



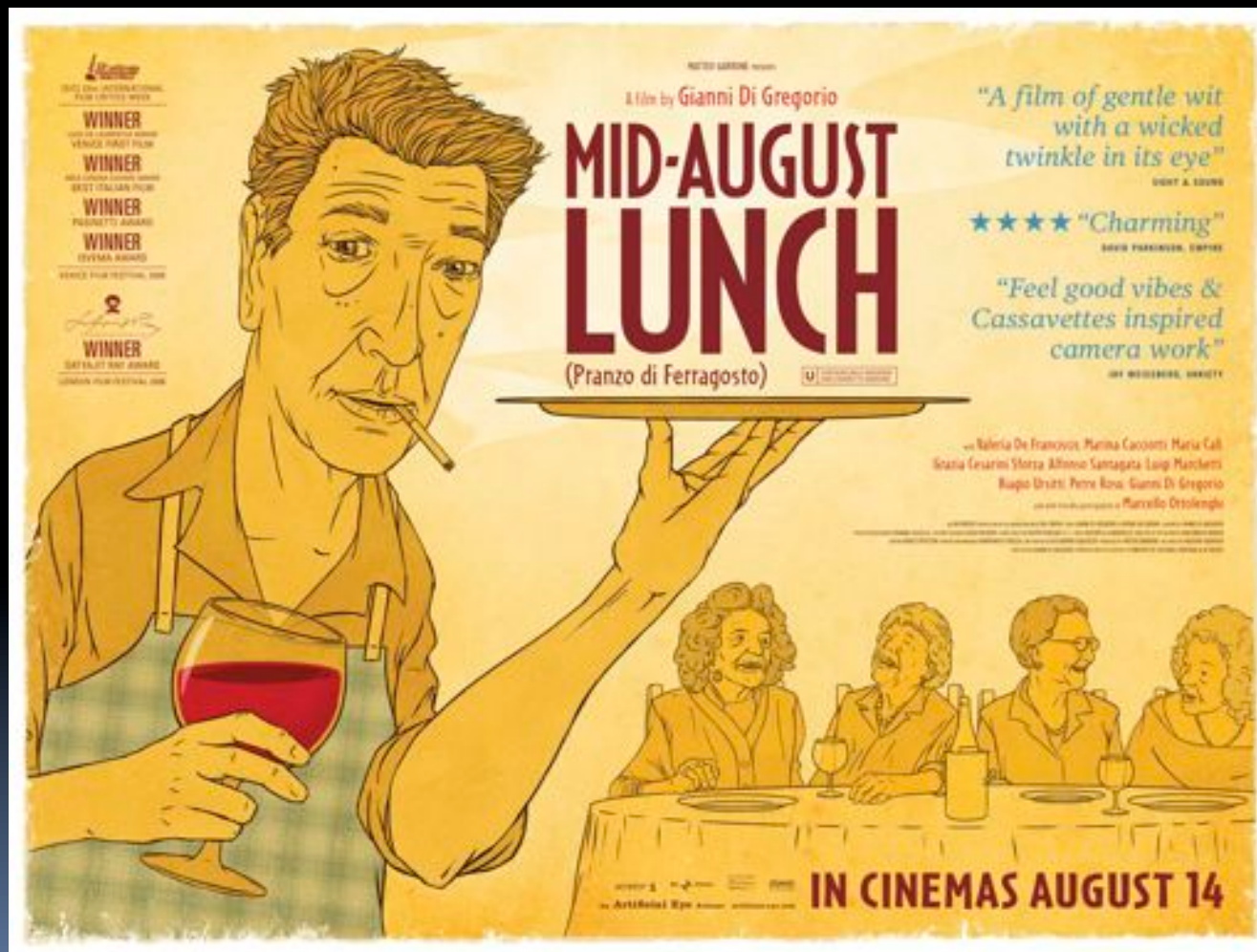
# Digital Release Possibilities in the Theatrical Market Place

LOCARNO AUGUST 2010  
BEN LUXFORD, HEAD OF SALES  
ARTIFICIAL EYE FILM COMPANY LIMITED

# Releasing in the art-house sector on a minimal budget

- The reality in the UK now is that you can release a film without the need of 35mm
- If sticking to the independent sector then it is achievable
- Digital Costs will remain a standard cost, allowing only the Publicity costs to fluctuate
- Cost of subtitled 35mm are simply too high to work with given the current climate of art-house film

# Case Study; *MID AUGUST LUNCH*





# Released; 14<sup>th</sup> August 2009

- The emphasis for the campaign was on the creation of UK artwork and subsequent advertising – therefore all print costs needed to be kept to a minimum
- We were in possession of 1x35mm, so I set myself the challenge of utilising that for the entire length of release
- Therefore Digital bookings and strategic use of the 35mm would see us through release

# What is cost / What we made

- HDCam SR, encode, addition of subtitles/ logos as well as 1<sup>st</sup> week bookings; £3k
- Opened on 7 digital screens, but covered the 4 London screens with 1 DCP
- First week gross; £42.2k
- End of the run; 30 DCPs used at a cost of £2.8k
- Total gross; £176k
- Digital costs in total; £5.8k
- Distributor return; £50k

Great!

But could it work on a bigger title?





# Case Study; *The White Ribbon*

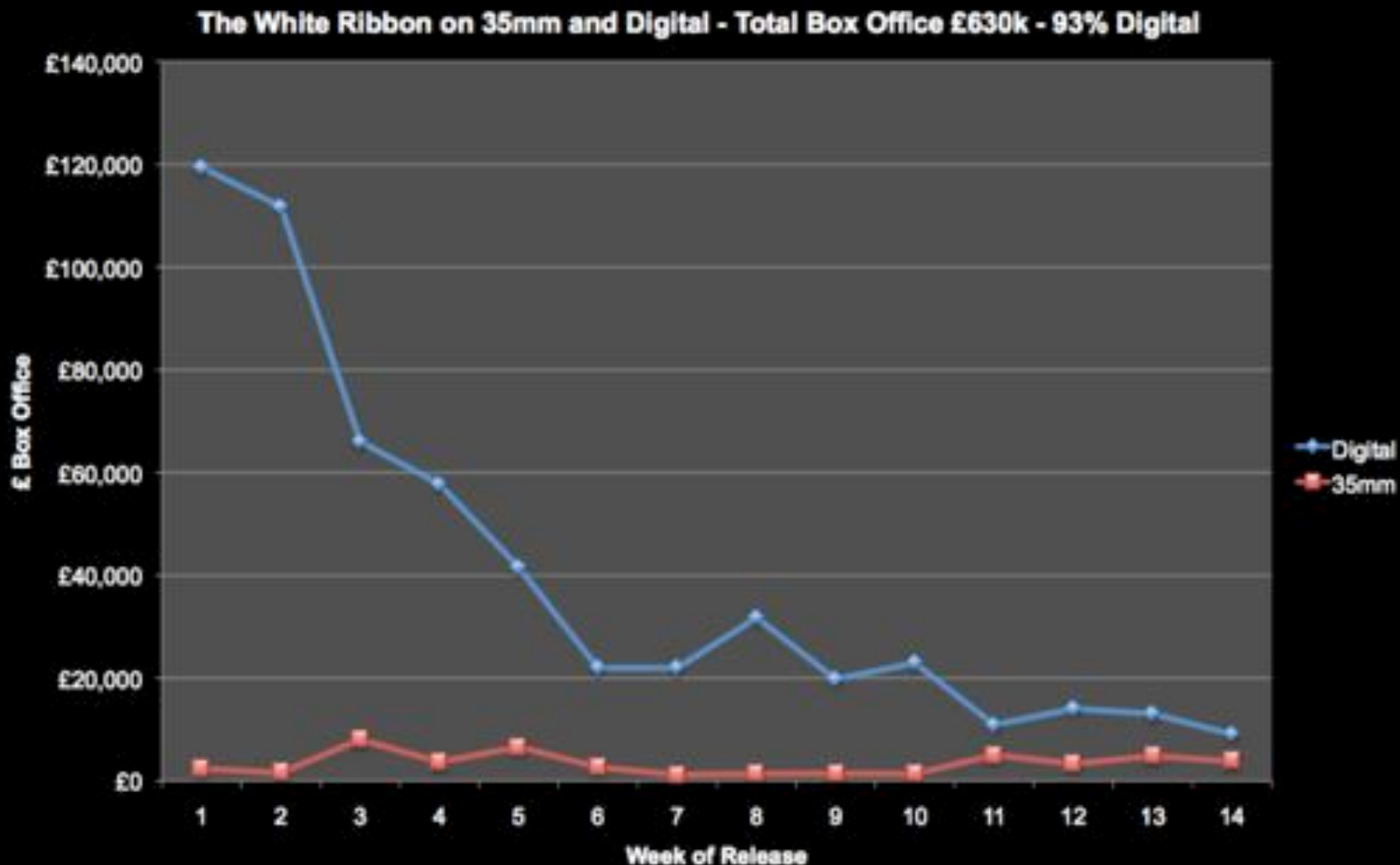
## Released; November 13<sup>th</sup> 2009

- We planned to make this an ‘event’ film, so supply to cinemas was restricted to one print per key city and only 7 cinemas in London
- A digital only release was therefore a possibility by making the decision to stay away from multiplexes
- A DCP was created for Cannes, so an adapt was all that was needed for the UK
- No inter-negative, so prints were being shot out from digital at a cost of £3000 – no brainer

# What it cost / What We Made

- DCP UK adapt; £1.6k
- 18 DCPs for on date bookings; £1.4k
- First week gross; £122k
- End of the run; 30 DCPs used at a cost of £6.3k
- Total gross; £650k
- Digital costs in total; £7.7k
- Distributor return; £190k

# The White Ribbon - 35mm and Digital





# Conclusion

- 35mm is dead if you want it to be
- If releasing an English language film I would rethink the strategy, as I am doing with our upcoming release of Winter's Bone (mainly this is to avoid paying VPF in the circuits)
- Work with the exhibitors and be realistic; I took 5 evenings shows in multiplexes in the build up to Avatar as I new there was a dearth of Adult product, but there would be no chance of holdover

LES FILMS PRESENTENT

(LE PÈRE DE MES ENFANTS)

# FATHER OF MY CHILDREN

A BEAUTIFUL LIFE, A TRAGIC OBSESSION

a film by MIA HANSEN-LØVE

"deeply thoughtful and intelligent... a marvel!"  
film magazine The Guardian

"Honest, heartbreaking, astonishingly assured"  
David Jenkins Time Out

"guaranteed not to leave a dry eye in the house"  
Scottish Screen International

OFFICIAL SELECTION  
PREMIERE DE FRANCE  
**PRIX UN CERTAIN REGARD**



CHIARA CASSELLI · LOUIS-DO DE LENQUESAING · ALICE DE LENQUESAING · ALICE GAUTIER · MANELLE DRISS · ERIC ELMOSNINGO · SANDRINE THOMAS · DOMINIQUE PROT

An Artificial Eye Release  
 artificial-eye.com

WINNER  
VENICE

"Finds a delicate balance between sardonic wit and sensitivity"  
Wanda Au, THE TIMES

"Brilliant" ★★★★★  
David Jenkins, TIME OUT

a film by JESSICA HAUSNER

# LOURDES

Nothing tests faith more than a miracle

SYLVIE TESTUD \* LÉA SEYDOUX \* BRUNO TODESCHINI \* ELINA LÖWENSOHN

WINNER  
VENICE

An Artificial Eye Release  
 artificial-eye.com



"THUNDEROUS MELODRAMA... SPECTACULAR"  
 ★★★★★  
THE GUARDIAN, 19th June 2014

"A WILD OPERATIC DRAMA WITH AN EXHILARATING ORCHESTRAL SCORE"  
THE GUARDIAN

OFFICIAL SELECTION  
VENICE

GIOVANNA MEZZOGIORNO

# VINCERE

FILIPPO TIMI

POWER, PASSION, TRAGEDY. THE TRUE STORY OF MUSOLINI'S SECRET LOVE

"SUPERBLY REALISED... A TRAGIC AND MOVING STORY"  
THE LONDON FILM FESTIVAL

"A HIGHLY CINEMATIC ORATORIO OF ENORMOUS RHETORICAL FORCE"  
 ★★★★★  
THE GUARDIAN, 19th June 2014

A FILM BY MARIO BELLOCCHIO

An Artificial Eye Release  
 artificial-eye.com



"THERE'S NO BETTER FILM-MAKER WORKING IN THE WORLD RIGHT NOW"  
THE GUARDIAN, 11th July 2014

WINNER  
VENICE

WHY NOT PRODUCTIONS PRESENTS

a film by CLAIRE DENIS (135 SHOTS OF RUM) starring ISABELLE HUPPERT and CHRISTOPHE LAMBERT

# WHITE MATERIAL

NICOLAS DUVAUCHELLE · WILLIAM NADYLAN · MICHEL SUBOR · ISAAH DE BANKOLE

"SEARING AND BEAUTIFUL"  
 ★★★★★  
THE GUARDIAN, 11th July 2014

"SPELLBINDING"  
 ★★★★★  
THE GUARDIAN, 11th July 2014

IN CINEMAS 2<sup>ND</sup> JULY

IN THE AFRICAN HEAT, ONE WOMAN STANDS ALONE

An Artificial Eye Release  
 artificial-eye.com

