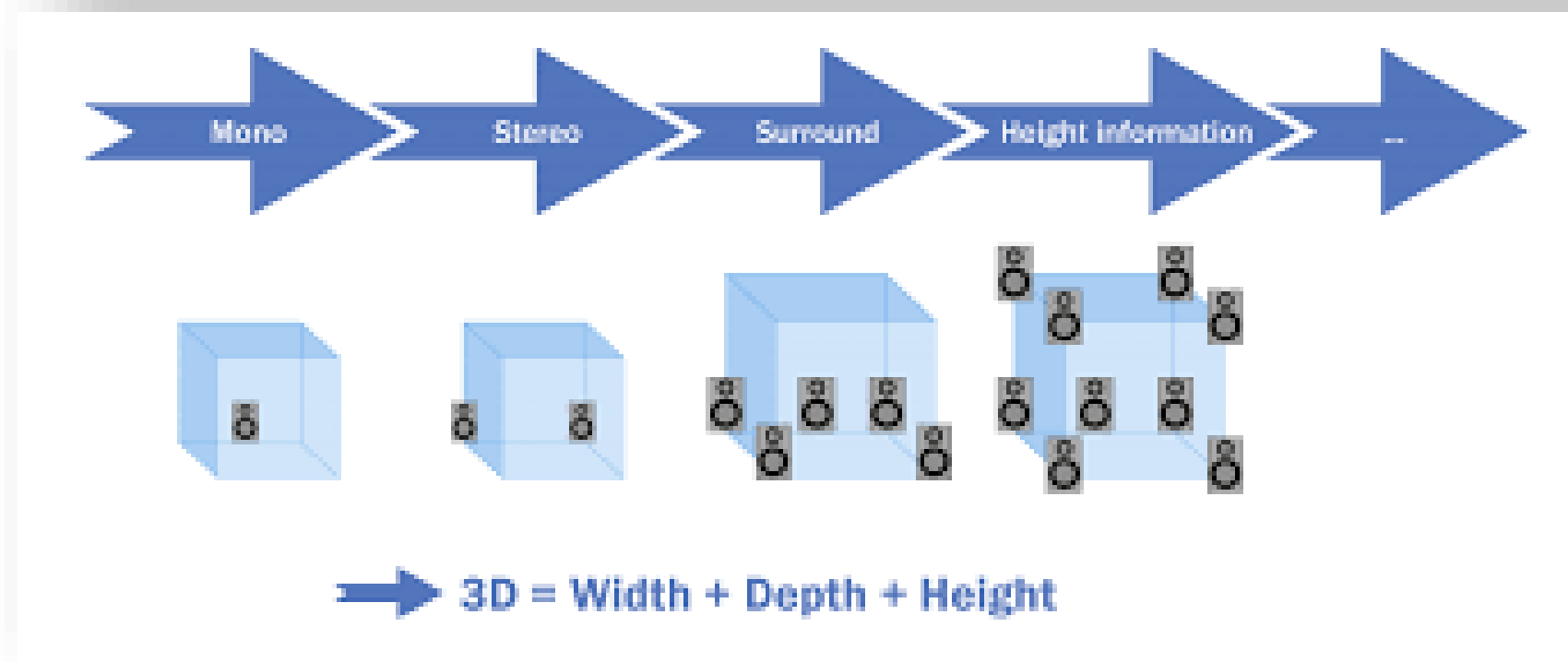
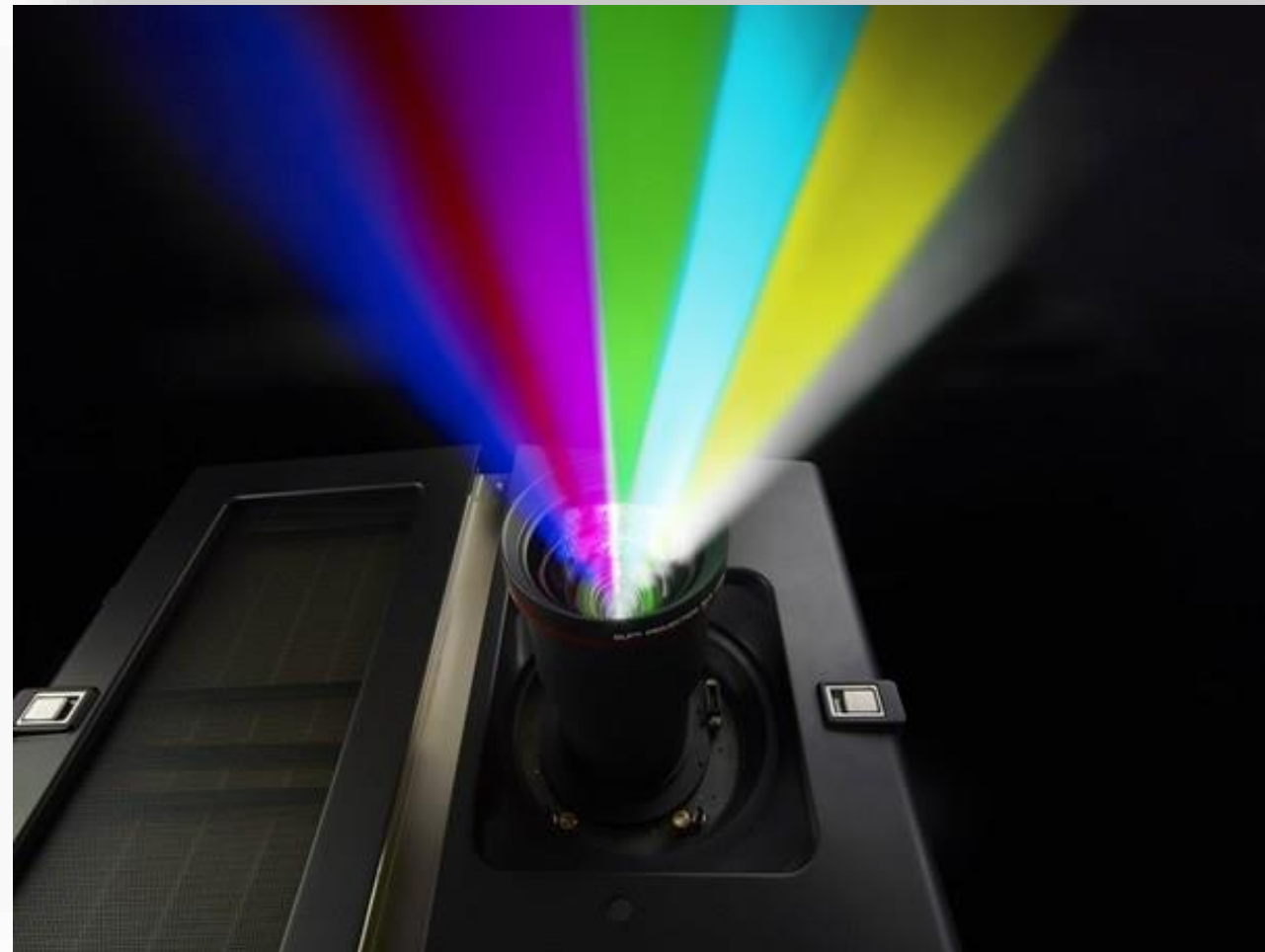


# Financing Further Cinema Equipment

Who Pays and How?

# Projection, illumination, upgrades, sound, signage, etc.



# Round two of ???

- The last ten years has seen a burgeoning of digitally-platformed cinema equipment
- The first round has now been successfully completed
- However, round two is well underway with e.g. laser projection/illumination, immersive sound and digital signage, among others
- All these need to be paid for

# By whom and how?

- Round one was largely financed via the VPF mechanism
- Most/all agree that there will be no further such mechanism, meaning cinemas will need to find the funds from:
  - Own reserves (capital)
  - Bank
  - Other financial institutions
  - Solutions from manufacturers

# Who are the broad parties involved in this round?

- Equipment manufacturers (OEMs)
- Equipment and service suppliers
- Financial institutions
- Cinemas

So, how might these various parties work together to ensure that ALL cinemas can benefit? This is the subject of this session



# Assumptions

- No further studio/distribution funding
- All parties have a vested interest in mutual co-operation
- As with the digital projection conversion, any financing solution should benefit ALL cinemas
- No 'one size fits all' solutions likely
- However, the biggest assumption is that cinemas actually want/need such equipment. Is this really the case?