



DigiTraining Plus: European Cinemas Experiencing New Technologies

Helsinki/Tallin, 29 June - 3 July 2011

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THE FINNISH FILM FOUNDATION

Main themes to be discussed during the training

- Technical issues
- Financial and economical issues
- Programming
- Training
- Networking
- Activities with audiences

Technical issues

- 2 K is the basis and has proven its quality, reliability and usability
- Most screens in Europe fully digitized by 2015, some countries already in 2011-2012
- 3D and "new content" has been largely accepted by audiences
- Next step: distribution without physical units via satellite or optical fibre cable

Financial and economical issues

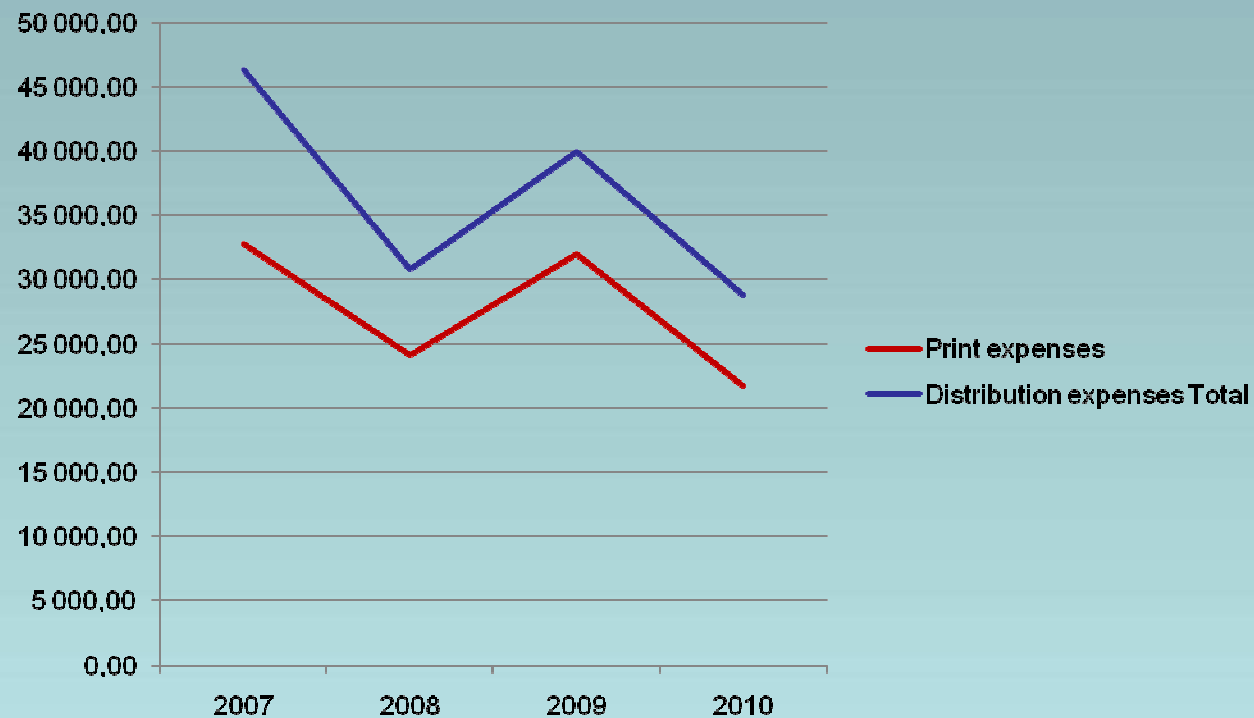
- Financing the conversion with both public and private funding
- Public resources from local, governmental or European levels (structural funds, institutions or programs)
- Cinema owners' own investments
- Virtual Print Fee: the idea of sharing the savings to speed up the conversion
- Single-screen cinemas weakest link

Economical findings

- The number of prints in distribution increases (879 vs. 410 in Finland for domestic films)
- Film prints + 30%; digital prints + 250%
- Admissions and box-office are collected sooner
- Premieres really nationwide (or even global); rise of small local films?
- Cost of distribution going down because of cheaper prints, subtitling and logistics
- 3 D tickets more profitable (9,71 vs 8,74)

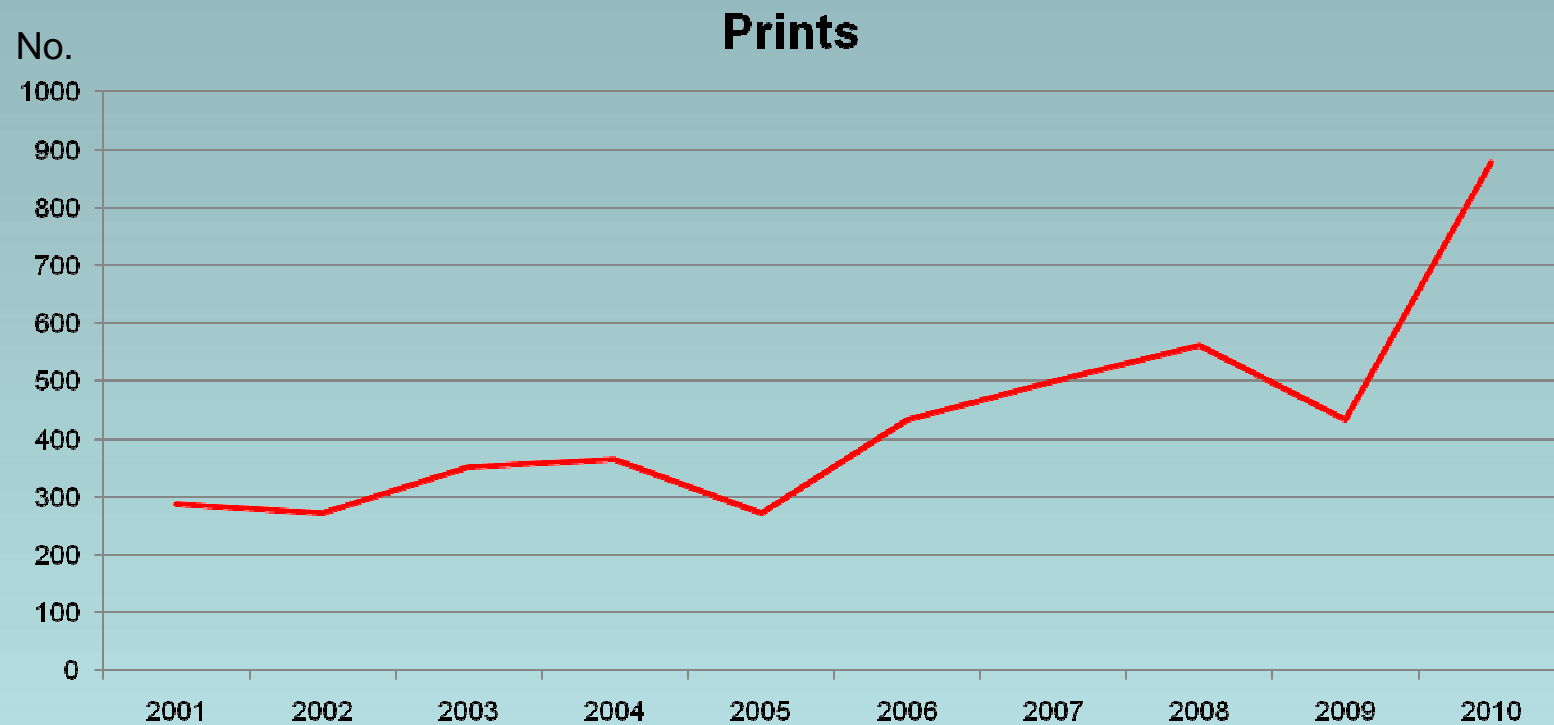
Distribution and print expenses – Average from 2007 to 2010

	Print expenses	Distribution exp. total
2007	32 760 €	46 364 €
2008	24 111 €	30 838 €
2009	32 001 €	39 950 €
2010	21 741 €	28 809 €



Prints and admissions 2001 – 2010: Domestic theatrical releases; Fiction and Documentary

Year	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Prints	287	273	352	364	272	433	501	561	433	879
Adm.	687 000	1 345 000	1 694 000	1 163 000	940 000	1 575 000	1 300 000	1 587 000	985 000	2 100 000



Programming

- Theory: more diversity
- Reality: local diversity yes; global no

Finland:

- New record of 2,1 million domestic admissions and a market share of 27 %
- More documentaries to the big screen:
In 2010 local docs made up 8% of domestic admissions
- 3 D going strong: market share 19 %

Training

- Knowledge as important as money
- DigiTraining Plus: already the 8th edition
- Europa Cinemas: seminars for network
- Need for local training activities especially for rural, independent and arthouse cinemas
- Sharing experiences on special websites like Film-Tech.fi
- Training programs by exhibitors (Finnkino)
- Aim: Digital thinking

Networking

- A completely digital environment makes it easier
- Networking locally & internationally
- Live-content connecting people
- Networking not only with other cinemas but with film festivals, content providers, telecoms, broadcasters etc.

Activities with audiences

- Programming: Cinema-on-demand
- Marketing: sharing the experiences
- Crowdsourcing for financing investments and developing activities
- Social media presence: dialogue with audiences

Thank you !

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