

## SUPPORT MEASURES FOR DIGITAL PROJECTION - 2009

### A. OBJECTIVES

1. To assist theatres in their transition to digital projection.
2. To inform exhibitors on projection technology and business models.
3. To support digital projection of European films in theatres of the Europa Cinemas / MEDIA network.

### B. ACCOMPANYING MEASURES

#### 1. Information/Communication

Europa Cinemas informs exhibitors on developments in the digital projection market. The annual network conference is dedicated to a large extent to discussions and presentations on this issue. A study examining the establishment of a business model at European level has also been carried out, and Europa Cinemas has been taking part in the debate on the issue among groups of industry professionals and institutions. The network website has a section on digital cinema. And finally, the newsletter publishes regular accounts of concrete examples of theatres using digital equipment and films successfully distributed in digital format.

#### 2. Funding for digital projection of European films in Europa Cinemas / MEDIA network theatres

Europa Cinemas provides financial support for European network exhibitors offering a minimum number of European films screened in digital format. This funding consists of a bonus added to the main funding.

- **Criteria of eligibility for theatres:**

Funding will be available to theatres belonging to the Europa Cinemas / MEDIA network in 2009.

- **Definitions:**

- **Digital projection:**

A "digital screening" shall be deemed to be any screening of a European film or cinematographic programme of at least 60 minutes' duration screened with a projector having a minimum resolution of 2K.

*The Committee of Experts alone shall judge how many screenings of a film from a cinema's programming are taken into account, depending on the equipment with which the films were screened.*

- **European films:**

"European films" are 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). Advertising films, pornographic or racist films and films inciting to violence are excluded from this definition.

• **Funding modalities:**

Programming\*:

- European programming in digital format with an annual minimum of 140 screenings and 7 titles of European films will be necessary for a theatre to request funding. At least 25% of screenings must involve European non-national films.

- All digitally screened films must be covered by a contract with a distributor or holder of rights.

*\*These criteria will be reviewed on a yearly basis and adapted to the evolution of supply of European films in the market concerned.*

Calculation of funding:

- Funding will be determined on the basis of the number of digital screenings of European films in the theatre. It may not exceed **15 Euros per screening** with a maximum of

- **€ 5,000 p.a. for single-screen theatres using a 2K digital projector,**
- **€ 10,000 p.a. for theatres equipped with at least two 2K digital projectors.**

Exhibitors operating more than one screen will be funded only if they have two projectors allowing continuous use of the larger and smaller cinemas for digital films. Multiplexes with theatres of similar sizes will be eligible for support if only a single 2K digital projector is used.

- Funding is limited to € 20,000 within the scope of a single agreement signed for several cinemas.

• **Obligations of beneficiaries:**

Beneficiating theatres undertake to:

- submit to Europa Cinemas a dossier presenting the theatre and its exhibition structure
- sign an agreement with Europa Cinemas regarding the theatre's objectives in terms of European programming in digital format and the support granted for this programming
- at the end of every year, send in their programming schedule including the following information: titles, number of screenings, admissions, takings and promotional support for each European film projected digitally
- send Europa Cinemas publications providing evidence of programming details as described

Assuming objectives have been met, this information will trigger payment of financial support to the theatre.

• **Payment of funding:**

The information must be sent to Europa Cinemas via e-mail (Excel file) or 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.

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