

A graphic consisting of six stars arranged in a semi-circle. The stars are colored red, green, blue, red, green, and blue from top to bottom.

CinemaNetEuropeTM

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A smaller version of the six-star semi-circle graphic.

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CinemaNet Europe

DIGITAL CINEMA: *UNUSUAL BUSINESS AS USUAL*

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Kuurne, 6th April 2006



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Use digital technology to help new independent film sector

- * *Turn perceived European weakness into a strength*

Strategy for content driven change:

- * *New flexible ways of distribution and exhibition*

Business Model

- * *Equipment in return for guaranteed performances for specialized films like documentaries*



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Strategy for content driven change:

- * *Increase distribution/promotion European cinema by lowering costs*
- * *Create platform for upcoming independent producers & directors*
- * *Promote cultural exchange between European countries*
- * *Create discussion / alternative content platform*

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2002: Original DocuZone started in The Netherlands

Concept:

*Netherlands Film Funds as intermediary
move money from software to hardware*

- * *10 theatres 'free' DLP projectors & DVD player*
- * *6% of yearly performances for documentaries*
- * *one new documentary title per 2 weeks*
- * *central marketing & publicity strategy*

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What is CinemaNet Europe ?

- * *network of 6 autonomous organisations*
- * *co-ordination in The Netherlands*
- * *each organisation with own business model*

Goals:

- * *pan-European release of 12 documentaries/year*
- * *encourage release of local films in each country*
- * *find new ways of distribution and add extra value*
- * *introduce alternative content*

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2005: CinemaNet Europe partners in

(160+ screens)

Austria

Germany

Slovakia

Spain

The Netherlands

United Kingdom

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The logo for CinemaNetEurope features a circular arrangement of six stars in red, green, and blue colors, positioned to the left of the text 'CinemaNetEurope®'.

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Since November 2004:

- * *> 90 titles released on local levels*
- * *9 feature films - rest documentaries*
- * *pan-European CNE release 21 titles*
- * *more than 20.000 digital screenings*
- * *standard: High Definition*

We are living digital cinema every day

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Panasonic projectors:

Main reasons:

*newest TI chip SXGA – deeper black
1.4 K resolution
high contrast ratio (1:3000)
more film look than others
good price/quality ratio*

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PT-DW7000

PT-D7700

<i>pixels</i>	1366 x 768	1400 x 1050
<i>aspect</i>	16:9	4:3
<i>ansi-lumen</i>	5000	7000
<i>contrast</i>	1:3000	1:3000

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The servers

* GDC Customised DSR™ Z Server

Main reasons

Software based solution

Good subtitles

Good user interface

Extended memory: 15 films

Output: 1920 x 1080 for good price

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The Business Model – The Netherlands

- Theaters:
- *min. 3 performances CNE releases*
 - *min. 12-18 performances NL art-house genres*
 - *Annual charge € 1500 - € 3000*

- Distributors:
- *performance charge € 14 - € 6*
 - *encoding € 3500*
 - *theatre release copy : € 35 (analogue: € 1.500)*
 - *average release: 20 theatres (analogue: 5 max.)*
 - *result: lower start-up risk*
 - biggest flop: 900 Euros*
 - biggest hit: 7000 Euros (11.000 visits)*

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The Business Model – The Netherlands

Theaters: - 1300 screenings = 13.000 Euros
 - equipment charge = 75.000 Euros

Distributors: - 52 titles
 - 5 distributors
 - 5500 screenings = 60.000 Euros

Media & National Funds = 320.000 Euros

April 2006: - entry fee: € 1000
 - charge screenings cap: € 5000
 - performance charge € 12 - € 4
 - encoding grant € 1500 all genres



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In 2006 *THE NETHERLANDS*

- * *Broadband links operable by April*
- * *Promotion of feature film releases*
- * *More Alternative content from January*
- * *Expansion to complete art-house segment (150+ screens)*

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2007 THE NETHERLANDS

- *Art-house sector: 150+ screens*
- *Savings: 100 titles = 6m Euros / 5 years*
- *45% State Funding*
- *55% Sector*

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2007 and beyond

- * *Total distribution integration*
- * *Day/date releases*
- * *Cinemas as centre of promotion campaign for other media*

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CinemaNet is digital reality now because:

- **The system is affordable**
Good quality/price ratio: >€100.000 vs <€50.000
- **Small sized systems**
Application next to 35mm projection
- **Technical quality excellent for screens to 8 meters**
Halls not larger than 200 seats – 2K not needed

CNE creates digital awareness & encourages discussion

Digital Cinema needs projects like CNE



CinemaNet Europe

A Netherlands Film Fund Initiative

in collaboration with

Salzgeber & Co. Medien GmbH
Cinema Delicatessen
Docu Zone Austria
DocSpace Ltd
Parallel 40

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