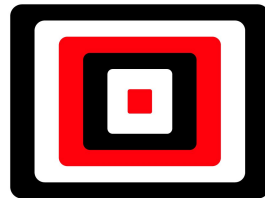




DiGiPoland



POLISH FILM INSTITUTE

Amsterdam, 30.09.12

Anna Sienkiewicz-Rogowska



Polish Film Institute

- Polish Film Institute is the newest film institute in Europe, established in 2005 and financed by distributors, exhibitors, broadcasters, cable television providers – 1.5% of their income goes to PFI.

Main activities:

- create conditions for the Polish film production and international co-production; as well as for film debuts;
- inspire and support the development of Polish films
- support activities aimed at creating conditions for common access to the heritage of Polish, European and world film art;
- promote Polish film internationally;
- support the upkeep of film archives and film digitisation;
- **support cinemas and digital rollout in Polish cinemas**

Poland in figures

2011	admissions	titles
Polish films	30.43%	41
European film	16,06%	114
American films	51,29%	127
Others	1,94%	21
Total	38,7 mln	303

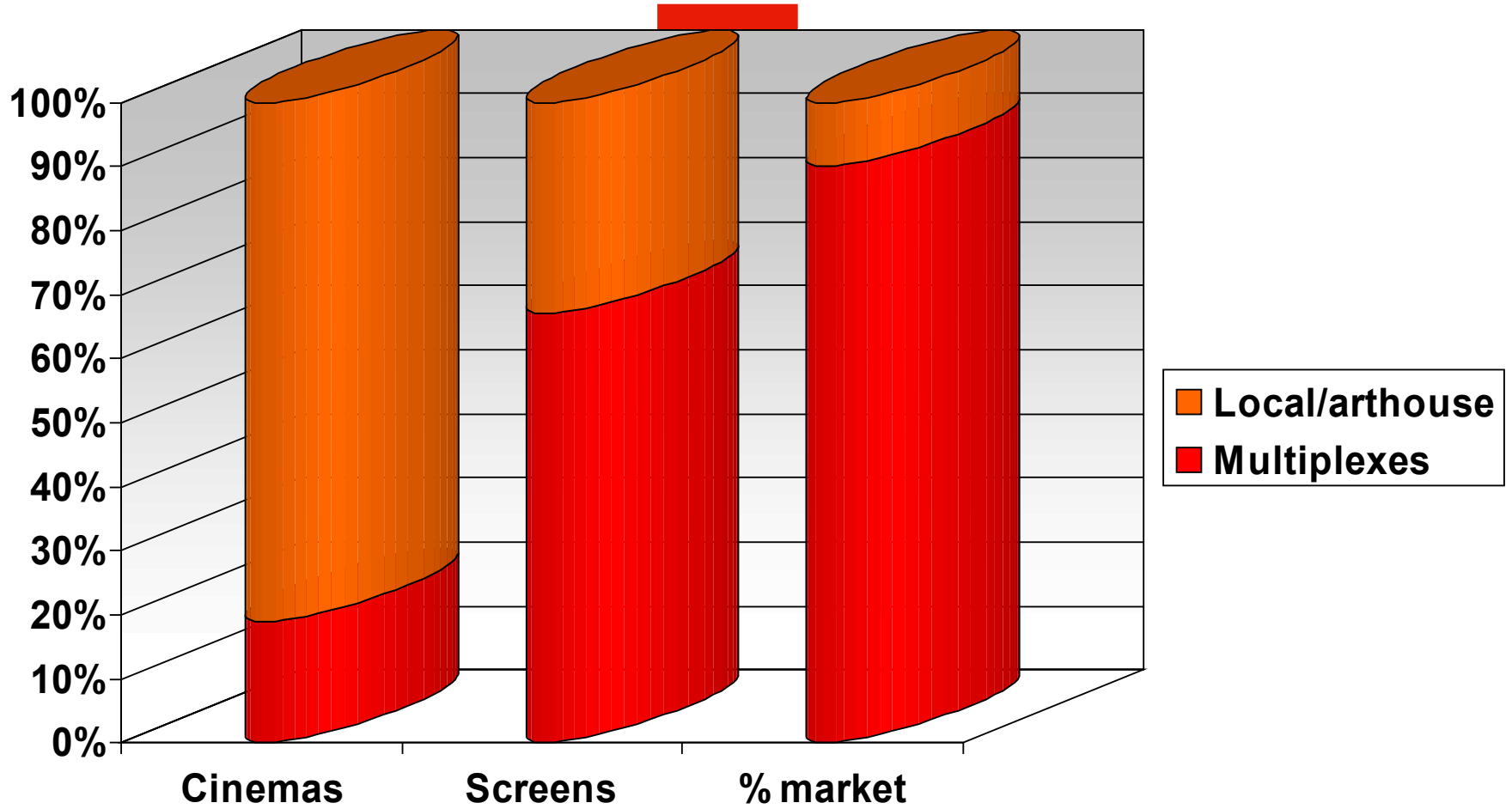
- population 38.5 mln
- average ticket price: 4.2 euro

Poland in figures

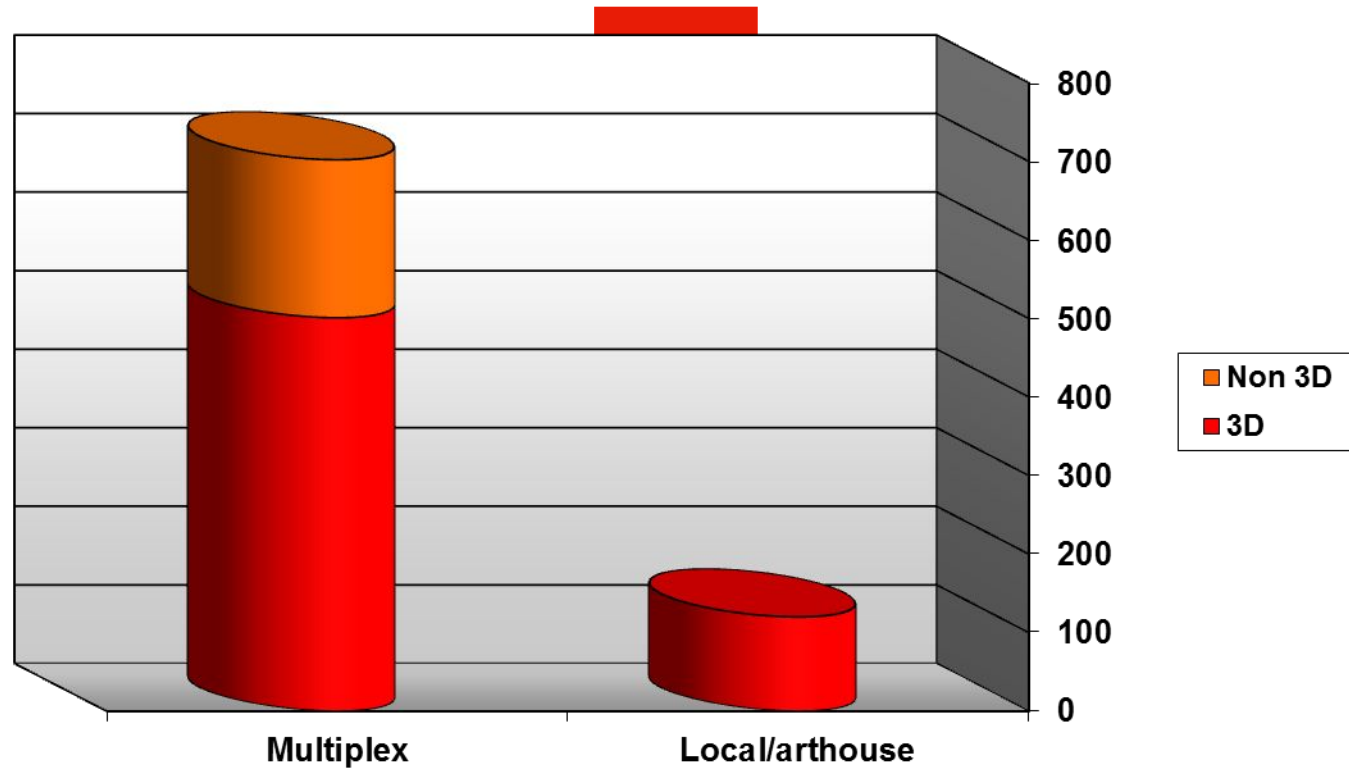
	Multiplexes	Local cinemas
Cinemas	88	375
Screens	709	380
Digital Screens	702	120
3D Screens	501	120

- first digital projector : June 2007 - Warsaw

Poland in figures



3D screens



- Multiplex: 702 Digital screens (501 are 3D)
- Local: 120 Digital screens (all of them are 3D)

Support for cinemas – national support

Polish Film Institute supports exhibitors in three different kinds of fields:

- Activity
- Modernisation
- Digitisation



Digitisation with PFI

- digitisation programme is dedicated to art-house cinemas to support digital roll-out
- in this process of digitising art-house cinemas are converted to modern cultural places with high quality and standards of screenings
- networked digital cinemas offer wide spectrum of Polish, European and worldwide films
- the special goal of digitised cinemas is to present and to promote Polish cinematography

Digitisation with PFI

- programme for digitisation started in June 2011
- 73 cinemas
- 40 of them already purchased digital equipment
- next deadline for support calls is December 2012



Main rules

The cinema is eligible to get a grant when:


- it is a member of Art-house Cinemas Network (specially because of the conditions of network: percentage of European and Polish screenings)
- screens min. 300 screenings a year
- is programming film education
- runs at least a year

Eligible costs





Finances

- PFI supports – max. 50% - 175 000 PLN (40 000 euro)
 - each beneficiary is obliged to **claim** a public tender for the equipment
 - the price of a set decreased to 73 000 Euro
 - final grant is 50% of the amount finally settled in public tender
- 

Typical structure of financing



Demands for members

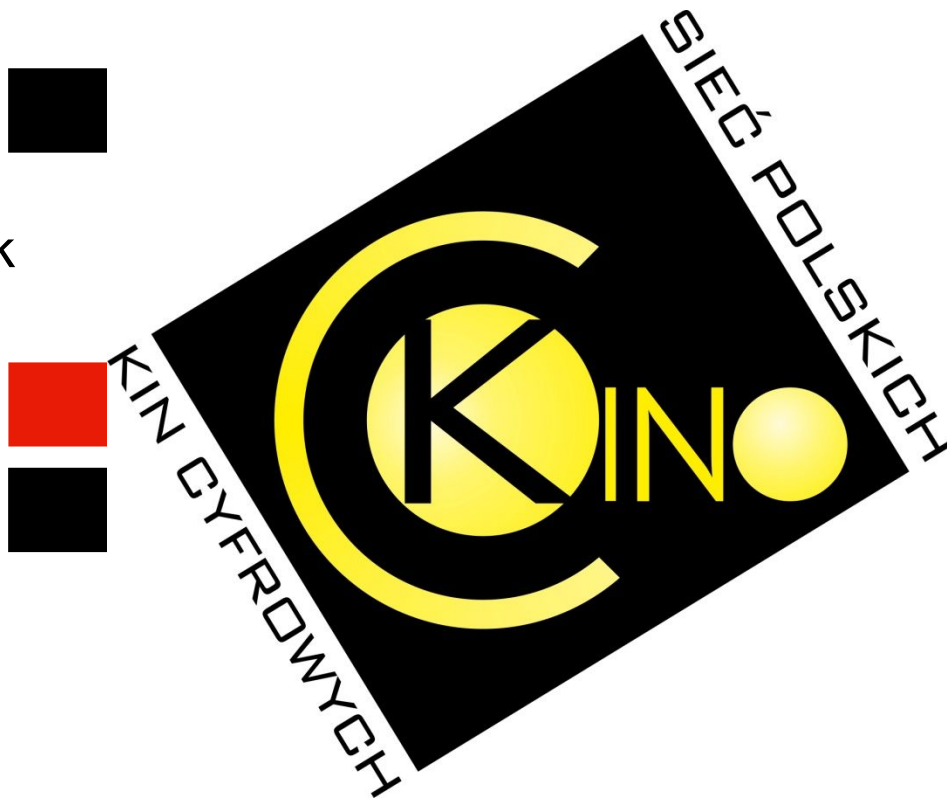
- 25% screenings of Polish film
- at least 10 premiere Polish titles a year
- fulfilling Art-house Cinemas Network rules
- at least 300 screenings a year
- 10 years' contract



Polish Digital Cinemas Network

After getting a grant cinema
becomes a member of
Polish Digital Cinemas Network

www.c-kino.pl



Polish Digital Cinemas Network - Network's map



Poland supports cinemas – local support

- **The Malopolska Digital Cinemas Network** - a project carried out by the Krakow-based Cinema Development Foundation
 - financed by European regional funds
 - start in 2010
 - 16 cinemas from Malopolska and 2 from Podkarpacie regions
- **Wielkopolska Region** - start in 2011, support for 19 cinemas from European Regional Funds
- **Lodz Region** - support will start in 2012 from European Regional Funds
- most of public cinemas get support from **local government** – maximum 40% of total costs.



Thank you for your attention!

