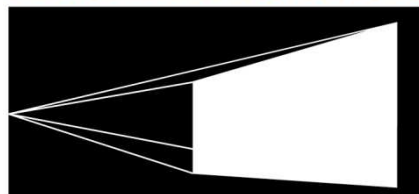


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MEDIA SALLES



MEDIA SALLES
— TRAINING —

Welcome to the reception jointly hosted by AG Kino, CICAIE and MEDIA Salles

Saturday, 11 February, 2012

1:00 pm - 3:00 pm

Berlin, Café Oxymoron

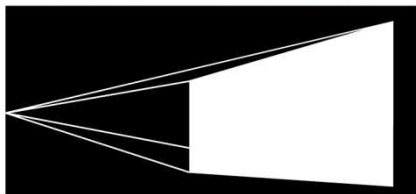


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MEDIA SALLES
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Presentation by
Elisabetta Brunella
Secretary General of
MEDIA Salles

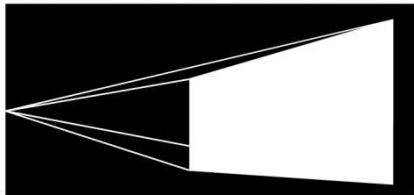


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Cinema-going in Europe in 2011:

a snapshot on 31 countries

from Ireland to Turkey,
from Russia to Portugal

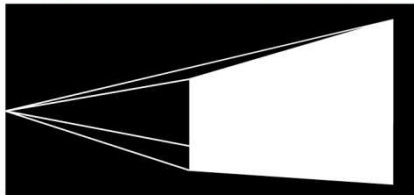


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New statistics on cinema-going in Europe in 2011

**Overall admissions slightly decrease
after two exceptional years**

1,188.6 M in 2011

**-0.6 % compared to 2010
(1,195.9 M)**

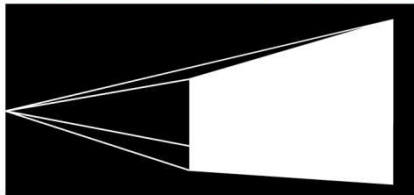


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New statistics on cinema-going in Europe in 2011

Eastern Europe and Mediterranean Rim

(14 countries):

from 297.6 M in 2010

to 294.0 M in 2011

-1.2 %

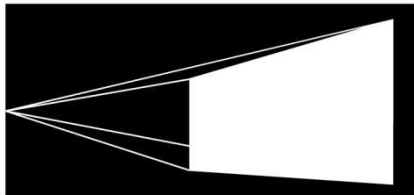


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New statistics on cinema-going in Europe in 2011

Western Europe (17 countries):

from 898.3 M in 2010

to 894.6 M in 2011

-0.4%

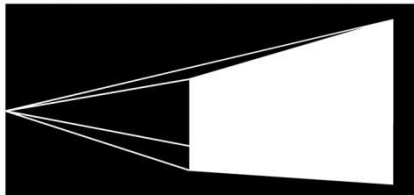


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New statistics on cinema-going in Europe in 2011

**Focus on the 6 major markets, representing
74% of European admissions:**

from 888.6 M in 2010

to 882.1 M in 2011

-0.7%

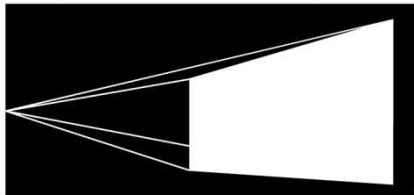


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New statistics on cinema-going in Europe in 2011

Focus on the 6 major markets

No common trends

France: 215.6 M (+4.2%)

United Kingdom: 171.6 M (+1.4%)

Russia: 161.5 M (-2.7%)

Germany: 129.6 M (+2.3%)

Italy: 108.3 M (-8.5%)

Spain: 95.6 M (-5.9%)

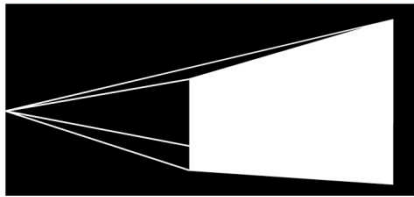


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New statistics on cinema-going in Europe in 2011

**In the Euro-zone first available data shows
that average ticket price slightly increases or
even decreases**

Germany: +1.7 %

Spain: +1.1 %

Italy: -0.6 %

Ireland: -3%

Finland: +5.7 %

The Netherlands: +1.3 %

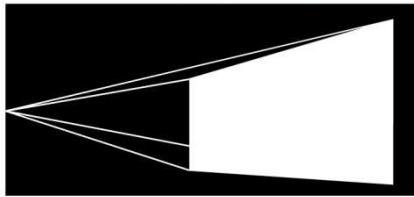


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New statistics on cinema-going in Europe in
2011

Digital screens continue to grow

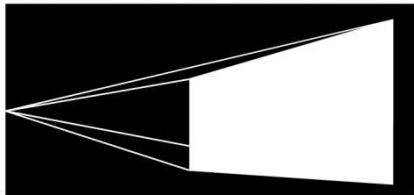


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**New statistics on cinema-going in Europe in
2011**

23 December 2011

**Digitisation in Europe
reaches the tipping point:
over 50% of European screens are
digitised**

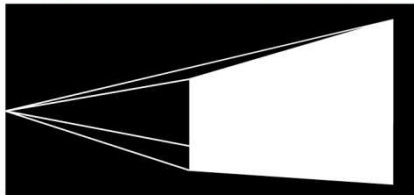


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New statistics on cinema-going in Europe in
2011

Digital screens as at 1.1.2012:

18,500

+ 79% compared to 1.1.2011

(10,338)

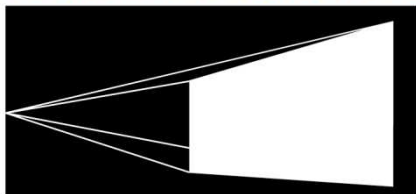


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New in 2011

**Digitisation mainly driven by
major circuits going
100% digital**

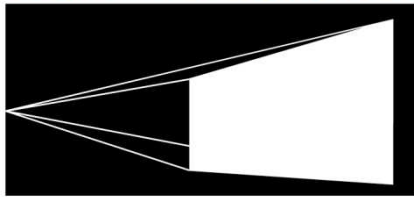


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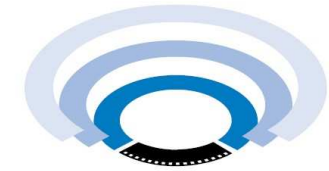


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**3D still growing but
it is no more the key factor for
the increase of digital screens**

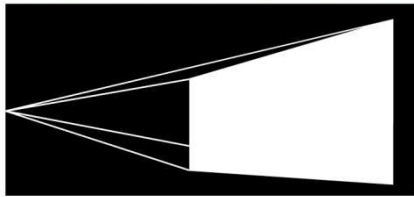


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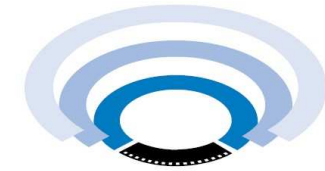


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The big question for 2012:

Can the business models that have supported digitisation of larger groups work for small cinemas and independent exhibitors too?

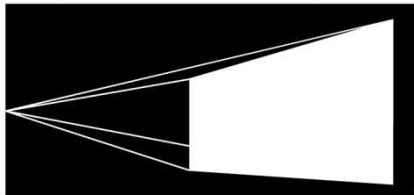


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**Do you want
to know more about digital cinema
roll-out?**

**To find out how to have access to
digitisation schemes?**

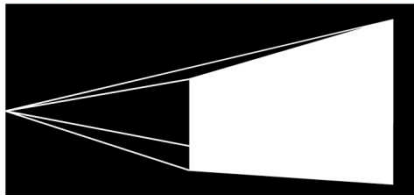


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A 3-step method:

- get you copy of the new DiGiTalk at the MEDIA Salles' booth**
- order the brand new European Digital Cinema Report by MEDIA Salles and the European Audiovisual Observatory**
- apply to..**

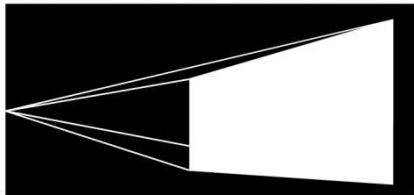


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DigiTraining Plus: European Cinemas Experiencing New Technologies

29 August – 2 September 2012

Amsterdam

**The five-day intensive course
for European cinema exhibitors willing to
be prepared to face digital transition.**

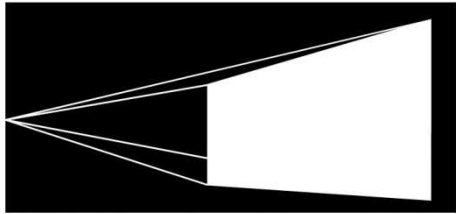


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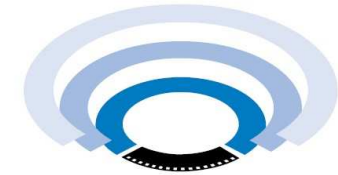


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DigiTraining Plus: European Cinemas Experiencing New Technologies

**is the only course
within the MEDIA Programme
focusing on digital technologies applied to
cinemas.**



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The “DigiTraining Plus” main contents

- how is digitisation going to change the cinema industry?
- digital and 3D screens: what's the situation worldwide?
 - the key issues of digital transition:
standards – business models – content availability
 - the prospects for 3D and alternative contents
- how to make the digital transition as trouble-free as possible
- how to manage and programme a digital cinema

The “DigiTraining Plus” approach and format

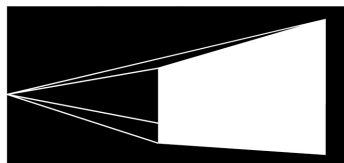
A focus on real experiences

A hands-on approach on digital equipment

A mix of

- lectures by experts of worldwide renown;
- accounts from the European distributors and exhibitors who have already experimented with digital technology;
 - Q&A sessions + group work;
 - technical demos;
- visits to cinemas equipped for digital and 3D screenings.

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Discover the exceptional location: The brand new EYE Film Institute



opening on 5 April 2012

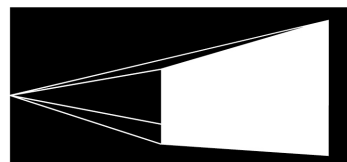


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The 2012 edition will be based
on the contents and format
adopted for the “DigiTraining Plus 2011”,
with regard to which participants said:

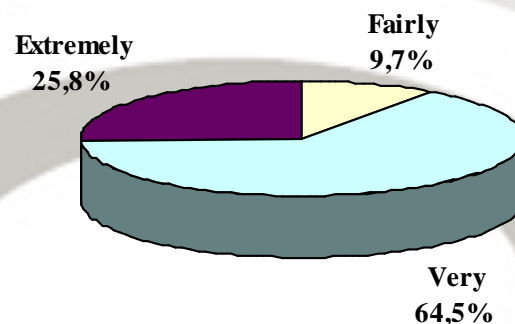


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90.3% of participants declared
themselves “very or extremely
satisfied” with the course

83.9% of participants
declared to have
“very or extremely increased
their knowledge
on the state of the art of
digital cinema
and its future prospects”

70.9% of participants
declared that
the knowledge gained at
the course will be “very or
extremely useful for their
profession”



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DigiTraining Plus 29 August – 2 September 2012 Amsterdam

- Participation fee: € 850 + VAT
including lessons, teaching materials, 4 nights' accommodation and the majority of meals; participants must cover travel costs to and from Amsterdam
- Scholarships available: € 220
- Deadline for application: 28 May 2012

For further information:

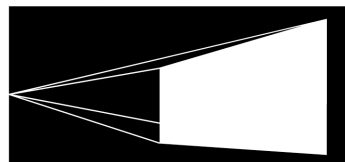
Email:

infocinema@mediasalles.it

Website:

www.mediasalles.it

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MEDIA Salles
together with
Cinema Digitaal, NVB, NVF,
the EYE Film Institute,
and NFF
look forward to see you
in Amsterdam!

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