

UK cinema: challenges and opportunities



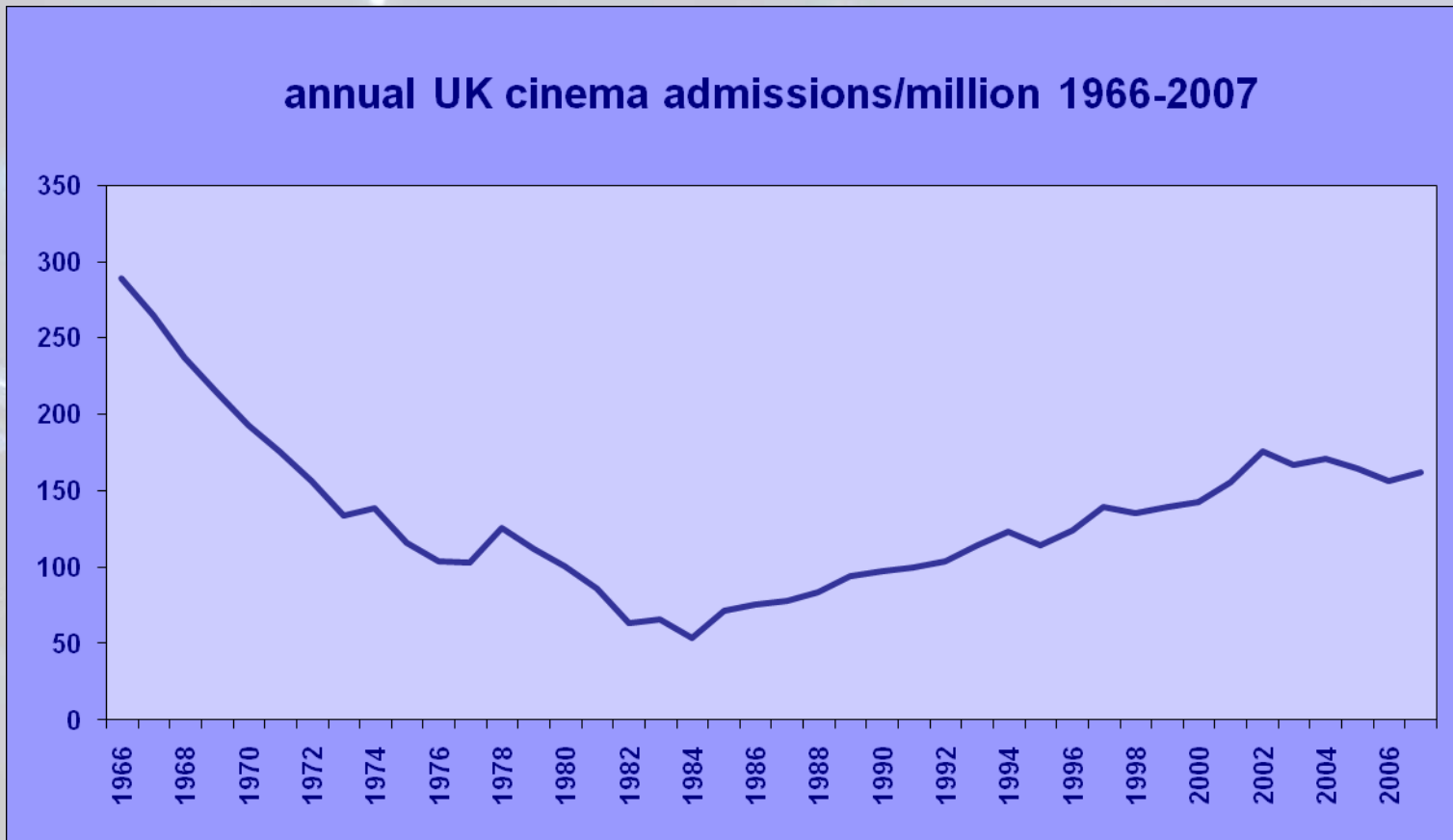
DigiTraining Plus
Media Salles
9 April 2008



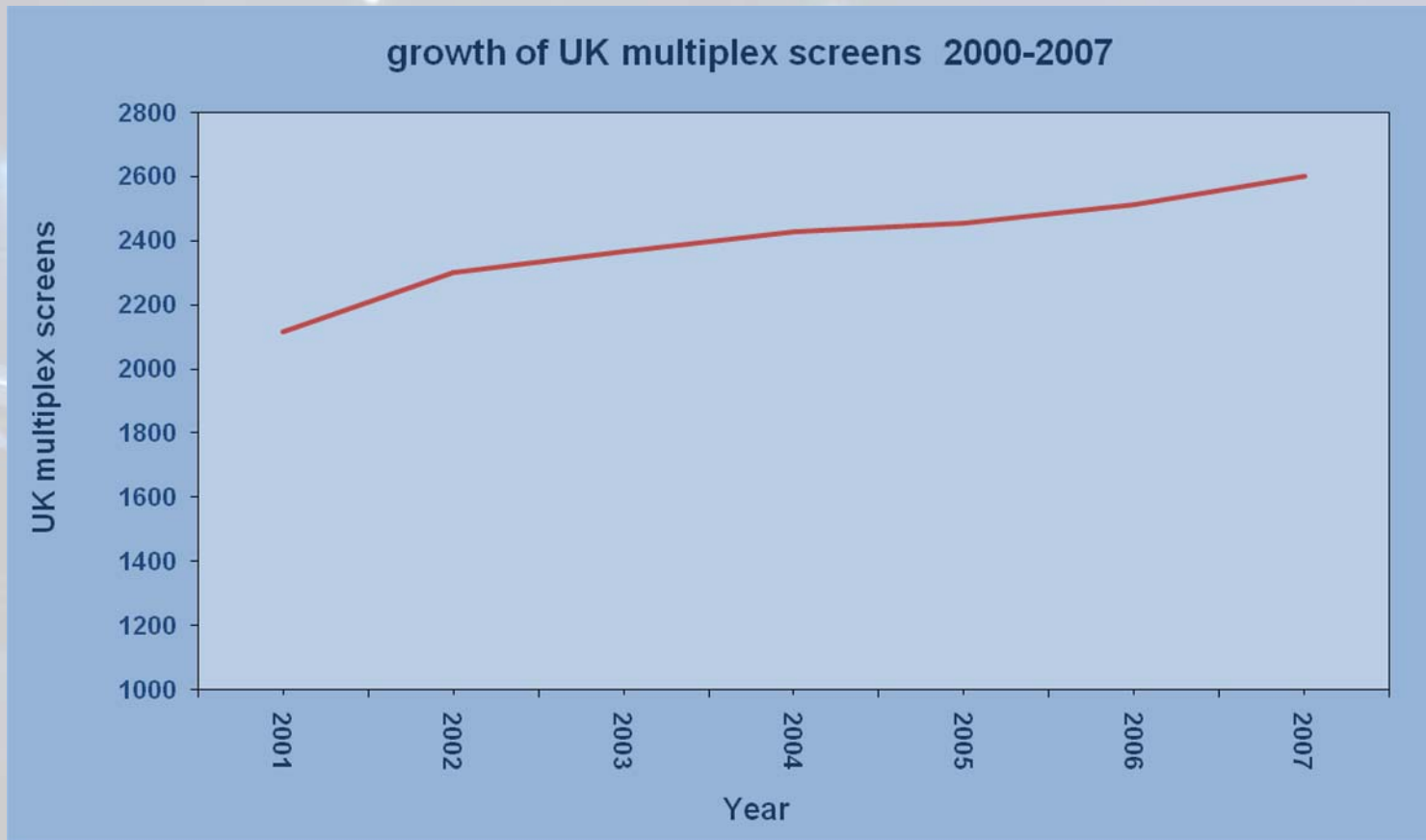
UK cinema: challenges and opportunities

- **health of the UK sector**
- **the growth of digital cinema**
- **the potential impact of 3D cinema**
- **challenges ahead**

health of UK cinema



health of UK cinema

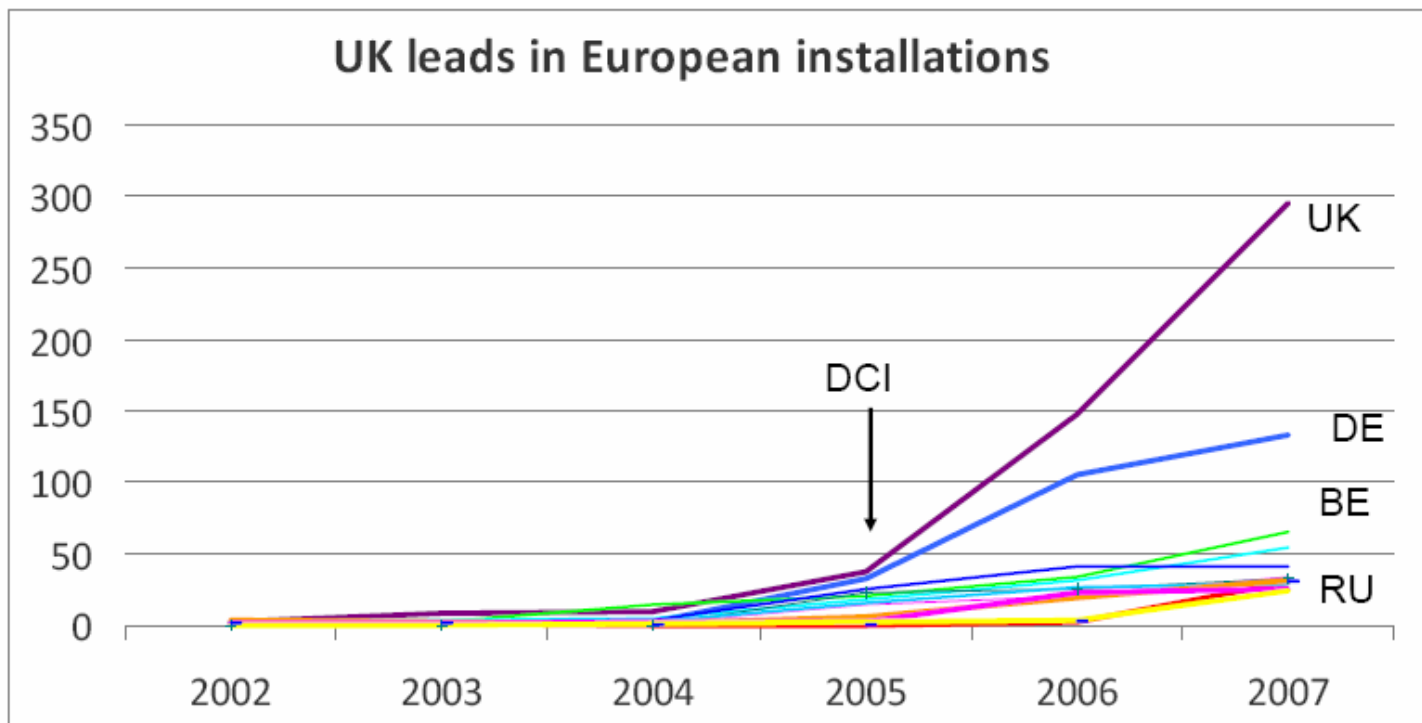


the growth of UK digital cinema

**“the future is digital and always will
be....”**



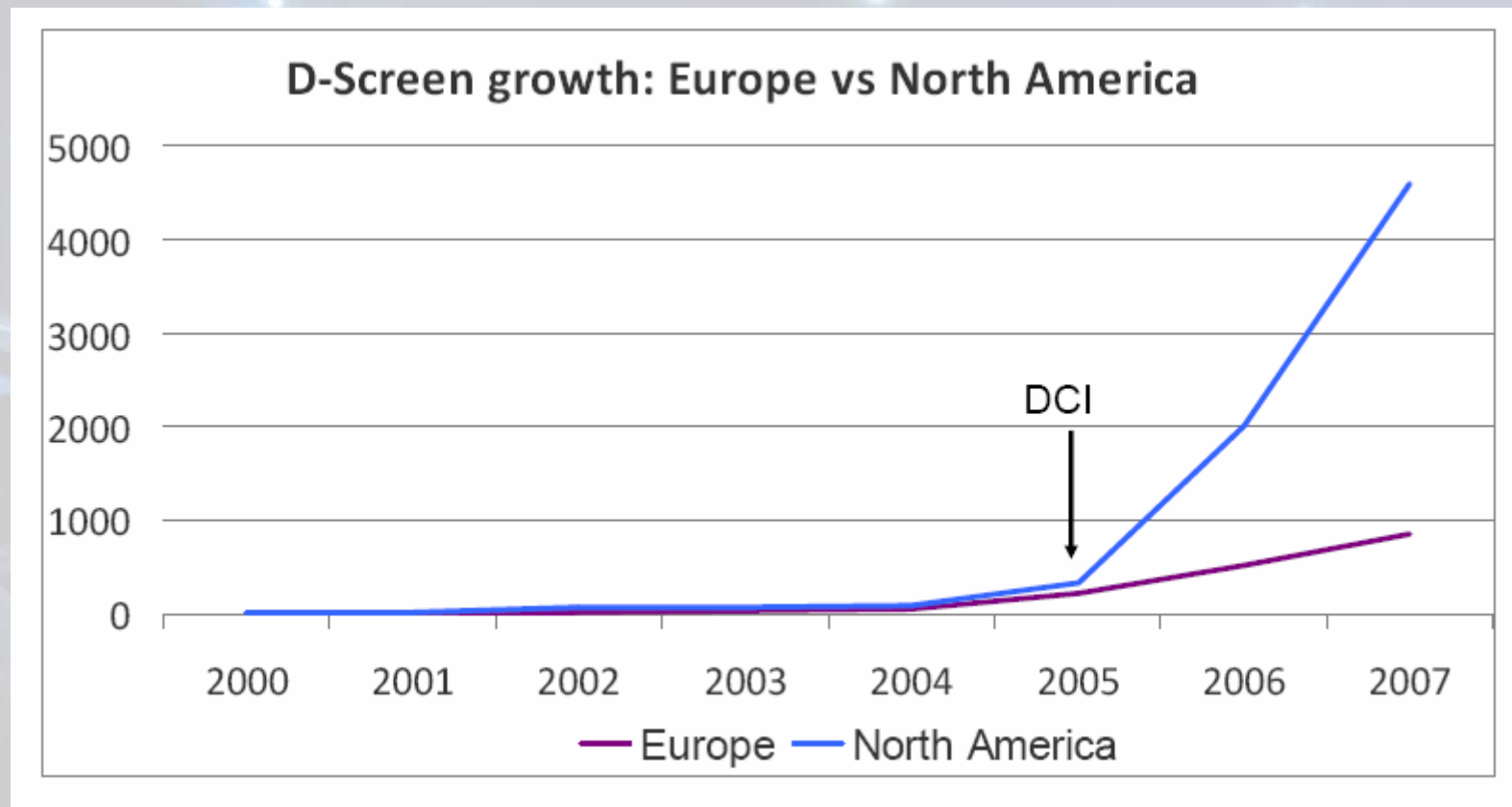
the growth of UK digital cinema in front in Europe.....



Source: Screen Digest

the growth of UK digital cinema

but.....



Source: Screen Digest

the growth of UK digital cinema

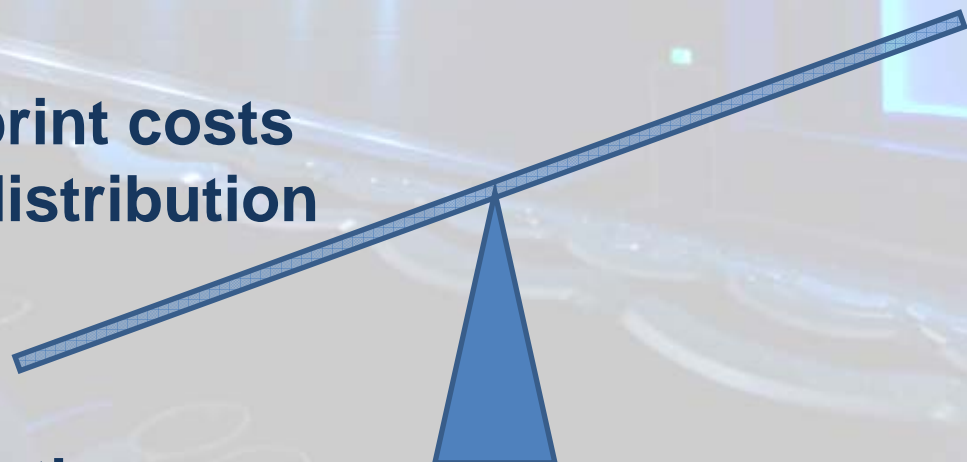
the balance to date.....

cheaper print costs
cheaper distribution

distribution

better picture quality
no print deterioration
alternative content

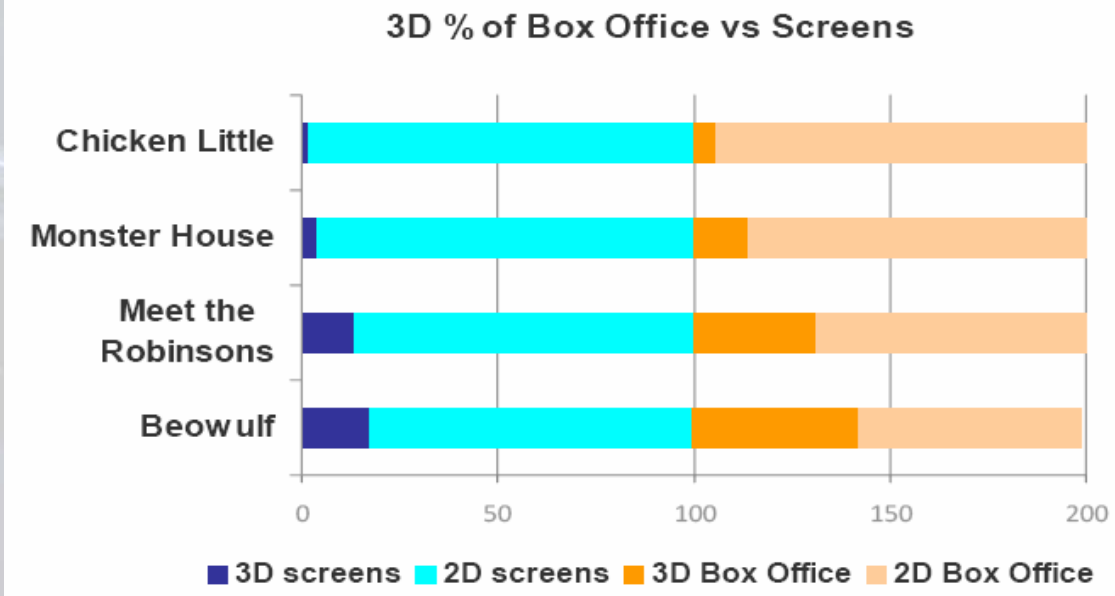
exhibition



the potential impact of 3D cinema

the Beowulf factor....

3D screens generated 42% of Beowulf's opening US box office, from just 17% of screens, including IMAX.



Source: Screen Digest

the potential impact of 3D cinema

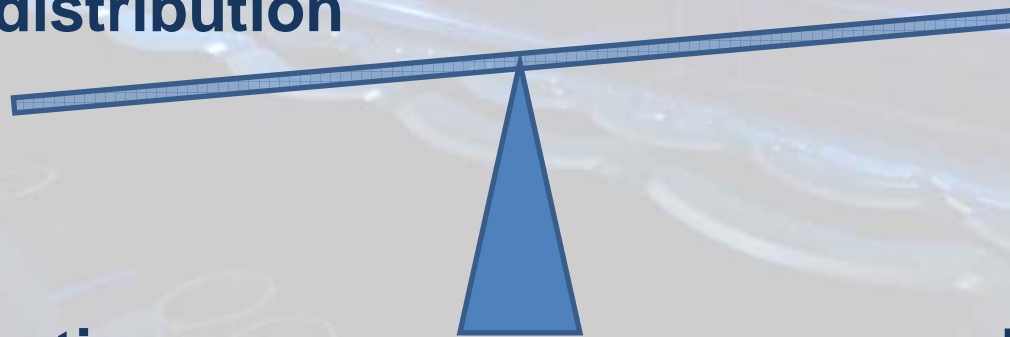
the balance may have shifted a little.

cheaper print costs
cheaper distribution

better picture quality
no print deterioration
alternative content
3D cinema

distribution

exhibition



the challenges ahead

- **funding the conversion**
- **establishing digital thinking**
- **identifying and promoting digital skills**

Questions?



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