

## **SUPPORT MEASURES FOR DIGITAL PROJECTION 2012**

### **A. OBJECTIVES**

- ♦ To increase the programming of European non-national films on digital format (minimum 2K) in Europa Cinemas/MEDIA Network theatres during the period of transition from 35mm to digital screening.
- ♦ To contribute to strengthening the offer of European non-national films on digital by distributors.
- ♦ To inform exhibitors about digital projection techniques and economic models.

### **B. FUNDING CONDITIONS**

This support measure is being implemented by way of exception in 2012 for cinemas that have so far received no support from Europa Cinemas for their transition to digital technology. Cinemas that receive MEDIA funding for digital equipment are also excluded from the scheme.

To apply for funding, cinemas must be located in countries that meet the following two conditions:

- Countries where less than 50% of all cinemas are digitised,
- Countries where less than 50% of network cinemas are digitised.

### **C. ELIGIBILITY CRITERIA**

#### **Equipment :**

Funding will be available to cinemas belonging to the Europa Cinemas/MEDIA network in 2012 and using 2K or better projection equipment.

#### **Programming :**

- For a theatre to have access to funding it will need to screen an annual minimum of **5 European non-national titles** and **150 screenings** in digital format.
- In the specific case of mini-networks, which gather cinema theatres run by different companies, the thresholds of 5 European non-national and 150 screenings must be reached by the total digital programming of the theatres.
- All digitally screened films must be covered by a contract with a distributor or rights-holder.

#### **Definitions :**

##### **- Digital projection :**

A "digital screening" shall be deemed to be any screening of a European non-national film or cinematographic programme of at least 60 minutes duration screened with a projector with a **minimum resolution of 2K**. Screenings made on the basis of a DCP JPEG2000 file will be eligible.

**- European non national film :**

“European non-national films” are defined as feature-length or short fictional films, documentaries or animated films produced or co-produced in a majority proportion by one or several European companies and where European film professionals have contributed significantly to production (cf. MEDIA criteria), programme outside their country of origin. Advertising films, pornographic or racist films and films inciting to violence are excluded from this definition.

## **D. CALCULATION AND PAYMENT OF FUNDING**

Funding will be determined on the basis of the number of digital screenings of European non-national films in the cinema. It may not exceed **€ 10 per screening** with a maximum of:

- **€ 5,000 for cinemas equipped with at least one digital projector**
- **€ 10,000 for groups of cinemas covered within the scope of a single agreement.**

## **E. OBLIGATIONS OF CINEMAS**

Cinemas undertake to:

- Send the following programming information to Europa Cinemas at the end of a year: titles, number of screenings, admissions, revenues and promotional support for each European film projected digitally.
- Provide Europa Cinemas with evidence of their digital equipment and information corroborating the programming of certain films in digital format, for instance proof of box-office takings or documents showing that key delivery messages (KDM) have been sent.

**Payment of funding :**

The information must be sent to Europa Cinemas via the Member Zone of the Europa Cinemas website. It will allow the Committee of Experts to activate payment of support if the above conditions have been satisfied.

**Information/Communication**

Europa Cinemas assists its network cinemas in their transition to digital technology by informing exhibitors on the evolution of the market and on digital technology. At its meetings and conferences, Europa Cinemas encourages discussion on the supply of digital films and on financing solutions to equip cinemas. Europa Cinemas’ “Network Review” regularly presents concrete examples of film theatres that have made the transition and initiatives of exhibitors who use this new technology to diversify their programming.

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**With the Support of the MEDIA programme of the European Union and of the Centre National du Cinéma et de l’Image Animée (CNC)**

