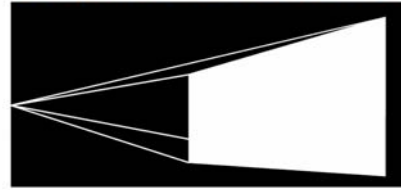


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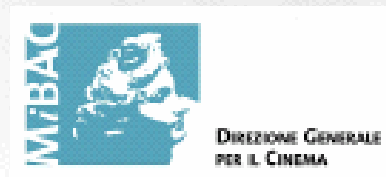


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DGT

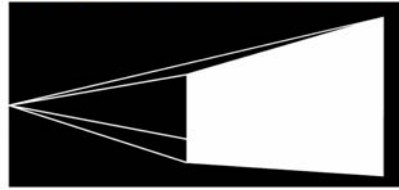
# “DigiTraining Plus: European Cinemas Experiencing New Technologies”

9 – 13 April 2008, London (United Kingdom)



*MEDIA Salles is an initiative of the MEDIA Programme of the European Union with the support of the Italian Government.*

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# DIGITAL SCREENS: HOW MANY AND WHERE ?

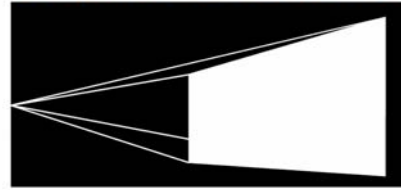
*Elisabetta Brunella, Secretary General of MEDIA Salles  
at the training course “DigiTraining Plus: European Cinemas Experiencing New  
Technologies”*

*London, 9 April 2008*



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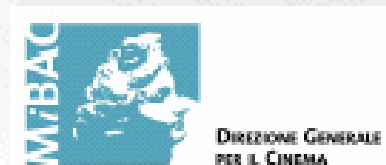
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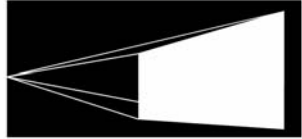
## The MEDIA Salles' information tools on the international cinema industry:

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



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Since 1992

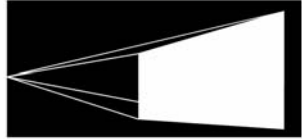
## EUROPEAN CINEMA YEARBOOK

- **Statistics on cinema-going in 34 European countries**
- **In four languages (*Italian, English, French, Spanish*)**
- **Cd rom edition**
- **This and previous editions available on [www.mediasalles.it](http://www.mediasalles.it)**

**– 2007 final edition –**

**Just presented at Berlin Film Festival**

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# EUROPEAN CINEMA YEARBOOK

## – 2007 final edition –

- **5 Sections:**

- *Advance news of cinema-going in Europe in 2007*
- *Cinema-going in Western and Central/Eastern European countries and Mediterranean Rim, 1989-2006*
- *Cinema-going worldwide*
- *Multiplexes in Europe as at October 2007*
- *Digital cinema worldwide as at December 2007*

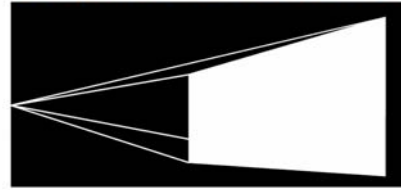
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# CINEMA-GOING IN 2007

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## Cinema-going in 2007

### Main trends

- “Less admissions in Europe but with important exceptions”
- “Multiplexes in Europe still increasing, but at a lower rate”,
- “Digital screens worldwide double”.



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## CINEMA-GOING IN WESTERN EUROPE (15 countries)

2007

**Total admissions decreased by  
2.6%,  
from 869.6 to 846.9 million**





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

**2007:**

**total admissions decreased by**

**3.5%**

**from 105.1 in 2006 to 101.4  
million**

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# EUROPEAN CINEMA YEARBOOK - 2007 final edition -

**Digital cinemas worldwide**  
updated as at December 2007

listing all screens equipped with  
DLP Cinema Technology

4K

3D

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# EUROPEAN CINEMA YEARBOOK - 2007 final edition -

**Digital cinemas worldwide**  
updated as at December 2007

Including information on:

*name of the company*

*town*

*number of digital screens*

*type of digital projectors*

*resolution*

*server*

*3D technology*

for each cinema listed

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# **DIGITAL SCREENS WORLDWIDE**

## **- the evolution in 2007 -**



## DIGITAL SCREENS WORLDWIDE

- From December 2006 to December 2007

Digital screens increased from **2,866** to **5,829**

**+103.4%**

- From June 2007 to December 2007

digital screens increased from **4,205** to **5,829**

**+38.6%**

*Source: "European Cinema Yearbook – 2007 final edition"*

# DIGITAL SCREENS WORLDWIDE EUROPE

as at June 2007

- **456** cinemas

- **694** screens

- Average no. of screens per cinema: **1.5**

*Source: "European Cinema Yearbook – 2007 final edition"*

# DIGITAL SCREENS WORLDWIDE EUROPE

as at December 2007

- **536** cinemas

- **829** screens

- Average no. of screens per cinema: **1.5**

*Source: "European Cinema Yearbook – 2007 final edition"*

## DIGITAL SCREENS WORLDWIDE EUROPE

as at December 2007

**Where are the digital screens?**

F	47	69
FIN	1	1
I	19	37
IRL	12	23
IS	2	3
L	2	13
N	20	29
NL	18	34
P	14	14
S	4	4
UK	219	272
BG	2	4
CZ	1	1
GR	2	2
HU	1	1
PL	4	5
RU	24	28
SI	2	2

*Source: "European Cinema Yearbook – 2007 final edition"*





## **How to know more on digital cinema from the European exhibitors' perspective?**

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



## **“DGT online informer”:**

**An agile, free electronic Newsletter offering a periodical update on novelties of digital screening, interviews and brief reflections to discover the crucial themes of the digital transition.**

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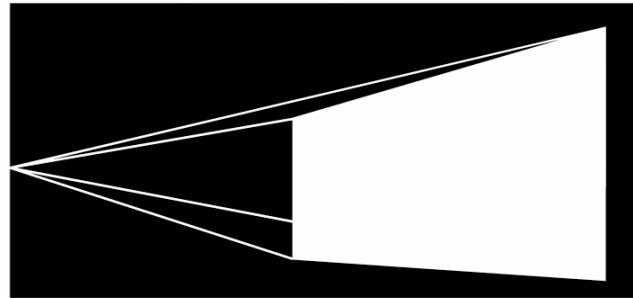
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DGT

The first 30 issues of the  
**“DGT online informer”**  
are already available  
at the following page  
of the MEDIA Salles’ website:

[http://www.mediasalles.it/dgt\\_online/index.htm](http://www.mediasalles.it/dgt_online/index.htm)

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*For further information:*

[infocinema@mediasalles.it](mailto:infocinema@mediasalles.it)

[www.mediasalles.it](http://www.mediasalles.it)

**MEDIA**

A programme of the European Union



DIREZIONE GENERALE  
PER IL CINEMA