

= Golden Film =

The Golden Film (Dutch : Gouden Film) is a film award recognizing domestic box office achievements in the Netherlands . The Golden Film is awarded to films from the Netherlands once they have sold 100 @, @ 000 tickets . The award is an initiative by the Netherlands Film Festival and the Netherlands Film Fund to increase media attention for Dutch films . For each awarded film there is one trophy for the film crew and another for the film cast .

When the Golden Film was introduced in 2001 , it was awarded to films once they had sold 75 @, @ 000 tickets . In the following years , the public 's interest in Dutch films in the Netherlands had increased . In 2003 , the audience criterion was increased to 100 @, @ 000 tickets in an effort to further stimulate the Dutch film industry . Since its introduction , the Golden Film has been awarded to 62 films .

While the cast and crew have considered their receiving films to be successful , critics have said that films that sold only 75 @, @ 000 or 100 @, @ 000 tickets cannot be considered a commercial success . For this reason the fact that Dutch newspapers report about this award is also criticized .

= = Award = =

A Golden Film is awarded to a film from the Netherlands once it has sold 100 @, @ 000 cinema tickets in the Netherlands during the original cinema circulation . The number of tickets sold is based on box office information provided by the film 's distributor and the Netherlands Association of Film Distributors . After a film is awarded the Golden Film , it can receive a Platinum Film after it sells 400 @, @ 000 tickets and a Diamond Film after it sells 1 @, @ 000 @, @ 000 tickets . In addition to these awards , there is the Crystal Film , which is awarded to documentary films that sell more than 10 @, @ 000 tickets .

The Golden Film is an initiative by the Netherlands Film Festival and the government @-@ subsidized Netherlands Film Fund , with the support of Film Investors Netherlands , to increase the public 's awareness of Dutch films in the Netherlands . The Golden Film recognises box office achievements to encourage positive publicity for a film after the initial media attention surrounding its release has begun to wane . The award is similar to the Dutch music industry 's Golden Record , that is awarded after selling 40 @, @ 000 singles , 35 @, @ 000 popular music albums , or 15 @, @ 000 classical music albums .

The Golden Film awards are presented during small press ceremonies throughout the year and shortly after a film has reached the audience criterion . The trophies are presented by the director of the Netherlands Film Festival or sometimes by a member of the crew or cast of the film itself . Two trophies are presented for each film : one to the film crew , represented by the producer and the director , and the other to the cast of the film , represented by the lead actors .

The trophy was designed by Jeroen Tirion and consists of a thick square frame , containing a film frame of the awarded movie . The outer frame is made of milled wood , which has a plate attached to it , on the first line inscribed with the text " Gouden Film " , three squares , and the year , and on the second line with the film 's title .

= = History = =

The Netherlands Film Festival and the Netherlands Film Fund announced the Golden Film on September 4 , 2001 . At that time , the Golden Film was awarded to films from the Netherlands once they had been seen by a paying audience of 75 @, @ 000 or more . The Platinum Film was introduced at the same moment , for films with paying audiences of 200 @, @ 000 or more . The first Golden Film was awarded on September 28 , 2001 to I Love You Too (2001) , and by the end of 2002 a total of 10 Golden Films had been awarded .

Within 18 months of the award 's introduction , the public 's interest in Dutch films in the Netherlands had increased . The audience for Dutch films as a percentage of the total cinema audience in the Netherlands was 5 @. @ 5 % in 1999 and 5 @. @ 9 % in 2000 . In 2001 , the year of

the award 's introduction , audiences increased to 9 @. @ 5 % . And in 2002 , the audience for Dutch films further increased to 10 @. @ 5 % .

In 2003 , the criterion for the award was changed in an effort to further stimulate the Dutch film industry . Films released after January 1 , 2003 had to reach paying audiences of 100 @, @ 000 to qualify for the Golden Film and 400 @, @ 000 for the Platinum Film . All films that had received a Golden Film before 2003 would also have received a Golden Film under the new criterion . From 2003 until 2007 , the percentage of cinema visitors in the Netherlands who watched a Dutch film was between 9 @. @ 20 % and 13 @. @ 4 % .

Since its introduction , the Golden Film has been awarded to 62 films . In 2008 , fourteen films were awarded the Golden Film , the highest number to have received the award in a single year . Most of the films that are awarded the Golden Film have taken a week or more to reach the target audience figure . Only Full Moon Party (2002) and Black Book (2006) have reached the criterion , for respectively 75 @, @ 000 and 100 @, @ 000 visitors , during their opening weekends .

= = Response to the award = =

Recipients consider the Golden Film to be an award given to films that are a success . Director Martin Koolhoven said , when Schnitzel Paradise (2005) received the award , that he did not expect his film to be such a success . Schnitzel Paradise was his first commercially successful film . Fifteen @- @ year @- @ old Sem Veeger , lead actress in the film Keep Off (2006) , said she knew that many people had seen the film , but she did not expect it to receive a Golden Film .

Critics of the award have said that films which have sold only 75 @, @ 000 or 100 @, @ 000 tickets cannot be considered commercially successful . In 2002 , film journalist Ronald Ockhuysen said about the Golden Film :

Ockhuysen also wrote that the Golden Film is a " child of our time " because it tries to reduce the value of a film to its commercial success , and it is supporting films that already have large publicity budgets instead of smaller and more vulnerable productions . Film producer Rob Houwer has said that he believes the Golden Film is the prize for a commercial flop . In 2005 , when the criterion for the award had already been increased from 75 @, @ 000 to 100 @, @ 000 visitors , he said in an interview :

Dutch newspapers , such as Algemeen Dagblad , De Telegraaf , and NRC Handelsblad , have reported about films receiving the Golden Film . When the film De Scheepsjongens van Bontekoe (2007) had drawn 100 @, @ 000 visitors to the cinema , the Dutch news agency Algemeen Nederlands Persbureau said the film had reached " the magical threshold of 100 @, @ 000 " .