MAŁOPOLSKA D-CINEMAS NETWORK

MAŁOPOLSKA SIEĆ
KIN CYFROWYCH

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MAŁOPOLSKA D-CINEMAS NETWORK

Calendar

- June 2008- meeting with the cinemas
- August 2008- application done
- December 2008 – reserve list
- March 2009 – raised allocation
- May 2009 – support agreement
- July launch of 1st public tender
- December 2009 – results of public tenders
- February - April 2010 installation
- Changes in support agreement to add two more cinemas…

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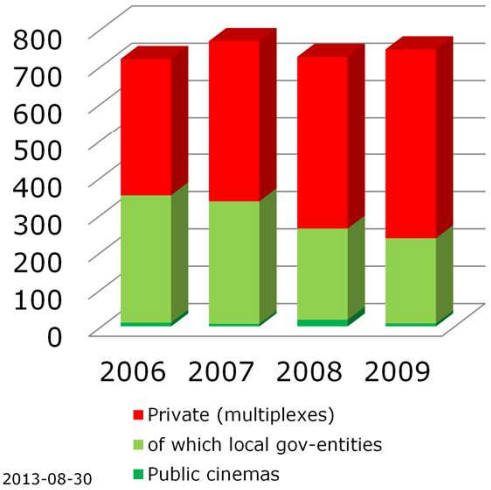
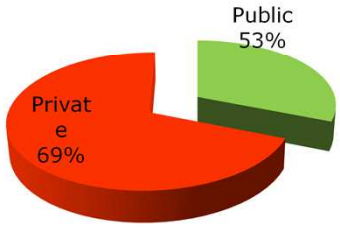
CINEMAS SCREENS BY RUNNING ENTITY (2009)





Private – in cities > 100 ths. Inhab.

Public – monoscreen cinemas part of cultural houses in cities < 100 ths inhab.

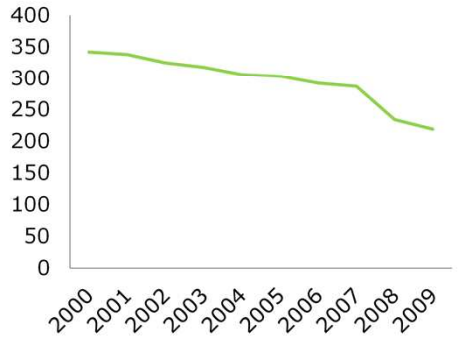
LOCAL CINEMAS (Poland)

- relatively high stable cost – not cost effective
- lower know-how of managers
- no premiers and program already accessible on VOD or DVD (screening window expired)

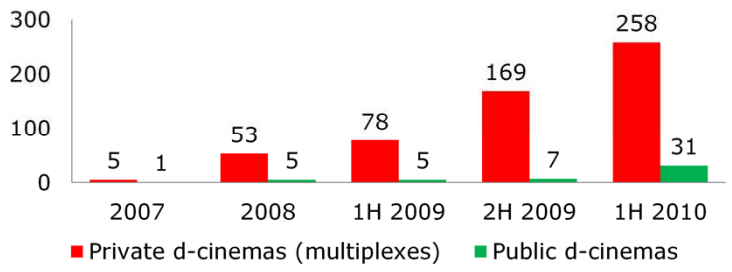
Local governements decide to close cinemas

STRONG NEGATIVE IMPACT ON REGIONAL DEVELOPMENT

Local cinemas 2003-2009



DIGITAL SCREENS (Poland)



- **driving force 3D and premiers from majors**
- **few european titles (used 35 mm prints)**
- **few national content (even compulsory DI for supported films by PFI)**

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Main trends in Polish cinema market are the fallowing:

- growing number of multiplexes and magaplexes in biggest cities,
- falling number of natural persons owned cinemas, as well as local cinemas (owned by communities entities),
- national institutions like museums organize cinema rooms do diversify its offer


Małopolska
PROGRAM REGIONALNY
APOLLO FILM
fundacja rozwoju kina
TRZEBINIA
CHRZANÓW
OŚWIĘCIM
BRZESZCZE
KĘTY
WADOWICE
KRAKÓW
DĄBROWA TARNOWSKA
TARNÓW
BOCHNIA
TUCHÓW
LIMANOWA
NOWY SĄCZ
KRYNICA

Malopolska d-cinemas network

12 local or art house cinemas operated by NGO or public entities in Malopolska:

1. Bochnia (cinema Regis)
2. Brzeszcze (cinema Wisła)
3. **Chrzanów (cinema Sztuka)**
4. Dąbrowa Tarnowska (cinema Sokół)
5. Kęty (cinema DK w Kętach)
6. Kraków (Film Art Club Mikro&Mikroffala)
7. Krynica - Zdrój (cinema Jaworzyna)
8. Limanowa (cinema Klaps)
9. Oświęcim (Nasze Kino)
10. Trzebinia (cinema Sokół)
11. **Tuchów (cinema Promień)**
12. Wadowice (cinema Centrum)






Collaborating cinemas:
BRZESKO, MYŚLENICE, TARNÓW, STALOWA WOLA…

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In Malopolska there is about 45 cinemas registered, but only 30 of them run regulary. 7 of them are strongly profit oriented like Cinema City, Multikino multiplexes (not qualified for support).

We just analyse the socio-economic aspect of digital transition and prove the d-cinema in a development factor. We focused on the smaller cities in Malopolska, where d-cinema has greater impact. One of best arguments was quality of life influencing „zip" rate - direct investment such as greenfield invest., joint venture….

Malopolska d-cinemas network -financing

Malopolska Operating Program 2007-2013
Priority 3: Tourism and entertainment industries

Goal: improve tourist attractiveness of the region

Get financed 75% net of all transition cost put in the budget:

1. **Sound upgrade to 5.1 DD**
2. **Projector 2K**
3. **Server**
4. **Audio processor**
5. **3D equipment**
6. **Extra work (electricity, projection booth)**

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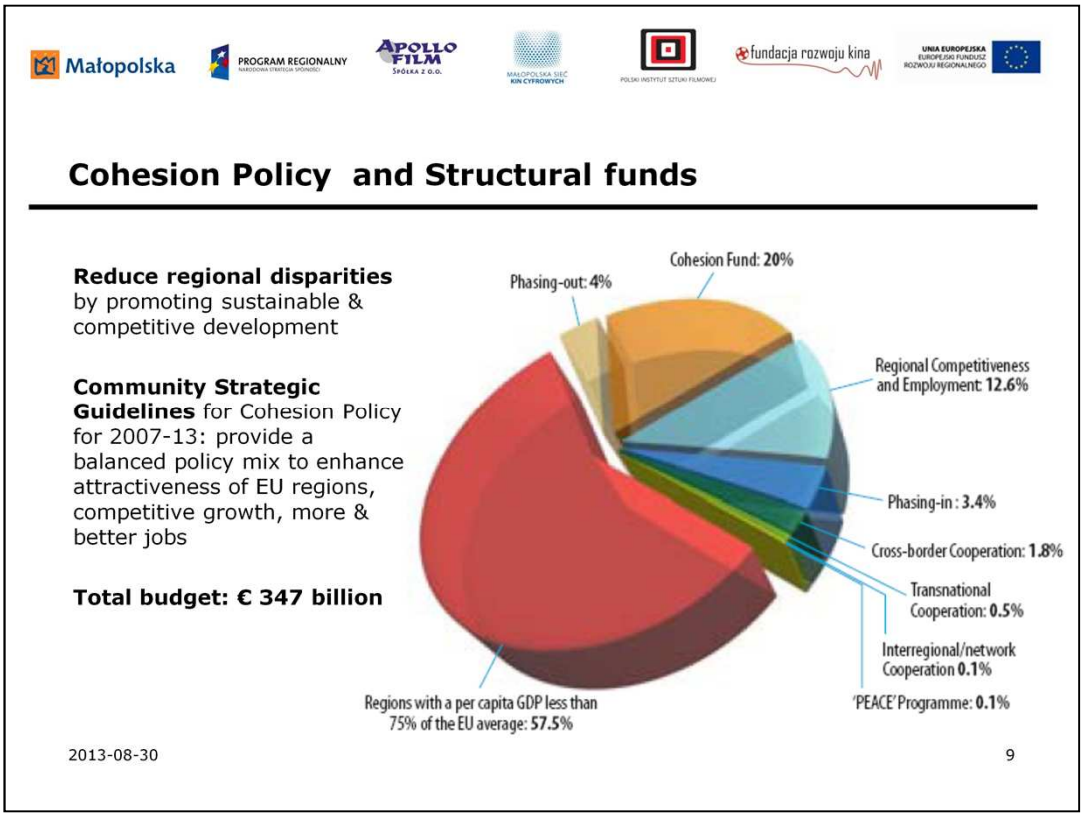


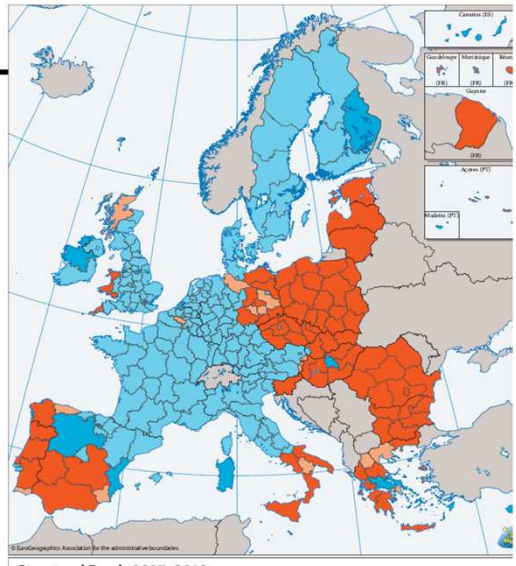
Where the money comes from?

Structural funds realise Cohesion Policy. There is over 340 milion euro!!! We can use it to finance digital transition, but we must show the wider socio-economic aspects.

Convergence Regions

Polish intervention priorities (National Cohesion Strategy):

1. *Competitiveness and innovation of economy*
2. *Human resources development*
3. ***Regional and territorial development***
4. *Public Administration Capacity Building and „good governance" principle's application*



Structural Funds 2007- 2013:
Convergence and Regional Competitiveness Objectives

- Convergence Regions
- Phasing-out Regions
- Phasing-in Regions
- Competitiveness and Employment Regions

2013-08-30

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The regions in orange have over 57% of structural funds. In Poland the money goes for:

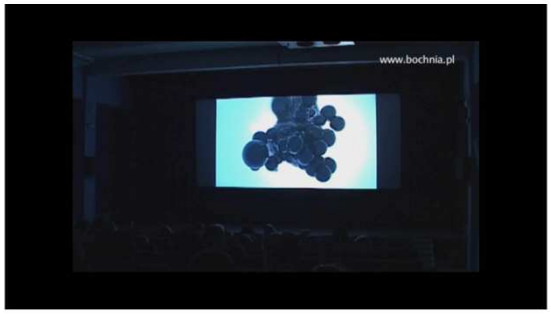
1. *Competitiveness and innovation of economy*
2. *Human resources development*
3. ***Regional and territorial development***
4. *Public Administration Capacity Building and „good governance" principle's application*

Network digital art-house concept

Digital art – house (new cultural house)

- Premiers and high quality exhibition (2K, DD 5.1)
- 3D content
- Famous cultural content (La Scala, Opera de Paris, METropolitan Opera, Bolshoi Theatre…) live in HD
- Media literacy program (also 3D)
- Social activity center (sport events, meetings…)
- Cross – marketing of atractivities of Malopolska (added values: sens of belonging and be proud of Malopolska)
- Easy acces for olders and rural area inhabitants

Spot promoting Bochnia as „a mine of tourist attractions"



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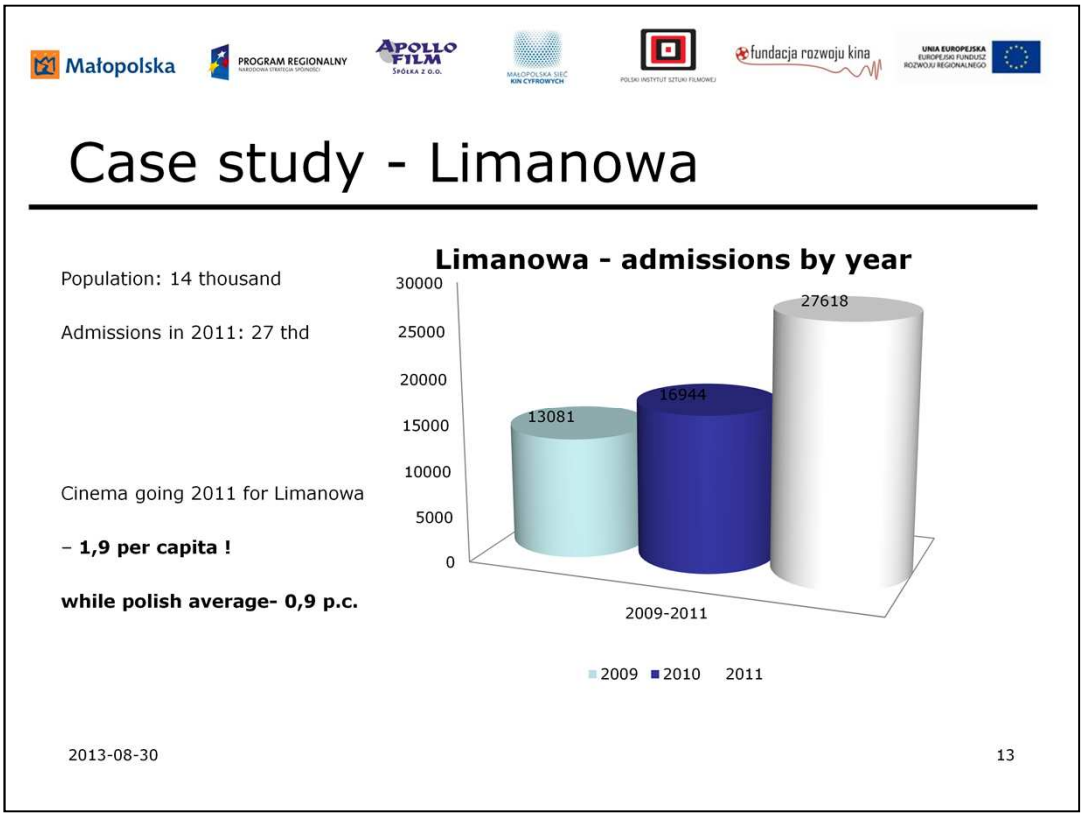
Limanowa is a small town in southern Poland with population of 14,624 inhab.



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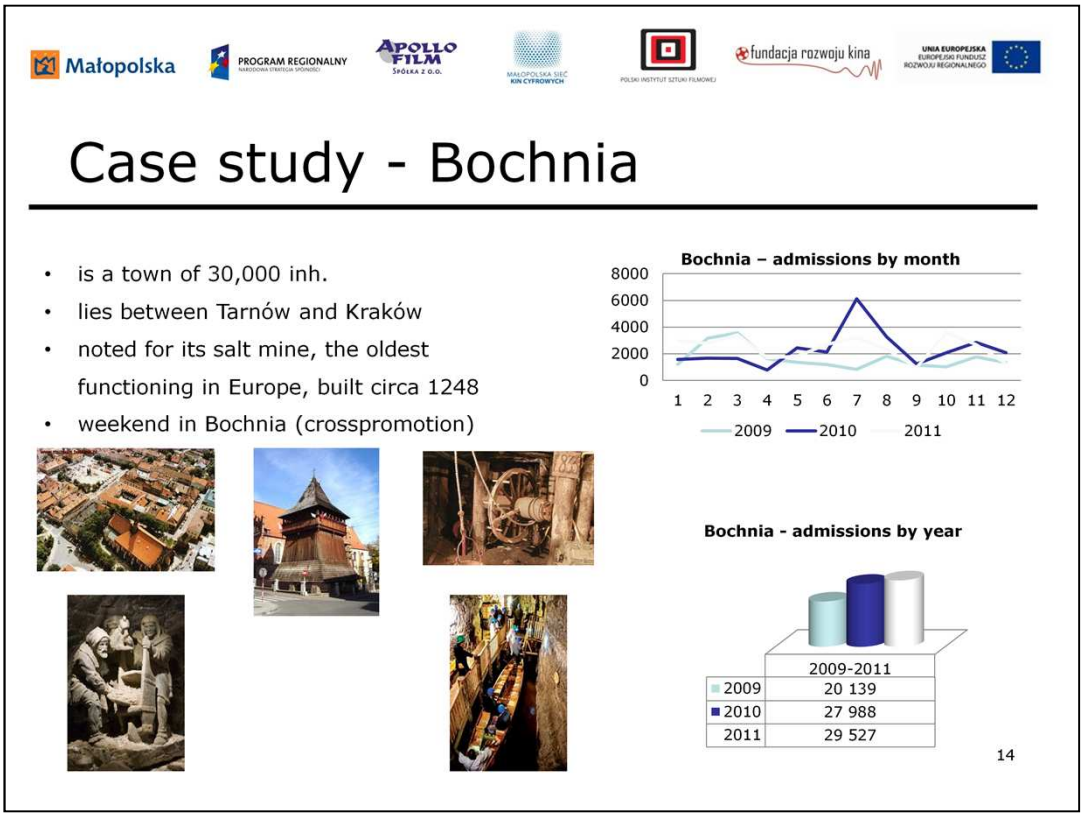
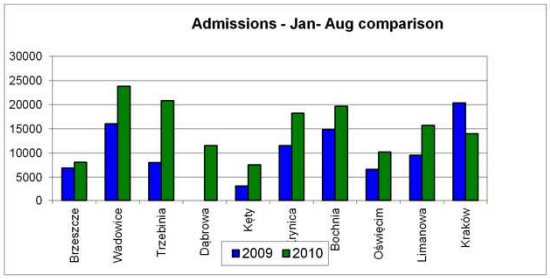
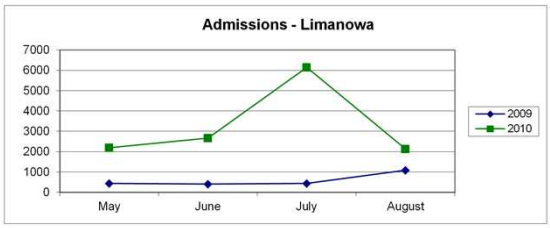


Bochnia [ˈbɔxɲa] (listen) is a town of 30,000 inhabitants on the river Raba in southern Poland. The town lies approximately in halfway [38 kilometres (24 mi)] between Tarnów (east) and the regional capital Kraków (west). Bochnia is most noted for its salt mine, the oldest functioning in Europe, built circa 1248

Short term

- Admissions:
  Feb- Aug 2010 are 121 921.
  Feb –Aug 2009 were 60 596.
  (raise of 50,32%)
- New products
- Value added products
- Complex product
- Cooperation in culture field and lobby
- Cross-marketing and cross-promotion





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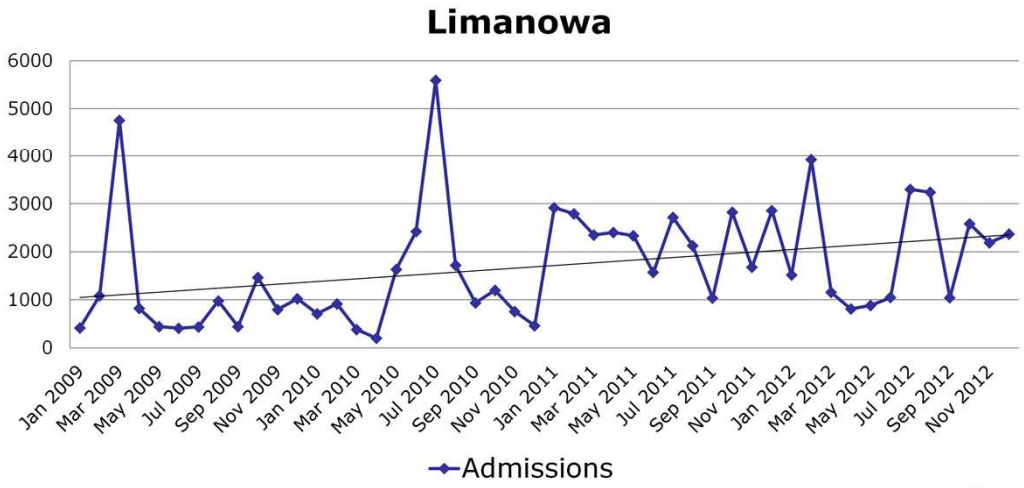
Long term


Limanowa
6000
5000
4000
3000
2000
1000
0
Jan 2009
Mar 2009
May 2009
Jul 2009
Sep 2009
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Jan 2010
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Jul 2010
Sep 2010
Nov 2010
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May 2012
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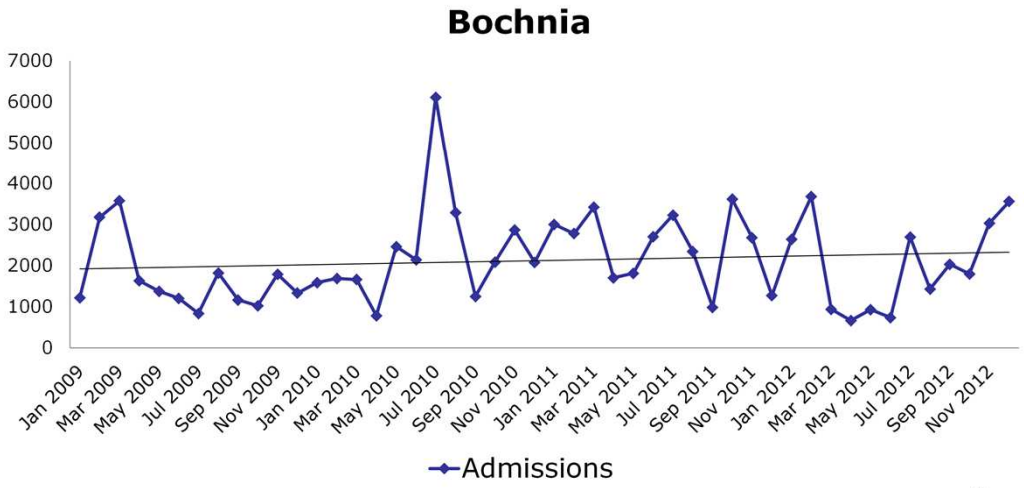
Sep 2012
Nov 2012
Admissions

16

Long term


Bochnia
7000
6000
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Admissions

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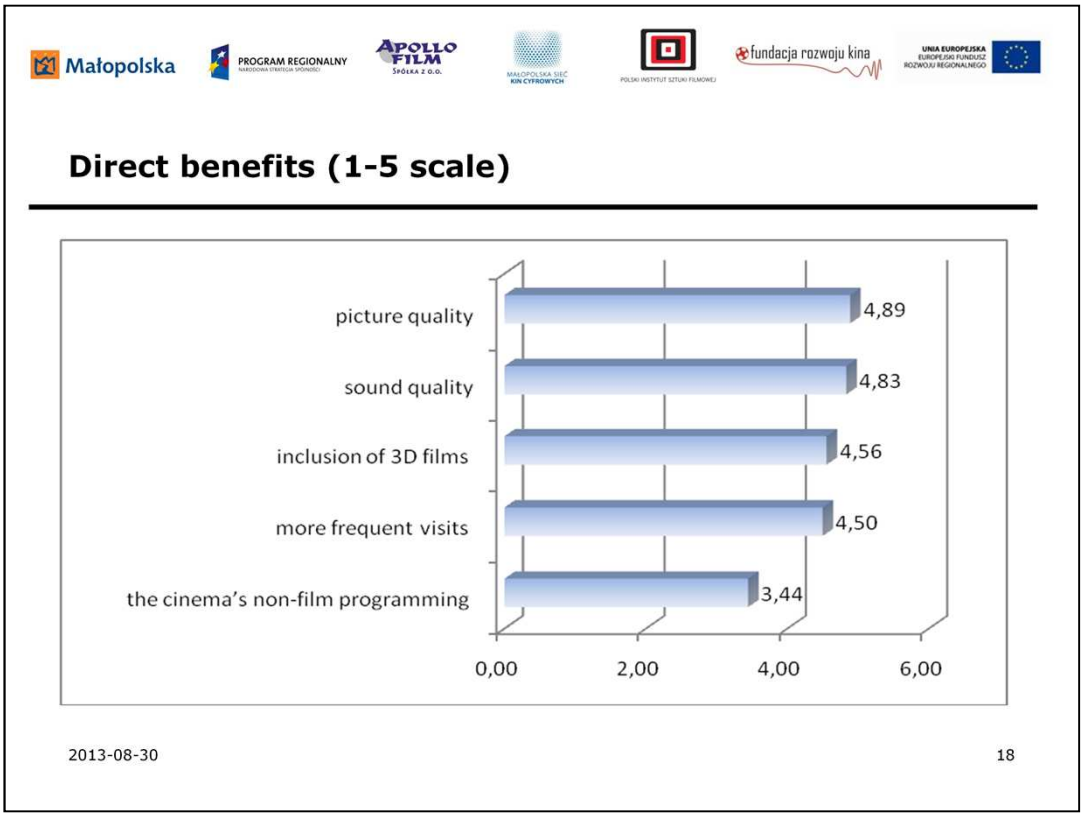
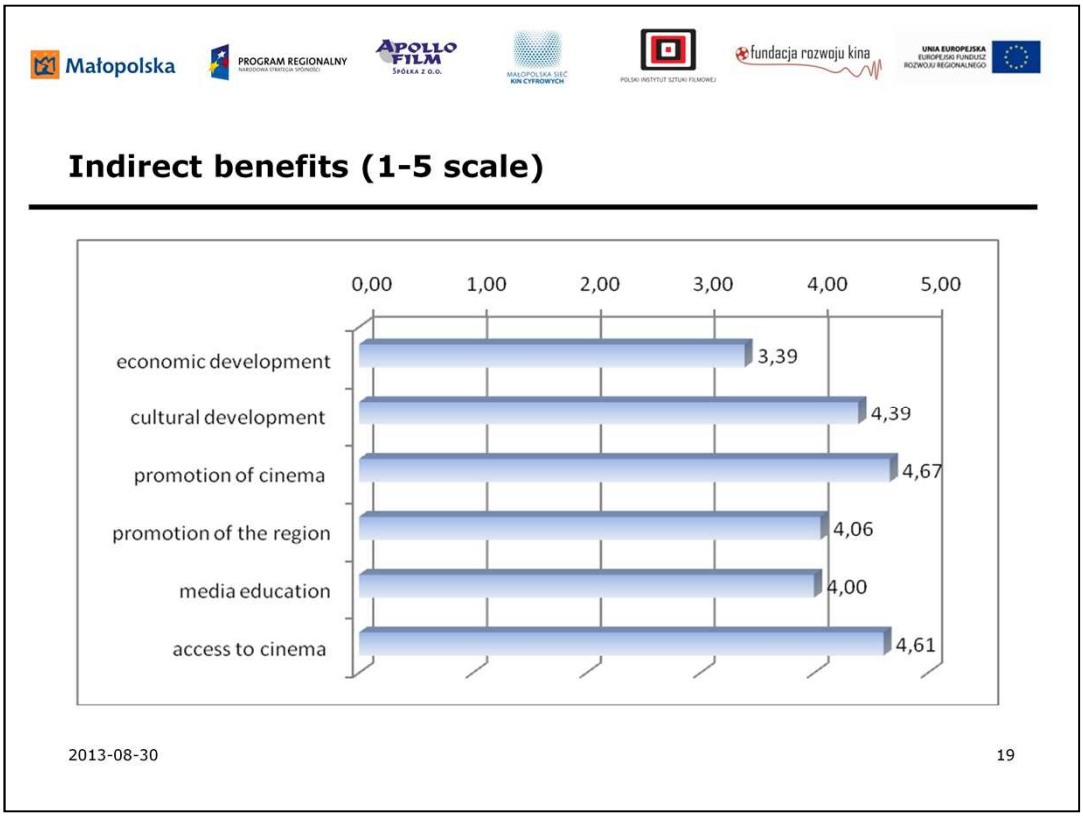


The impact of digitization on local cinemas

This category included five questions by means of which respondents assessed the impact of digitization on the cinema's programming, increased frequency of visits to the cinema as well as picture and sound quality of exhibited films.

The overall average rating in this category was **4.44 points**. The graph below compares the average scores from all respondents for each question in this category. **The picture and sound quality** of films received the highest and very similar scores – 4.89 and 4.83 pints respectively. According to respondents, digitization also contributed significantly to the **inclusion of 3D films in the cinema's programming** (an average score of 4.56 pts) and to **more frequent visits to the cinema** (4.5 pts). The impact of digitization on the expansion of the cinema's non-film programming received a markedly lower rating (3.44 points).



This category included six questions concerning the impact of digitization on economic development, cultural development, promotion of cinema in the region, promotion of the region itself, access to cinema in the region and improvement of media education.

In this category, first the overall average of all responses to all six questions included in it was calculated. It was **4.19 pts**.

The viewers of all the cinemas included in the study gave the highest rating to the impact of digitization on **the promotion of cinema** (average score = 4.67 pts) and **access to cinema in the region** (4.61 pts) as well as on **cultural development** (4.39 pts). The weakest relationship was observed between the digitization of the cinema and **the region's economic development,** but one cannot say that there is no connection here – the average score was 3.39. The two other factors, i.e. the impact of digitization on the promotion of the region and improvement of media education in the region achieved the mean score close or equal to 4 points. Such a pattern of results suggests that the highest ratings were awarded for the **factors most closely related to the subject of cinema:** promotion of cinema, access to cinema, and cultural development; respondents must have found it easiest to assess them due to an intuitive familiarity with the subject matter. Economic development, presumably regarded as the least related to cinema or culture in general, received the lowest ratings.

What if our equipement fails…

- 2020 UE and Creative Europe
- Politicians
- Public
- ?

Cinema Development Foundation

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THANK YOU

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