

DigiTraining Plus Helsinki 2010

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CTO

Nordisk Film Cinemas

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Agenda



- Nordisk Film Cinemas
- Digital Cinema – Our history
- Digital Cinema – current status
- Digital Cinema in Denmark
- Challenges
- The future?

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Nordisk Film Cinemas



- Founded in 1915
- The largest cinema chain in Denmark
 - 17 Cinemas in 11 cities
 - 16 screens and approx. 18.000 seats
 - Approx. 6 million tickets sold per year.
 - 45% market share
- Fully owned subsidiary of Nordisk Film.
 - Founded in 1906. The oldest still operating movie production company
 - Division companies spanning all areas of movie lifetime.
 - Production
 - Post production
 - Cinema and video distribution
 - Cinemas and Cinema advertising
- Part of the Egmont group
 - Covering almost all part of media in a broader sense
 - 3.500 employees
 - Yearly revenue of more than 1 billion Euro

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Digital Cinema – Our history



- 3 installations implemented in august 2004.
 - To test Digital Cinema in general
- 1 additional installation in 2005
 - for Star Wars III.
- 4 additional installations in December 2007.
 - Primarily to support alternative content and digital advertizing.
- 2 additional installation in 2009.
 - For 3D and specifically Avatar

- Endless upgrades
- Third generation of servers
- First generation projectors not as stable as desired
- Alternative content as revenue driver for select screens.
- No business in 2D digital cinema.

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Digital Cinema – current status



- 10 digital screens
- 9 3D enabled
- No 2D movies due to missing flexibility
- 3D is very good business - if you include Avatar.
 - 550.000 3D tickets sold in 11 month.
 - 400.000 to Avatar 3D
- Alternative content
 - The Metropolitan opera
1 live performance and aprox. 8 Encore shows
 - The Oscars
 - Super Bowl
 - Champions league



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D-Cinema in Denmark



- 3D

- First 3 cinemas where small independents. One them from smallest town in Denmark with cinema.
- Nordisk went 3D April 2010.
- Other independents quickly followed
- Cinemaxx where ready for “UP”
- Avatar opened with 21 3D screens.
- More 3D screens coming rapidly

- 2D

- No public digital 2D shows the last two years.
- AAM annouced a VPF deal with a group of smaller independent cinemas.
- When it’s confirmed and implemented digital 2D will start again.

Challenges



- Key management is an increasing challenge
 - Current level of digital implementations are still handled manual but now in greater numbers.
 - KDM's are delivered very late often with very little time to test.
- Staff education
 - Very rapid 3D roll-outs leave little time for training.
 - The cinemas Technical staff are excellent at 35mm but often lacks basic IT skills and knowledge of digital media
- Paradigm shift from physical media to digital media.
 - Digital cinema is IT
Scary - but true 😊
 - Theater Management Systems is key decision
 - How leverage the advantage of digital media.
 - Flexible programming
 - Alternative programming

The future as we see it



- Near future
 - More screens to support 3D titles
 - Increased training efforts
- Prerequisites for further expansion.
 - Viable business case
 - Operating cost still high.
 - Level of finance
 - All major local releases
 - Financial solution
 - Distributors should provide at least 75% funding of equipment
 - Agreement on how to handle increased expenses for shorter equipment lifetime.
 - Equipment
 - Substantial price reduction
 - Small 2K projector
 - Fully DCI compliance
- When and how ?
 - When prerequisites are met
 - Probably a full scale implementation lasting no more than two years

Thank you for your attention

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