

Young Lions Film brief

The Norwegian film institute

About Norwegian film institute (NFI)

The Norwegian Film Institute (NFI) is Norway's government agency responsible for film, drama and games.

We provide funding for the development, production, promotion and distribution.

We work for a strong and economically sustainable film industry. This include to enable and support that Norwegian film productions generate revenue through their cinema release, by reaching their audiences across the country. In this context, the cinema is important for the release of Norwegian films.

Our logos can be found here: [Norsk filminstitutt - Kortversjon - brand identity, guideline and assets.](#)



Brief 1: Reconnecting Young Audiences with the Cinema Experience

Challenge

- Cinema attendance among young people and young adults has declined due to competition from streaming services, video games, and other cultural activities. Many people watch films at home, alone.
- The cinema, as a physical cultural venue, has intrinsic value and contributes to democracy and a sense of belonging. Cinema is the cultural arena used by the largest share of the population, regardless of age and socioeconomic background. To preserve the cinema as a unifying and accessible arena, emerging generations must develop media habits that include going to the cinema.
- We want more young people under the age of 25 to choose the cinema as a social leisure activity.
- Our goal is for young people aged 15-25 to go to the cinema more often and to watch films there, regardless of genre. Choosing Norwegian films is welcome bonus.



Task

Encourage young people aged 15–25 to choose the cinema more often as their preferred place to watch films

Target audience: Young people and young adults aged 15–25.

Channels: Adapt the film and length to your choice of channel; Instagram, Youtube, Tiktok, Snapchat etc.

Specific campaign deliverables:

Max length 60 sec.

Short summary, max 150 word.

Describe plan for social media strategy, max 200 word.



Target audience

Young people and young adults aged 15–25.

Films and series represent are an important part of young people's leisure time. Most people in this age group watch many films and series every week. Overall, cinema can be summarized into three main elements for this target group:

The movie itself



The little extras
(big screen, sound, candy)



The social aspect



Young people like going to the cinema

It is often said that the main reason young people go to the cinema is to see a specific film—that the desire to see a particular film comes before the desire to go to the cinema in general. But that's not always true.

Reasons for going to the cinema:

- It's a nice thing to do with friends or a partner (61%)
- I want to do something with kids or family (45%)
- I want the best possible experience of sound, picture, and effects (39%)
- The film I want to see is best experienced in a cinema (37%)
- There's a film I want to see as soon as possible (34%)



Source: Film & Kinos Kinomonitor fra Kogenta 2026

Barriers to cinema visits

Young men (15-25) increasingly share the same barriers as young women:

- I think it's too expensive to go to the movies (45% – significant increase in recent years)
- I prefer to watch movies at home (23% – significant increase in recent years)
- I find it difficult to find time (17%)
- I can't afford it (20%)



Cinema attendance

- A total of 8.3 million cinema tickets were sold in Norway in 2025, with Norwegian films accounting for a 31,3 % market share (new record).
- Ticket sales are projected to reach 9 million in 2026. This is well below the annual figure of around 12 million tickets sold before the pandemic.
- The average age of male cinema-goers increase when the number of international titles decreases. In other words, young men attend the cinema less when there are fewer major American releases. The current average age of male cinema-goers is 41.
- Young men aged 15–25 remain the most frequent cinema-goers, but attendance has declined since the pandemic. The share who went to the cinema at least once per quarter fell to 47% last year, down from 54% in 2022.
- Cinema attendance among young women declined before the pandemic but has remained stable since (no percentage available).



Source: Highlights from Nordisk film Distribution Consumer insight 2025, YouGov and Film & Kinos Kinomonitor fra Kogenta 2026



Frequency of cinema visits

- 65% of the population have visited the cinema the previous 12 months
 - 91% of those aged 9-15 yrs
 - 82% of those aged 16-24 yrs
- The average number of cinema visits among the population has declined since 2000. At that time, people went to the cinema an average of 4.3 times during the previous 12 months. In 2016 this number decreased to 3.4, and 2023 it was down to 2.1.
- Children and young people continue to be the primary users of cinema offerings. Over the period 2013-2023, the average number of cinema visits among the 16-24 age group fell sharply, from 6.1 visits per year to 2.9.



Source: SSB Kulturbarmeter 2023



Media consumption time

On average, young people spend the following time on different media:

- Streaming: 2 hours and 24 minutes
- TikTok: 1 hour and 30 minutes
- YouTube: 1 hour and 30 minutes
- Video games: 1 hour and 20 minutes
- Instagram: 1 hour and 10 minutes



Source: Nordisk film Distribution Consumer insight 2025, YouGov

