

SD/EDCF Distributor Workshop
Wednesday April 16th 2008
National Film Theatre 3, South Bank

Partners: Screen Digest, EDCF, FDA, FIAD
Sponsors: UKFC, Arts Alliance, Christie, Technicolor, BFI

Screen Digest, EDCF, FDA and FIAD believe that there is a place for a discussion on the strategic implications of digital cinema on film distribution, as much of the focus to now has been on the exhibitor and their role in digitisation. To this end, these partners have come up with a way to start a debate amongst distributors from English-language territories (and others if they so wish).

There are two elements to this project:

1. Workshop Day on April 16th
2. Written report, delivered in Powerpoint format

Workshop

Sponsors UKFC
 Arts Alliance
 Christie
 BFI
 Technicolor

The overriding theme of the day has to be discussion and interactivity. This is not a conference, with formal speakers giving Powerpoint presentations although there will be talks throughout the day, in order to kickstart discussions.

There will be a lunch break and drinks at end.

Workshop structure

Each workshop will have a lead moderator.

In addition, there will be a secondary moderator who is to act a counterpoint to the lead moderator (ie a different viewpoint, picking up on strands and areas of interest that lead moderator may miss).

Each workshop will kick off with a Discussion Leader, may be a formal speech or a more informal one. The aim will be to create areas of discussion for the moderators and distributors to pick up on. The lead moderator will control the discussion once this speech is given, but the speaker can obviously then take part or answer questions if there are any.

Outputs of the day

This is not a conference day, more of a workshop that aims at brainstorming and getting distributors to understand better the implications of digital cinema. There will be no formal paper at the end, although each attendee will receive the Screen Digest report on entering. This is not an open session so discussions will remain within the room. EDCF will produce written minutes of the day.

Suggested Timetable(subject to change)

- 09h00 Coffee and Registration by EDCF
- Participants will receive the Screen Digest report (on paper), a d-cinema glossary, speaker bios and a name badge.
- 09h30 Opening talk: Margaret Hodge MBE MP, Minister for Culture, Creative Industries and Tourism, DCMS
- 09h40 Speech Howard K
- 09h50 Market overview: David Hancock
- 10h00 Workshop 1: Getting to the future
- Part 1: Transition period
How does this work now, if there aren't enough d-screens.
What is the role of the producer? D-masters?
- Part 2: How do you pay (not who pays)?
How do you pay over 13 years?
Redlines for distributors –what won't change?
“No distributor will be left behind”
Machine lifespan –, industrial machinery, lifespan and time
- Moderator: David Hancock
2nd Moderator: Fiona Deans
- 11h20 Break: coffee
- 11h30 Workshop 2: Release and Marketing in a digital environment
- The evolution of Sales strategy
Windows/exclusivity and pre-sales

Provision and continued existence of second run cinema
Long tail

Moderator: Steve Perrin
2nd Moderator: Thomas MacCalla
Discussions leader: Ed Fletcher, Neil Marshall

12h30 Technical session: Practical realities of digital cinema

KDM
Masters
Delivery
Problems

Moderator: Fiona Deans
2nd moderator:
Speakers: Saul Mahoney, Disney; Steve Southgate, Warner
(3D); Arts Alliance; Christie

13h30 End and Break before lunch

13h40 Lunch, sponsored by Arts Alliance Media and Technicolor

14h30 Workshop 3

Where Cinema Exhibition is going with digital?

“Range of change”. Digital cinema is the opportunity to do something new but it is also the opportunity to do the same, better.

To understand the potential opportunities for distributors, it is necessary to have a grasp of where exhibition is going with this technology.

Moderator: Pete Buckingham
2nd Moderator: David Hancock
Discussion Leaders: Paul Corcoran

15h30 Break

15h45 Workshop 4: The market opportunity of digital for distributors

Trailing

Advertising
Other media synergy
3D
Flexibility of programming

Moderator: Pete Buckingham
2nd Moderator: Dave Monk
Discussion Leaders: Nick Varley, Matt Smith

16h45 Concluding Session, led by Steve Perrin

17h00 Drinks, sponsored by Christie