



THE NORWEGIAN APPROACH TO DIGITAL CINEMA

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FILM&KINO, Norway

NORWAY



- Population: 4.6 mill
- 214 Cinema Operators
 - 149 Municipally owned representing 80% of B.O.
- 420 Screens
- Total Admission: 12mill
- 2.6 adm./capita
- Avg. Ticket Price: 9€

FILM&KINO

INCOME

- 2.5% fee on every cinema ticket = 4mill.€/year
- 45 Eurocent pr DVD distributed = 8mill.€/year

FUND

- In 2006: 2.5 mill € added to fund
- In 2007: 15 mill € in the fund.

D-Cinema Contribution

TOTAL COST PER SCREEN: 85.000 €

- Cinemas: Yearly payment + 4.000€ service and maintenance cost
- Distributors: Digital Cinema Fee per title
- FILM&KINO: Cash + yearly payment.

Pay back time: 6-10 years

Public Money

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- Blockbusters available for everyone
- Wider distribution of European, Independent and Art house movies

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Roll out

2009?