

## NICO SIMON - Europa Cinemas - Utopia Group (Luxembourg)

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As an exhibitor, Utopia Group owns 90 screens and 16 cinemas in Luxembourg. The Utopia multiplex (10 screens) was the first one in Europe to go 100% digital.

Europa Cinemas never said to its members : « go digital ». But EC underlined the fact that the digital transition would help European Content to circulate. Europa Cinema's intention is to create now a platform to discuss and to find ways for the digital roll out. The main concern today is that digital cinema might leave several cinemas besides.

About European Content:

There is currently no problem to get Studio Films in digital. But European Content, even if it has started to go digital, is still not enough.

It is often said that the creation of the digital master is too expensive. But it's wrong.

First of all, there is a huge cover for the access to digital negative. Eurimages supports the creation of digital masters by European Producers (Budget: 500 000€) but this fund has not been used yet!

Distributors should also try that the access to digital master is guaranteed when they buy a film.

Besides, all independent distributors need to be aware of the fact that we all need to change a few things if we want to go on with our activities. You can make more money by making more costs at the beginning. Cost prints would cost more but if the film goes well, you can leave it in that cinema.