

Cinema Delicatessen

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cinema cine
delicatessen

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Specialized distribution

Focus on Documentaries

Project originated as DocuZone

Saving costs on blow ups to 35mm

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2005: 24 documentaries, 1 fiction project

+/- 2500 screenings in 27 theatres

32.500 visitors

→Niche Market

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2006: started with Mozart Opera's

→ encoded classic stagings + documentary

Booked screenings in advance, program sent around

Very succesful: avarage of 50 per screening

Experiments with live Q&A sessions, → High Speed DSL connections now in place

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How do we reach our audience?

Press is Vital → budget is limited

Target groups → mailing

marketing actions

Special screenings, premieres, Q&A's, events

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Business model:

With theatres works same (40% average)

But through equipment we have secured a quatum

Dutch docs

CNE titles

= temporary, but now works automatically

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Future:

Further develop specialized distribution, events etc. Cooperation with organizations like IDFA, Animation institute etc

Search for new outlets for our niche product:

- Streaming (VOD)
- DVD

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Conclusions:

Digital Cinema: chances for niche product like docs/animation /video art etc. in cinemas through low cost

Live shows and other alternative content provide new opportunities in declining cinema market