



### Digital cinema : outlook

Digital issues have lately dominated all professional discussions of the film industry. The introduction of those technologies into the production and postproduction process – and before long into movie theatres – raises a wealth of new issues and perspectives: they will most probably affect the interactions between the various sectors of the film industry and challenge the making of films in general and art-house films in particular.

Moving towards digital projection in movie theatres is a major issue because it is a real technological, industrial and – probably – artistic revolution. 35 mm film has been running through movie projectors for over a century. Breaking with this tradition involves, aside from logistical considerations, everything movies stand for both for the audience and artists. It may impact the very nature of movies and the way they have so far been produced, made and distributed.

Discussing those issues during the Marrakech International Film Festival – where artists and a broad cross-section of the industry will be gathered – is all the more obvious as digital cinema may help with shooting and releasing films on both sides of the Mediterranean – and particularly so for countries with smaller production units.

We shall therefore address both issues – production and theatrical distribution – and try to answer the following questions:

How does digital technology affect the production and filmmaking process – both for laboratories (equipment and techniques) and for filmmakers?

Will digital technology provide filmmakers with new ways to express themselves – both for small-budget films and special-effects blockbusters?

What kind of economic models are being developed to install digital equipment in movie theatres, particularly in the US and Europe?

Will the costly transitional period increase inequalities between independent companies and international majors?

Will the high priority on anti-piracy protection impose restrictions on freedom of movement of films?

In the end, which one will prevail in film distribution – concentration or diversification?

The digital revolution may be highly challenging. We have to make sure that just because those new technologies involve high investments they won't create new inequalities or make it harder for small, independent films to get distribution.

**Claude-Eric Poiroux**  
General Director Europa Cinemas

7th MARRAKESH INTERNATIONAL FILM FESTIVAL

DIGITAL CINEMA CONFERENCE

THURSDAY 13 AND FRIDAY 14 DECEMBER 2007 / CENTRE DES CONGRÈS

Simultaneous translation: Arabic – English – French

**Thursday 13 December 2007**

4:00 pm – 7:00 pm **OPENING SESSION** inaugurated and led by **Nour-Eddine Sail** (General Director of the Moroccan Cinematographic Centre)

« **FILM PRODUCTION AND DISTRIBUTION IN THE TRANSITION TOWARDS DIGITAL CINEMA** »

Speakers :

- **Daniel Goudineau** (General Director of France 3 Cinéma, France)  
Presentation of the Report „ Farewell to film? What is at stake in digital projection? “.
- **John Graham** (General Secretary, European Digital Cinema Forum, UK)  
The digital deployment in the USA and the "Virtual Print Fee" Business Model. State of D-Cinema in Europe.
- **Vibeke Windeløv** (Producer, Windelov Productions, Denmark)  
Digital technology in film production.
- **Claude Miller** (Director / President of Europa Cinemas and FEMIS)  
From 35mm to HD camera: which tools for creation?
- **Claude-Eric Poiroux** (General Director of Europa Cinemas)  
European distributors and exhibitors in the transition towards digital cinema.

**Friday 14 December 2007**

10:00 am – 1:30 pm **CHOICE OF 2 WORKSHOPS:**

« **DIGITAL CINEMA: STRUCTURAL EVOLUTIONS IN FILM PRODUCTION AND DISTRIBUTION** »

1. **PRODUCTION WORKSHOP** led by **Faiçal Laraichi** (President of the Société Nationale Radio-Télévision, Morocco)

- **Vibeke Windeløv** (Producer, Windelov Productions, Denmark)
- **Peter Rommel** (Producer, Rommel Films, Germany)
- **Sarim Fassi Firhi** (Producer, MPS, Morocco)
- **François Reumont** (Journalist, Profession Film, France)

2. **DISTRIBUTION WORKSHOP** led by **Claude-Eric Poiroux** (General Director of Europa Cinemas)

- **Nico Simon** (General Director, Groupe Utopolis, Benelux)
- **Clare Binns** (General Manager, City Screen, UK)
- **Jean-Pierre Lemoine** (Exhibitor/Distributor, Megarama, Morocco/France)
- **Arne Christian Thronsen** (Deputy Director, Bergen Kinos, Norway)
- **Alain Besse** (Engineer, Commission Supérieure Technique, France)

4:00 pm – 6:00 pm **CONFERENCE AND WORKSHOP CONCLUSIONS**

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