

C I N E M A D I G I T A A L



CINEMA DIGITAAL

Cinema Digitaal is a digitisation program which facilitates the collective transition to digital projection for 500+ cinema sceens in the Netherlands

Holland will be 100% digital in 2012



CINEMA DIGITAAL

Dutch Market 2011

- 16.7 million inhabitants
- 239 cinemas - 789 screens
- € 30.5 million admissions
- € 240 million box office
- Local content 21.8%

anunal report 2011 NVB/NVF

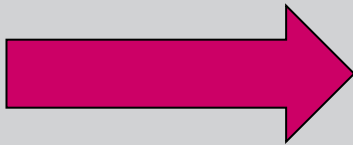


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Coöperation

- Exhibitors association (NVB)
- Distributors association (NVF)
- EYE Film Institute

together created Cinema Digitaal





CINEMA DIGITAAL

Cinema Digitaal

- Adaption the VPF model to the Dutch market
- Every exhibitor can benefit from VPF
- Aim: to prevent possible closure of 20% of the Cinemas in Holland
- Cultural importance local and European films
- US majors and all 20 independent contribute equally



CINEMA DIGITAAL

Project Cinema Digitaal

- Voluntary participation – 130 exhibitors (169 sites) joined
- Collective approach: Holland as one cinema
- Utilization of VPF income
- Purchase power: lower equipment costs
- Government subsidy - cultural aspect and innovation



CINEMA DIGITAAL

Cinema Digitaal

- Arts Alliance Media VPF contracts with major Studios
- Cinema Digitaal (NVF) added 20 independent distributors
- Distributors committed for VPF for a maximum of 10 years
- Exhibitors pay CD a exhibitors contribution (interest)
- Government pays for installation/ surveys / organisation



CINEMA DIGITAAL

Cinema Digitaal

- Cinema Digitaal takes care of the hassle and risk
- Solidarity commercial cinemas support art-houses
- Cinema Digitaal buys back digital screens
- Transparent on costs for every participant



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100% Digital

September 2012



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