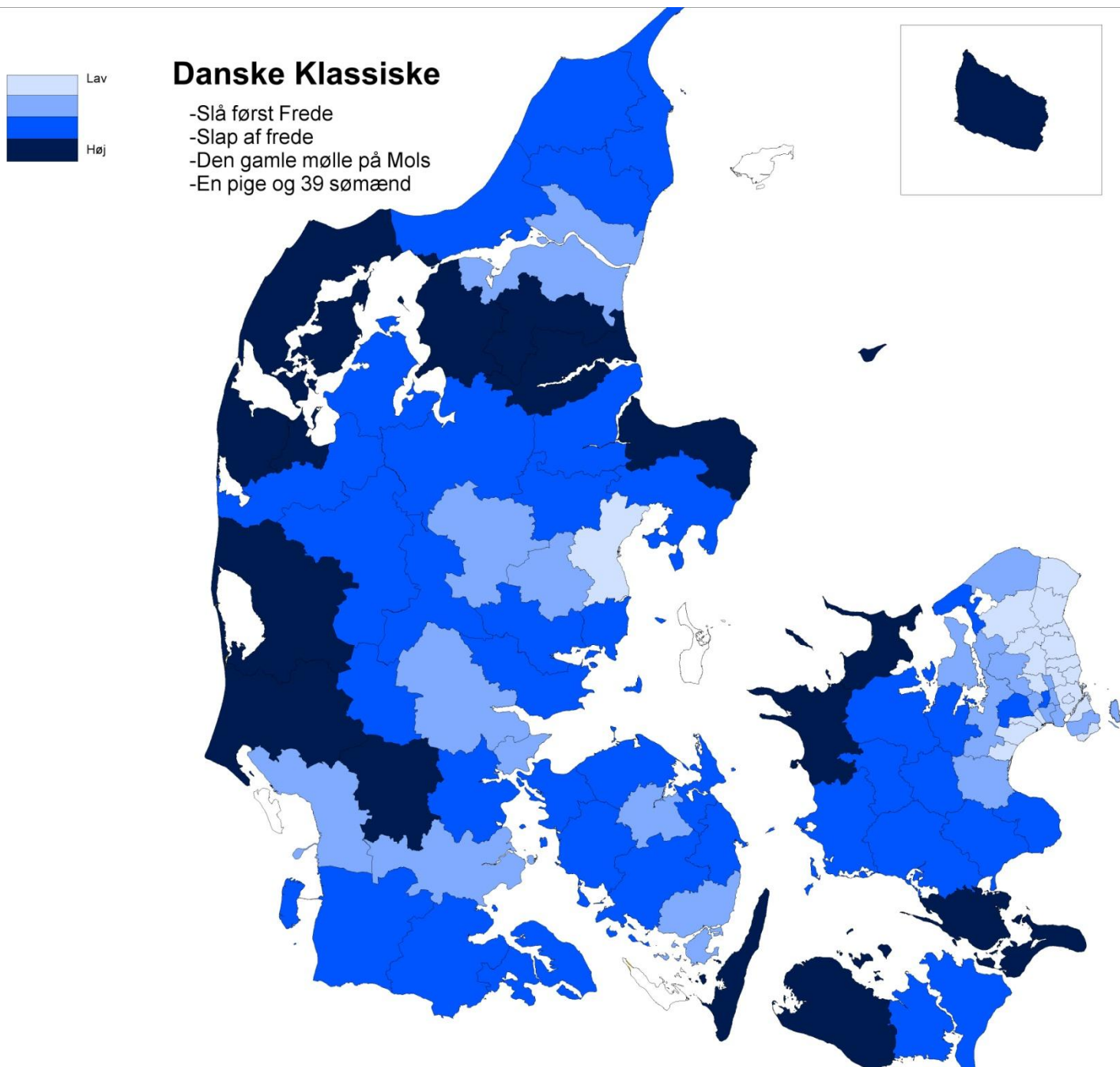
Analysen bygger tal for det samlede antal filmudlejninger over en periode på knap tre år. Det er film lejet gennem YouSee Cinema og TDC Film, som begge trækker på samme on demand tjeneste hos YouSee. Tjenesten indeholder ca. 2.000 filmtitler, som er en blanding af VOD-premierefilm og film fra bagkataloget.

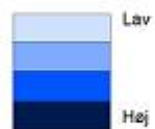
Analysen dækker udlejning fra 2009 og frem. I alt er der tale om knap fire millioner udlejninger fordelt på ca. 300.000 husstande over hele landet bortset fra enkelte øer.

Analysen er gennemført ved at beregne andelen af udlejninger af en given film eller genre i forhold til det samlede antal udlejninger i en kommune. Tallet viser altså den forholdsmæssige interesse for filmen/genren inden for kommunen. Derved kan de enkelte kommuner sammenlignes uanset, at antallet af kunder og udlejninger varierer fra kommune til kommune

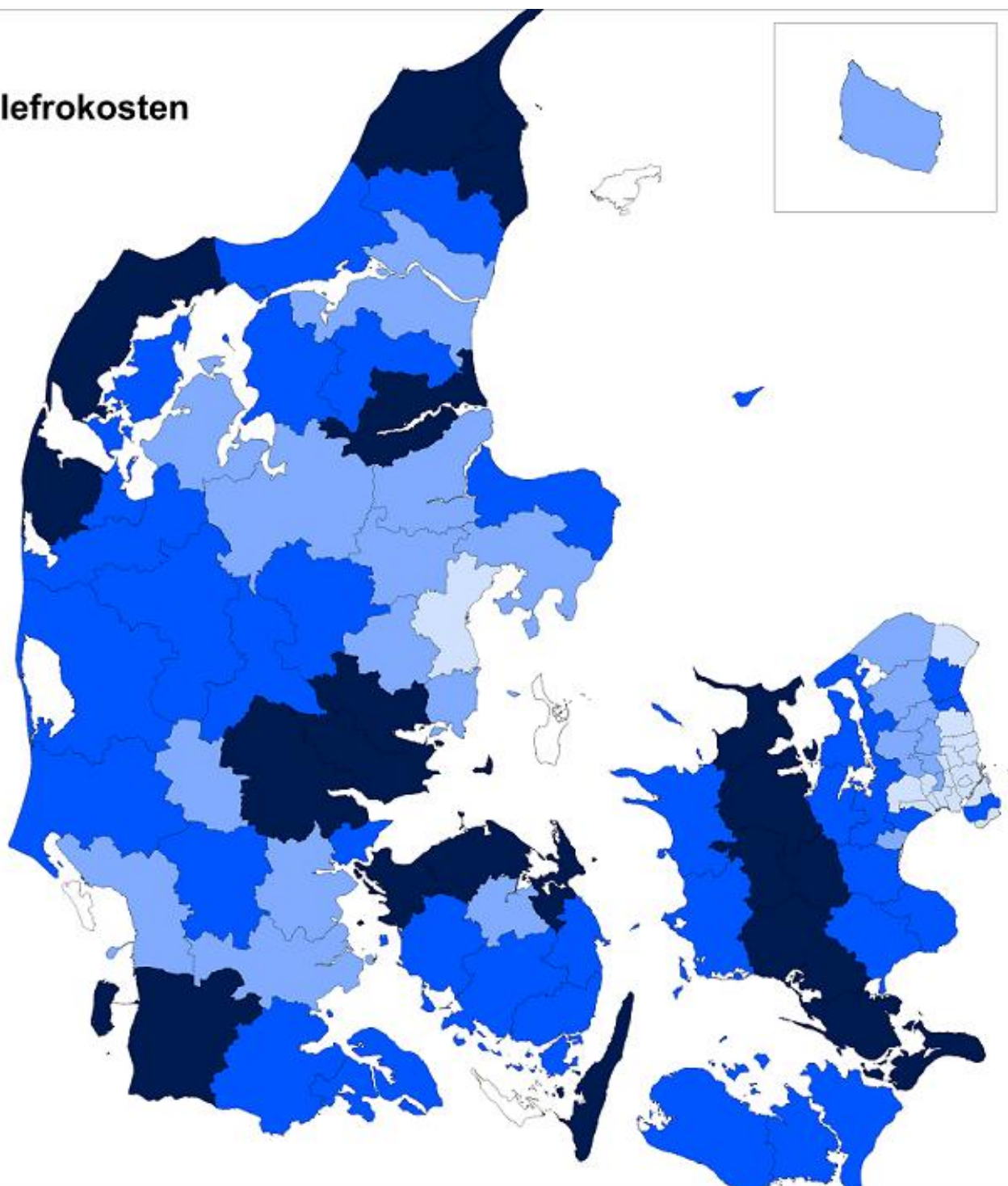
Farveskalaen indikerer, hvor stor en andel af den samlede udlejning en given film eller filmgenre udgør i de enkelte kommuner. Jo mere mørk, des større andel.

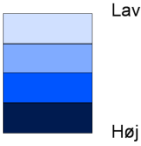




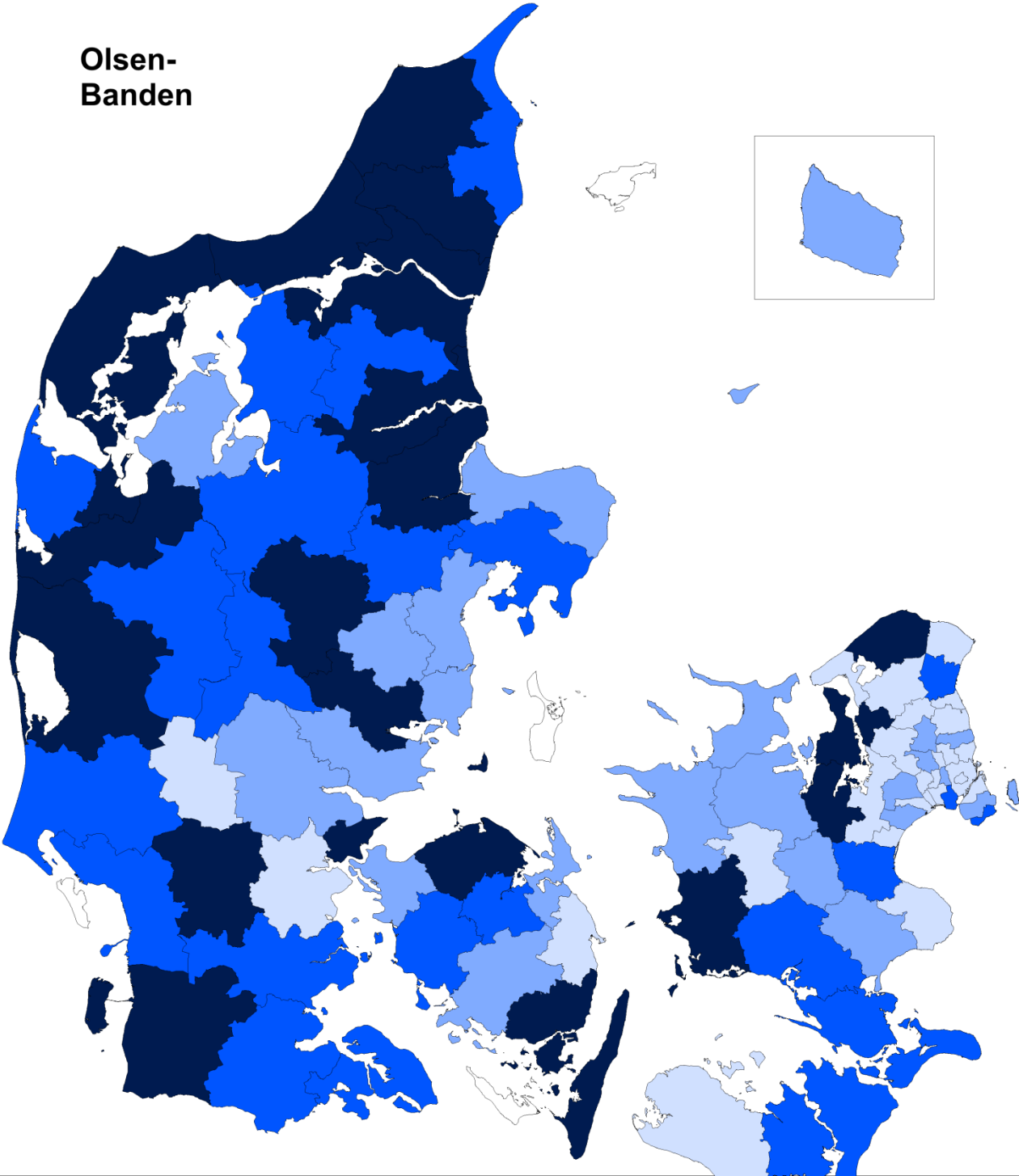


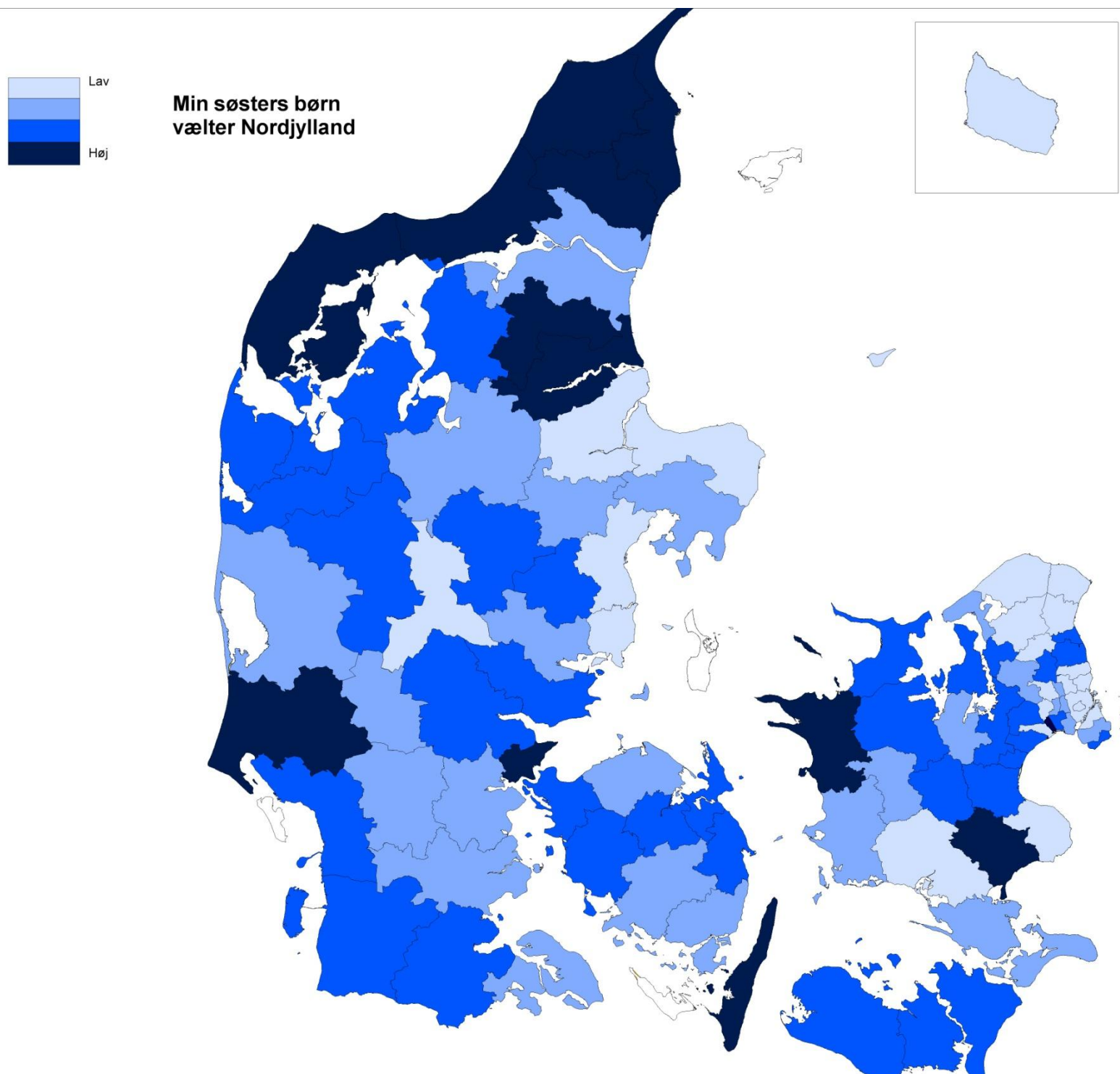
Julefrokosten



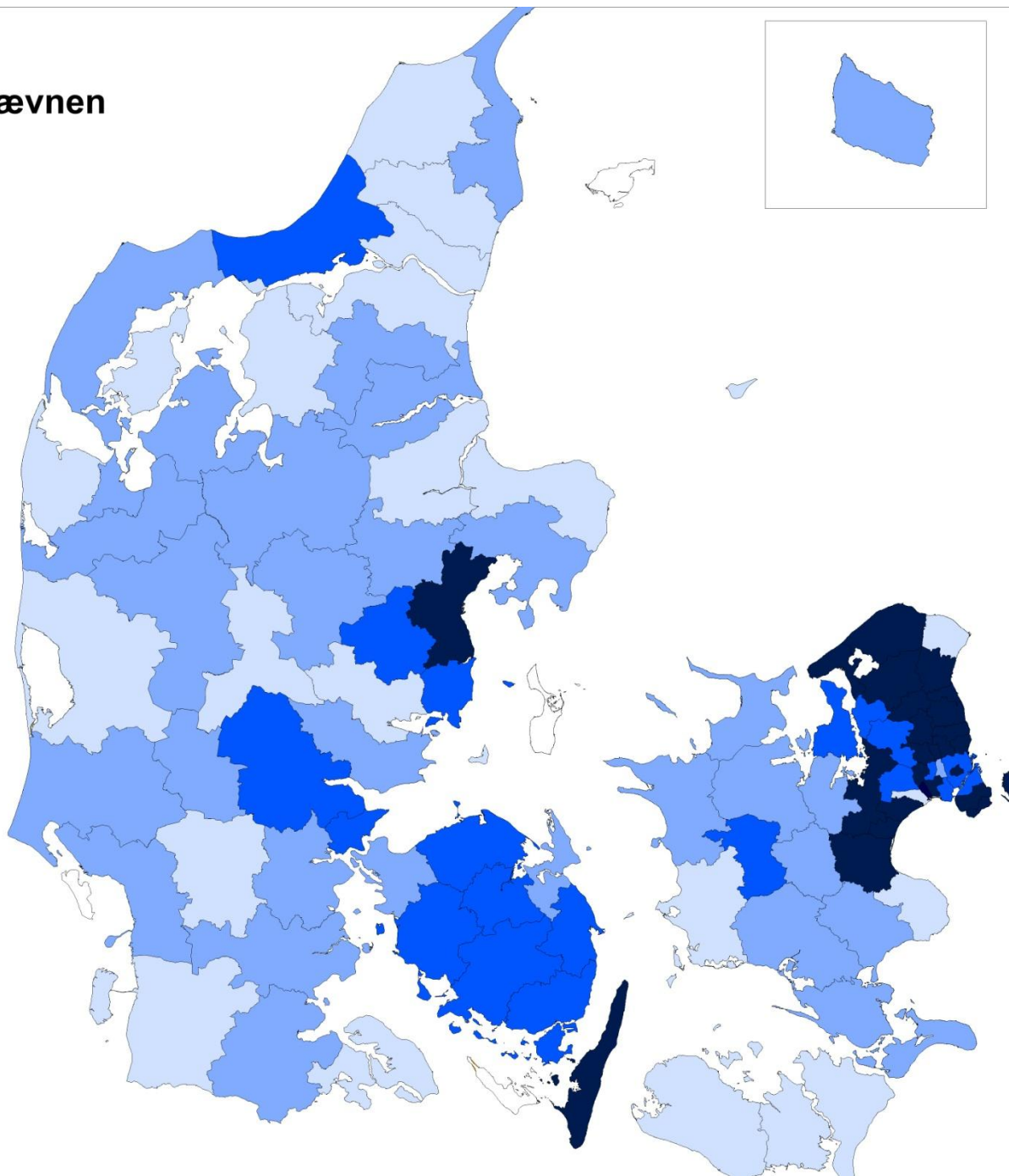
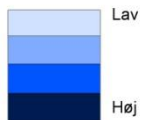


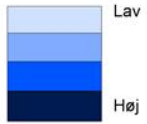
Olsen-Banden



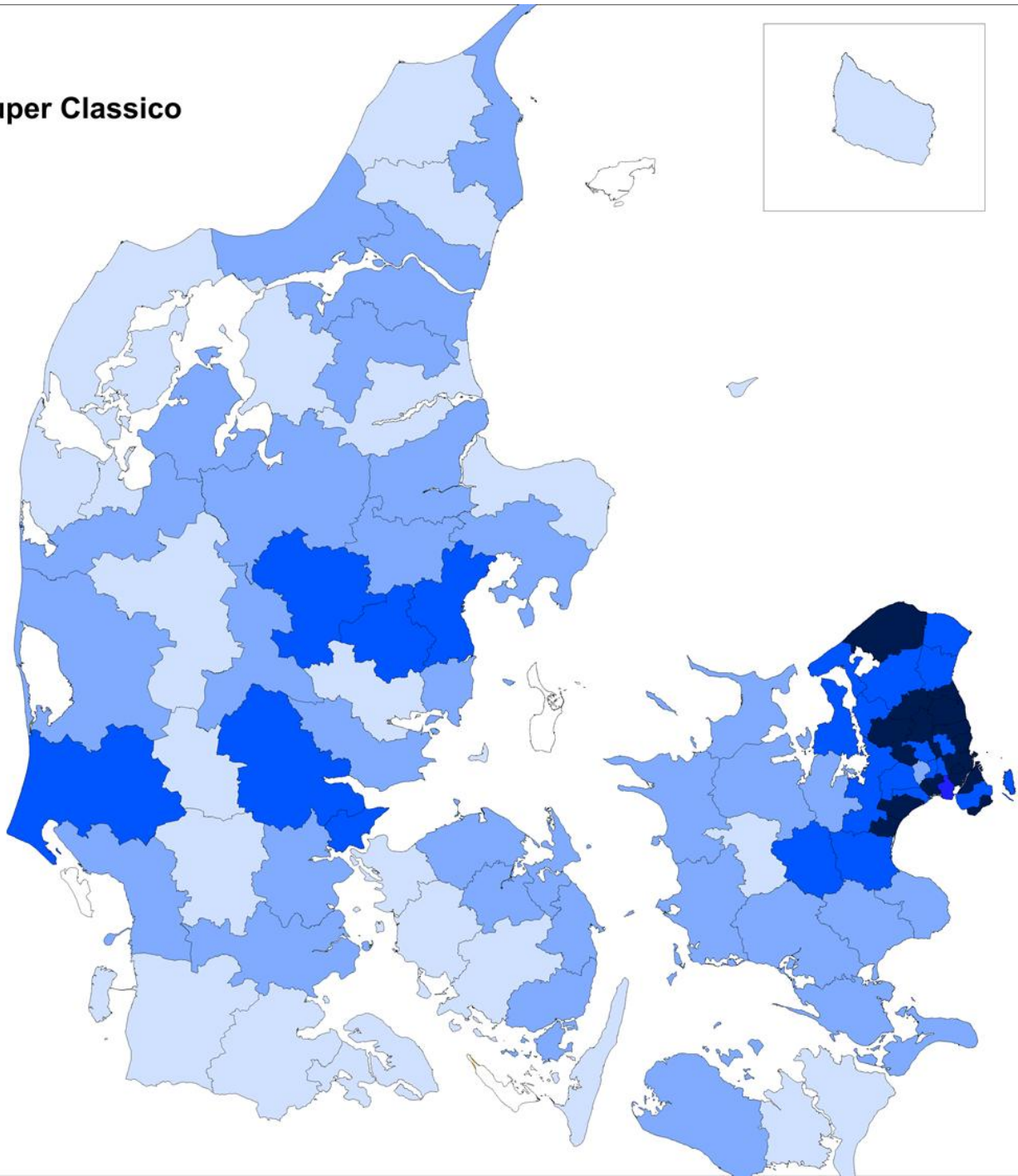


Hævnen

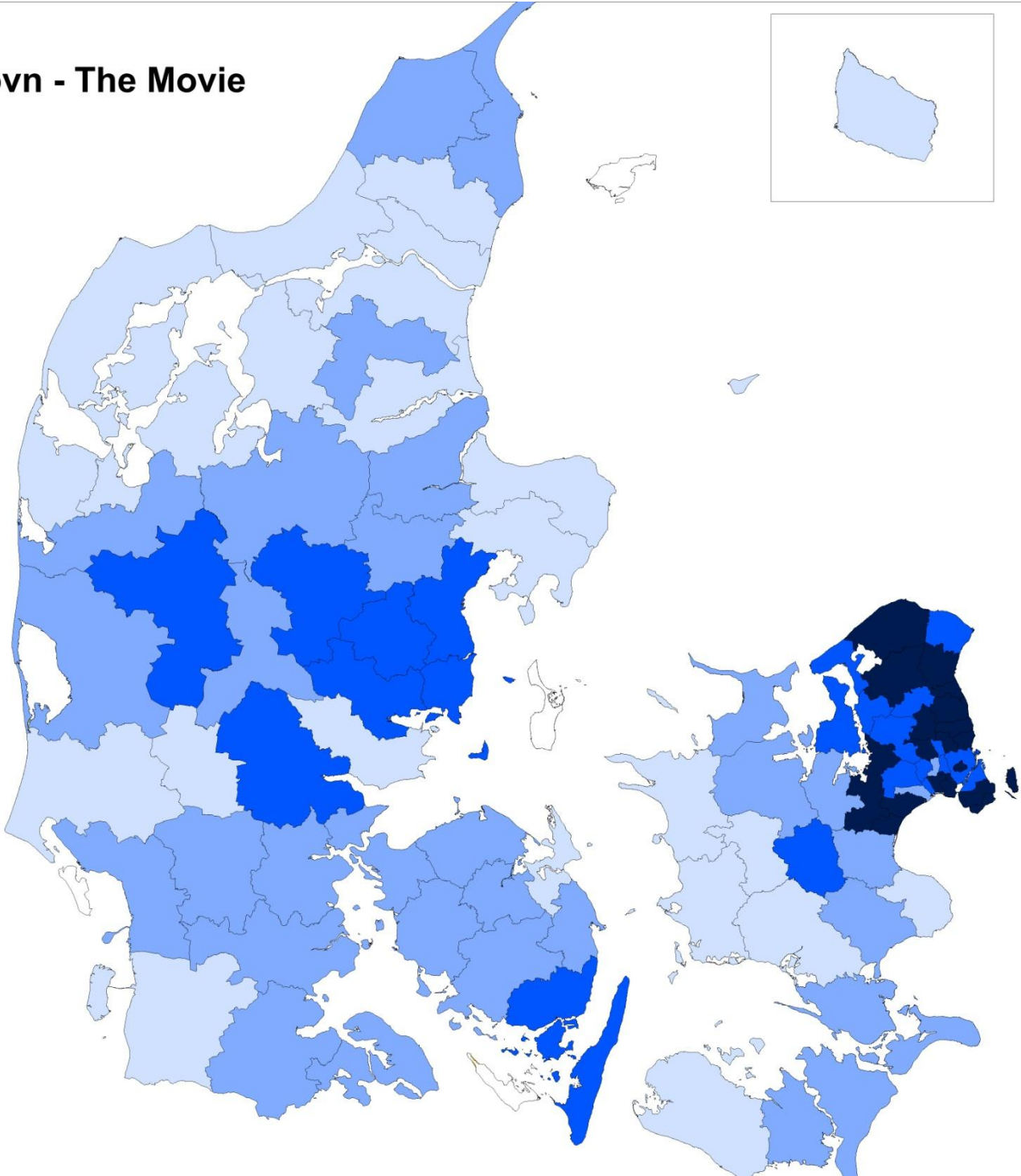
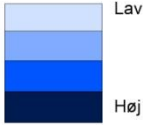


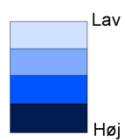


Super Classico

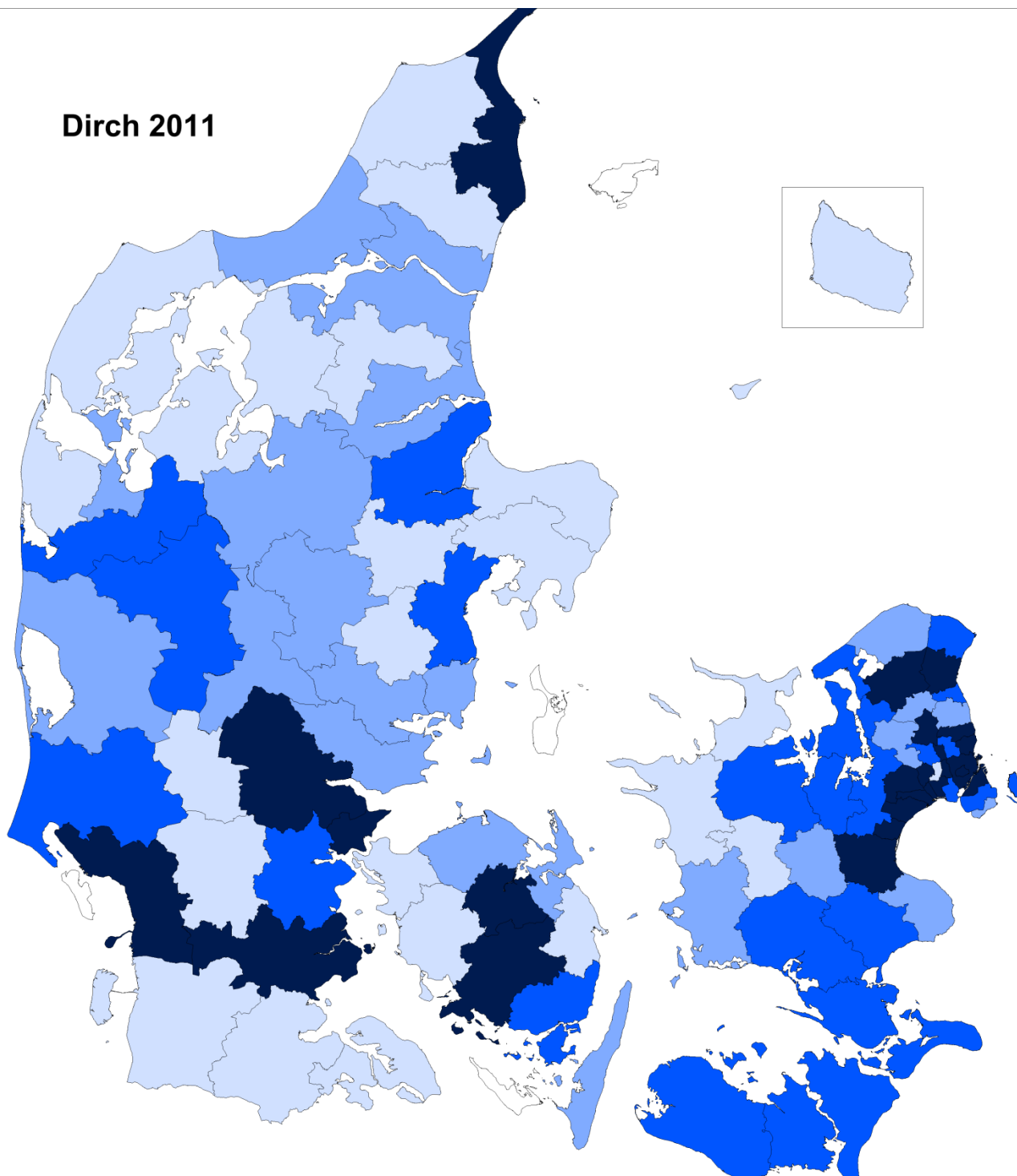


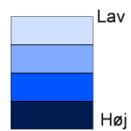
Klovn - The Movie



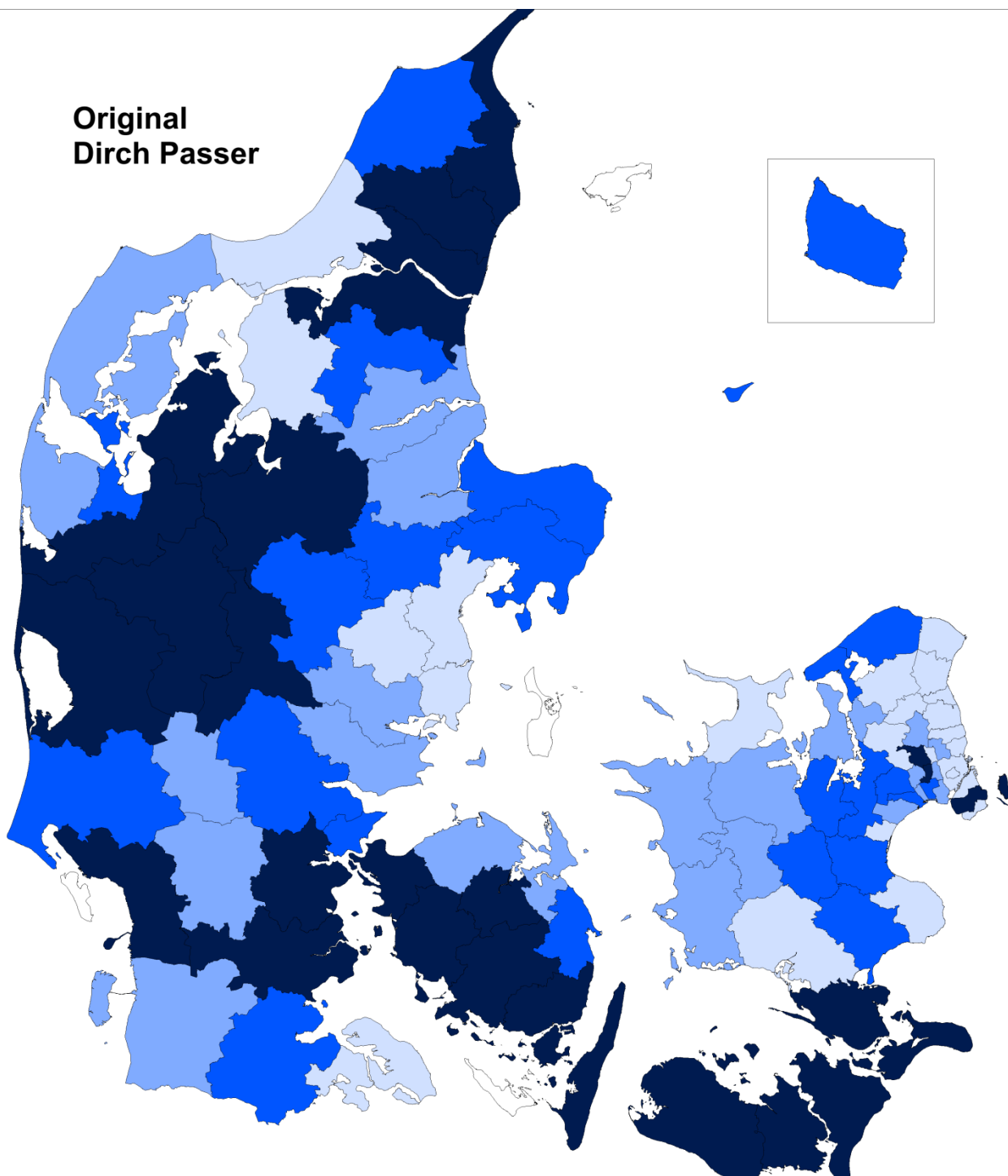


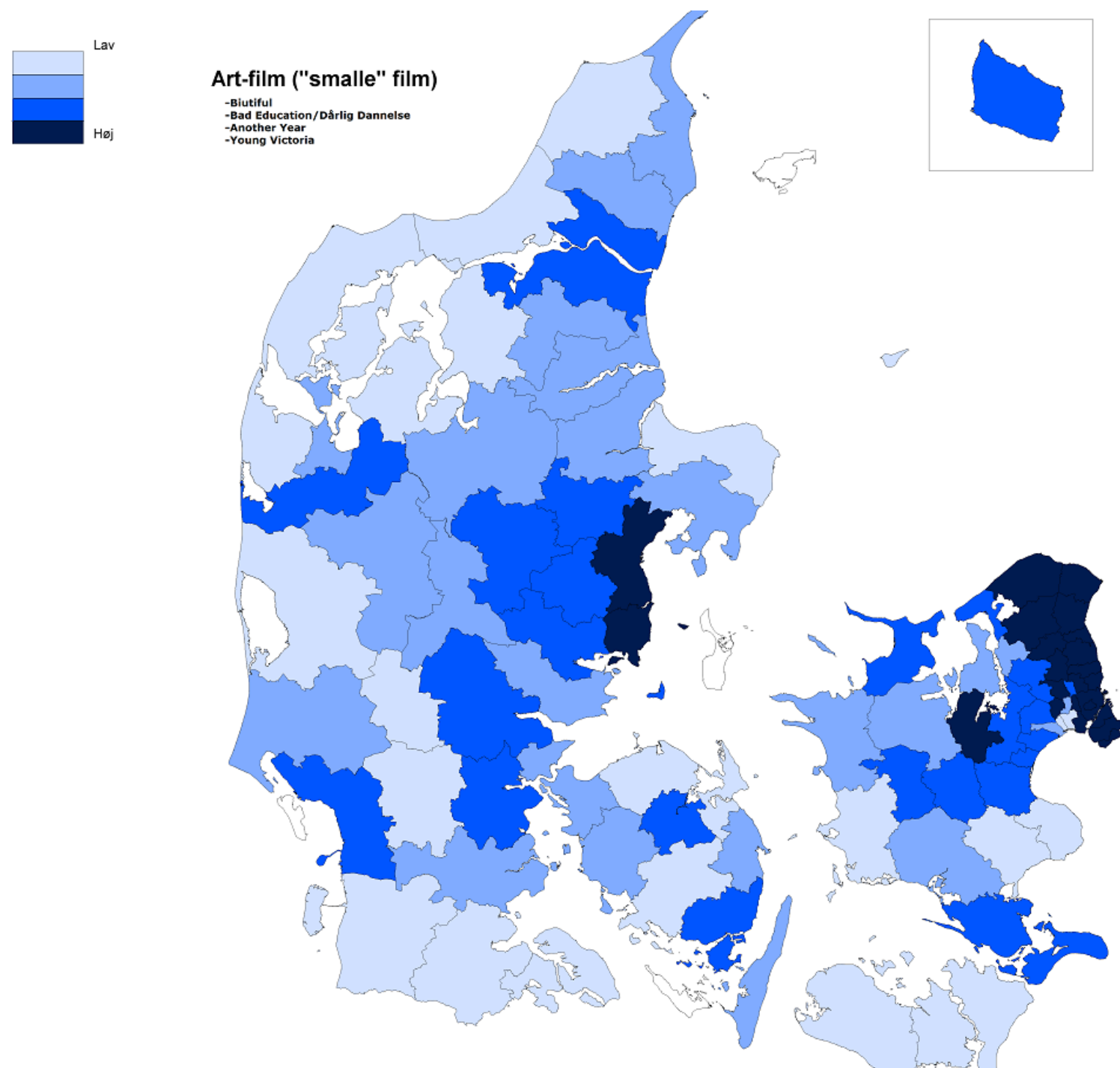
Dirch 2011

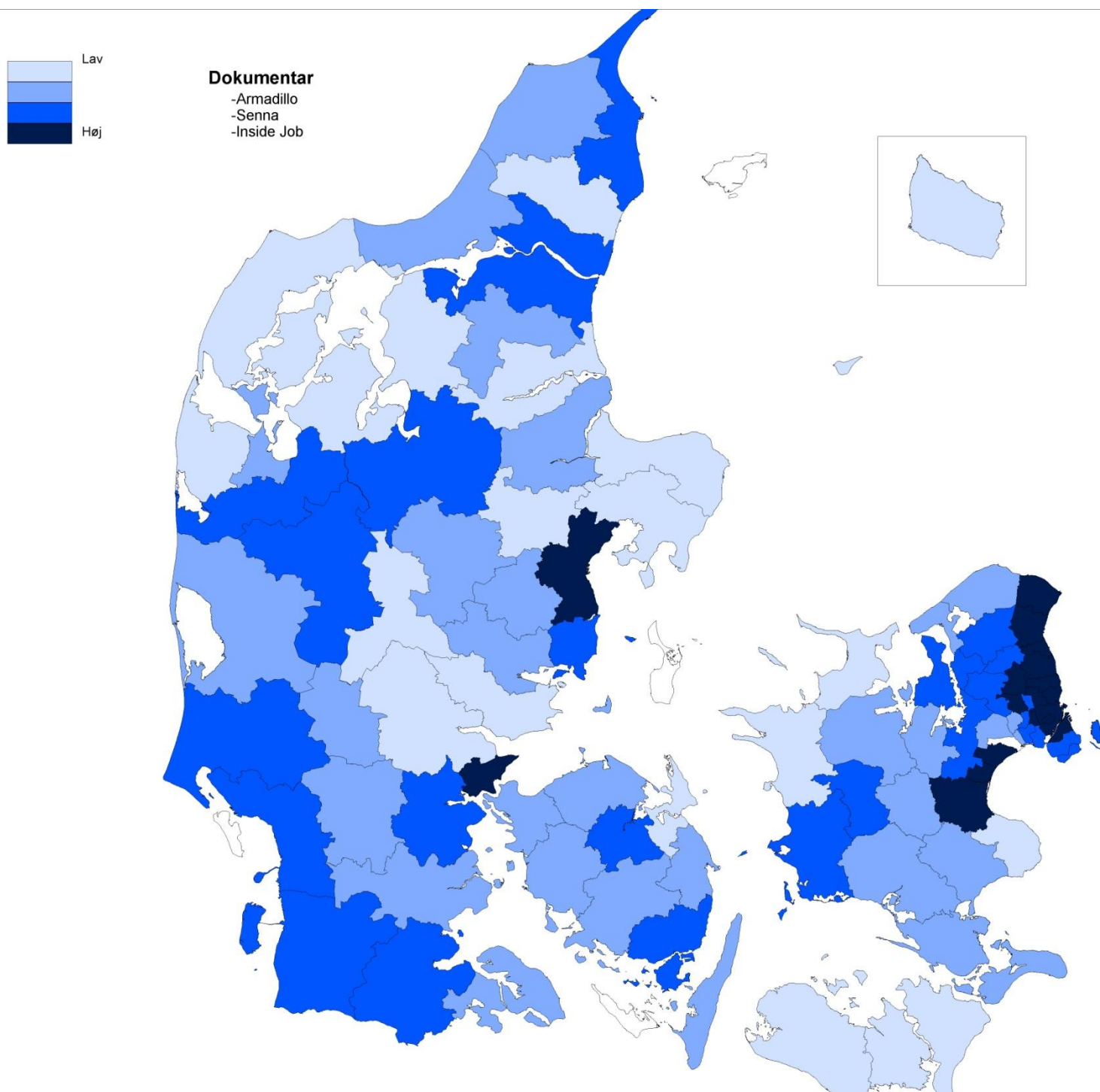


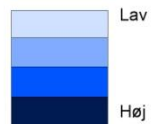


Original Dirch Passer









Inception

