



Nick Varley

Director of Sales & Acquisitions

PARK CIRCUS FILMS

AN INTRODUCTION

- Park Circus founded in 2003
- Based in Glasgow, UK
- Represent UK & International theatrical and non-theatrical rights to over 6,000 titles
- Specialist in representing and supplying “classic” and “back catalogue” product

WHO WE WORK FOR

- Represent UK & Irish rights on the MGM/UA library
- Represent worldwide rights on the Granada International library
- Represent selected titles from other major studios and producers

AREAS OF WORK

- Repertory bookings
- Festival rights clearances and print loans
- UK re-releases (up to 10 per year)
- International sales and licensing

PROBLEMS WITH OLDER FILMS & 35mm

- Constant wear and tear on 35mm distribution print
- Cost of making new 35mm release prints
- Quality of some reproductive facilities
- Storage costs

COSTS OF A 35mm RE-ISSUE

- 2 x new 35mm prints - 7,500 Euro
- New publicity materials - 7,000 Euro
- Press advertising - 4,000 Euro
- PR costs - 5,000 Euro

AND WHAT YOU GET...

- Opening in two locations (usually London and one other key cities)
- Lots of publicity in those two towns
- Lots of interest from regional exhibitors

...AND WHAT YOU LOOSE

- The ability to benefit from the initial publicity
- Wider exposure for the film in the media
- Loss of bookings from smaller sites
- Up to 75% of the potential revenue
- A wasted opportunity
- Quick deterioration of prints

SO HOW DOES DIGITAL HELP A REISSUE

- Better quality of experience for the consumer
- Opportunity to open the film in more venues on date of release
- Benefit from the initial publicity surrounding the release
- No requirement for a seven day run
- Achieve much higher revenues
- Materials will always be of the same quality

ITS NOT ALL PLAIN SAILING THOUGH

- Persuading the studios
- Availability of suitable HD materials to encode from
- Cost of encoding and digital prints
- Different standards in the market place
- Changing the mindset of exhibitors
- Still providing for non-digital sites

UKFC P&A FUND

- Designed to support the release of “specialised” film
- Enable distributors to open a film more widely
- Give audiences the opportunity to experience a wider variety of films
- Develop new audiences

UKFC P&A FUND

- Awards usually up to £300,000
- Match funding (Distributor must be contributing at least 50%)
- Can be used for all aspects of widening the releases

CASABLANCA

- UKFC grant of £29,000
- Allowed a special St. Valentines Day release
- Opened in 40 venues
- Increase national advertising
- Provide added value elements
- Widen the audience for “classic” films
- Film has played in over 90 locations since 14th February

UKFC P&A FUND

- Fast track scheme
- Maximum award £5,000
- Usually to pay for digital costs
- Distributor must invest a minimum of £10,000 in the picture

THE STORY SO FAR...

- Brief Encounter
- Odd Man Out
- Oklahoma!
- South Pacific
- Bugsy Malone
- Manhattan
- The Good, The Bad & The Ugly
- Guys & Dolls
- Things To Come
- Casablanca

AND FOR 2007-2008

- The Great Escape
- All About Eve
- Henry V
- Hamlet
- Raging Bull
- The Apartment
- The Sound of Music

DIGITAL HASN'T SOLVED ALL OUR PROBLEMS

- Without UKFC support it would be financially unworkable
- Still limited number of sites
- Exhibitors still need to be convinced of the programming opportunities

THE FUTURE LOOKS GOOD THOUGH

- Increasing number of venues
- More companies offering encoding will bring the price down
- Progressing toward an international standard
- Whatever happens, the public will always want to see classic films on the big screen!



**THANK YOU
FOR LISTENING!**

nick@parkcircus.com