

## SUPPORT MEASURES FOR DIGITAL PROJECTION YEAR 2008

### A. OBJECTIVES

1. To inform exhibitors on the development of digital projection technology and on the economic models.
2. To support the programming of European films screened in digital in the cinemas of the Network.

### B. SUPPORT MEASURES

#### 1. Information/Communication

Europa Cinemas aims at informing exhibitors on the development of the digital projection market and on the business models to finance their investments. Those subjects are discussed during the annual network Conference, and the information is also available on the network's website and in the newsletter.

#### 2. Support for digital projection of European films in theatres

Europa Cinemas, thanks to the contribution of the MEDIA Programme, will provide funding to European exhibitors on the basis of a minimum number of European films screened by way of 2K digital projection technology.

##### • Criteria of eligibility for theatres:

Are eligible cinemas members of Network Europa Cinemas / MEDIA and equipped with one or several 2K projectors.

##### • Definitions:

##### - *Digital projection:*

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

##### - *European films:*

A "European film" shall be defined as a fictional, documentary or animated full-length or short feature film, the greater part of which has been produced or co-produced by one or several European companies and involving a significant degree of participation by European professionals (cf. MEDIA Plus criteria). Advertising films, pornographic and racist films, and films inciting to violence shall be excluded from this category.

##### • Modalities of support for theatres:

##### Programming:

- In the beneficiary countries - with the exception of the United Kingdom – to be eligible for funding a cinema will need to have European digital programming with an annual minimum\* of 100 screenings and 5 European film titles, including a minimum of 50 screenings of European non-national films.

- In the United Kingdom, in view of the Digital Screen Network equipment programme set up with the support of the UK Film Council, digital European programming will need to include a minimum\* of 140 screenings and 7 titles of European films in order for a cinema to be eligible for funding, and within this amount a minimum of 70 screenings of European non-national films.

- For every digital screening, exhibitors must provide evidence of a contract with the distributor or the holder of the rights.

\* This minimum will be assessed in terms of the European market in the country in question.

### Calculation of support

- Funding will be calculated in terms of the number of digital screenings of European films at the cinema and will not exceed **15 Euros** per screening with a maximum of :
  - **5 000 Euros** per year for cinemas equipped with one 2K digital projector,
  - **10 000 Euros** per year for cinemas equipped with two or more 2K digital projectors.
- Funding is limited to 20 000 Euros per exhibition company.
- These amounts will be granted only if exhibitors invest at least equal amounts in their European film programming. No payment can exceed 1 euro per admission to a European film.

### Evaluation and payment

Europa Cinemas shall evaluate programming and make payments in accordance with signed agreements.

#### • **Commitment of beneficiating theatres:**

Beneficiating theatres undertake to:

- Draw up a programming report of all the films screened in 2K digital cinema at the end of each year with the following information: titles, number of screenings, number of admissions and revenues for each film shown in digital format.
- Send Europa Cinemas published material providing evidence of the programming elements shown.

Once this information has been received, funding will be paid to the theatre if objectives have been achieved.

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