



Digitala Hus

Folkets Hus och Parker

Folkets Hus och Parker (FHP)

- 700 community houses, outdoor parks and music festivals (meetings, theatre, dance, concerts, dining)
- 200 cinemas (mainly in rural towns)
- All single screens
- Capacity: 50,000 seats
- Many located in rural towns, villages
- 4,5% market share



The cinema situation in Sweden

Films are to be consumed when fresh

Majority of visits in 20 major cities
(cinemas run by SF Bio/Svenska Bio)

80% of the visits by 40% of the population

New, broad film repertoire exclusive
to big cities

Big, unexploited potential in the
rural parts of the country

(National piracy problem –
download of new films via Internet)



Film problems in small towns

Problem: Analogue cinema

Few, expensive 35mm prints

Screening weeks after premiere

No media interest

Second hand, worn prints

Send the film to next venue

Expensive freight

Decreasing audience

Solution: Digital cinema

Cheap discs - download

Day-and-date premiere with major cities

Media buzz

Always top quality

Keep the film in server

Cheap freight

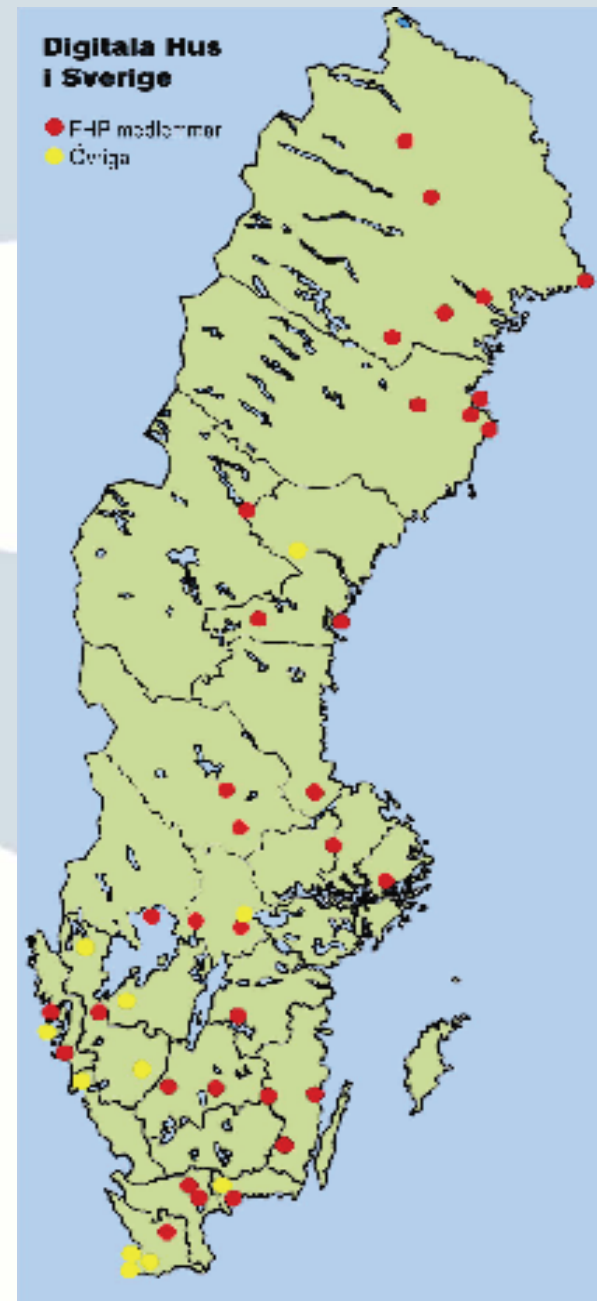
Increasing audience

Digital Houses

**2002 – Europe's first
digital cinema circuit**
7 cinemas

2008
54 digital cinemas
12 636 seats

FHP (40)
Other owners (14)



Sweden's digital cinemas

FHP and other operators

54 cinemas

5: 2K projector + server

50: 1.4K projector + server

Leasing opportunity: XDC (Belgium)

Projector, server, installation, service, training

Installations were started in June 2005

Folkets Bio

7 cinemas (13 screens)

1.4K projector

DV-cam playout



Digital film premieres

Digital premieres in Sweden Aug 2002 - March 2008

100 domestic films

10 international films

Cinema visits increase thanks to digital premiere day-and-date with big cities

From 4,5% to 11,5% of market share for box office hits



Upgrade to DCI compliancy

FHP looking for discount offer for
installation of equipment in 50 venues

Buy/lease/rent options

SFI/government/local communities funding?


CHRISTIE

BARCO

NEC





doremi
cinema

Alternative venues

Small-town venues

DCI-equipment unaffordable

Not interested in Hollywood blockbusters

Looking for alternative content, DVD screenings, etc...

Solution

Inexpensive, high-performance HD projector

BluRay-DVD/DVD player

HD video game console

Satellite dish/HD receiver



From cinema to experience centre

Other sources

Easy to connect projector to other digital sources:
Satellite, broadband, BluRay-DVD, DVD, PC, TV,
DV-cam, video- and computer games

Modernization of the venue

Flexibility

New content



Alternative content

Very few big events reach the small town or suburb.
Digital projection means new opportunities

- Live concerts
- Theatre
- Musicals
- Opera
- Sports events



Alternative content: HDTV quality

High Definition resolution

5.1 surround sound

Live via satellite (satellite dish, HD receiver)

Excellent for digital cinemas



Live events

Concerts

New Year's Concert, Vienna

David Bowie

Jean-Michel Jarre

Robbie Williams

Genesis

David Gilmour



Live events

Sports

European Football Championships 2004

Olympic Games 2006

World Cup Football 2006

Local teams' away games



Live events

Opera live

Aïda

Il barbiere di Siviglia

Il tritico

Eugene Onegin

Musicals pre-recorded

Smokey Joe's Café

Putting It Together

Jekyll & Hyde

Les Misérables



The Metropolitan Opera

World class live operas
from New York to 15 countries

HD quality via satellite
English subtitles

Spring 2007: Three operas

Big box office hit
Big media interest

Eight new operas
Dec 15 2007 – April 26 2008



The Metropolitan Opera

Saturday, April 5:
Puccini's La Bohème

New record:
44 cinemas in Sweden
6,800 tickets sold
25 sold out venues



Swedish live events

The Royal Opera

Feb 19 2008: Falstaff
Plans for more operas

Royal Dramatic Theatre

Oct 2007: Strindberg's
The Dance of Death
World's first live play to cinemas

Plans for more plays

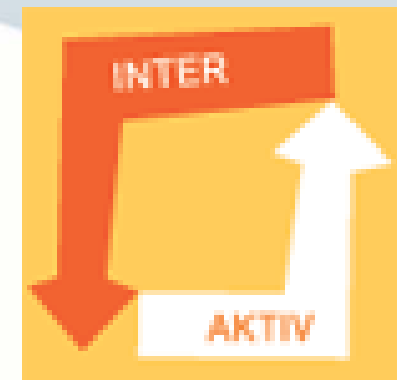


Interactive events

Interactivity in HDTV quality via broadband,
in development

Communication between places within Sweden
and internationally

- **Conferences**
- **Debates**
- **Lectures**
- **Interactive long-distance training**
- **Q&A's with directors, authors,
politicians, etc**



Digital cinema

Creates opportunities for film, culture, entertainment, sports and interactive meetings for everyone, in the whole country

A question of the survival for small town cinemas

A question of democracy and freedom of choice

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