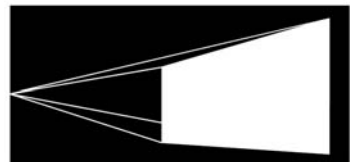


CINEMA D'EUROPA



MEDIA SALLES

Promotion
Information
Training

Welcome to the AG Kino, CICAIE and MEDIA Salles cocktail at the 2010 Berlinale

Saturday, 13 February, 2010

1:00 pm – 3:00 pm

Berlin, Cafè Oxymoron

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Presentation by
Elisabetta Brunella,
Secretary General of MEDIA Salles

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MEDIA Salles is presenting today

New statistics on cinema-going in Europe in 2009

The seventh edition of the
“DigiTraining Plus: European Cinemas Experiencing New
Technologies” course

Helsinki, 17 – 21 February 2010

Supported by:



New statistics on cinema-going in Europe in 2009

An exceptional year both in Western and Central-Eastern Europe

- an increase in admissions
- even a larger increase in gbo
- an acceleration of digitalisation

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New statistics on cinema-going in Europe in 2009

an increase in admissions

Europe's admissions: + 6.3%, from 1,102 to 1,172 million

70 million additional spectators

EU countries: + 6.08%, from 916.1 to 971.8 million

Western Europe: + 5.7% from 870.9 to 920.5 million

*Central-Eastern Europe and Mediterranean Rim:
+ 8.7% from 231.1 to 251.3 million*

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New statistics on cinema-going in Europe in 2009

Admissions: focus on the 5 main Western markets

France: + 5.7%, from 190 to 200.8 million – best result since 1982

UK: + 5.6%, from 164.2 to 173.5 million

Germany: + 13.1% from 129.4 to 146.3 million

Spain: + 2%, from 107.8 to 110 million

Italy: - 0.3% from 108.7 to 108.3 million

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New statistics on cinema-going in Europe in 2009

Admissions:

focus on Central-Eastern Europe and the Mediterranean Rim

Russia: + 11.7%, from 118.5 to 132.4 million

Poland: + 16.1%, from 33.8 to 39.2 million

Turkey: -5.2% from 38.5 to 36.5 million

Romania: + 31.7%, from 3.8 to 5 million

Slovak Republic: +23.3% from 3.4 to 4.1 million

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New statistics on cinema-going in Europe in 2009

an increase in GBO

Western Europe: + 13.7%
**As admissions went up by 6%,
It means that the average ticket price has increased.**
**Main reason:
more offer of 3D digital movies,
sold at a higher price**

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New statistics on cinema-going in Europe in 2009

an acceleration in digitalisation

2,602 screens with DLP Cinema or 4K technology

increasing from 1,535

between 1st January 2009 and 30 June 2009

+70% in 6 months

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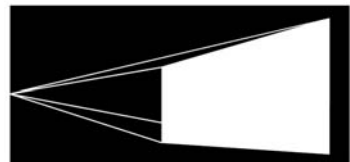
New statistics on cinema-going in Europe in 2009

First available data on digitalisation as at 1st January 2010
confirms increase in the second semester of 2009 too

Digital screens in France – now the leading market in Europe -
increased from 598 to 876 between June 2009 and January 2010

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“DigiTraining Plus: European Cinemas Experiencing New Technologies”

Helsinki, 17 - 21 February 2010

The seventh edition of
a five-day intensive course
for European exhibitors,
devoted to the present state
and future prospects of digital screening

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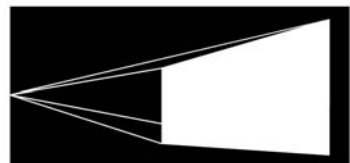


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MAIN FEATURES

- Lectures on burning issues such as standards, availability of digital contents and the prospects for 3D.

Among the speakers:

Michael Karagosian, Senior consultant to the National Association of Theatre Owners (NATO) on digital cinema;

Ari Saarinen, Technical Supervisor and Manager, Finnkino (Finland)

Rolv Gjestland, Adviser Cinema Technology and Design, FILM&KINO (Norway)

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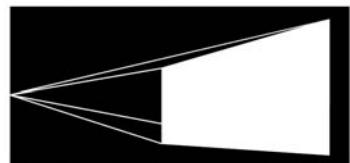


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- Visits to significant digital sites:
- Bio Grand, Tikkurila, Finnkino's Flamingo Cinema, Vanta, and Bio Rex Sello, Espoo



- Exclusive and special 4K screening at the National Audiovisual Archive of Finland (NAVA)

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For more information on the course, please visit our website

www.mediasalles.it/training/training.htm

Join the 2011 edition!

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Many thanks for your attention

Data on 2009 admissions and gbo
will be available on our website from Monday

See you in Cannes for
the new statistics on digitalisation

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