

DIGITRAINING PLUS 2008



“ALTERNATIVE CONTENTS IN YELMO CINES 07-08”

Digital projection and more.

Lecturer: Enrique Martínez del Molino. Technical Director Yelmo Cines.

2005

## Digital projection at Yelmo Cines

2006

2007



Are we starting digital  
Roll out? Not yet.



- ✓ First digital projections at Yelmo Cines started Sept. 2005, with 1.4K projectors (no DCI compliment). After this first experience, from 2005 to 2007 Yelmo tested most of digital projectors and servers available in this market.
- ✓ Nowadays, Yelmo operates 3 DLP 2K DCI compliment projectors (Madrid, Málaga and Jerez, 2 of them **3D capable**) as stand facilities and 20 units of 1.4K projectors no DCI as mobile projectors.
- ✓ During 2008 we expect to open two new multiplexes with digital projection (Madrid and Zaragoza)
- ✓ Similar to rest of Spanish exhibitors, Yelmo hasn't start roll out process yet, we are only testing the technology at the moment.
- ✓ Despite we don't have many d.p. every year we have more special events thanks to digital.

2007

## Live events: Sports. X Fighters.



July 27th, 2007. Several Yelmo multiplexes around Spain offered freestyle motorbike competition, Red Bull X Fighters, live event from Madrid Las Ventas Bullring. Depending on location, we use 2K or 1.4K projectors. Yelmo is offering this show to our patrons from 2005 in an increasing number of screens.



Thanks to Red Bull powerful marketing campaign around this event, cinema projections have **great success** every year.

# 2007

## Live events: Sports. Eurobasket 2007



VEN A VER EL **EUROBASKET07**  
A TU CINE YELMO!

**EuroBasket07**  
España

03/09/07 - 21:30 h. Portugal - España  
04/09/07 - 21:30 h. España - Letonia  
05/09/07 - 21:30 h. Croacia - España

**Retransmisión de los partidos en directo**

Saca ya tus entradas en [www.yelmocineplex.es](http://www.yelmocineplex.es)  
o en el tel.: **902 22 09 22** y disfruta en directo de nuestros campeones.


  
**V I G O**  
Centro Comercial Travesía . Travesía de Vigo, 204 / El Troncal  
36207 - VIGO. Pontevedra

**September 2007.** In several locations around Spain, Yelmo projected live basketball matches of Spanish team, inside Euro basket competition.

We used 1,4K mobile projectors, taking the signal from satellite dishes and using decoders.

In **live events**, we observe that customers don't pay too much attention to image quality, because the **content** is the important issue.

2007

Live events: Concerts.

## Genesis, "Turn it on again" Tour



June 27th, 2007: 7 Yelmo theaters at Madrid, Málaga, Barcelona, Oviedo, Alicante and Vigo, projected live concert broadcasted from LTU Arena de Dusseldorf, Germany in High Definition.

### ¿quieres verlos en directo?

Despite great quality of the show the concerts had **low level** of attendance in cinemas, due to low level of interest in Spanish media and press of this tour,. Marketing is the key question.



Ven a verlos a tu cine Yelmo Cineplex

2007

Live events: Concerts.

Héroes del Silencio, Tour 2007



October 2007. Yelmo projected as an exclusive event the 4 concerts tour of HDS, in 20 cinema auditoriums around Spain.

Thanks to great interest in media, press and customers, this event was a **huge success**.

TOUR 2007  
**HÉROES DEL SILENCIO**  
¿Te has quedado sin entrada para ver el retorno de los Héroes?  
¡¡No te quedes sin verlos!!!  
**RETRANSMITIMOS EN DIRECTO SUS CONCIERTOS EN ESTE CINE.**  
más información en [www.yelmocines.es](http://www.yelmocines.es)  
EN EXCLUSIVA, SÓLO EN YELMO CINES

entradas.com- 902 22 09 22



2008

# Live events: awards ceremonies

## Oscar 80th edition



**February 2008.** In the hall of Ideal theatre in Madrid, Canal + organized a tracking event of the Oscars of Hollywood with guest audience. The channel broadcasted live event and inserted Kodak theater images with images of the audience inside the Ideal theater that talked about the event. A huge screen with digital projection was installed in the hall of the theater to follow the show.

**DIGITAL+**

¿Quieres asistir a la retransmisión en directo de la gala de entrega de LOS OSCAR 2008 desde los Cines Ideal?

¡ENVÍA UN E-MAIL ANTES DE LAS 12:00.00 DEL VIERNES 22 DE FEBRERO!  
CON TU NOMBRE Y APELLIDOS. ASUNTO REF: OSCARS IDEAL  
A [promociones@yelmocpx.com](mailto:promociones@yelmocpx.com)

SORTEAMOS 20 ENTRADAS DOBLES



OSCAR  
80 EDICIÓN

CANAL+ YELMO CINES IDEAL

A **different** event, in which the cinema not only offers contents but it's part of the show.



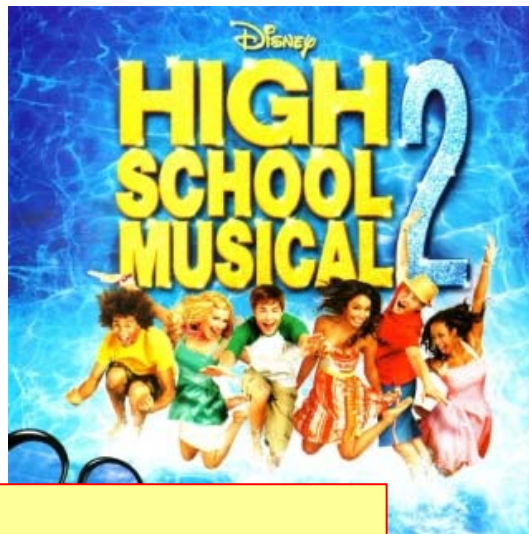
2007

## Recorded events: TV series

### High School Musical 2



28th of October 2007: TV Channel Cuatro put on release the successful film High School Musical 2 of Disney Channel. This TV production has been the series most ever seen in the history of cable TV. The film was previously performed as a pre-release in theaters for fans in three Yelmo theaters in Madrid, Barcelona and Málaga.



cuatro



A production performed for cable TV but pre-released in movie theaters for fans.



2008

## Recorded events: TV series Series' Marathon, previews



**January 2008.** Digital Plus, coming-up marathon of the TV series of the 2008 season in Yelmo theaters (**Prison Break**, first chapter of the third season, **Heroes**, first chapter of the second season **Life, Tell me you love me**, TV series of which emission rights have been just acquired, and the release of **Mad Men** ).

**DIGITAL+**

Coming up in theaters as a  
**premium window** to audience.

DIGITAL+

2007

# Live events: Videogames

Cinegames: videogame tournaments and presentations



January 2007: Cinegames opening in Madrid. Since then, more than 20 special events have been performed, including game presentations, apart from the daily videogame sessions.



Spectacular scene for coming up of videogames, technological products, seminars and special events.

2007  
2008

# Live events: Videogames

## Cinegames: videogame tournaments and presentations



date	event
Febr 17th 07	Cinegames is the scenario of a Pro Evolution Soccer 6 competition by ESWC.
27th March 07	French videogames distributor Nobilis present to media the new version of Trackmania United, as a Cineevento event.
July 11th 07.	For the first time in the world the audience will enjoy the movie Harry Potter and the Order of the Phoenix, and the videogame in the same multiplex.
July 7th 07	TV Chanel AXN organices the Insert Coin Trackmania competition, inviting spectators of TV programm.
28th July 07	PES LIGA in Cinegames.
23th nov 07	Beowulf the movie and the videogames together in Cinegames.
22th Nov 07	Yahoo Iberica event celebrating new blog about videogames. Videogame industry experts, and guests attend the event.
15th nov 07	Activision presentS Call of Duty 4 to press and media in the morning, and fight everybody against everybody after presentation.
nov-07	Gametopia starts 2 <sup>o</sup> course on introduction to videogames industry, as a Cineduca activity.
17th nov-07	Maverick Experience. The newsletter Maverick invites to their clients to a exclusive event, including Star Wars videogame mod.
28th nov 07	Nobilis present a new videogame to media: Helldorado.
1st dec 07	Final of Cinegames Cup with Electronic Arts videogame Battlefield 2142
3th dec 07	Gametopia starts a three weeks course about videogames including experts speeches.
3rd dec 07	Sony presents gaming on line, with a real demonstration on Cinegames big screen.
6th march 08	Electronic Sports League celebrates a profesional competition with 4 different videogames.
29th april 08	Intel will organize an internal competition with intel's employees.

Spanish Industry Minister, granted an innovation award to Yelmo for Cinegames project in November 2007



2008

## Recorded events: Internet series. From internet to cinemas: “Cálico Electrónico” Flash series



**8th May 2008:** The last chapter of the third season of the successful humor series in flash available in internet “Cálico Electrónico” will give its premiere in several Yelmo theaters in Madrid and Barcelona.



[www.calicoelectronico.com](http://www.calicoelectronico.com)

The flash series has **millions of visitors in internet**. Will it have the same interest in the big screen?



# Conclusions: success elements of alternative contents.



**Points of view:** Thanks to the big size of image, the audience can appreciate in theaters points of view impossible to see in the live events. That phenomenon is even bigger in High Definition projections. The director can take advantage of it.

**Live events contents:** We observe that in live events the audience is not so demanding with technical quality and prevails the show above all. However public demands more visual quality in pre-recorded shows.

**Sound:** We can improve the show considerably by working on the possibilities of the auditorium that has digital sound 5.1 in most theaters. We can integrate 4 channels of sound in a rebroadcast even if it is PAL: frontal stereo L and R, and ambient L and R, gaining the experience a lot of points.

**Marketing** Is the clue for the success of contents different from cinema. If we are not able to communicate the event it is difficult to attract the audience. The exhibitor can provide existing supports in its installations or can use campaigns to its usual customers (newsletters, publications, web, weekly programming guides, etc)

Thank you



C/Princesa N° 31, 3ª planta

Madrid 28008 (Spain)

Phone: 00 34 91 758 96 00

[www.yelmocineplex.es](http://www.yelmocineplex.es)

Contacto: Enrique Martínez del Molino. Dpto. Técnico. [enrique\\_martinez@yelmocpx.com](mailto:enrique_martinez@yelmocpx.com)