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	2012	2013	2014	2015	2016p	2017	2018	2019	2020	2021	2016-21 CAGR
Global cinema^{†‡}											
+ Box office	200,422	205,907	212,014	241,847	249,511	258,105	270,031	283,635	296,884	309,266	4.387
+ Cinema advertising	14,820	16,435	16,882	18,734	19,427	20,438	21,392	22,370	23,172	23,924	4.252
Total	215,242	222,341	228,896	260,580	268,939	278,543	291,423	306,005	320,056	333,190	4.378
Global box office^{†‡}											
+ North America	72,520	73,212	69,850	74,554	76,143	75,212	76,281	77,587	79,143	80,961	1.235
+ EMEA	58,565	58,127	58,550	64,758	65,120	66,013	67,190	68,800	70,643	72,690	2.224
+ Asia Pacific	58,231	63,080	72,210	89,273	93,783	102,018	110,749	120,487	129,394	136,982	7.872
+ Latin America	11,106	11,487	11,404	13,261	14,465	14,862	15,810	16,761	17,704	18,633	5.194
Total	200,422	205,907	212,014	241,847	249,511	258,105	270,031	283,635	296,884	309,266	4.387
+ Global cinema advertising ^{†‡}	14,820	16,435	16,882	18,734	19,427	20,438	21,392	22,370	23,172	23,924	4.252
Cinema in Denmark^{†‡}											
Box office	1,021	1,071	1,008	1,177	1,198	1,189	1,228	1,273	1,325	1,383	2.926
Cinema advertising	69	73	77	92	83	92	99	106	111	114	6.509
Total	1,090	1,144	1,085	1,269	1,280	1,281	1,327	1,379	1,435	1,497	3.174
Box office in Denmark ^{†‡}	1,021	1,071	1,008	1,177	1,198	1,189	1,228	1,273	1,325	1,383	2.926
Cinema advertising in Denmark ^{†‡}	69	73	77	92	83	92	99	106	111	114	6.509
Cinema in Norway^{†‡}											
Box office	889	877	868	988	1,101	1,084	1,104	1,128	1,157	1,192	1.605
Cinema advertising	131	139	147	155	156	163	170	177	185	193	4.342
Total	1,021	1,016	1,014	1,143	1,257	1,246	1,274	1,305	1,342	1,385	1.960
Box office in Norway ^{†‡}	889	877	868	988	1,101	1,084	1,104	1,128	1,157	1,192	1.605
Cinema advertising in Norway ^{†‡}	131	139	147	155	156	163	170	177	185	193	4.342
Cinema in Sweden^{†‡}											
Box office	1,260	1,170	1,300	1,425	1,487	1,501	1,519	1,542	1,572	1,610	1.592
Cinema advertising	108	112	116	122	120	124	128	132	135	139	2.978
Total	1,368	1,282	1,416	1,546	1,607	1,625	1,647	1,674	1,708	1,749	1.699
Box office in Sweden ^{†‡}	1,260	1,170	1,300	1,425	1,487	1,501	1,519	1,542	1,572	1,610	1.592
Cinema advertising in Sweden ^{†‡}	108	112	116	122	120	124	128	132	135	139	2.978
Total without double counting	215,242	222,341	228,896	260,580	268,939	278,543	291,423	306,005	320,056	333,190	4.378

†At average 2016 exchange rates.

‡Danish krone millions

Note: Numbers shown are rounded. Totals may not equal the sum of their parts due to rounding.

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