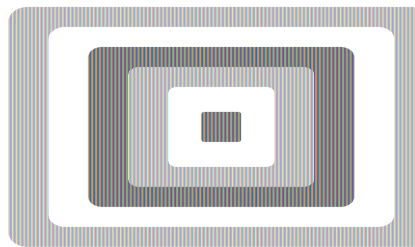


DiGiPoland



POLISH FILM INSTI

Polish Film Institute

- Polish Film Institute (PISF) is the newest film institute in Europe, established in 2005 and financed by distributors, exhibitors, broadcasters, cable television providers - 1,5% of their income goes to PFI.

Main activities:

- create conditions for the Polish film production and international co-production; as well for film debuts;
- inspire and support the development of Polish films
- support activities aimed at creating conditions for common access to the heritage of Polish, European and world film art;
- promote Polish film internationally;
- support the upkeep of film archives and film digitization;
- support cinemas and digital rollout in Polish cinemas

Cinemas in Poland

Citizens	Cinemas
1 – 10 000	80
10 001 – 30 000	126
30 001 – 75 000	87
75 001 – 100 000	17
100 001- 300 000	68
> 300 000	98
Total	476

Poland in figures

2012	admissions	titles
Polish films	16,5%	27
European film	24,93%	140
American films	57,9%	114
Others	1,13%	21
Total	38,47 mln	302

- population 38,5 mln
- average ticket price: 4,48 euro
- first digital projector : June 2007 - Warsaw

Poland in figures

	Multiplexes	Local cinemas
Cinemas	96	375
Screens	757	app. 420
Digital Screens	757	180
3D Screens	513	150

Support for cinemas

NATIONAL SUPPORT

Polish Film Institute supports exhibitors in two different kind of activities:

- Modernization (e.g. seats, sound equipment, fixing the booth, box office programs)
- Digitization

Digitization with PFI

- > Digitization programme is dedicated to art-house cinemas to support digital roll-out
- > In this process of digitizing art-house cinemas are converted to modern cultural places with high quality and standards of screenings
- > Networked digital cinemas offer wide spectrum of Polish, European and worldwide movies

- >The special goal of digitized cinemas is to present and to promote Polish cinematography

- > All cinemas which joined Polish Digital Cinema Network are also members of Art-house Cinemas Network, their aim is to increase the amount of artistically valuable European films, including Polish ones, in cinemas' programming, supporting young audience repertoire and consolidation and promotion of the cinemas realizing the above-mentioned goals.

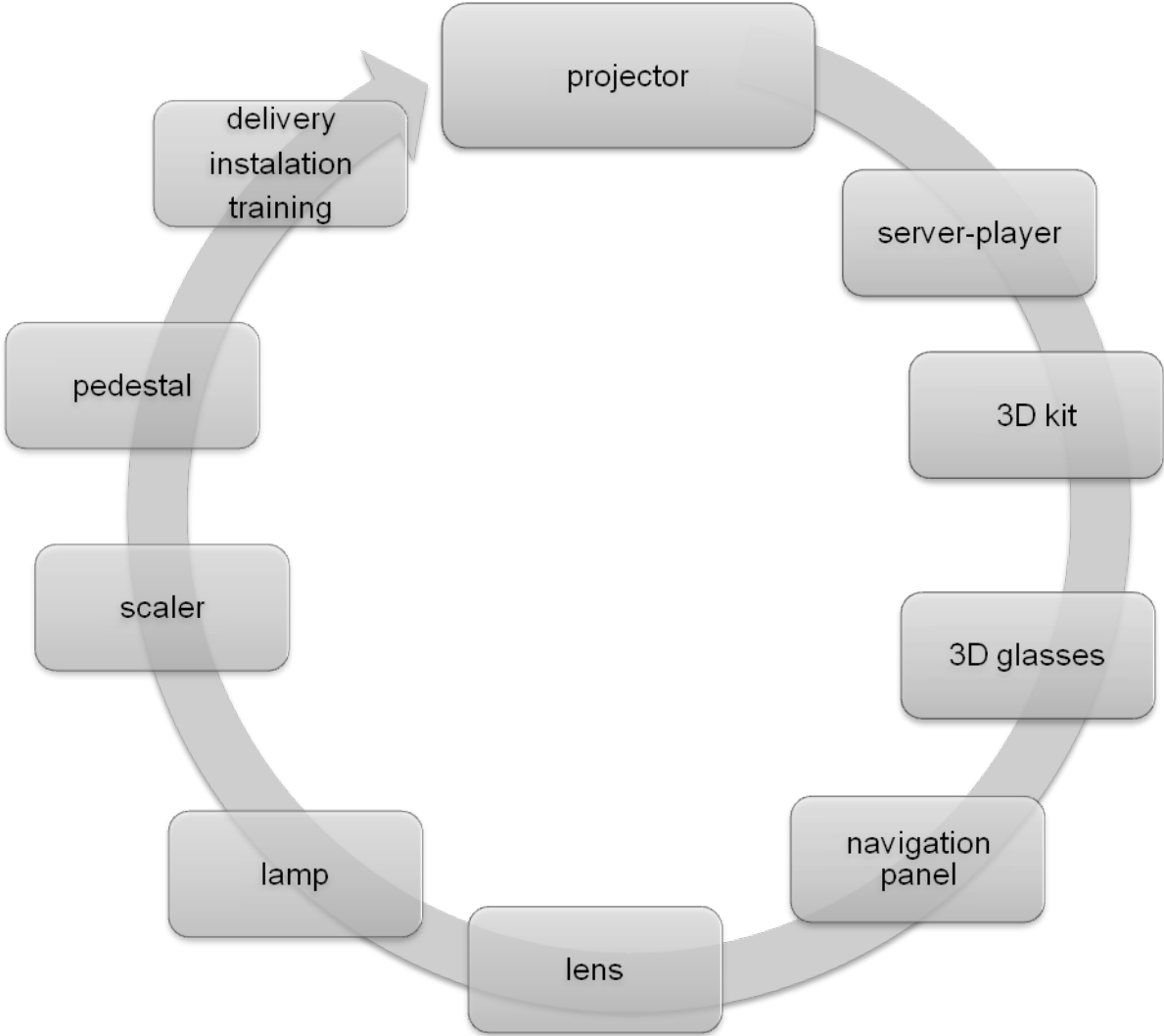
- > Programme for digitization started in June 2011
 - After 2 years Polish Film Institute granted over 130 cinemas with amount over 16 mln PLN (3,5 mln Euro)
 - 111 cinemas are already equipped

Main rules

The cinema is eligible to get a grant when:

- is a member of Art-house Cinemas Network (specially because of the conditions of network: percentage of European and polish screenings)
- screens min. 300 screenings a year
- is programming film education
- runs at least a year

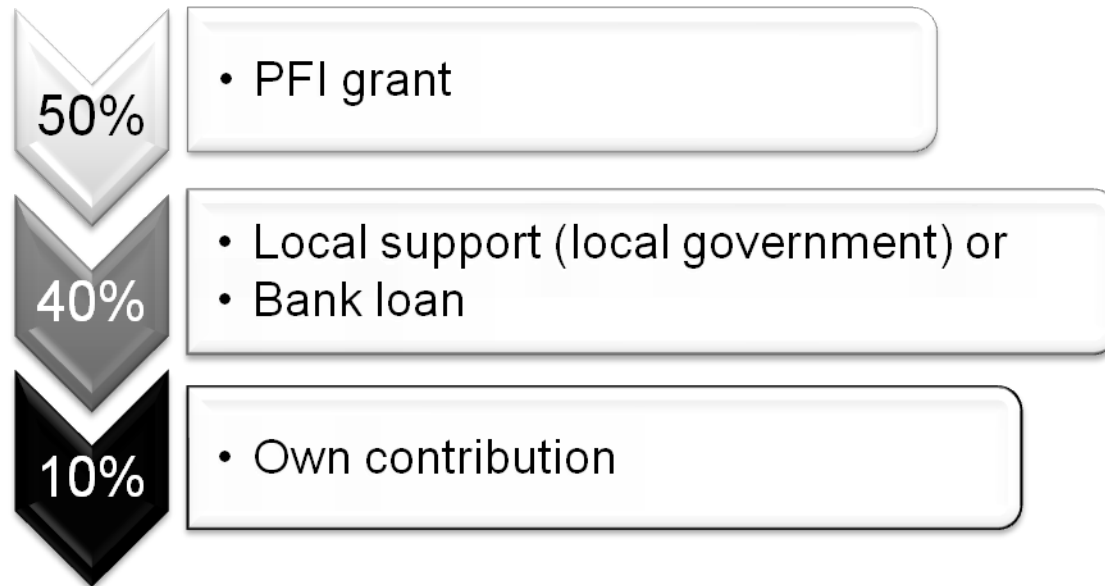
Eligible costs



Finances

- PFI supports – max. 50% - 175 000 PLN (40 000 euro)
- each beneficiary is obliged to claim a public tender
 - since that obligation in first call PFI managed to achieve app. prices of set 314 000 PLN – 73 000 euro and we consider this a huge success
- Final grant is 50% of the amount finally settled in public tender

Typical structure of financing



Polish Digital Cinemas Network

After getting a grant cinema becomes
a member of
Polish Digital Cinemas Network

www.c-kino.pl



Network's map



Demands for members

- 18-25% screenings of polish films
- at least 10 premiere polish titles a year
- fulfilling Art-house Cinemas Network rules
- at least 300 screenings a year
- 10 years contract

Poland supports cinemas

LOCAL SUPPORT

- ❖ First extensive support - **The Malopolska Digital Cinemas Network** - a project carried out by the Krakow-based Cinema Development Foundation.

The project's main objective was to purchase digital cinema and 3D systems, as well as training courses. Malopolska Digital Cinemas Network is the only project of its kind financed by European structural funds.

There are 16 cinemas from Malopolska and two from Podkarpacie regions.



The Malopolska project started in 2010 and was divided in three phases:

- Investment (upgrade up to 5.1 Digital sound, installation of 2K d-cinema projectors and servers, and 3D systems, platform with reporting and ticketing system)
- Management skills training (in order local cinemas could transform into Digital Art Houses providing culture like opera, ballet)
- Development strategy of the MDCN (educational and cultural programs taking advantage of 3D projections ex. SUN 3D).

- ❖ Support from European Regional Funds – in **Wielkopolska Region** (started in 2011, support for), **Zachodniopomorskie Region** (started in 2012), support from **Lodz Region** (soon)
- ❖ Most of public cinemas get support from **local government** – maximum 40% of total costs.

Thank you for your attention !

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