

EUROPA CINEMAS INTERNATIONAL

DISTRIBUTION & EXHIBITION SUPPORT SCHEMES

2 SUPPORT SCHEMES

DISTRIBUTION (P&A)

PROGRAMMING

Which involve **cooperation between professionals and film circulation** between Europe and **partner countries** in 3 key regions

Europe



Asia

Latin America

Mediterranean countries

OBJECTIVES

- To encourage the **distribution and programming of European films** in partner countries and of **films from partner countries in Europe**.
- To develop an **international network** of theatres and distributors: **20 exhibitors** from partner countries are taking part in this conference
- To encourage activities for **young audiences: 8 exhibitors** from partner countries participated in the Bologna Young Audience Seminar 2010

NEW in 2011 to reinforce the Young Audience activities in Partner countries:

- **To invite more participants** from partner countries in Bologna Seminar
- **Organization of a Young Audience 1-day Seminar in Korea** (CinDi Festival) and a mini-network project in Japan

EXHIBITION SUPPORT - HOW DOES IT WORK?

- Exhibitors receive funding based on the number of admissions, with a **minimum number of screenings and 2 consecutive weeks** requested.
- Support per exhibition group depends on **numbers of cinemas and cities** where the film is screened.

NEW in 2011:

- **Bonus for diversity** : starting from 5 different nationalities of films programmed, support of up to 300€ in Europe and 450€ in partner countries
- **More screenings (within the 2 consecutive weeks requested) to access the support**: 28 in partner countries, 28 to 35 in Europe (14 to 28 for single screens)
- **A minimum number of films** will be required to access the support : 2 in partner countries / 3 in Europe
- **More support** for exhibition groups with cinemas located **in more than 5 cities**: up to 12.000€ in Europe and 30.000€ in partner countries

EXHIBITION SUPPORT KEY FIGURES ABOUT THE PARTICIPANTS IN 2010

- 38 cinemas in Asia
- 96 cinemas in South America
- 18 cinemas in the Mediterranean countries
- 334 cinemas in Europe

Total: 486 cinemas, 44 countries (+40% compared to 2009!)

NEW in 2011:

- **3 new countries** : China, Hong-Kong, Taiwan
- **19** new cinemas in partner countries
- **95** new cinemas in Europe

RESULTS IN EUROPE IN 2009

- 85% of the 227 cinemas participating in 2009 are supported
- 66,498 screenings
- 1,241,138 admissions
- € 6,497,943 Box Office

TOP 3 (by screenings)

	Title	Country	Scr.	Adm.
1	Departures	Japan	3,166	60,615
2	Still Walking	Japan	2,921	59,343
3	Ponyo	Japan	2,451	53,793

RESULTS IN PARTNER COUNTRIES IN 2009

- 82% of the 134 participating cinemas in 2009 are supported
- 102,677 screenings
- 2,974,162 admissions
- €10,575,941 Box Office

TOP 3 (by screenings)

	Title	Country	Scr.	Adm.
1	Slumdog Millionaire	UK	8,391	424,913
2	The Reader	UK	3,928	140,767
3	Los abrazos rotos	Spain	3,543	152,564

DISTRIBUTION SUPPORT - HOW DOES IT WORK?

- Funding is calculated according to the **number of prints** and can cover **up to 50% of the P&A release budget**
- Support is designed to encourage the distributor to **widen its release**: more prints and/or more advertising
- Funding ranges from **€6,000** (2 - 5 prints) to **€20,000** (+ 20 prints)

NEW in 2011:

- **Max. 2 films** of a same European nationality will be supported (used to be 3)
- **Max. 3 films** supported per distribution company (used to be 5)
- **Support for distribution of films from partner countries in Europe** in partnership with **EUROPA DISTRIBUTION**

DISTRIBUTION SUPPORT PROVISIONAL RESULTS FOR 2010

- **Approx. 60 releases** (43 films, 10 European nat.) are being supported
- **35 distribution companies** receive support ranging
 - from €6,000 (2 - 5 prints)
 - to €20,000 (+ 20 prints)
- **Located in 12 territories** (among them Taiwan for the first time)
- **17** is the **average number of prints** per release (10 in 2009)

Thank you!

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