## CONTENTS

| Cinema for everyone   |  | 5    |
|---|--|------|
| Public support for digitization of cinemas  | as an engine of growth   | 6    |
| Digitization at the service of diversifying o   | ffer   | 7    |
| Digitization in Europe and worldwide: facts and figures   |  | 9    |
| NEW TECHNOLOGIES  | Beyond the rollout – Moving Towards Digital Cinema 2.0                           | 10   |
|   | The future of film distribution: different possibilities for electronic delivery | 13   |
|   | Meeting the demands of the cinema chain: the key to efficient electronic deliver | y 14 |
|   | Digital cinema means cinema without barriers                                     | 15   |
|   | Xenon vs Laser   | 16   |
| 3   | How to contain the costs of managing a digital cinema                            | 17   |
| THE GERMAN CINEMA LANDSCAPE   | The German cinema industry and digital rollout                                   | 18   |
|   | Digital technology at the service of quality cinema: the German experience       | 20   |
|   | MFG funding policy in the region of Baden-Württemberg                            | 21   |
|   | CineCittà at the forefront of new technologies                                   | 22   |
| NEW CONTENT AND NEW SERVICES IN THE DIGITAL ERA   | Don't just change to digital, use it!  | 23   |
|   | Event cinema: promising but challenging!   | 24   |
|   | Added content to enhance the cinema's social and cultural role                   | 25   |
|   | Gaming in cinemas: we've tried it!   | 26   |
|   | A new lease of life for heritage films   | 27   |
|   | The use of social media for theatre marketing and audience development           | 28   |
| FOOD FOR THOUGHT  | The cinema in ten years' time  | 29   |
|   | Be curious, be critical!   | 31   |
|   | The future of cinemagoing  | 32   |
| Participants, speakers and observers at DigiTraining 2014   |  | 34   |
| Table 1: Digital screens - situation worldwi  | de (as at 1st January)   | 37   |
| Graph 1: Digital screens - situation worldwide (as at 1st January)  |  | 38   |
| Graph 2: % of 3D screens out of total digital screens - situation worlwide (as at 1st January)                    |  | 39   |
| Table 2: Digital screens in Europe by country (as at 1 <sup>st</sup> January and 30 <sup>th</sup> June)           |  | 40   |
| Graph 3: Half-year trend in the number of digital screens in Western Europe                                       |  | 41   |
| Graph 4: Half-year trend in the number of digital screens in Central and Eastern Europe and the Mediterranean Rim |  | 41   |
| Digital screens penetration rates in Europe by country (as at 30th June 2014)                                     |  | 42   |
| Table 3: Digital sites and screens in Europe (as at 1st January)  |  | 43   |
| Table 4: Digital penetration rates in Europe by country (as at 1st January 2014)                                  |  | 44   |
| Graph 5: % of digital screens in individual countries compared to the European total                              |  | 45   |
| Graph 6: Digital screens in Europe (as at 1st January)  |  | 46   |
| Graph 7: Digital sites and screens in Europe (as at 1st January)  |  | 47   |
| Table 5: Digital sites and screens in Europe  | e by country (as at 1st January)   | 48   |
| Graph 8: Average no. of digital screens per digital site in Europe (as at 1st January 2014)                       |  | 49   |
| Table 6: Digital 3D screens in Europe (as at  | t 1 <sup>st</sup> January)   | 50   |
| Graph 9: % of 3D screens out of total digital screens   |  | 51   |
| Graph 10: 3D screens in Western Europe (as at 1st January 2014)   |  | 52   |
| Graph 11: 3D screens in Central and Eastern Europe and the Mediterranean Rim (as at 1st January 2014)             |  | 53   |
| The growth of added content in European movie theatres  |  | 54   |
| People whose presentations are featured in this booklet   |  | 56   |