



Some remarks on digitizing Finnish Cinemas

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Finland – Basic statistics

- Population 5.3 million, giving an average density of 17 people in per sq. kilometre of land area
- Area 390 920 sq. kilometres. 188 000 lakes
 - Bigger than Italy, Poland, UK
- 84.4 % are urbandwellers, with 1 million in Helsinki Area



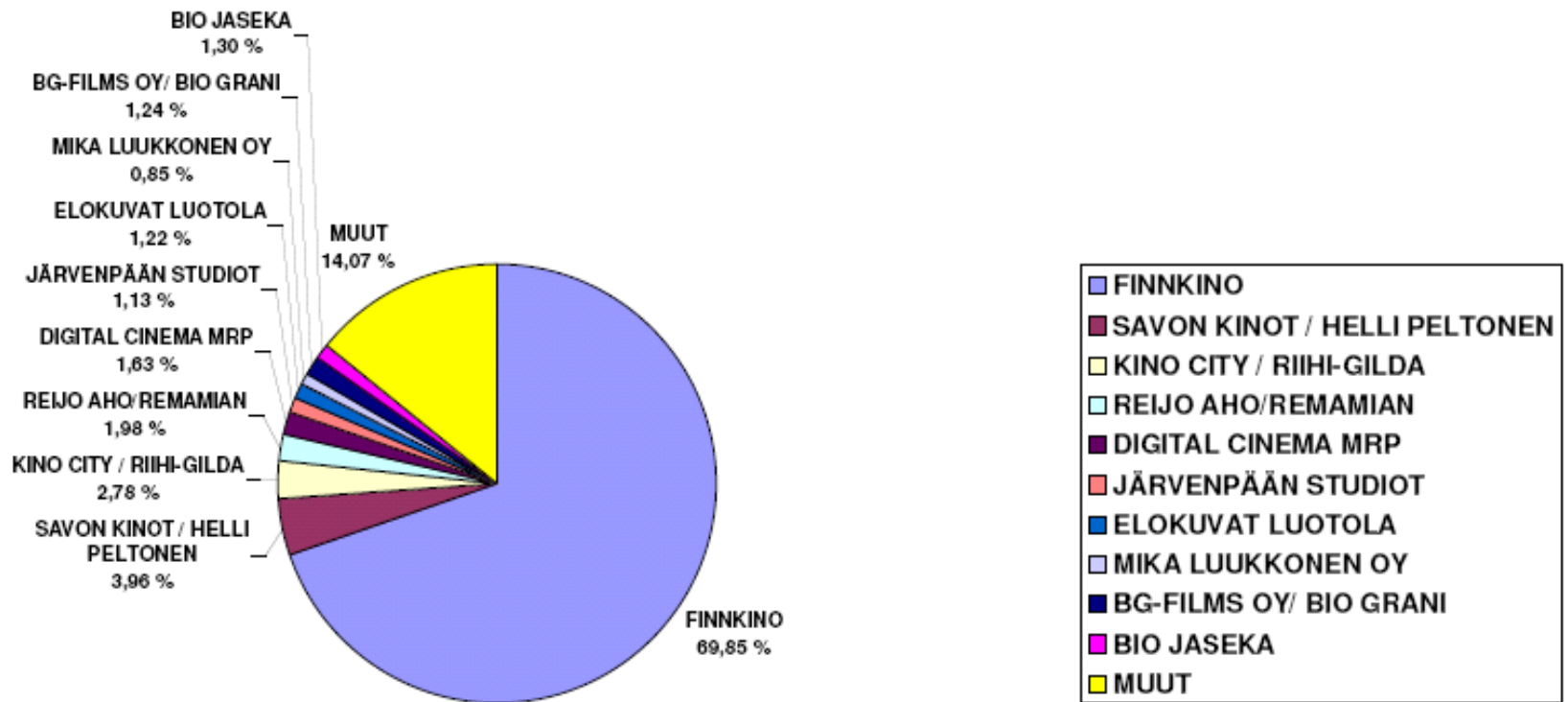
Cinema statistics

- 174 theatres and 301 screens - at the beginning of 2009
- Digital screens
 - Estimate: first half of 2009
 - 29 digital screens
 - 25 digital 3D screens (Dolby and Xpand)
- Most of the screens have been supported by the Finnish Film Foundation
- 3D is the driving force



Market share 2007 (adms)

KATSOJAOSUUDET 2007





Statistics 2007

- Box office: 51 331 271 €
- Admissions: 6 618 131
- Six biggest cities: Helsinki, Tampere, Turku, Oulu, Jyväskylä, Lahti
 - Six biggest share of box office 65,20 %
 - Six biggest share of adms 63,65 % (4 212 542)



Statistics 2007

- Fifteen biggest cities
 - Box office 80,44 %
 - Admissions 79,03 %
- 1–40
 - Box office 94,44 %
 - Admissions 93,40 % (6 181 482)
- 41–148
 - Box office 5,56 %
 - Admission 6,60 % (436 649)



Statistics 2007

- 9 cinemas had box office more than 1 million Euros
- 14 cinemas 1 000 000–400 000 €
- 20 cinemas 400 000–200 000 €
- 16 cinemas 200 000–100 000 €
- 20 cinemas 100 000–50 000 €
- 26 cinemas 50 000–20 000 €
- 87 cinemas less than 20 000 €



Digitalize that!!



Public Funding of Digitalization

- Only three biggest cinemas in three biggest cities can digitalize on their own! - If you think about the box office revenue
- EU notification
 - Support for equipment procurement and modernisations (FFF)
 - Only 50 % of public funding
 - Municipalities??
- Public funding is tied-up to the notification



VPF?

- Too small market
 - Even Finland's biggest operator is not big enough to be interesting VPF partner for the studios
- Distributors - who represent majors - cannot decide on their own
- Do VPF help small cinemas? Do they get premieres if the price is the same to the distributor?
- Distributors have to pay the fair share
- The public funding is crucial



National solution?

- "Network of Digital Cinemas" 2009
 - Ministry of Education, The Finnish Chamber of Films
 - Road map, common agreement, of Finnish digitalization
 - Engage all participants
 - Government
 - Distributors
 - Municipalities
 - Exhibitors
 - Finnish Film Foundation
 - One goal: No exhibitor must not be left behind!



Stimulus baggage

- Baggage of 2 million Euros for cinemas
 - 1 million to the digitalization
 - 1 million to the modernization of cinemas
- Cinemas still need to find 50 % of the financing



Thank you!

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