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In collaboration with:



FROM 35MM TO DIGITAL: THE SWITCH-OFF POINT

5 September 2012, 3 p.m. – 5.45 p.m.

Spazio Incontri of the Venice Film Market /
International Venice Film Festival
Hotel Excelsior, Lido di Venezia, 3rd floor



MOSTRA INTERNAZIONALE
D'ARTE CINEMATOGRAFICA
la Biennale di Venezia 2012

VENICE FILM MARKET
INDUSTRY OFFICE



DIREZIONE GENERALE
PER IL CINEMA

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Welcome message

*Luigi Cuciniello, Organization Director, International Venice Film Festival
Luigi Grispello, President of MEDIA Salles*

Session 1: A snapshot of digitalization in Europe

MEDIA Salles' findings on the digital transition at 30 June 2012.

Presentation by Elisabetta Brunella, Secretary General of MEDIA Salles

Session 2: The scenario worldwide and technological developments

Digitalization worldwide: prospects and ramifications

Michael Karagosian, President, MKPE Consulting

The role of satellites: from cinema to Smart-cinema

Walter Munarini, Director, Open Sky

New technologies, a chance for new initiatives in cinemas: the "We Want Cinema" project

Marieke Jonker, Managing Director, Amstelfilm

Session 3: Best Practices in Europe

Netherlands: Cinema Digitaal, an initiative promoted by the Exhibitors' and Distributors' Association with the support of EYE Film Institute Netherlands and the National Fund for Dutch Cinema.

Raymond Walravens, Managing Director, Rialto Film

Poland: The "Malopolska" project. Supported by the European Fund for Regional Development, the aim of the initiative is to make the most of the region's tourist appeal by improving the offer in cinemas.

Marta Materska-Samek, Vice President, Fundacja Rozwoju Kina

Session 4: Focus Italia: Prospects and doubts to be smoothed out. The viewpoint of the exhibitors and distributors. Public intervention

Richard Borg, President, Distributors section, ANICA

Lionello Cerri, President, ANEC

Mario Lorini, President, FICE

Nicola Borrelli, Director General for the Cinema, Ministry of Cultural Affairs

Conclusions by Luigi Grispello, President of MEDIA Salles

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