

SUPPORT MEASURES FOR DIGITAL PROJECTION - 2011

A. OBJECTIVES

1. To increase the programming of European non-national films on digital format in Europa Cinemas/MEDIA Network theatres.
2. To contribute to strengthening the offer of European non-national films on digital by distributors.
3. To inform exhibitors about digital projection techniques and economic models.

B. ACCOMPANYING MEASURES

1. Funding for digital projection of European non-national films in Europa Cinemas/MEDIA Network theatres

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

• **Criteria of eligibility for theatres:**

Funding will be available to theatres belonging to the Europa Cinemas/MEDIA Network in 2011 that are equipped with 2K or 4K.

• **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 eligible for support are those from DCP JPEG2000 files.

- **European non-national films:**

"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.

• **Funding modalities:**

The criteria for access to support, as well as amounts of support, may be re-evaluated according to the development of the European offer and to the national level of digitisation.

The programming and the screening conditions will be examined at the Committee of Experts, based on the information given by the theatre.

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.

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

Calculation of funding:

- Funding will be determined on the basis of the number of digital screenings of **European non-national** films in the theatre. It may not exceed **€10 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.**

- **Support for digital projection for one theatre cannot exceed 5 years.**

The maximum amount of support will be reduced according to the following scale:

	Year 1	Year 2	Year 3	Year 4	Year 5
Theatre equipped with 1 digital projector	€ 5 000	€ 5 000	€ 4 000	€ 3 000	€ 2 000
Theatre equipped with 2 digital projectors	€ 10 000	€ 10 000	€ 8 000	€ 6 000	€ 4 000

- **Maximum amount of support per agreement** - Funding is limited to € 20,000 p.a. within the scope of a single agreement signed for several cinemas.

• **Obligations of beneficiaries:**

Beneficiary theatres undertake to:

- submit a dossier to Europa Cinemas 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;
- send in their programming schedule at the end of every year, 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 as well as examples of Box Office reports sent to distributors.

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 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.

2. Information/Communication

Europa Cinemas accompanies the theatres in the Network in their transition to digital by informing the exhibitors about market developments and digital technologies. During its meetings and Conferences, Europa Cinemas opens up the debate about the offer of films on digital and financing solutions for the equipping of theatres. Lastly, the Network Review regularly presents concrete examples of equipped theatres as well as initiatives by Network exhibitors who use this new technology to diversify their programming.

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