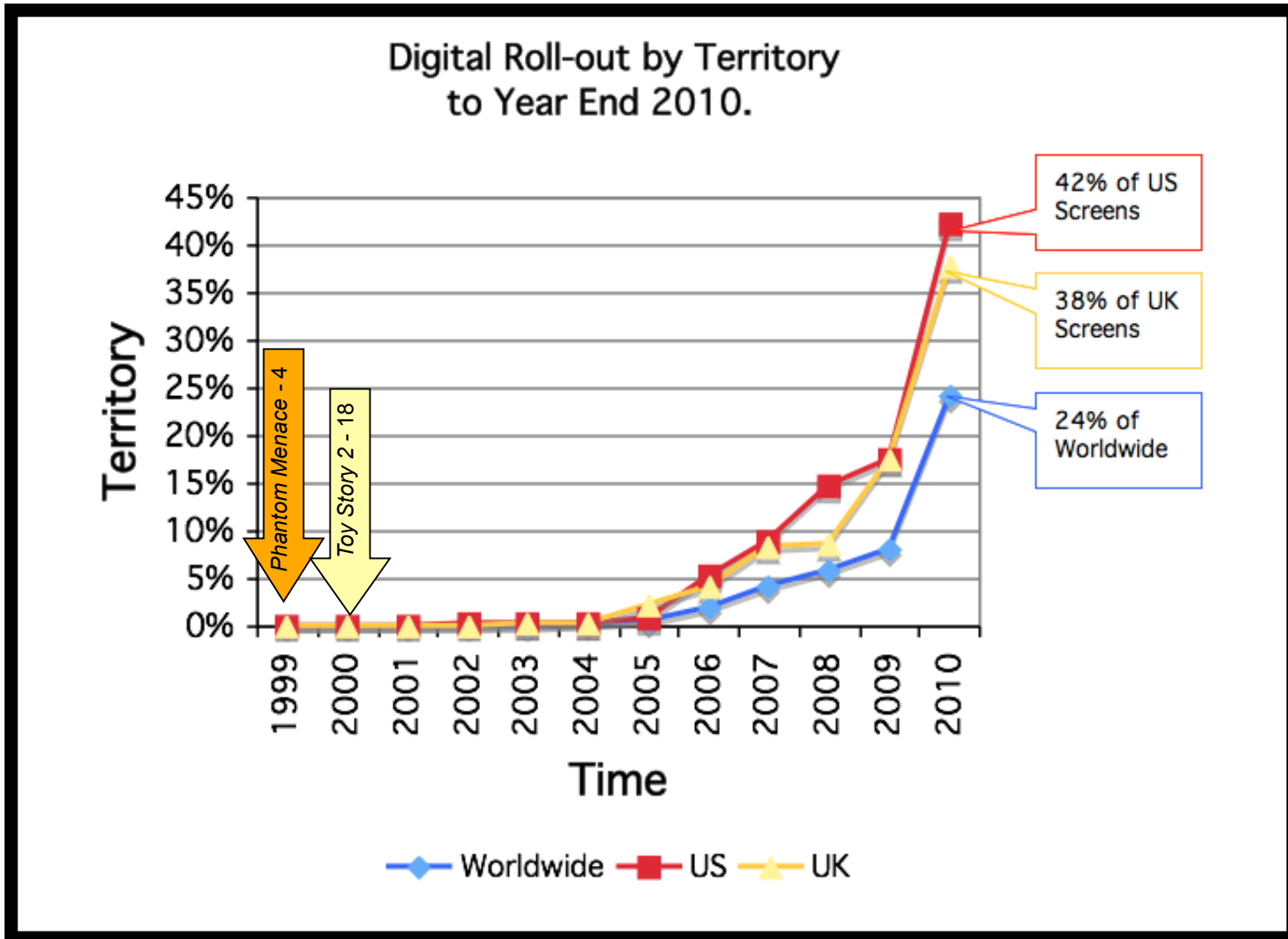


Digital Projections

charlotte.crofts@uwe.ac.uk

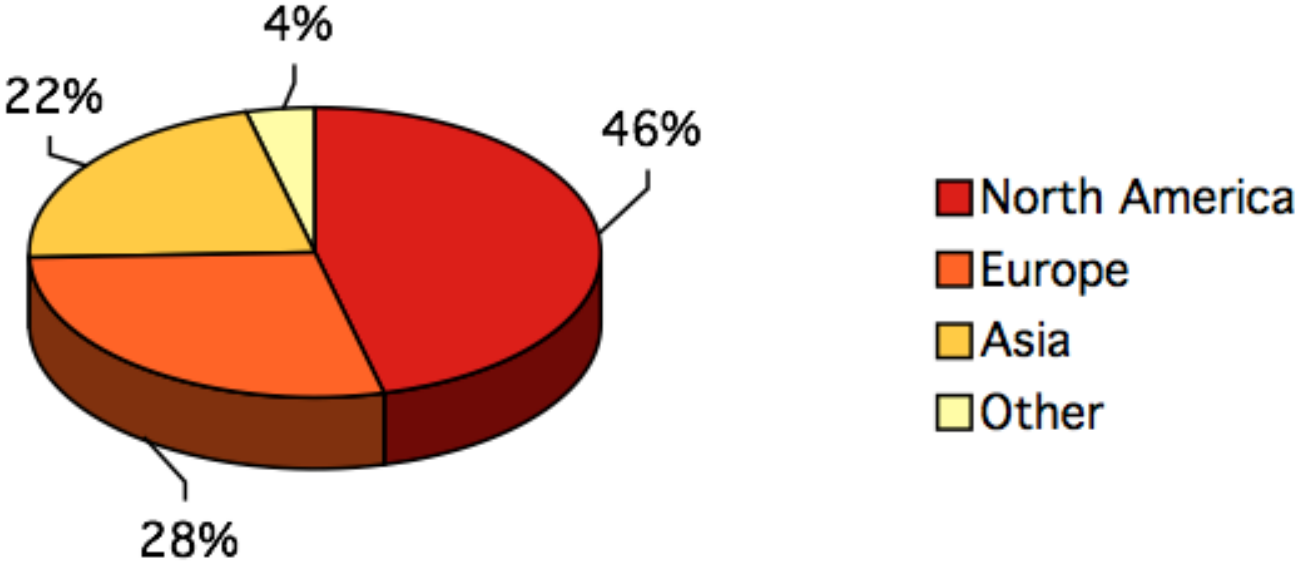
Discussion Points

- What is the current state of digital projection?
- Why has it taken longer for digital technologies to permeate into exhibition?
- What are the main logistical and aesthetic obstacles currently faced in this area?
- What are the economic issues surrounding digital exhibition?
- What formats have been developed to deliver and protect copyrighted content in cinemas?
- Has digital exhibition finally 'matured'?
- What is the future of 'film' as an exhibition medium?
- What is at stake following recent changes?



*Based on intelligence from *Screen Digest*, *UK Film Council Statistical Yearbook*, *MKPE Consulting LLC*, *Terra Media*, *UK Board of Trade*, *Pixar Animation Studios Ltd.*, *British Film Advisory Council (BSAC)*, *National Association of Theater Owners (NATO)* and *Motion Picture Association of America (MPAA)*.

Worldwide Digital Screens Year End 2010



**Based on intelligence from Screen Digest, UK Film Council Statistical Yearbook, MKPE Consulting LLC, Terra Media, UK Board of Trade, Pixar Animation Studios Ltd., British Film Advisory Council (BSAC), National Association of Theater Owners (NATO) and Motion Picture Association of America (MPAA).*

Drivers

- Digital workflow
- Aesthetic - clean image
- Flexible programming
- Cost of 35mm prints
- Piracy
- 3D
- AC

Obstacles

- Standards
- 35mm reliable, universal and interoperable
- Piracy
- Expense of projectors
- Conflicting Interests

[Screen shot of DCI website]

- <http://www.dcimovies.com/>

[Diagram of DCP and KDM Encryption Process]

- http://www.amiaconference.com/techrev/V10_02/images/nowak03.jpg

[Diagram of Virtual Print Fee (VPF)]

- http://www.edcf.net/edcf_docs/vpf_q-a_200710.pdf

[Diagram of Digital Shortfall]

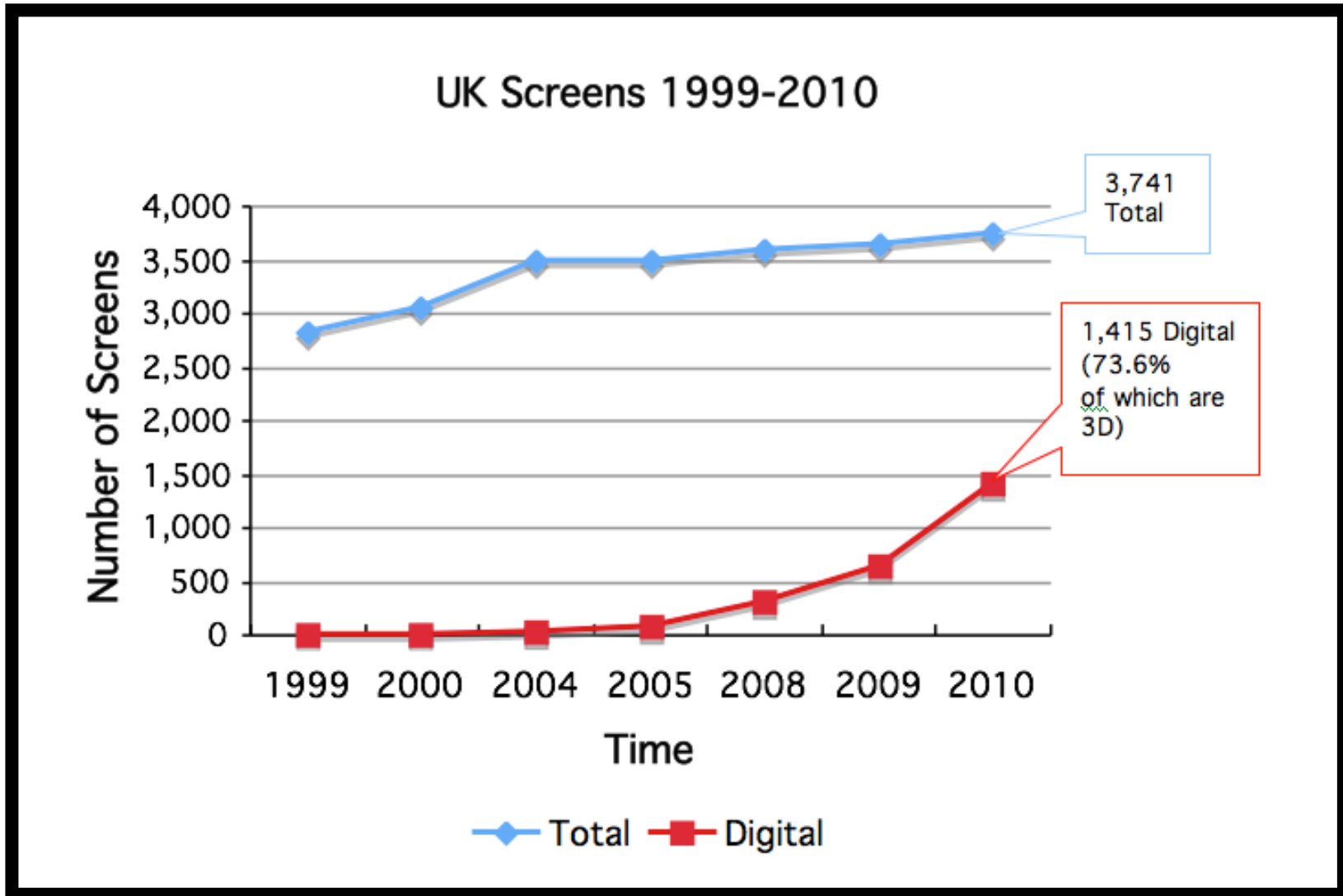
- <http://celluloidjunkie.com/2010/07/07/david-hancock-discusses-europes-d-cinema-funding-shortfall/>

Digital Cinema Funding

- UK Digital Funding Partnership
<http://www.cinemauk.org.uk/digital-funding-partnership/>
- European Digital Cinema Forum
<http://www.edcf.net/>
- National Association of Theater Owners
<http://www.natoonline.org/>
- Cinema Buying Group
<http://www.cbgpurchasing.com/>

[Screen grab of UK Film Council (BFI)
Digital Screen Network]

- <http://industry.bfi.org.uk/dsn>

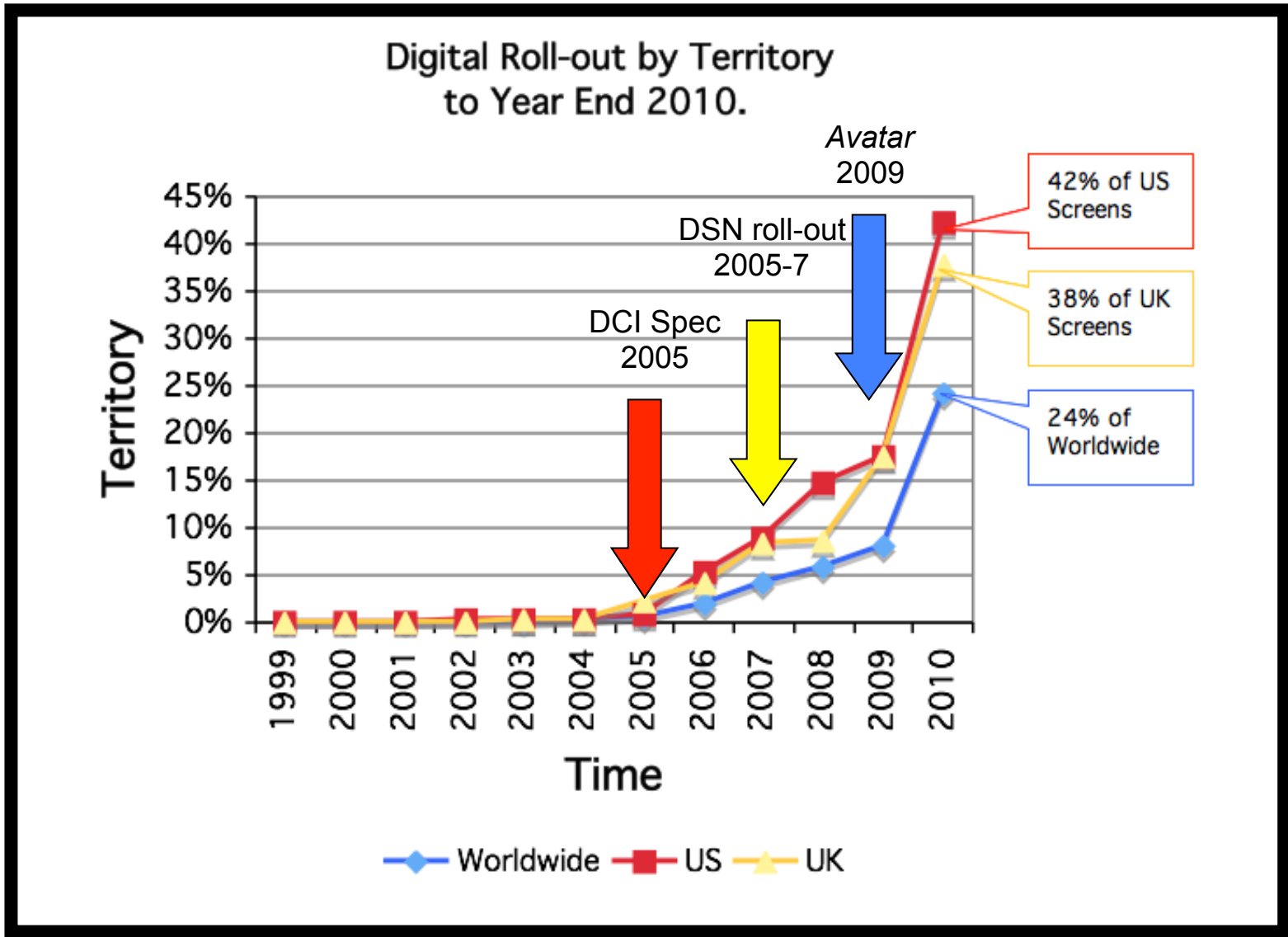


*Based on intelligence from *Screen Digest*, *UK Film Council Statistical Yearbook*, *MKPE Consulting LLC*, *Terra Media*, *UK Board of Trade*, *Pixar Animation Studios Ltd.*, *British Film Advisory Council (BSAC)*, *National Association of Theater Owners (NATO)* and *Motion Picture Association of America (MPAA)*.

E-Cinema

- UK Film Council (BFI) Rural Cinema Pilot Scheme

<http://industry.bfi.org.uk/rural>



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Alternative Content, Simulcasting & Liveness

- Sport: World Cup in 3D
- Comedy, Ross Noble Larger Than Live
- Opera: New York Met
- Ballet: Giselle
- Multiplayer Gaming: Cinegames (Spain)

[Paintings of Saint Lucy, Patron St of Vision]

- Digital technology is hagiographised as being a catch-all “solution” to film restoration but we need to be watchful of the conflating of lots of different kinds of technology and a blind faith in digital as the answer to restoration / preservation problems.
- Saint Lucy, Patron Saint of Vision, sacrificed her ideas for her Christian faith....
- http://en.wikipedia.org/wiki/Saint_Lucy
- [http://it.wikipedia.org/wiki/Santa_Lucia_\(Francesco_del_Cossa\)](http://it.wikipedia.org/wiki/Santa_Lucia_(Francesco_del_Cossa))

Film Decay vs Bit Rot

[Images from:

- Computer Take Back Campaign

<http://www.wired.com/science/discoveries/news/2003/01/57151?currentPage=all>

- Decasia, Bill Morrison

<http://billmorrisonfilm.com/feature-length-films/decasia>]

Dr Charlotte Crofts

Department of Screen, Media and Journalism
Digital Cultures Research Centre

charlotte.crofts@uwe.ac.uk



Charlotte Crofts, 'Digital Decay' in *The Moving Image* (8:2, Fall 2008, pp. xiii-35).

Charlotte Crofts, 'Cinema Distribution in the Age of Digital Projection' in *Postscript* (forthcoming).

<http://curzonproject.wordpress.com>

<http://postdigi.wordpress.com>