

CINEMA D'EUROPA



MEDIA SALLES



amstelfilm

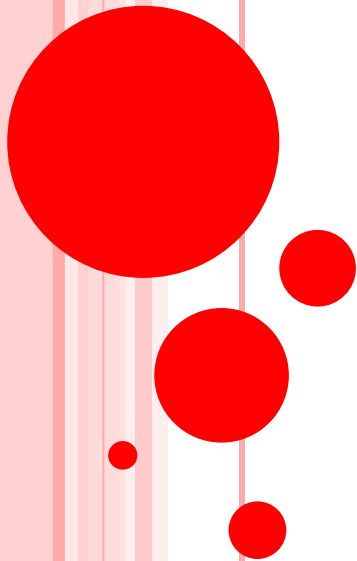


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DIGITAL DISTRIBUTION

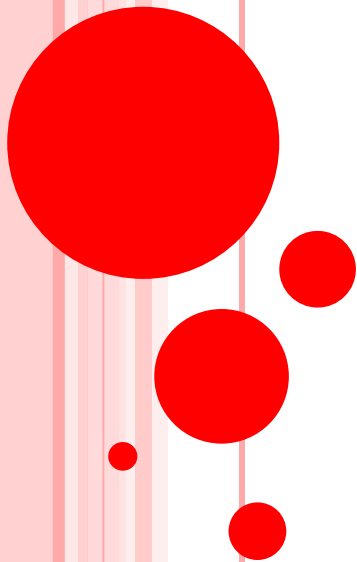
... in The Netherlands

London, 27-02-2009



Agenda

- Situation in The Netherlands *now + future*
- Amstelfilm *our distribution chain*
- Cineportal *a B2B platform for 2k*



Amsterdam, Prinsengracht 452

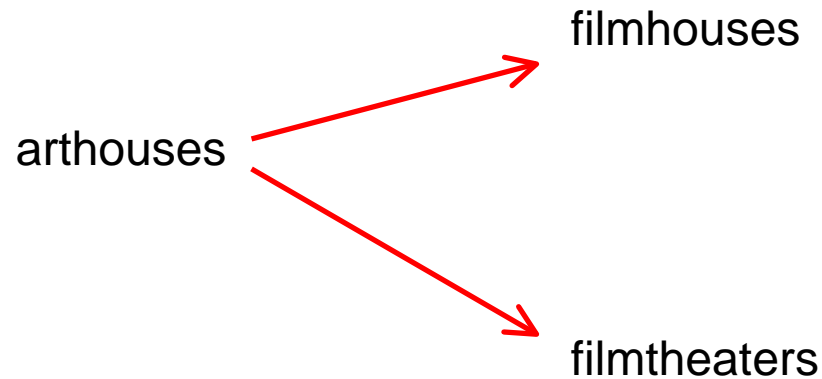
Location for:

Filmtheater de Uitkijk

Amstelfilm (digital distributor)

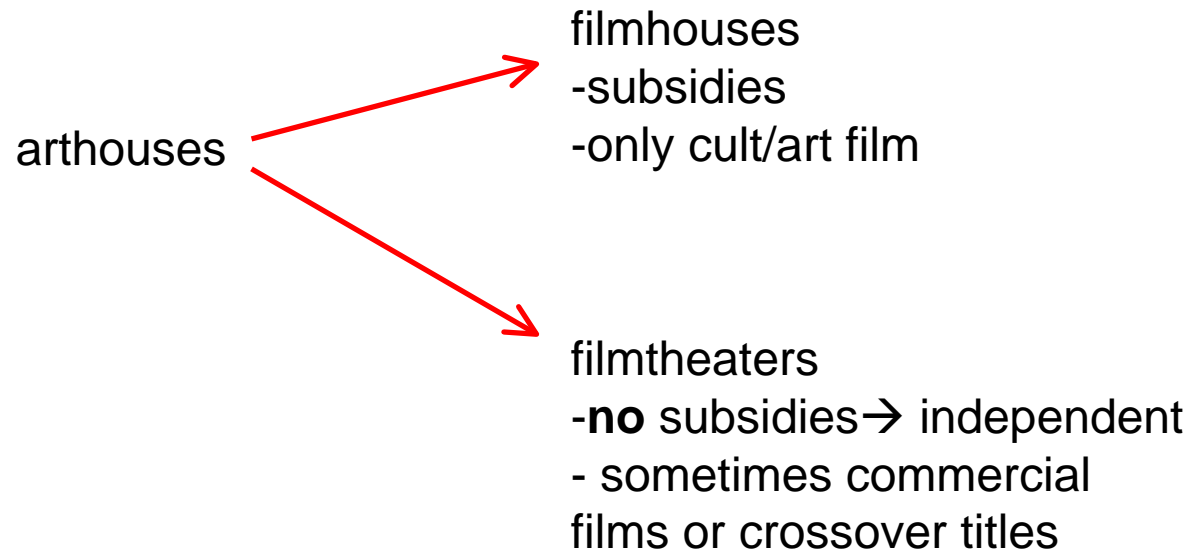
Situation in The Netherlands

Big difference between commercial cinemas and arthouse



Situation in The Netherlands

Big difference between commercial cinemas and arthouses



Situation in The Netherlands

Big difference between commercial cinemas and arthouses

NOW

- 730 screens (168x filmtheatres, 147x filmhouses)

- 1.4K: 36 screens in 29 venues

2K: 55 screens in 33 venues

4K: 1 screen in 1 venue

(3D: 22 zalen)

----- +

Totaal: 92 zalen

NEAR FUTURE

- 117x Pathé screens in 2009

- 70x ABC theaters *independent filmtheaters*

- **no** (small) filmhouses

...and nothing else: we are in Michael's gap

Situation in The Netherlands

Big difference between commercial cinemas and arthouses



Amstelfilm

digital distributor for small arthouse films

-promote & explain

Digitization to arthouses

Example theatrical release:

***O'Horten* (Bent Hamer, '08, Sweden)**

7 prints (4x 35mm and 3x 1.4K)

15 trailers (35 mm)

Budget for materials + prints €10.000,-

Budget for advertisements €5000,-

**Amstelfilm receives +/- 40% boxoffice → Hopefully
€7.000,-**



Calculation *O'Horten*

- 35mm prints (4x 500,-) + Trailers (15x 50,-) €2750,-
- HD-CAM(SR) €700,-
- Encoding for Cinemanet €3000,-
- Subtitling 35 mm & .stl files for Cinemanet €1000,-
- Keys Cinemanet 300,- each → €900,-

TOTAL = 8350,-

- Release on DVD? → digibeta €150,-

- switch key to another theater €50,-
- transport 35 mm €18,-



Don't forget posters, artwork etc. → 1000,-

Conclusion: at the moment no possibility to pay any VPF

Digital distribution chain

Big difference: cable network and Cinemanet

- 1. Delivery of .dpx or .targa files to Cinemanet**
- 2. Delivery of subtitles (.stl files) to Cinemanet**
- 3. Cinemanet transfers DCP to cinema's with 1.4K projectors**
- 4. Every week I tell them where the "digital prints" have to go**
- 5. Cinemas simply "press play"**

...Never heard of KDM

...no need for key management in theaters

Disadvantage: service Cinemanet is very expensive

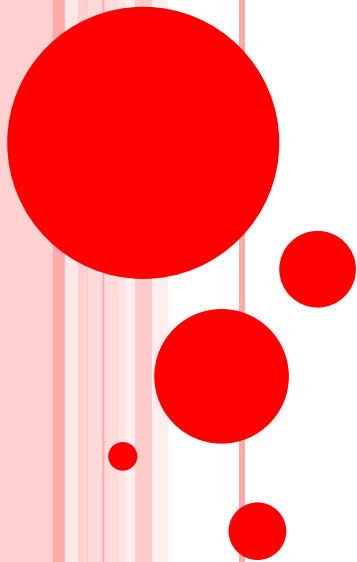
Why start a distributor now?

... when “middlemen” will disappear? **(nothing to distribute anymore)**

my job: Head of Sales AND researcher

Idea: help small theatres with digitization process, help with programming, increase the offer of digital (alternative) content for arthouse theatres.

www.CINEPORTAL.nl



www.cineportal.nl

THE PLAN: online B2B platform for 2K films

- website**
- large library server**
- fiber connections with other catalogues in Europe and beyond**
- We offer 1.4K and 2K feature length films**
- We offer complete programmes/themes/festivals**
- We offer alternative content**
- B2B: files and kdm only downloadable for theatres/universities/libraries/venues with professional equipment**
- Pay rights + screening fee directly to the content supplier (website is only a portal)**

Links

- www.amstelfilm.nl
- www.cinemanetnederland.nl
- www.cineserver.nl
- www.nvbinfocentrum.nl
- www.cineportal.nl (for the future☺)

~ THE END ~

