



# DIGITAL CINEMA

**NETHERLANDS FILM RESEARCH FOUNDATION**

Baseline measurement of Dutch digital cinema roll-out

# Netherlands Film Research Foundation

- Independent research foundation for the film business
- Qualitative and quantitative research, desk research.
- Research portfolio
  - ▣ Annual study of the consumer behavior of moviegoers: the Cinema-Monitor
  - ▣ In-depth profiles of moviegoers
  - ▣ Research into users of Video on Demand, new technologies and film education, support for art house cinemas, etc.

[www.filmonderzoek.nl](http://www.filmonderzoek.nl)

[info@filmonderzoek.nl](mailto:info@filmonderzoek.nl)

# Digital Cinema in the Netherlands

Advanced state of roll-out in the Netherlands



Baseline measurement of the effects of the Dutch digital cinema roll-out

- ❑ Qualitative: 12 interviews with distributors, exhibitors and other involved parties.
- ❑ Deskresearch on digital cinema roll out both national and international
- ❑ Quantitative: study of programming in 2010

# Research results

Two groups with different views on the transition and future expectations:

Progressive pioneers with innovative ideas

Conservatives who reserve judgement

# Conservatives who reserve judgement

- Doubts about alternative content
  - ▣ Small cinemas see no future for alternative content
  - ▣ Most distributors see alternative content as competition
  
- Increasing fight for screen space
  - ▣ Fewer economies of scale for small releases
  - ▣ Increase in number of prints will crowd out mid-size releases

# Quantitative: programming in 2010

## Baseline measurement 2010

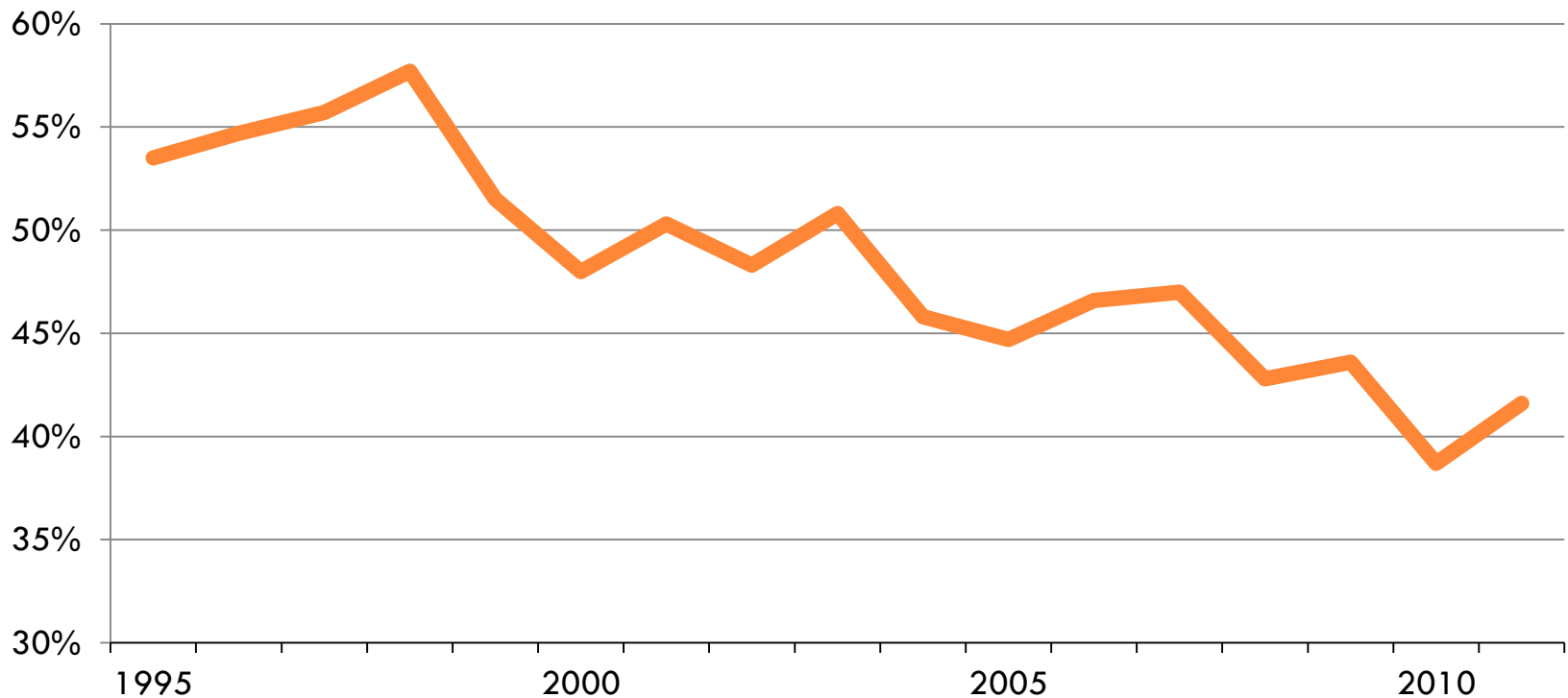
	Average number of copies	Average length of release in weeks
Total	34	20
Commercial films	66	15
Cross-over films	19	30
Niche films	6	21
Dutch films	35	18
European films	14	24
American films	57	17
World cinema	7	20

# Progressive pioneers with innovative ideas

- Increased opportunities for niche films and art houses
  - ▣ Faster releases to more cinemas
  - ▣ Programming: (social media) events, Cinema-on-Demand, one-off screenings, alternative content, back-catalogue, classical films etc.
- Expectations of commercial exhibitors and distributors
  - ▣ Renewal of traditional distribution and exhibition patterns

# Focus: top 20 share is declining

Share of top 20 films based on admissions  
in the Netherlands from 1995 - 2011



Source: NVB/NVF



## Jorien Scholtens

Researcher and permanent secretary

Netherlands Film Research Foundation

[info@filmonderzoek.nl](mailto:info@filmonderzoek.nl)

[www.filmonderzoek.nl](http://www.filmonderzoek.nl)

+31 308502537



**THE END**

