

CINEMA D'EUROPA



MEDIA SALLES



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— TRAINING —

DigiTraining Plus: European Cinemas Experiencing New Technologies

25 February – 1 March 2009
London and Hull

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DIGITAL SCREENS: HOW MANY AND WHERE ?

Elisabetta Brunella, Secretary General of MEDIA Salles

at the training course “DigiTraining Plus: European Cinemas Experiencing New Technologies”

London, 27 February 2009

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CINEMA-GOING IN EUROPE IN 2008

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CINEMA-GOING IN WESTERN EUROPE (19 countries)

2008

**Total admissions increased by 0.2%,
from 866.7 to 868.3 million**

Source: MEDIA Salles





CINEMA-GOING IN CENTRAL, EASTERN EUROPE AND THE MEDITERRANEAN RIM (12 countries)

2008

**total admissions increased by 8.6%
from 103.8 in 2007 to 112.8 million**

Source: MEDIA Salles



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DIGITAL SCREENS IN EUROPE

Key figures of the evolution in 2008

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NEW AT THE DGT 2009

DIGITAL SCREENS IN EUROPE

as at June 2008

- 609 cinemas
- 1,120 screens
- Average no. of screens per cinema: 1.8

Source: MEDIA Salles





DIGITAL SCREENS IN EUROPE

as at January 2008

- 550 cinemas
- 897 screens
- Average no. of screens per cinema: 1.6

Source: MEDIA Salles



WESTERN EUROPE

NEW AT
 THE DGT
 2009

Country	1 January 2008		30 June 2008	
	Sites	Screens	Sites	Screens
A	17	35	19	38
B	16	76	17	77
CH	13	16	17	23
D	72	151	73	164
DK	4	6	8	10
E	21	33	23	39
F	44	66	43	162
FIN	1	1	4	6
GR	2	2	2	2
I	21	38	35	57
IRL	12	36	11	39
ISL	2	3	2	3
L	2	13	3	14
N	24	35	23	38
NL	18	34	18	36
P	14	14	23	26
S	5	5	7	7
UK	220	284	224	298

Number of digital sites and screens by country

EASTERN EUROPE

**NEW AT
 THE DGT
 2009**

Country	1 January 2008		30 June 2008	
	Sites	Screens	Sites	Screens
BG	2	4	3	6
CZ	1	1	1	1
HR	.	.	1	1
HU	2	2	3	6
PL	7	8	7	12
RO	.	.	1	4
RU	27	31	38	48
SI	2	2	2	2
TR	1	1	1	1



DIGITAL SCREENS IN EUROPE – Key figures

NEW AT THE DGT 2009

1 January 2008 – 30 June 2008

Cinemas: + 10.7 %

Screens: + 24.8 %

Source: MEDIA Salles



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DIGITAL SCREENS IN EUROPE – Key figures

NEW AT THE DGT 2009

MAIN INCREASES

F: 66 / 162

I: 38 / 57

P: 14 / 26

CH: 16 / 23

FIN: 1 / 6

Source: MEDIA Salles



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DIGITAL SCREENS IN EUROPE

Key facts of
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Key facts of the evolution of digital cinema in 2008



VPF IN EUROPE

France

At the end of 2007 CGR, the third largest circuit controlling some **400** screens, signed a VPF agreement with AAM for the almost complete digitalization of its screens. As a result CGR operates **95 out of the 162** digital screens in France as at 30 June 2008

Austria and Portugal

VPF agreements concluded by XDC in Austria, with Cineplexx, and in Portugal, with ZON Lusomundo, for the digitalization of respectively **193 and 180** screens





Key facts of the evolution of digital cinema in 2008



KINEPOLIS IS THE DIGITALISATION LEADER IN EUROPE

With **110** digital screens the Belgium based Kinopolis Group was Europe's market leader in terms of number of digital screens by the half of 2008.

NORWAY LAUNCHES PUBLIC SCHEME FOR DIGITALISATION

Film&Kino, the organization grouping the municipal cinemas – i.e. the vast majority of them – and collects taxes on cinema tickets (around 2.5%) and on DVDs, received the Government's authorisation to co-fund the digital transition of all 440 Norwegian screens.





**Key facts of
the evolution of digital cinema
in 2008**



Europe, in 2008 has shown that fairly larger chains are now beginning to digitalise their screens, after years during which digitalization in its initial phase was mainly driven by independent exhibitors and medium to small circuits.





Key facts of
the evolution of digital cinema
in 2008



3D screens continue to increase amounting to currently almost 2,000 screens. RealD, the world market leader, has announced that in the next two years they foresee delivering 5,500 of their systems, based on passive disposable viewing glasses.





Key facts of
the evolution of digital cinema
in 2008



In India, a market up until now dominated by 35mm and e-cinema, Scrabble Entertainment, a leading digital integrator, has announced plans to roll out a total of 1,750 digital screens using DLP Cinema over the coming five years.





To know more:

Visit the MEDIA Salles website and read the daily versions of DGT online informer dedicated to DigiTraining Plus 2009

MEDIA Salles will send to the course participants a special edition of the European Cinema Yearbook including the material made available by the guest speakers





To be updated on digital cinema from the European exhibitors' perspective:

- “DGT online informer”
- “European Cinema Journal”
- “Cinema Research Library”



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For further information:
infocinema@mediasalles.it
www.mediasalles.it

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