

**SUPPORT MEASURES
FOR DIGITAL PROJECTION
2005**

Over the past fifteen years or so, digital technology has significantly improved the conditions of cinematographic production. It soon made its first appearance in theatres with the introduction of digital sound. Today, a few hundred theatres around the world use digital technology in their projection booths alongside the traditional 35mm system. A small number of European exhibitors have begun experimenting with the new technology, and films screened in this format have been successfully received by cinema audiences. In Europe, a few cinemas in the public and industrial sector have been equipped with the new technology. The MEDIA programme and Europa Cinemas want to support exhibitors introducing the new technology; together, they want to set up measures to facilitate the transition process, which is in the favour of the circulation of European films.

A. OBJECTIVES

- 1. To assist theatres in their transition to digital cinema.**
- 2. To inform exhibitors on the development of digital projection technology and on the economic models available to finance its introduction.**
- 3. To support the digital projection of European films in theatres.**

B. SUPPORT MEASURES

1. Information/Communication

- Information guides presenting the technical principles of digital technology, their application to film theatres and the economic models available to exhibitors and distributors will be published in French and English and made available on the website of Europa Cinemas in five languages (French, English, Italian, German and Spanish).

- Website: a special section of the Europa Cinemas website will be dedicated to digital technology. It will present information on the current situation and on the development of the technology as well as on the experience gathered by theatres using digital technology in Europe and elsewhere.

2. Meetings for professionals

These information meetings will be open to European exhibitors and distributors, to film professionals, to public institutions and to industrial partners. They can be organized at regional, national or European level, and they will serve to inform participants on the evolution of digital cinema, allow them to exchange ideas and information and to discuss suitable economic models. Europa Cinemas will facilitate the participation of exhibitors at professional meetings and training sessions held in cooperation with qualified organizations.

3. Support for digital projection of European films in theatres

Europa Cinemas will provide funding to European exhibitors on the basis of a minimum number of European films screened by way of digital projection technology.

- **Criteria of eligibility for theatres:**

Theatres in the 29 countries of the MEDIA programme will be eligible for support if they fulfil the following criteria:

- Commercial theatres that have been open to the public for at least 6 months, with a box office system and declaration of revenues

- Minimum number of screenings per year: 520
- Minimum number of seats per establishment: 70
- Technical equipment that meets professional standards
- Hygiene and safety conditions complying with national regulations
- Pornographic cinemas excluded

• Definitions:

- Digital projection:

A "digital screening" shall be any screening of a European film or cinematographic programme of at least 60 minutes projected with a matrix-based DLP Cinema projector having a minimum resolution of 2K. A transitional period is allowed for theatres equipped with DLP Cinema projectors having a resolution of 1.3 K.

The following projectors are eligible in 2005:

- Barco DP 30, Barco DP 50, Barco DP 100
- Christie CP2000, Christie CP2000X
- DPI/Nec iS8-2K
- Cinemeccanica CMC D2

Any new projector, at least as performing as DLP Cinema and having a minimum resolution of 2K, will be accepted in 2005.

- European films:

A "European film" shall be defined as a fictional, documentary or animated full-length or short feature film, the greater part of which has been produced or co-produced by one or several European companies and involving a significant degree of participation by European professionals (cf. MEDIA Plus criteria). Advertising films, pornographic and racist films, and films inciting to violence shall be excluded from this category.

• Modalities of support for theatres:

- Programming: A theatre's European programming in digital form must consist of an annual minimum* of 30 screenings and two titles of European films to be eligible for support.
*This minimum will be assessed in terms of the total number of European films distributed in the country involved.
- Calculation of support: Support shall be calculated in terms of the number of digital screenings for European films shown at the theatre; it shall not exceed 20 euros per screening and a maximum of 7,500 euros per year and film theatre. These amounts will be granted only if exhibitors invest at least equal amounts in their European film programming. No payment can exceed 1 euro per admission to a European film.
- Evaluation and payment: Europa Cinemas shall evaluate programming and make payments in accordance with signed agreements.

• Commitment of benefiting theatres:

Beneficiating theatres undertake to:

- Submit to Europa Cinemas a presentation of the theatre and its exhibiting structure;
- Sign an agreement with Europa Cinemas regarding the theatre's objectives in terms of European programming in digital format and the corresponding support;
- Draw up a programming report at the end of each year with the following information: titles, number of screenings, number of admissions and revenues for each European film shown in digital format.
- Once this information has been received, funding will be paid to the theatre if objectives have been achieved.



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With the support of the Centre National de la Cinématographie

