



OBSERVATOIRE EUROPÉEN DE L'AUDIOVISUEL
EUROPEAN AUDIOVISUAL OBSERVATORY
EUROPÄISCHE AUDIOVISUELLE INFORMATIONSBESTELLE

MUSICAL FILMS: RECENT SUCCESSES (AND FAILURES...!) IN EUROPE AND NORTH AMERICA

André Lange

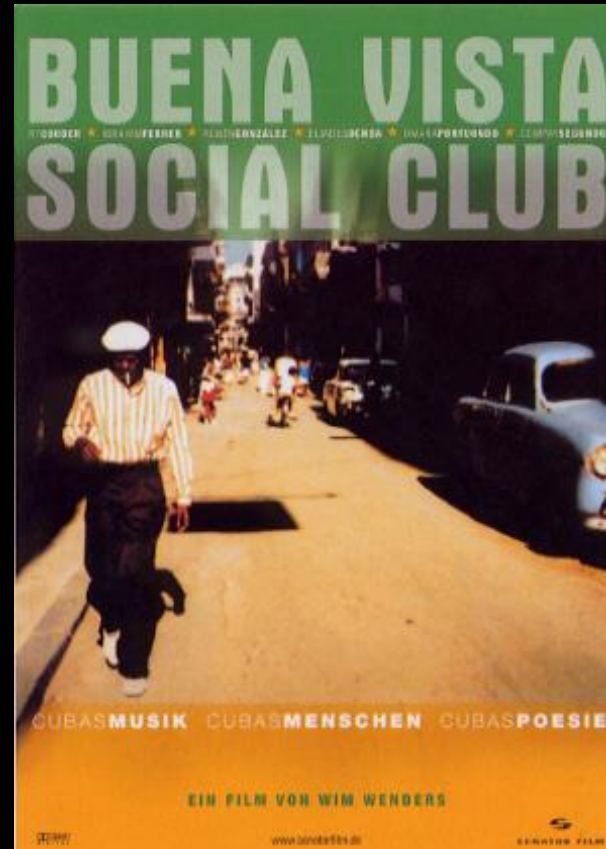
**Head of Department (Markets & Financing)
EUROPEAN AUDIOVISUAL OBSERVATORY**

**ICC, 17th Conference on International Audiovisual Law:
'Music in films'
(Cannes, 19-20 May 2003)**

DEFINITION OF A « MUSICAL FILM » in F. BEAVER, *Dictionary of film terms*, 1994.

- **(1) A fictional motion picture that deals in a significant manner with the subject of music and that uses musical performance as an integral part of the narrative, for example : *Yankee Doodle Dandy* (1942), *The Great Caruso* (1951), *The Buddy Holly Story* (1978)**
- **(2) A motion picture that incorporate the conventions of song and dance routines into the film story and that uses the musical numbers as an accepted element in the film narrative, for example, *An American in Paris* (1951), *Hello Dolly* (1969), *Grease* (1978)**

**...BUT WE SHOULD ALSO CONSIDER
FILMED OPERA AND MUSICAL
DOCUMENTARY**



MUSICAL FILMS ARE AS OLD AS THE FILM BUSINESS...

The Edison Kinetoscope.



Price-List, August, 1895.

THE OHIO PHONOGRAPH CO.
411 ELM STREET, - CINCINNATI, O.

PRICE-LIST OF FILMS.

(SUBJECTS FOR EXHIBITION.)

This list cancels all previously issued by us.—The prices quoted herein are subject to change WITHOUT NOTICE.

DANCES.

The following dance subjects are all first-class exhibits, and are arranged in about the order of their popularity among our customers.

Price, per Film.

Carnival. Skirt Dance by 3 young ladies of the "London Gaiety Girl Company."	\$15 00
Trilby Quartette. The latest. Burlesque from David Henderson's "Aladdin, Jr." A decided hit.	15 00
Lucy Murray. Of the "Gaiety Girl Co." in an attractive Skirt Dance.	15 00
Trio. A lively, eccentric dance by Frank Lawton and Misses Williamson and France, of Hoyt's "Milk White Flag." Attractive costumes.	15 00
Wilson & Waring. An eccentric dance from "Little Christopher Columbus," by John Wilson, the famous "Tramp," and Miss Bertha Waring.	15 00
Serpentine, Butterfly, Sun. By the famous "Annabelle." These dances are among the finest for the effects of costume, light, and shade, and are very popular. Each.	12 50
Sioux Ghost Dance. By genuine Sioux Indians, in full costume and paint. A weird and interesting scene.	15 00
Jamies. A burlesque Scotch Dance, in full Highland costume, by Richard Carroll and the Jamies, from the Whitney Opera Company's "Rob Roy."	12 50
Paddle Dance, Dance of Rejoicing. Native dances by Samoan Islanders, as produced at the famous "Midway Pleasance." Each.	12 50

...BUT HOLLYWOOD IS NOW RELUCTANT

Variety, March 10-16 2003

The inaugural **V LIFE** covers the people and passions of the biz



VARIETY

STAND-ALONE:
EYE ON THE OSCARS:
DOWN TO THE WIRE

THE INTERNATIONAL ENTERTAINMENT WEEKLY
MARCH 10-16, 2003

CAN HOLLYWOOD CARRY A TUNE?

Despite success of 'Chicago,' studios still leery of musicals

By DAVID ROONEY and JONATHAN BING

A

fter the success of "Moulin Rouge" and "Chicago," Hollywood has expressed excitement that the long-dormant musical is ready for a comeback. But don't dust off your tap shoes just yet.

Ten years ago, everyone predicted a revival of the Western after "Dances With Wolves" and "Unforgiven," and the film biz is still waiting for that one to happen.

While some hope the two hit tuners will open the floodgates, so far it's a trickle. In fact, with rare exceptions, studio toppers don't even want to talk about musicals, as though not to tempt fate. Director Joel Schumacher is

Opera" and Miramax is negotiating for a remake of "Guys & Dolls" with Craig Zadan and Neil Meron (exec producers on "Chicago").

Miramax and Tribeca Prods. are reviving their plans to bring Jonathan Larson's "Rent" to the screen. "Chicago" certainly has put wind in our sails on 'Rent,' " Tribeca partner Jane Rosenthal tells *Variety*. And Christine Vachon and



GETTING A LEG UP

"Chicago" has passed \$100 million at the domestic B.O. Most other tuners of the last 20 years have not fared nearly so well.

Chicago ('02)	105
Moulin Rouge ('01)	57
Evita ('96)	50
Newsies ('92)	3
Shop of Horrors ('86)	39
A Chorus Line ('85)	14
Xanadu ('80)	23

*domestic box office in millions of \$

nounced plans to bring the legit tuner "Urinetown" to the bigscreen.

Otherwise, there's not a lot of musical action.

Asked if Fox, which led the charge with "Moulin Rouge," is planning another tuner, co-chair Tom Rothman responds, "Sure, if it's really good, but we're not going to do one just for the sake of it." As for trends in films, Rothman adds, "The key is to lead, not follow."

Most other studios' musicals are in the development stage, and that's hardly a guarantee of a greenlight.

In theory, the time would be right for a musical revival because:

■ The prime moviegoing generation was raised on MTV. "Young people have been exposed to music videos. This fact

customized to seeing music and dance as part of a storytelling fashion," offers Miramax production co-prexy Meryl Poster.

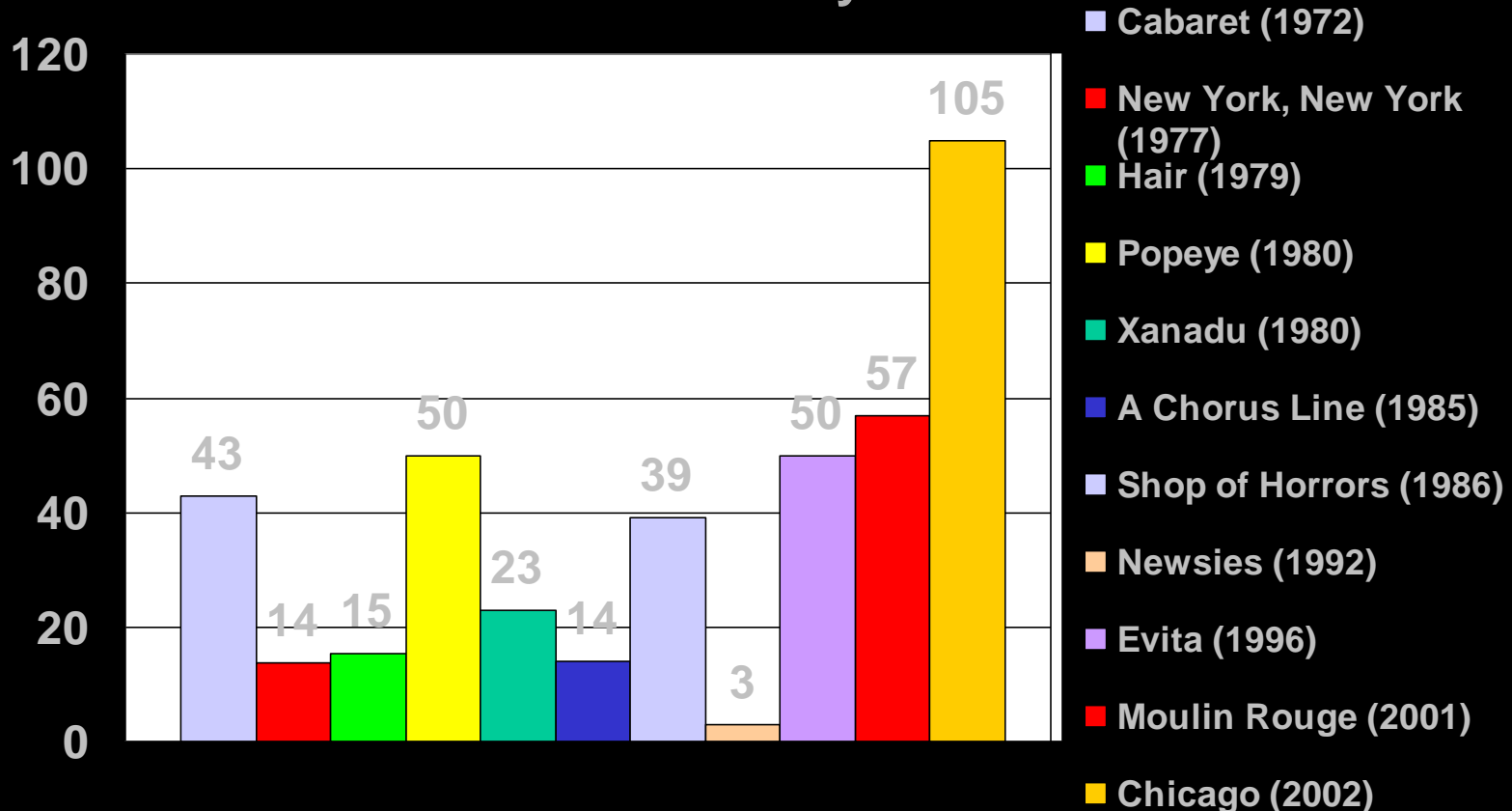
■ The international success of

the genre is embraced by international audiences. (So far, "Chicago" has had respectable success in its limited overseas dates.)

■ Improvisation, a staple of

U.S. DOMESTIC GROSS BOX OFFICE OF SOME MUSICALS in millions \$

Source : Variety / IMDB



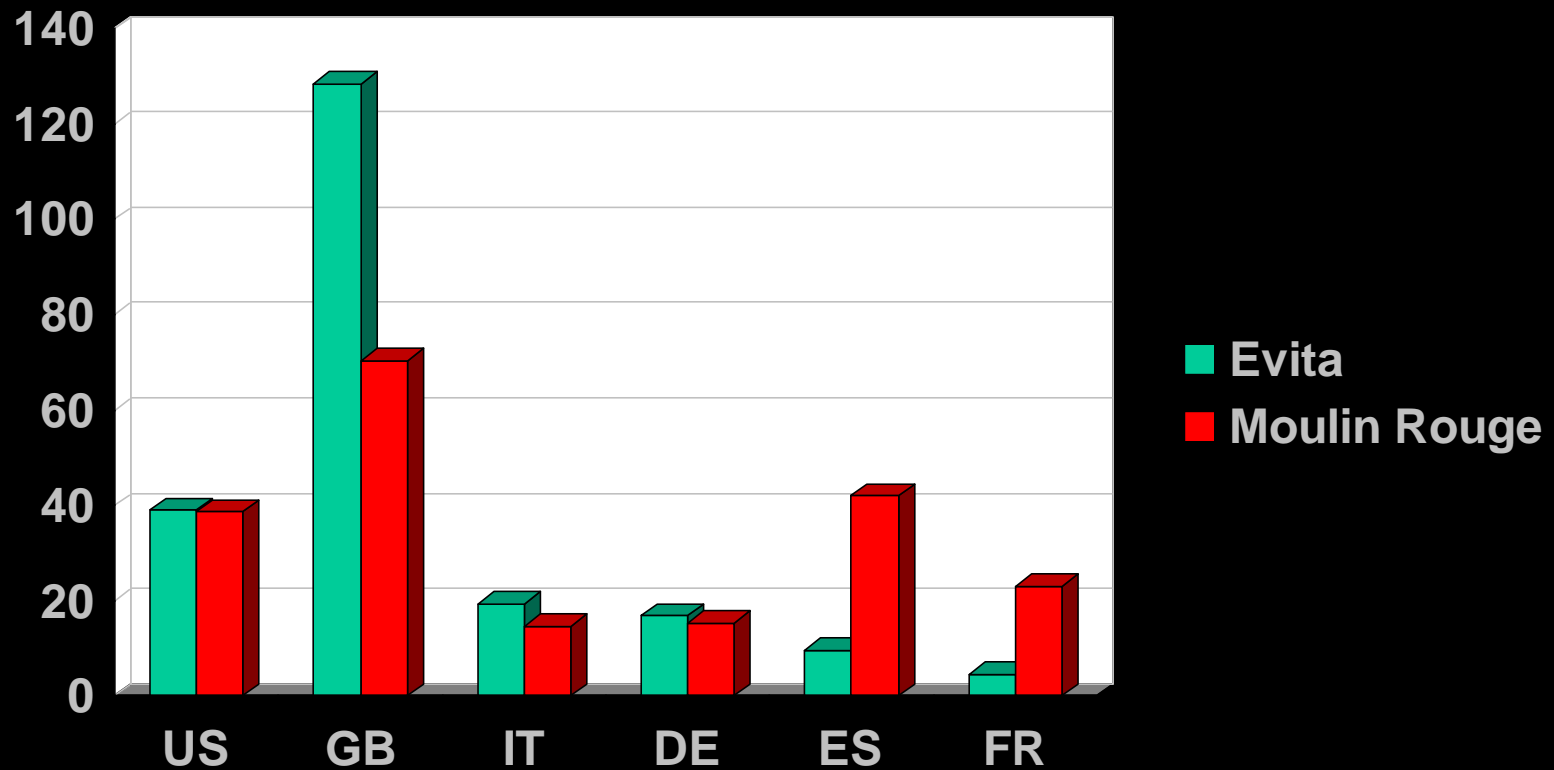
ADMISSIONS TO MUSICAL FILMS (US/CA + EUROPE) (1996-2002) in millions

Source : European Audiovisual Observatory / LUMIERE

	EUR	US/CA	EUR+US/CA
• EVITA	13,4	10,7	24,1
• MOULIN ROUGE	11,5	10,5	22,1
• 8 MILE		19,8	-
• BILLY ELLIOT	12,7	4	16,7
• FANTASIA 2002	1,9	11,1	13
• O BROTHER	4,5	8	12,6
• SPICE WORLD	6	6,2	12,3
• HIGH FIDELITY	2,8	5	7,8
• 8 FEMMES	6,1	0,5	6,6
• EVERYONE SAYS	3,9	2	6

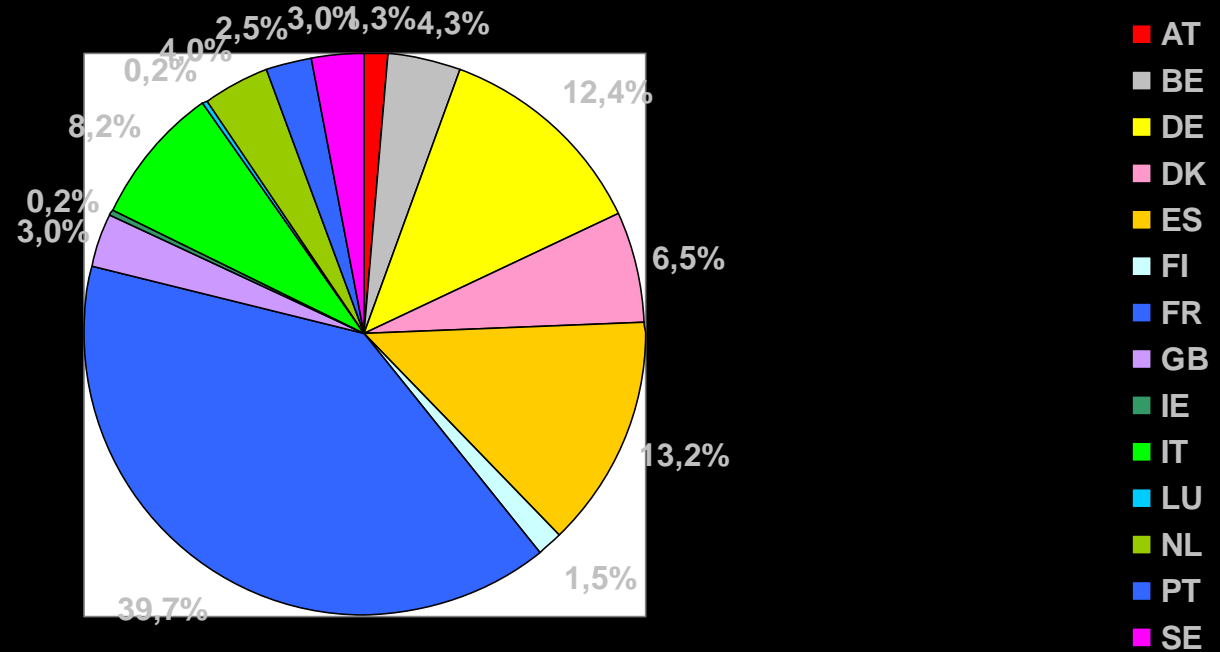
PENETRATION RATES OF *EVITA* AND *MOULIN ROUGE* (in per thousand)

Source: European Audiovisual Observatory / LUMIERE



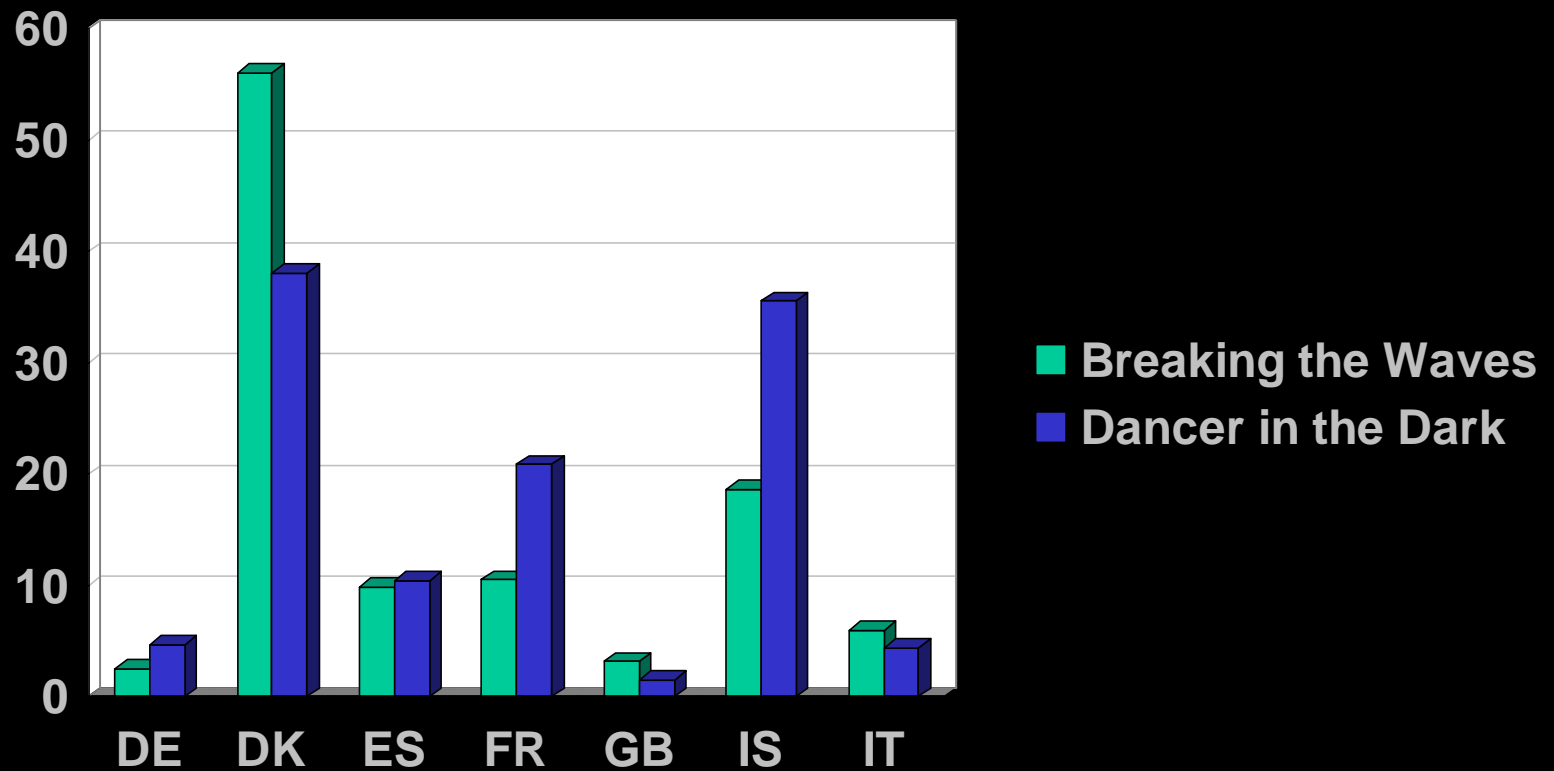
BREAKDOWN OF ADMISSIONS FOR *DANCER IN THE DARK* IN THE EUROPEAN UNION

Source : European Audiovisual Observatory / LUMIERE



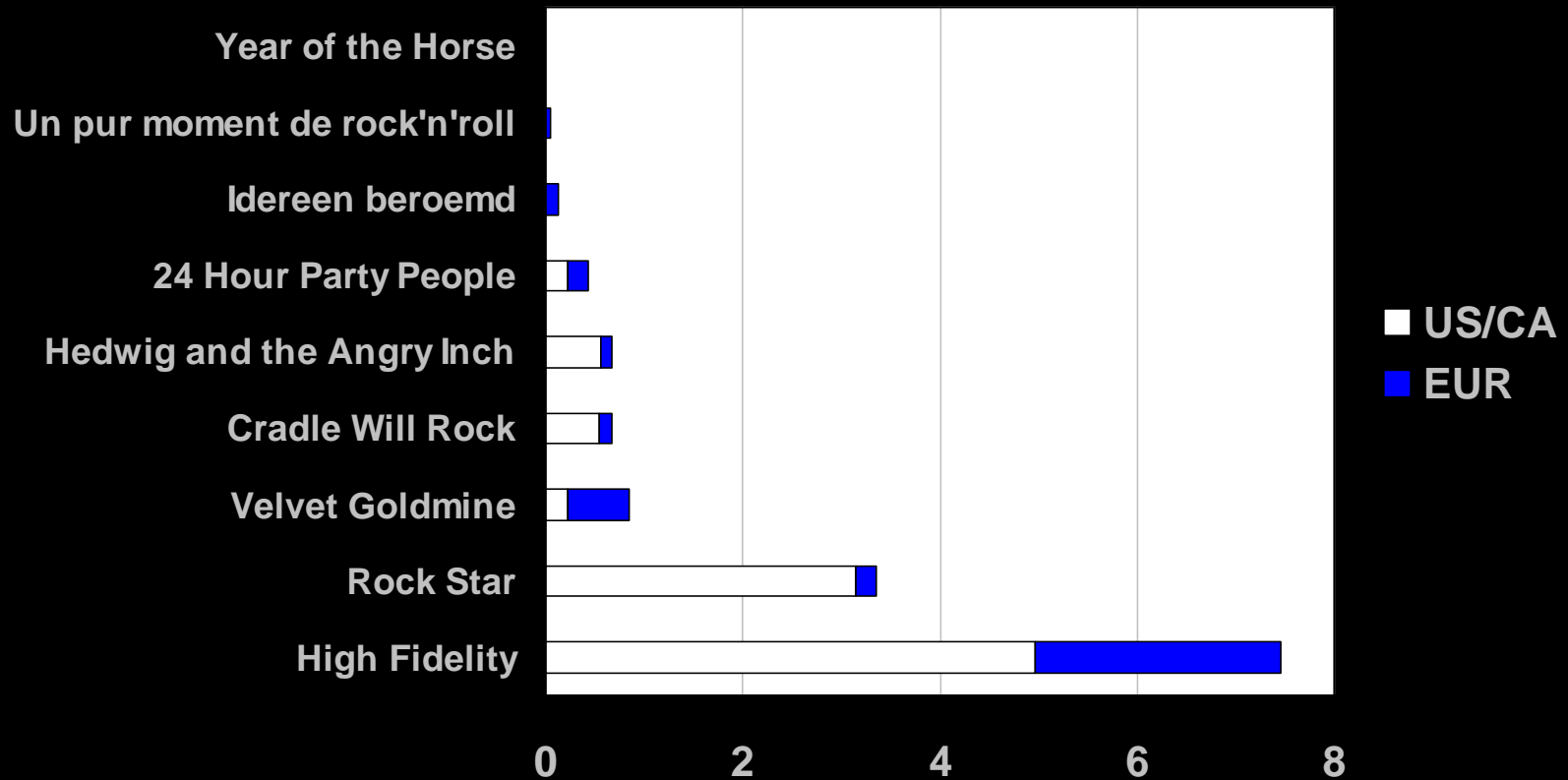
RATE OF PENETRATION OF *BREAKING THE WAVES* AND *DANCER IN THE DARK* (in per thousand)

Source : European Audiovisual Observatory / LUMIERE



ADMISSIONS FOR « ROCK MUSIC » FILMS in millions (1996-2002)

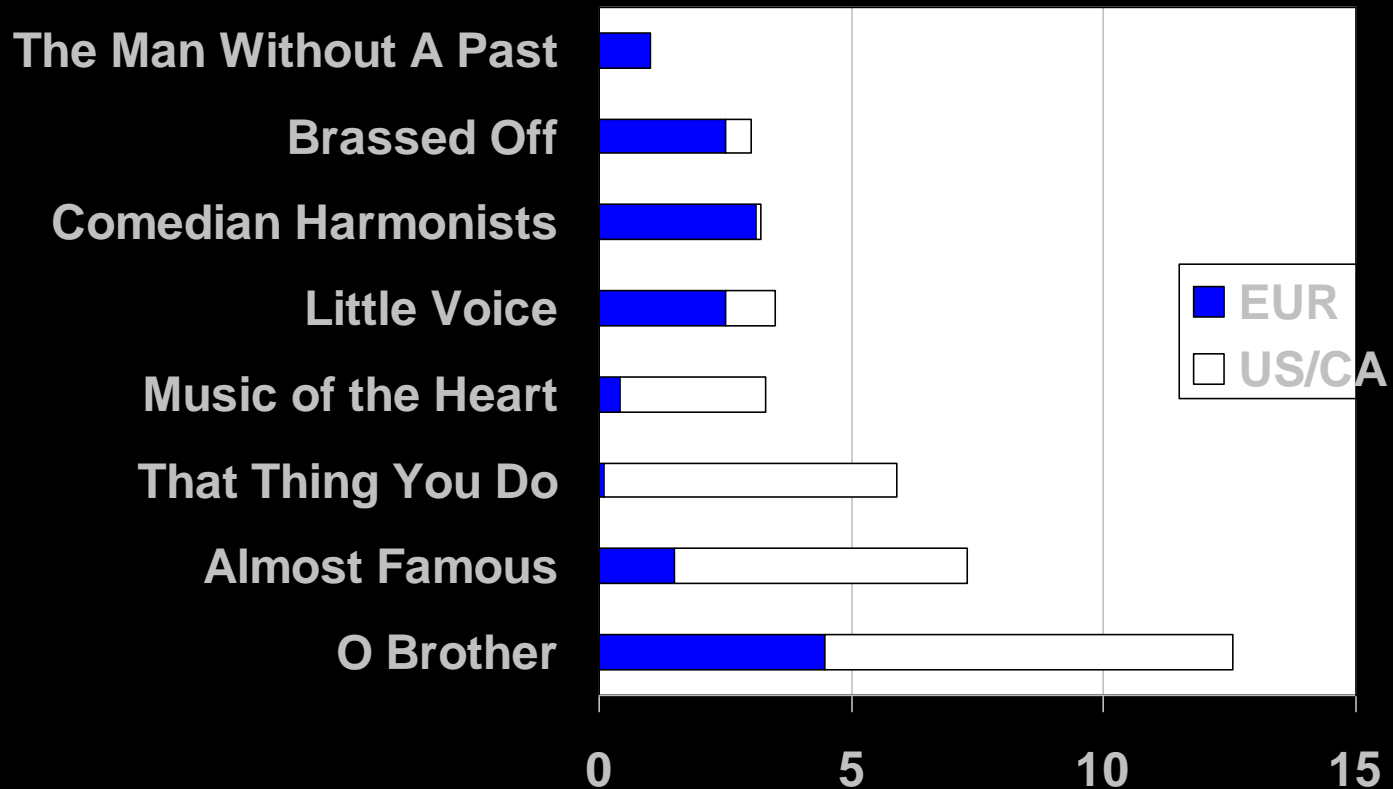
Source : European Audiovisual Observatory/ LUMIERE



« MUSIC AS A COLLECTIVE EXPERIENCE » FILMS

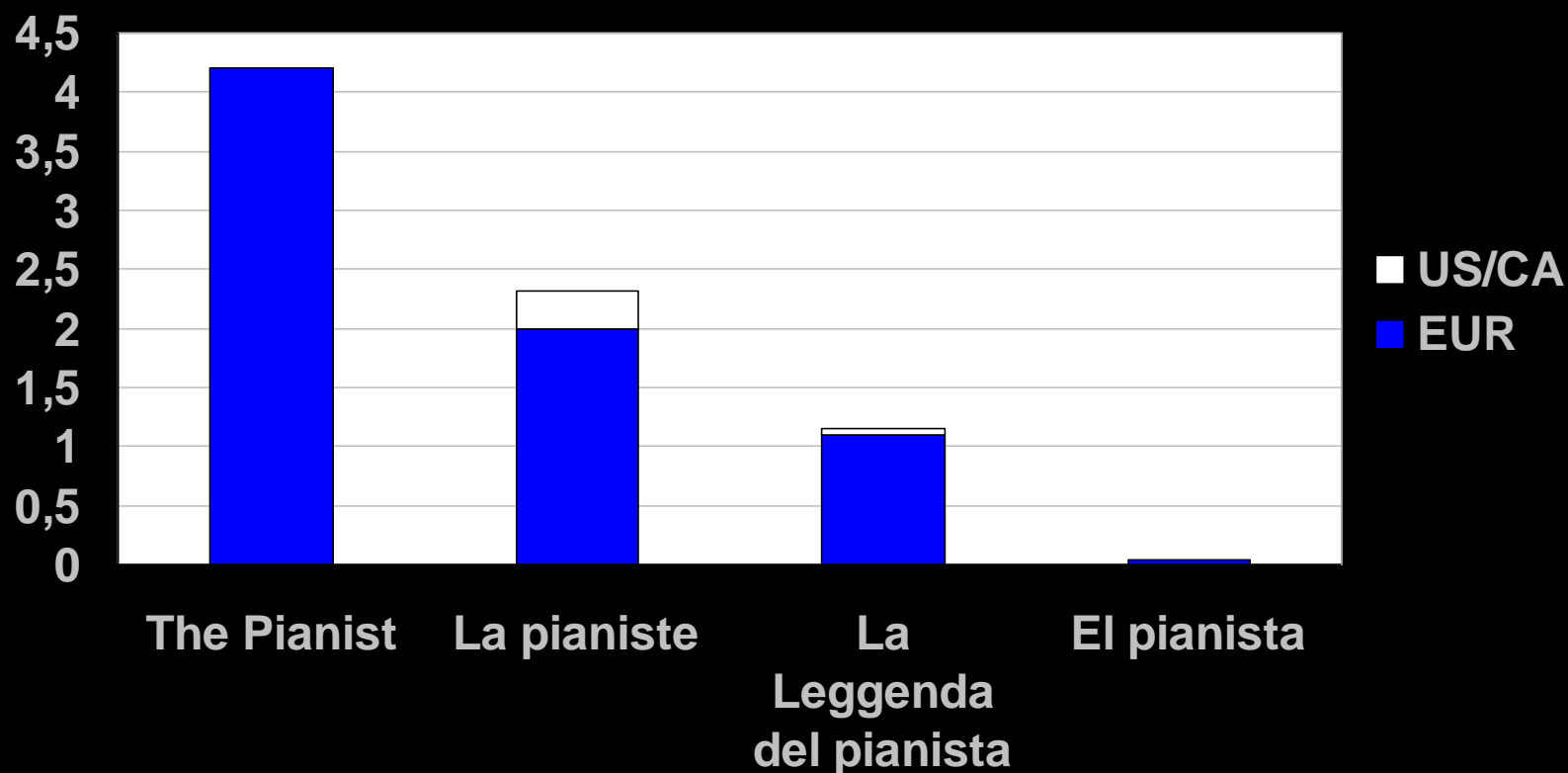
ADMISSIONS IN EUROPE AND US (millions)

Source : European Audiovisual Observatory / LUMIERE



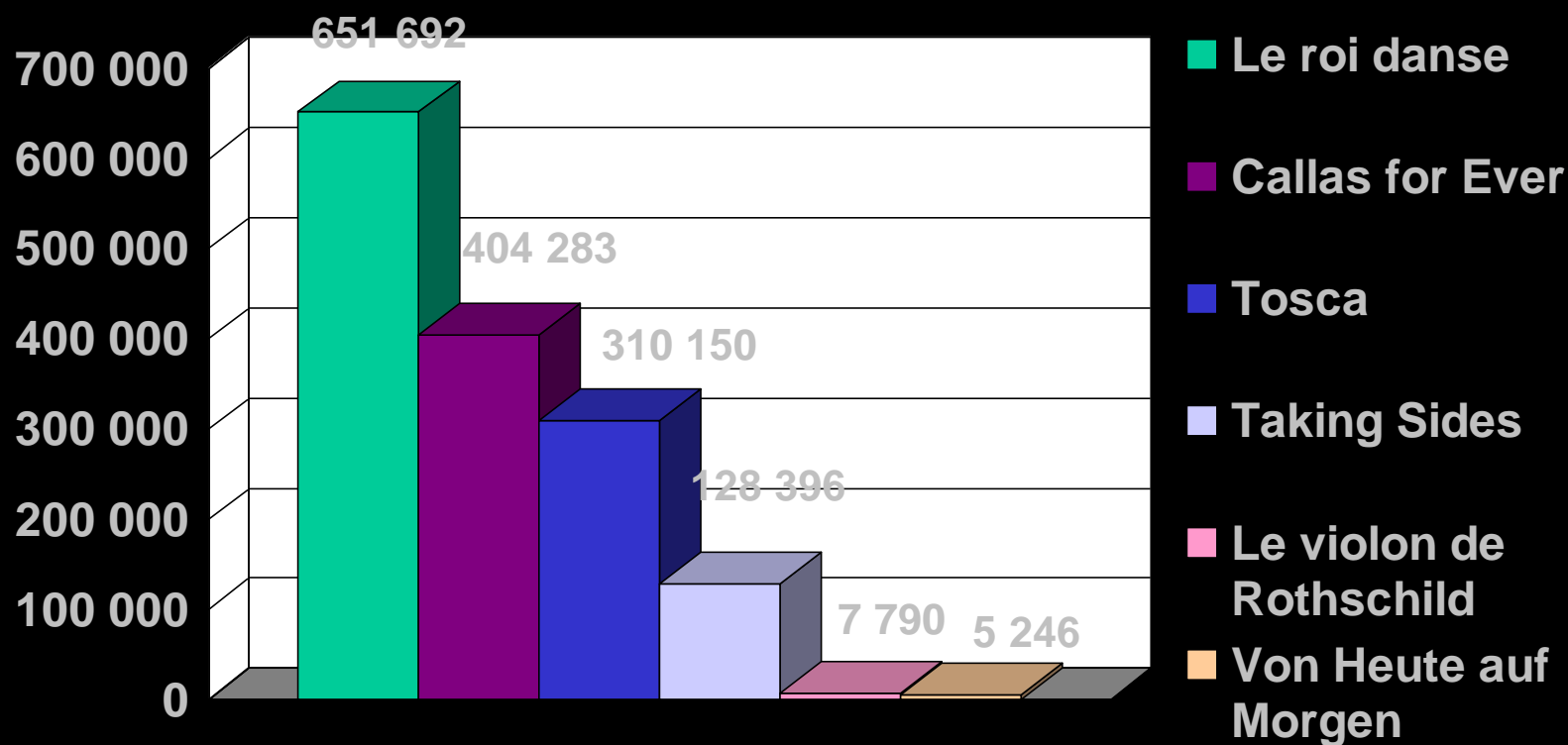
ADMISSIONS FOR « PIANIST'S STORY » FILMS in millions (1996-2002)

Source : European Audiovisual Observatory/ LUMIERE



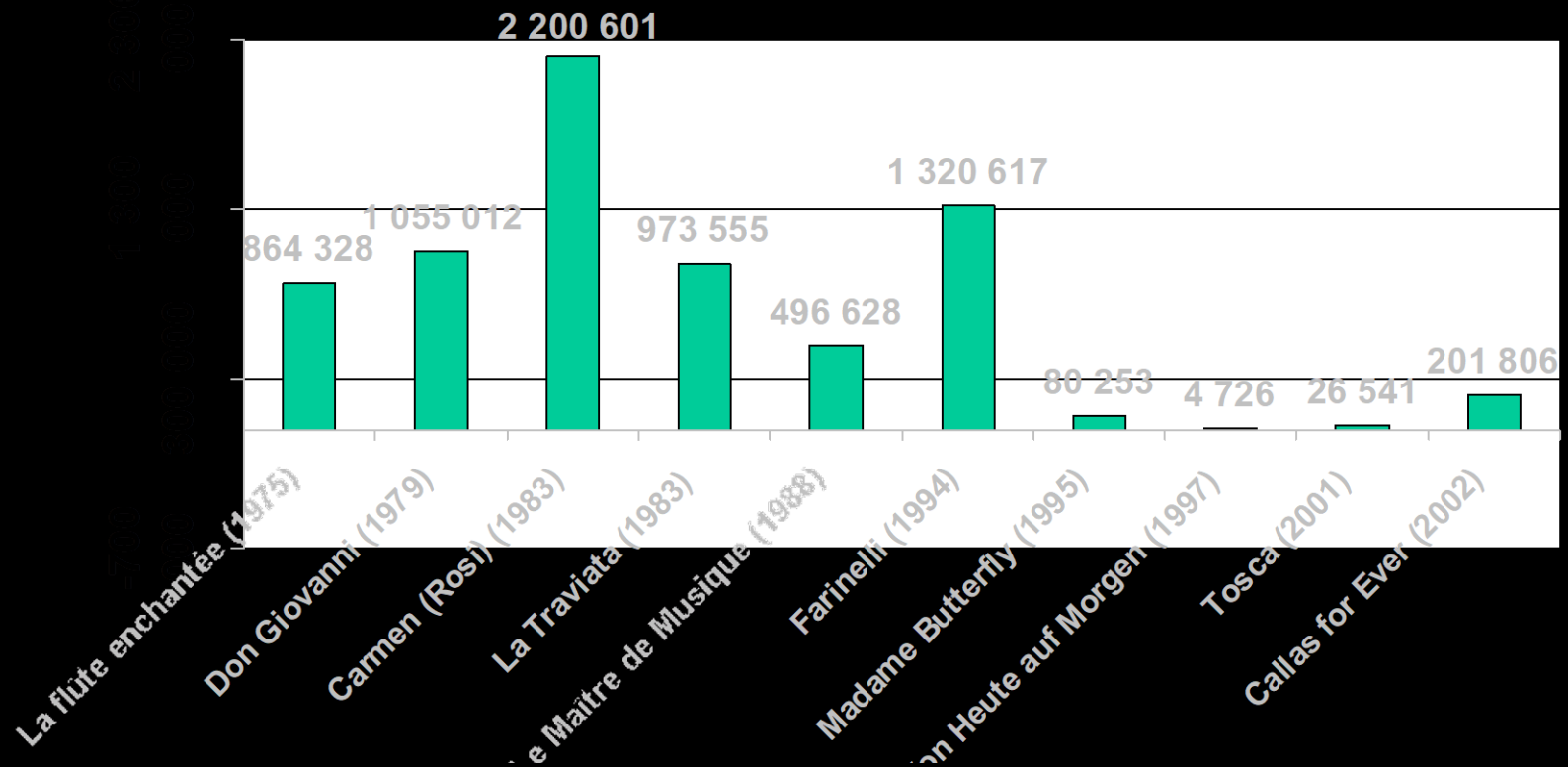
« CLASSICAL MUSIC » FILM ADMISSIONS IN EUROPE

Source: European Audiovisual Observatory / LUMIERE



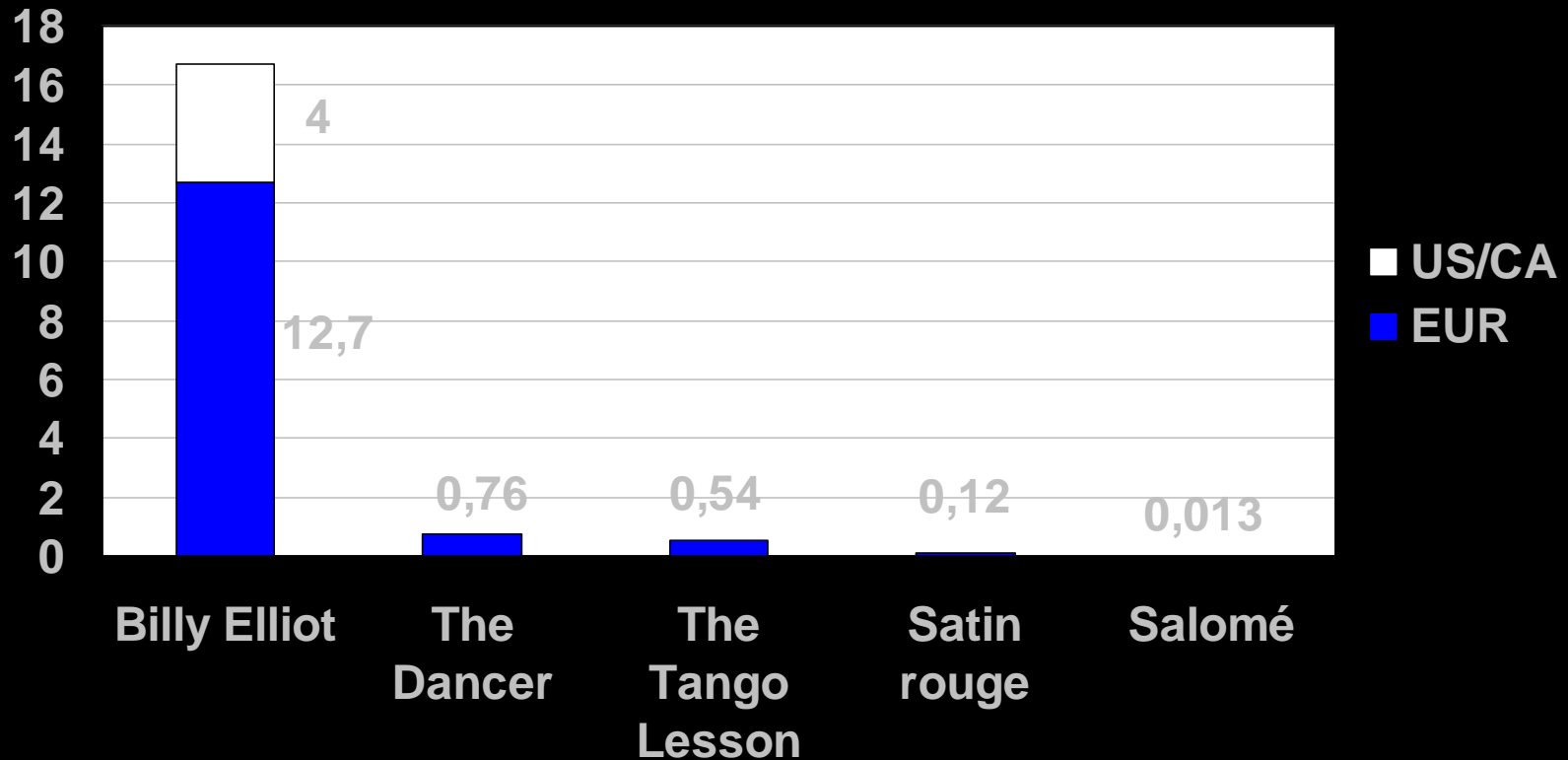
ADMISSIONS FOR « OPERA FILMS » IN FRANCE (1975-2002)

Source : CNC



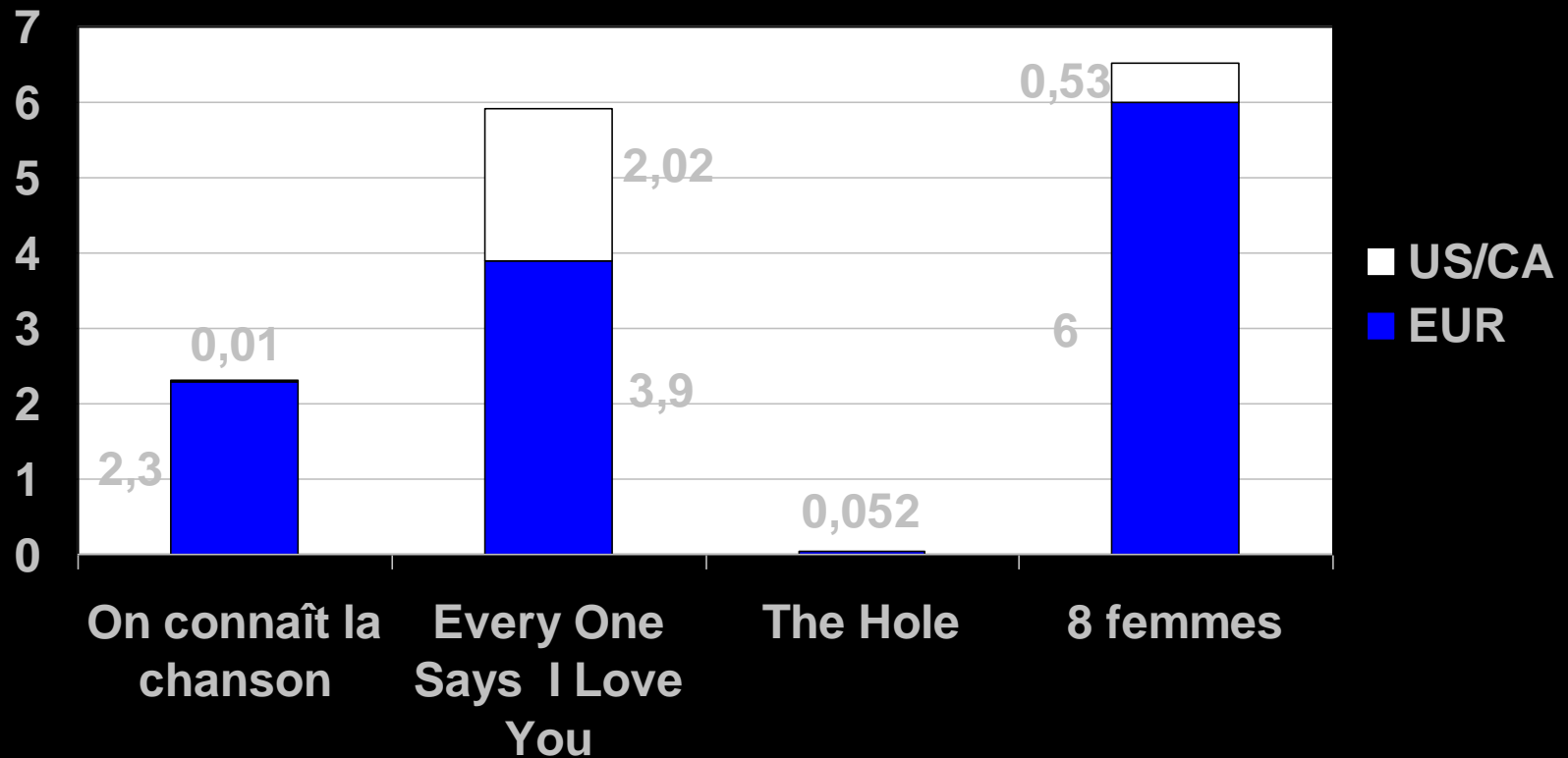
ADMISSIONS FOR FILMS RELATED TO DANCE (1996-2002)

Source : European Audiovisual Observatory / LUMIERE



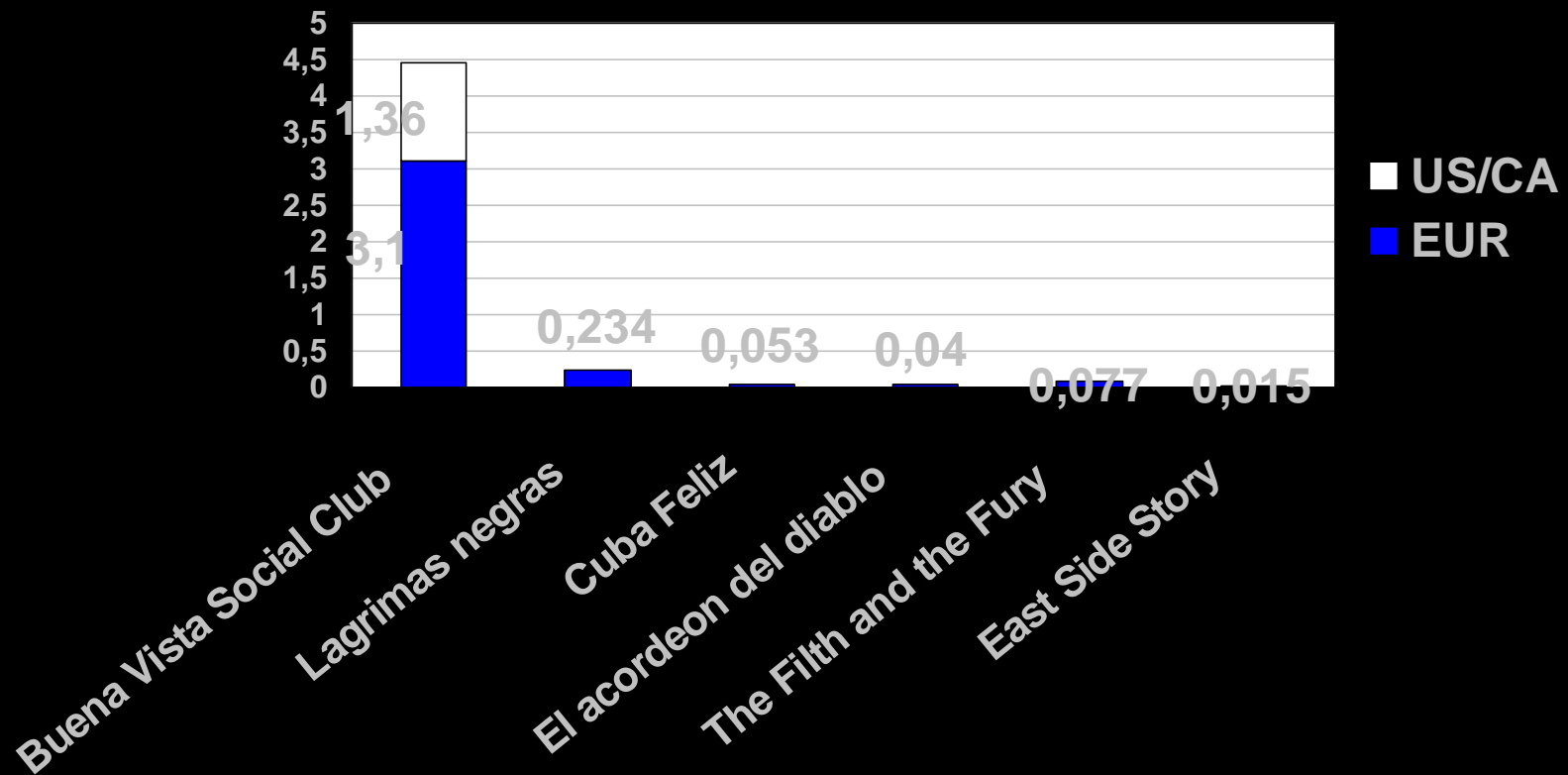
ADMISSIONS FOR « SPEAKING/SINGING » FILMS (1996-2002)

Source : European Audiovisual Observatory / LUMIERE



ADMISSIONS FOR MUSICAL DOCUMENTARIES (1996-2002) in millions

Source : European Audiovisual Observatory / LUMIERE



CONCLUSIONS : THE US/GB TRENDS

- **« MUSICALS » ARE AMERICAN OR BRITISH, WITH AN INTERNATIONAL AUDIENCE**
- **SUCCESS HIGHLY DEPENDENT ON STARS OR ON THE REPUTATION OF THE FILMMAKER**
- **HOLLYWOOD IS RELUCTANT TO INVEST IN MUSICALS, EVEN IF SEVERAL NEW PROJECTS ARE ANNOUNCED OR IN POST-PRODUCTION**
- **CO-OPERATION WITH BROADWAY IS NOT EASY**
- **HOW TO FILM MUSIC FOR THE MTV GENERATION ?**
- **MUSICALS HAVE GOOD CD AND DVD POTENTIAL BUT NEW CHILDRENS OR TEENAGE FILMS DO NOT FOLLOW THE DISNEY « TOON TUNER » MODEL**
- **DIGITAL TECHNOLOGIES IMPORTANT TO HOLD DOWN COSTS**

CONCLUSIONS : THE EUROPEAN TRENDS

- « MUSICAL FILMS » NOW SEEM MORE AN EUROPEAN CONCEPT THAN AN AMERICAN ONE
- WIDER USE OF THE CLASSICAL HERITAGE, ALTHOUGH THE PERIOD OF FILMED OPERA SEEMS TO BE OVER
- SEARCH FOR NEW GENRES (*DANCER IN THE DARK*, SPEAKING/SINGING FILMS, FILMS ON DANCE, DOCUMENTARIES)
- SOME EUROPEAN « MUSICAL FILMS » HAVE DEMONSTRATED INTERESTING POTENTIAL FOR CONTINENTAL CIRCULATION AND INTERNATIONAL EXPORT, INCLUDING IN US
- FILMS WITH NATIONAL ROCK OR POP STARS ARE RELATIVELY RARE

http://lumiere.obs.coe.int

Where has your film been successful ?

The screenshot shows the LUMIERE website interface within a Netscape browser window. The browser title bar reads "LUMIERE - Base de données sur les entrées en salles des films distribués en Europe - Netscape". The menu bar includes "Fichier", "Edition", "Afficher", "Aller", "Communicator", and "Aide".

The website header features the LUMIERE logo (an eye) and the text "LUMIERE Base de données sur les entrées des films distribués en Europe".

A left sidebar contains a navigation menu with the following items: "HISTORIQUE DU PROJET", "METHODOLOGIE", "SOURCES", "IDENTIFICATION DES FILMS", "ANALYSE DES DONNEES", "AVERTISSEMENT", "CODES ISO", and "RECHERCHE :". Below the menu is a search input field with a "GO" button and a link to "[Recherche avancée]".

The main content area is titled "Rechercher les films dans la base de données à partir d'un ou plusieurs critères". It contains a search form with the following fields:

- Titre (de préférence titre original)**: Input field.
- Réalisateur**: Input field with sub-fields for "Nom" and "Prénom".
- Années d'exploitation**: Two dropdown menus for "depuis" and "jusqu'à".
- Année de production**: Input field with a dropdown arrow.
- Recherche des films à partir d'un des pays ayant participé à la production**: Input field with a dropdown arrow.

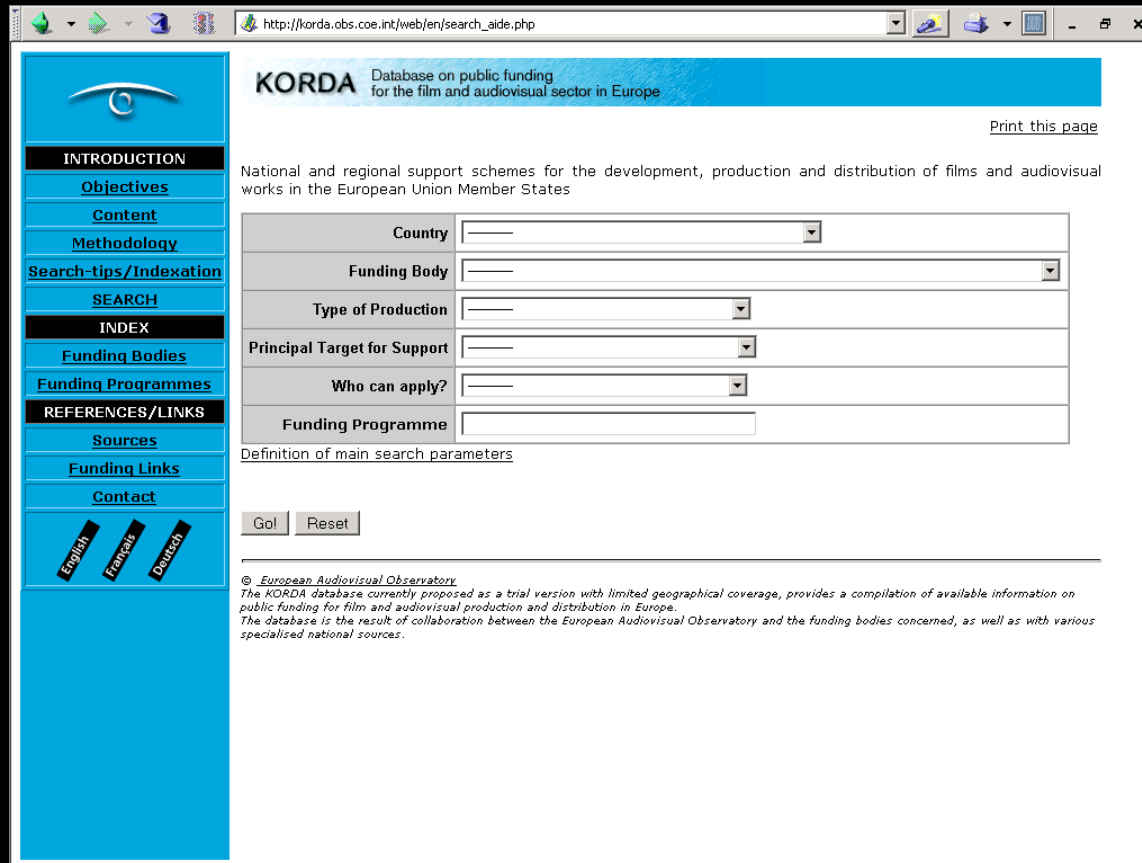
A "Rechercher" button is located below the search fields.

At the bottom of the page, there is a copyright notice: "© Observatoire européen de l'audiovisuel". Below this, a paragraph states: "La base LUMIERE fournit une compilation systématique des données disponibles sur les entrées réalisées par les films distribués en salles en Europe depuis 1996. Elle est le résultat de la collaboration de l'Observatoire européen de l'audiovisuel avec les diverses sources nationales spécialisées ainsi qu'avec le Programme MEDIA II de l'Union européenne."

The browser's status bar shows "Document : chargé". The taskbar at the bottom includes the "Démarrer" button, several application icons, and the system tray showing the time "08:56".

http://korda.obs.coe.int

The place to find film support in Europe



The screenshot shows a web browser window displaying the KORDA website. The browser's address bar shows the URL http://korda.obs.coe.int/web/en/search_aide.php. The website header features the KORDA logo and the text "Database on public funding for the film and audiovisual sector in Europe". A "Print this page" link is visible in the top right corner. The main content area is titled "National and regional support schemes for the development, production and distribution of films and audiovisual works in the European Union Member States". Below this title is a search form with several dropdown menus and text input fields. The search parameters are: Country, Funding Body, Type of Production, Principal Target for Support, Who can apply?, and Funding Programme. Below the search form is a "Definition of main search parameters" section with "Go!" and "Reset" buttons. At the bottom of the page, there is a copyright notice for the European Audiovisual Observatory, stating that the KORDA database is a trial version with limited geographical coverage and is the result of collaboration between the Observatory and funding bodies.

KORDA Database on public funding for the film and audiovisual sector in Europe

[Print this page](#)

National and regional support schemes for the development, production and distribution of films and audiovisual works in the European Union Member States

Country	<input type="text"/>
Funding Body	<input type="text"/>
Type of Production	<input type="text"/>
Principal Target for Support	<input type="text"/>
Who can apply?	<input type="text"/>
Funding Programme	<input type="text"/>

Definition of main search parameters

© [European Audiovisual Observatory](#)
The KORDA database currently proposed as a trial version with limited geographical coverage, provides a compilation of available information on public funding for film and audiovisual production and distribution in Europe.
The database is the result of collaboration between the European Audiovisual Observatory and the funding bodies concerned, as well as with various specialised national sources.

http://merlin.obs.coe.int

The wizard for legal information

The screenshot shows a Netscape browser window displaying the IRIS Merlin search page. The browser's address bar shows the URL `http://merlin.obs.coe.int/search.php?language=fr`. The page title is "Base de données IRIS Merlin - Recherche - Netscape".

The main content area features a search interface with the following elements:

- Navigation:** "index IRIS", "aide", "sources d'informations", "lettre d'information", "bases de données", "recherche".
- Search Form:** A "rechercher" input field, a "Date" section with "du:" and "au:" dropdowns for "mois" and "année", and a "rechercher par" dropdown set to "mot complet".
- Buttons:** "Recherche" and "effacer" buttons.
- Sujets (Subjects):** A scrollable list of legal topics including "Autorité (administrative) réglementaire", "Chiffrement", "Codes des pratiques ou des déontologie/auto-régulation", "Compétence juridique/Loi applicable", "Concurrence (tout)", "Concurrence : concurrence déloyale", "Concurrence : libéralisation du marché", "Diversité/pluralisme", "Droit d'auteur/droit voisins", "Droit de la presse", "Droit des nouveaux médias/technologies", "Droit fiscal", "Droit pénal", "E-commerce", "Film", "Liberté d'expression et Art. 10 ECHR", "Législation sur les cartels/Concentration des médias", "Marques/Brevets", "Protection des consommateurs", "Protection des données/Respect de la vie privée", "Protection des mineurs", "Publicité", "Radiodiffusion (tout)", "Radiodiffusion : licence/relevance", "Radiodiffusion : numérique", "Radiodiffusion : programmation", "Radiodiffusion : radio", "Radiodiffusion : télévision", "Radiodiffusion : autres", "Télécommunication (tout)", "Télécommunication : distribution et infrastructures", "Télécommunication : téléphonie", "Télécommunication : autres", "Vidéo".
- Pays (Countries):** A scrollable list of countries including "AD (Andorre)", "AL (Albanie)", "AM (Arménie)", "AT (Autriche)", "AZ (Azerbaïdjan)", "BA (Bosnie Herzégovine)", "Union européenne", "Conseil de l'Europe", "Europe Centrale et de l'Est", and "tous".
- Organisations:** A scrollable list including "ACT", "AELE", "AEPOC", "Article 19", "CNUDCI", "CoE: Conseil de l'Europe (tout)", and "CoE: Assemblée parlementaire".
- Références (References):** A scrollable list including "International (tout)", "International: Développements politiques", "International: Jurisprudence", "International: Législation", "National (tout)", "National: Décision de l'Administration", "National: Développements politiques", "National: Jurisprudence", "National: Législation", "Rapports, communiqués de presse", and "Autres (contrats, auto-régulation,...)".
- Language:** "english - français - deutsch".
- Footer:** "Résultats : affichage" and another "Recherche" / "effacer" button set.