

CONFERENCE EUROPA CINEMAS 2010

PRESENTATION

EURIMAGES NEW SUPPORT
PROGRAMME

DIGITAL EQUIPMENT FOR
THEATRES' EURIMAGES NETWORK



THEATRES EURIMAGES' NETWORK

2010 Numbers

- Total Theatres : 37
- Bosnia: 6
- Macedonia : 3
- Serbia: 5
- Turkey: 23

- Total screens: 146

Programming 2009

Total films 3 379
European films 52%

Total screenings: 231 047
European screenings 48%
NN European screenings 13%

Total admissions 3 851 834
European admissions 53%
NN European admissions 9,4%



Why support digital equipment?

Observations:

- Going digital is now a must
- The cost per projector is high
- Independent theatres in particular on small markets do not have access to the VPF financing

Objectives:

- Help exhibitors finance the purchase of digital equipment
- Facilitate the dissemination of works
- Allow exhibitors to diversify their supply sources

Ultimately, we do not want European cinemas to lose a theatre



EURIMAGES DIGITAL EQUIPMENT SUPPORT FOR THEATRES

General provisions:

- Support the purchase of digital equipment in theatres members of the Eurimages network
- One screen per theatre
- Digital equipment should correspond to the DCI specifications or the relevant ISO D-Cinema standard
- It should be compatible with a 3D system
- The material must be bought from a provider agreed by Eurimages
- Eurimages shall request a technical visit of the theatre to ensure that the digital equipment can be properly installed.

Implementation:

- Start of the programme foreseen beginning of 2011
- At least one screen per location should be digitised by the end of 2013



SELECTION CRITERIA

- The track record of the concerned theatre (theatres' support programme),
- Evidence of the exhibitor's capability to finance the operation (including Eurimages' support),
- Evidence that technical requirements for the installation of the equipment are met,
- The long-term viability of the project (provisional profit and loss accounts),
- The geographical balance of the selected theatres.



EURIMAGES' FINANCIAL SUPPORT

- Nature: a non-reimbursable grant
- Amount: a lump sum of 20 000 € per screen
- Payment: directly to the provider, after installation of the equipment and its acceptance by the exhibitor,
- Support agreement: to be concluded within one month after the decision of the Eurimages' Board,
- Validity of the agreement: 5 years



EXHIBITORS' OBLIGATIONS

- Reference to the Eurimages support in the theatre,
- The use of the animated logo of Eurimages will be recommended,
- Respect of the programming obligations of the theatre during the validity of the agreement,
- Respect the obligations under the terms and conditions of the support agreement to be signed with Eurimages.

If the exhibitor fails to meet his obligations or has made a false declaration or misleading statements,
the support agreement shall be cancelled and the grant paid shall become immediately repayable to Eurimages.



Procedures of the Digital Equipment support 1/2

1) Application

Exhibitors declare formal interest (Application form) and provide a draft purchase order with a financing plan and operating statements.

2) Technical visit

Made by the integrator, ordered and payed by Eurimages which receives copy of the visit report.

3) Completion of application file

Exhibitors provide evidences of financing and evidences that technical requirements are fulfilled or that adaptation works will be done within a definite time period.

4) Meeting of the Board

Recommendation of the Theatre Working Group, decision of the Board (provided the necessary adaptation works have been done).



Procedures of the Digital Equipment support 2/2

5) Purchase order

Signature of the contract between the provider and the exhibitor, down payment by exhibitor (1/2 of total cost reduced by 20 000€) and then signature of the agreement between Eurimages and the exhibitor.

6) Installation and training

Made and supervised by the provider, payment by exhibitor (1/2 of total cost reduced by 20 000 €).

7) Payment of Eurimages support

20.000 € paid to the integrator after delivery and installation of the equipment and its acceptance by the exhibitor.



IMPLEMENTATION CALENDAR

2 deadlines per year (in 2011: 14 January and 29 August)

- 1) Application
 - Deadline 14 January 2011
- 2) Technical visit
 - By the end of March 2011
- 3) Completion of application file
 - By the end of August 2011
- 4) Meeting of the Board
 - 29 September to 1 October 2011
- 5) Purchase order
 - 30 days after the Board's decision
- 6) Installation and training
 - Depending on product availability
- 7) Payment of Eurimages support
 - 30 days after the delivery and its acceptance by the exhibitor



Where are we today?

- Eurimages' Board of management decided, on 18 June 2010, to launch this new programme,
- The representatives of Eurimages of the countries concerned have obtained from their authorities an agreement in principle for the financing of this programme
- In September 2010 we launched a call for tenders to select the equipment "Provider".
- **The objective was:**
 - to obtain the best prices by placing larger orders. The price of the material corresponds to: the projector, the server, ancillary equipment;
 - and the best conditions and services: installation, training, warranty and maintenance;
 - to help the exhibitor optimise the conditions of the location and the choice of material (**technical visit**) in order to ensure the durability of the equipment.

The provider which won the tender is XDC International. The rules of this programme will be published soon and the first deadline for applications is 14 January 2011.