

**SUPPORT MEASURES  
FOR DIGITAL PROJECTION  
2007**

Today, a few hundred theatres around the world use digital technology in their projection booths alongside the traditional 35mm system. In Europe, some cinemas in the public and industrial sector have been equipped with the new technology. The MEDIA programme and Europa Cinemas support exhibitors introducing the new technology; together, they set up measures to facilitate the transition process in the favour of the circulation of European films.

**A. OBJECTIVES**

- 1. To assist theatres in their transition to digital cinema.**
- 2. To inform exhibitors on the development of digital projection technology and on the economic models.**
- 3. To support the digital projection of European films in theatres.**

**B. SUPPORT MEASURES**

**1. Information/Communication**

Europa Cinemas provides exhibitors with information on the development of the digital projection market. The annual network Conference is to a large extent dedicated to discussions and presentations on this issue. A study of a business model established at European level will be published by the end of 2007. The network's website has a section on digital cinema. And finally, our newsletter includes regular reviews of examples of cinemas using digital equipment.

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

Europa Cinemas will provide funding to European exhibitors on the basis of a minimum number of European films screened by way of digital projection technology.

**• Criteria of eligibility for theatres:**

Theatres in the 31 countries of the MEDIA programme will be eligible for support if they fulfil the following criteria:

- Commercial theatres that have been open to the public for at least 6 months, with a box office system and declaration of revenues
- Minimum number of screenings per year: 520
- Minimum number of seats per establishment: 70
- Technical equipment that meets professional standards
- Hygiene and safety conditions complying with national regulations
- Pornographic cinemas excluded

**• Definitions:**

**- Digital projection:**

A "digital screening" shall be any screening of a European film or cinematographic programme of at least 60 minutes projected generally from a hard disk with a projector having a minimum resolution of 2K (particularly matrix-based DLP Cinema projectors). Screenings on DVD are excluded of the support.

Projectors eligible in 2007 (Non-comprehensive list):

- Barco DP90, Barco DP100, Barco DP-1500, Barco DP-2000, Barco DP-3000
- Christie CP2000, Christie CP2000X, Christie CP2000ZX
- NEC IS8, NEC IS15, NEC NC 800, NEC NC2500, NEC NC1500, NEC NC 1600
- Cinemeccanica CMC D2, Cinemeccanica CMC3 D2
- Kinoton DCP30, Kinoton DCP70
- GDC DSR DCI-2000
- Sony SRX-R220

*Any new projector, at least as performing as DLP Cinema and having a minimum resolution of 2K, will be accepted in 2007.*

**- 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 60 screenings and 3 titles 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 80 screenings and 4 titles 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 € 6,000 per year and per film theatre.
- Funding is limited to € 18,000 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:

- Submit to Europa Cinemas a presentation of the theatre and its exhibiting structure.
- Sign an agreement with Europa Cinemas regarding the theatre's objectives in terms of European programming in digital format and the corresponding support.
- Draw up a programming report at the end of each year with the following information: titles, number of screenings, number of admissions and revenues for each European 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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