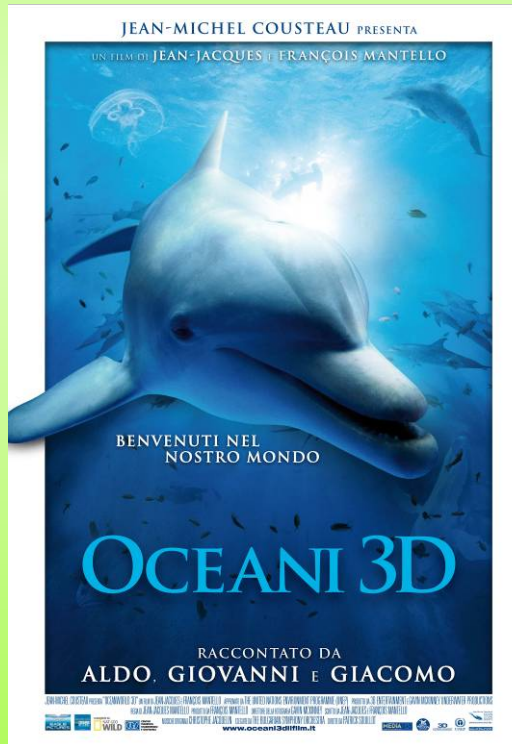


# Digital releases at Frenetic

With the example of **OCEANWORLD 3D**



# Overview

- Why we release digital?
- Challenges
- The pros and cons



# Why we release digital?

- 3D actually only digital
- In Ticino 3 of 4 Cities have a cinema with digital projector
- Some cinemas do not shows 35mm prints anymore



# The challenges



- Use one hd for 3 cinemas
- Getting the key's in time (valid for 6 weeks)  
Get a new one if the cinéma is playing longer
- Finding a good release date
- Italian/French/German part in Switzerland – each one need a different version

# The pros.. (in general)

- Low costs
- Easy shipping
- Cinémas from countryside are about to install a digital projector. They get money from the lottery and local government
- Films can be released very soon or at same time also in smaller cities because a print can be shared
- In CH we can take over the DCP's from Germany / France or Italy – no own master needed
- Cinémas are more flexible in programmation



# ....and cons (in general)

- Normally only dubbed versions available, no original
- Often only one digital screen per city and there is the latest 3D blockbuster, no place for indie films
- Different systems in cinemas needs different configurations of the DCP
- Work together with different laboratories and each one has its own way of handling
- Some cinemas ask a Digital Print Fee of about 500-700 EUR to finance their systems
- 3D extra fee for the cinema goers
- Digital Cinema makes it possible for the cinemas to show sports or cultural events instead of movies
- Few digital screens in CH
- More administrative work for distributors



# At last...

- Copy DCPs
- Questions or suggestions

