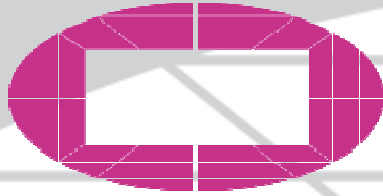


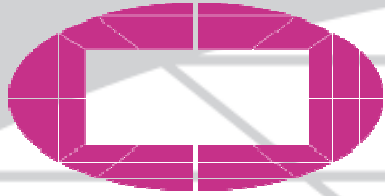
CINEMA DIGITAAL



CINEMA DIGITAAL

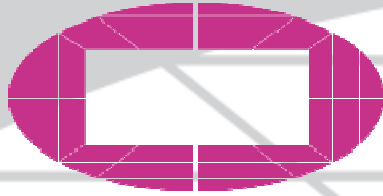
Dutch Market 2010

- 28 million visitors
- 219 million box office
- Local product 17%
- 750 screens



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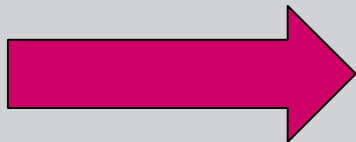
Inspired on German Federal Filmboard's
(FFA's) "Model 100"



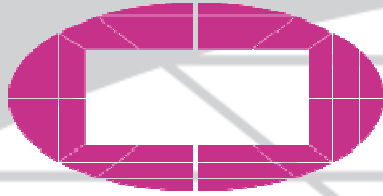
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Coöperation

- Government
- Exhibitors association
- Distributors association
- EYE Film Institute



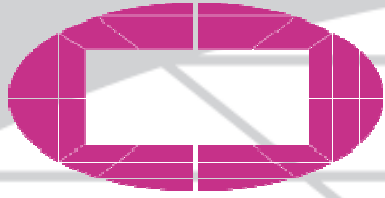
Cinema Digitaal



CINEMA DIGITAAL

Project Cinema Digitaal

- 500 screens / 170 exhibitors
- As 1 cinema
- 14 Independent distributors & all majors
- VPF Surplus for cinemas (almost) none First Runs
- Voluntary participation

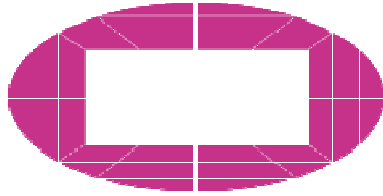


CINEMA DIGITAAL

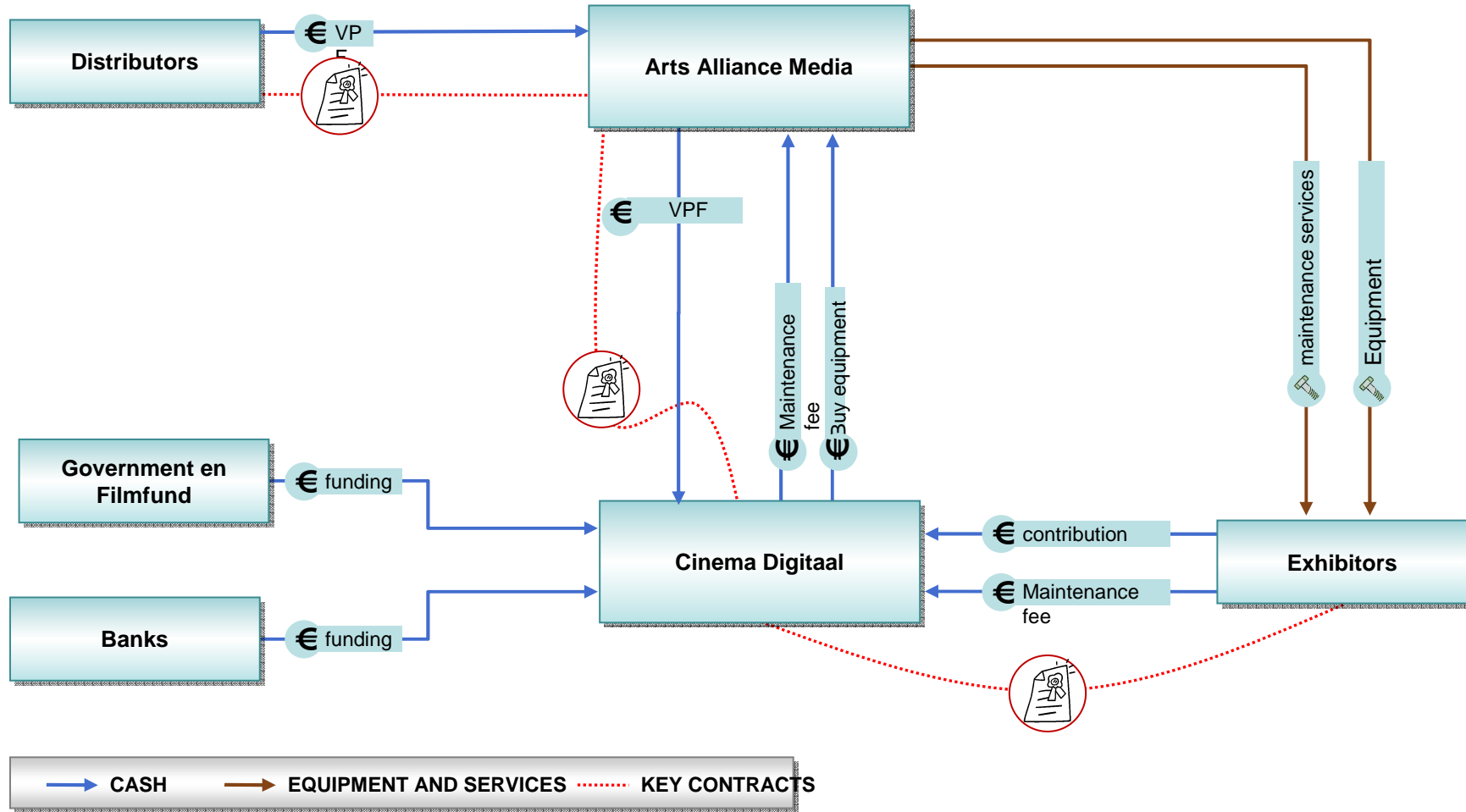
**Deal with Arts Alliance Media to speed
deals with majors**

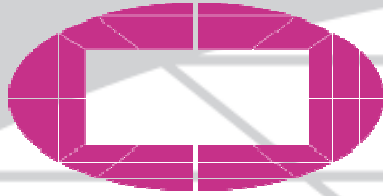


**ARTS
ALLIANCE
MEDIA**



CINEMA DIGITAAL

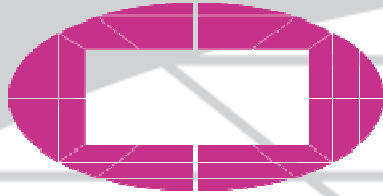




CINEMA DIGITAAL

Total Costs

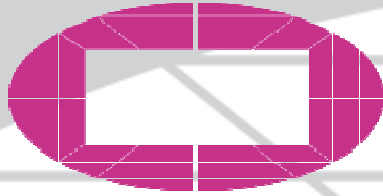
• Integrator Fee	€ 27 mill.
• Profit Margin	€ 8 mill.
• Installation & site survey	€ 1 mill.
• Interest	€ 2 mill.
• Organisation expenses	<u>€ 1 mill.</u>
	€ 39 million



CINEMA DIGITAAL

Receivings

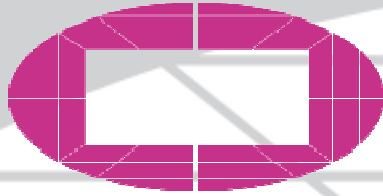
- Exhibitors € 7.5 mill.
 - Distributors (VPF) € 25 mill.
 - Government € 5.4 mill.
 - Alternative Content € 1.1 mill.
- € 39 million**



CINEMA DIGITAAL

Cinema Digitaal Buys

- ✓ Projector & server (10 years warranty)
- ✓ Basic deployment costs
- ✓ Site survey
- ✓ Pedestal / basis cables / UPS / Switch
- ✓ Rack / Library / TMS

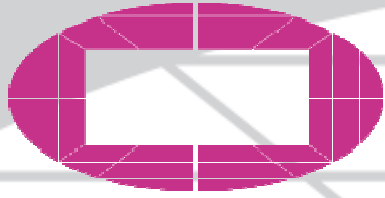


CINEMA DIGITAAL

Exhibitor Contribution

€14.600

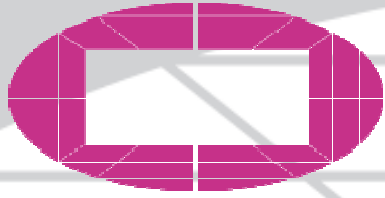
- Down payment € 5.000 per screen
- € 1200 per year
- 8 years



CINEMA DIGITAAL

Instalment

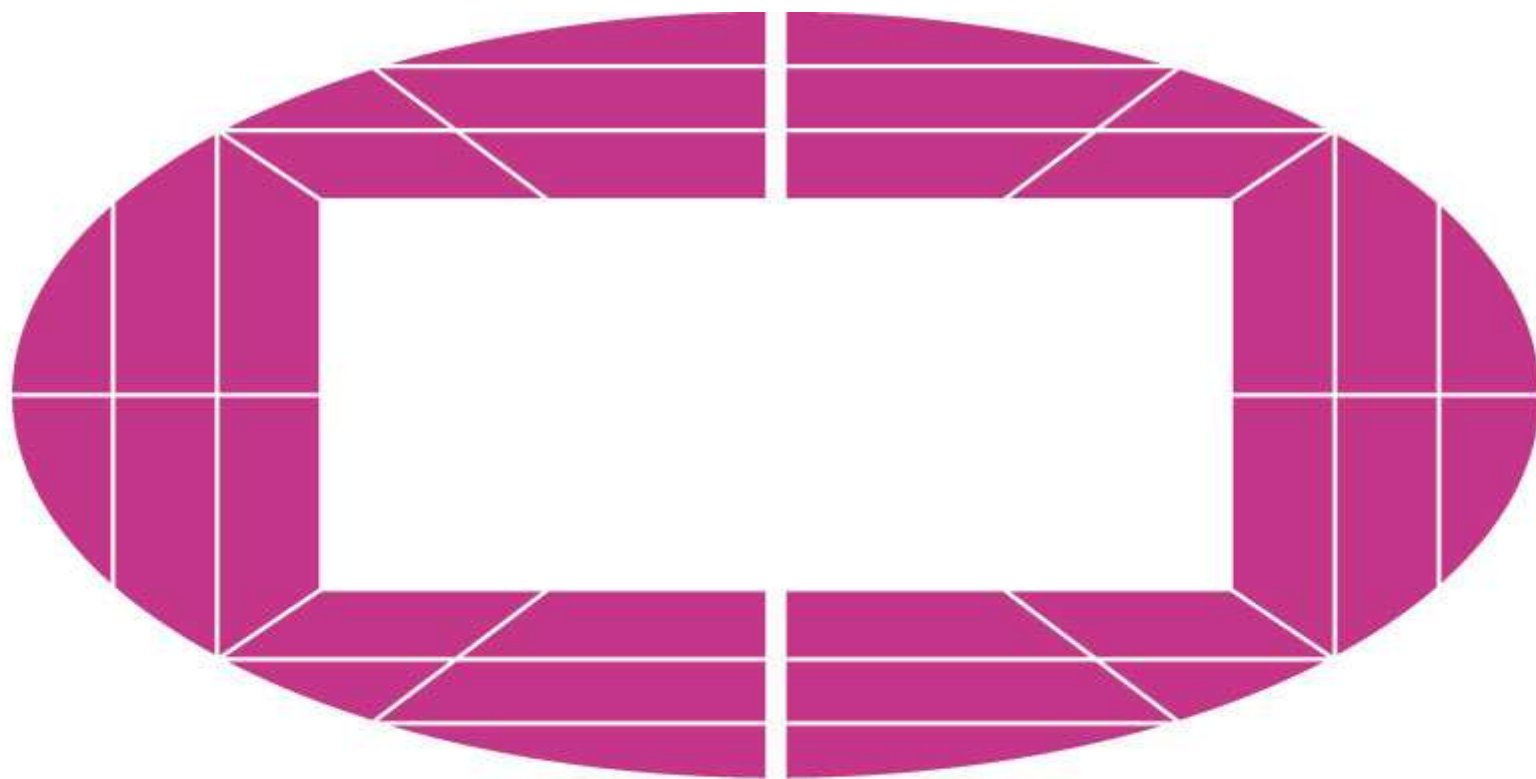
6 -10 years depending on VPF



CINEMA DIGITAAL

Any Questions?

info@cinemadigitaal.nl



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