



Filmförderungsanstalt German Federal Film Board

Digital Cinema in Germany

Paris, 20th November 2010

Current Situation

- Nation-wide support scheme was blocked because of a legal controversy between FFA and German exhibitors
- FFA and BKM will support the digitization of certain cinemas with 35 Mio. EUR over a period of five years
- Almost every regional government has confirmed their willingness to enforce a digital support system
- 7 *Bundesländer* (regions) have already initiated funding measures for the digital conversion

Eligible for funding are cinemas with

- Up to 6 screens or
- More than 6 screens in cities with up to 50.000 people
- Annual net revenues of at least 40.000 EUR per screen (Ø) over the last 3 years or
- At least 8.000 admissions per screen a year
- maximum annual net revenues of 260.000 EUR per screen (Ø) over the last 3 years
- A lease agreement valid for at least 5 years at the time of submission

Relevant screens that meet these criteria: 1.500

Eligible Costs for Funding

Estimated costs per screen: 70.000 EUR

- Equipment
- Installation
- Infrastructure
- Measures for 3D projections are not eligible for funding

Investment for 1.500 relevant screens:
105 Mio. EUR

Federal Film Funds

- Film Fund of the Federal Government Commissioner for Culture and the Media (BKM)
- German Federal Film Board (FFA)

Total Budget

- 35 Mio. EUR total
 - 20 Mio. EUR BKM
 - 15 Mio. EUR FFA

Distinctive Feature

- No regional restrictions
- Funding for cinemas that match relevant criteria

Regional Funds

- 7 regional institutions have enacted a support scheme for digitization
 - Filmstiftung North Rhine-Westphalia
 - FilmFernsehFonds Bavaria
 - Medienboard Berlin-Brandenburg
 - Film Fund Hamburg/Schleswig-Holstein
 - Nordmedia (Lower Saxony)
 - MFG (Baden-Wuerttemberg)
 - Ministry of Culture in Rhineland-Palatinate

Total Budget

- 13,8 Mio. EUR

Distinctive Feature

- Regional restrictions
- Different funding criteria for cinemas

Funding Institutions in Germany

Institution	Region	Per year in EUR	Total in EUR
BKM	Federal	4.000.000	20.000.000
FFA	Federal	3.000.000	15.000.000
MFG	Baden-Württemberg	2010: 800.000 as from 2011: 500.000	2.800.000
FFF Bayern	Bavaria	1.000.000	5.000.000
Medienboard	Berlin/Brandenburg	300.000	1.500.000
FFHSH	Hamburg (Schleswig-Holstein)	68.000	340.000
nordmedia	Lower Saxony (Bremen)	280.000	1.400.000
Filmstiftung NRW	North Rhine-Westphalia	500.000	2.000.000
Ministry of Education, Science and Culture	Rhineland-Palatine	in 2011: 800.000	800.000

BKM

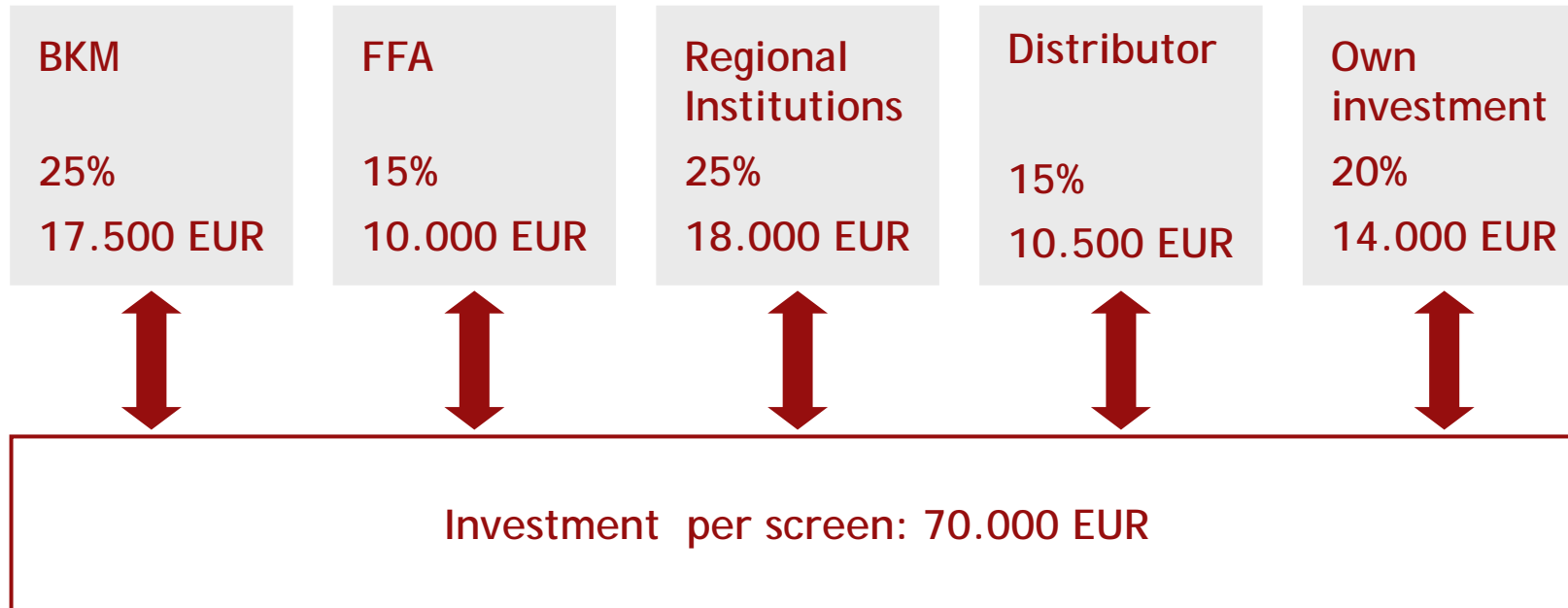
- 25% of the eligible costs (max. 17.500 EUR per screen)
- Up to 30% of the costs (max. 21.000 EUR) for cinemas with cultural and structural criteria
 - 50% German & European films
 - Cinema Prize
 - Cinemas in cities with less than 20.000 people
- Own investment at least 20%
- No limit on number of screens
- Funding exclusively for cinemas in regions which have enacted funding measures for digitization

FFA

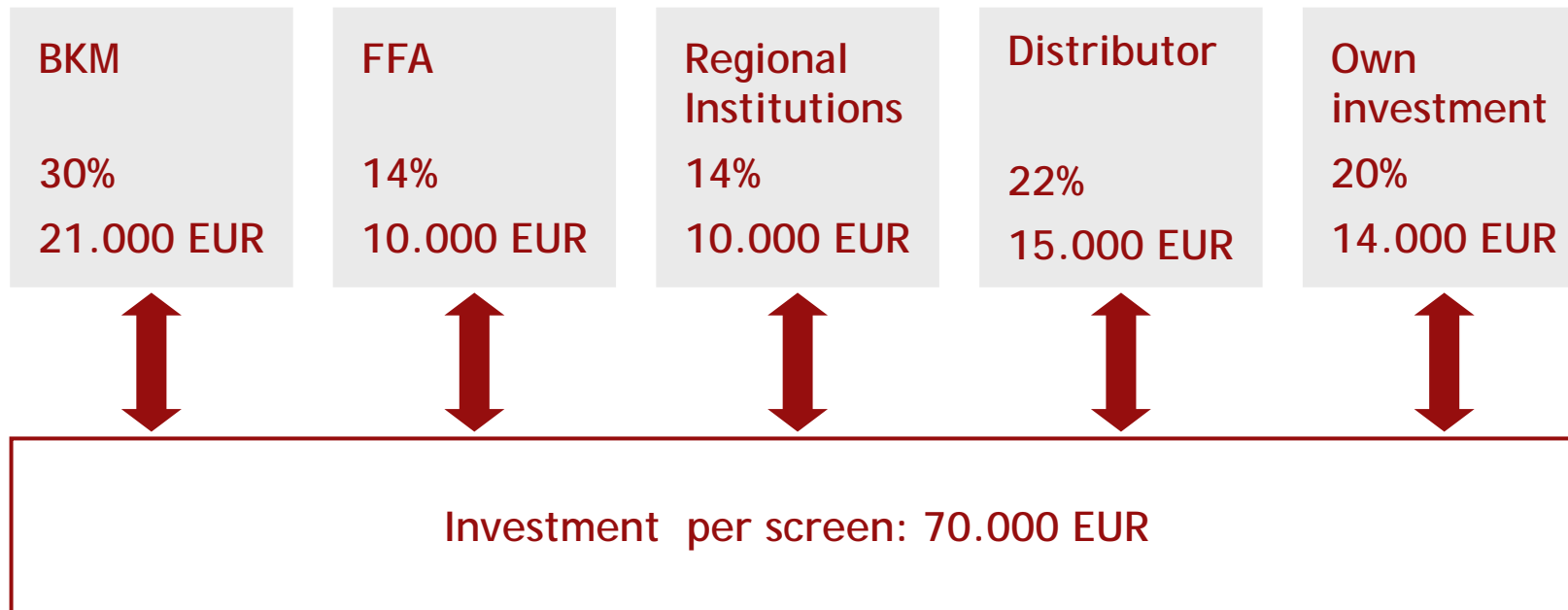
- 15% of the eligible costs (max. 10.000 EUR per screen)
- Own investment at least 20%
- No limit on number of screens
- Disbursement to a third party integrator possible

A legal decree has to be enacted by the German Chancellor

1st Example: Financing Structure



2nd Example: Financing Structure



- Contributions from distributors/third parties
- Negotiations with the EU (DG Competition)
- Time

"A bend in the road is not the end of the road... Unless
you fail to make the turn.

Author unknown

Thank you
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