

# Media Advisory

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## Digital Cinema Tango!

### The European Audiovisual Observatory announces a workshop on Digital cinema in Cannes

**Date :** 16.05.2010

**Location :** Salle Buñuel, Palais des Festivals, Cannes, France

#### Event :

The European Audiovisual Observatory has announced that the theme of this year's must-attend Cannes afternoon workshop will be: **Digital Cinema Tango! Getting the right rhythm for the digitisation of European cinemas.** It will take place in the Salle Buñuel (Palais des Festivals) on Sunday 16th of May from 3pm to 4.30 pm. Last year's Observatory afternoon conference packed in over 350 participants and this year's event should follow the trend.

#### Description :

The Observatory's cinema analyst **Martin Kanzler** will look the overall 2009 box office trends. Next in the line-up will be **Elisabetta Brunella** of Media Salles with an analysis of digital roll-out in Europe for 2009. They will be joined by **Susan Newman**, the Observatory's film funding analyst who will present a guide to the public funding currently available for digital roll-out. **Francisco Cabrera**, Legal Analyst at the Observatory, will then focus on the complex legal issues surrounding state aid for digitisation by looking at recent national decisions in the field.

A distinguished line-up of speakers, moderated by **André Lange**, Head of Department at the Observatory, will then take to the podium to look at the challenges and threats posed by digital roll-out to European films and their space on cinema screens in Europe. Confirmed speakers include **Ian Christie**, Vice President of Europa Cinemas and **Christine Eloy** of Europa Distribution, **Aviva Silver**, Head of the MEDIA Programme of the European Union, and **Antoine Virenque**, President of the European Digital Cinema Forum.

#### Background information

Set up in December 1992, the European Audiovisual Observatory's mission is to gather and distribute information on the audiovisual industry in Europe. The Observatory is a European public service body comprised of 36 member states and the European Community, represented by the European Commission. It operates within the legal framework of the Council of Europe and works alongside a number of partner and professional organisations from within the industry and with a network of correspondents. In addition to contributions to conferences, other major activities are the publication of a Yearbook, newsletters and reports, the compilation and management of databases and the provision of information through the [Observatory's Internet site](http://www.obs.coe.int/about/oea/pr/mif2010.html)

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**For more information :** <http://www.obs.coe.int/about/oea/pr/mif2010.html>

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