

Digital Cinema and Satellite Streaming

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Digital Cinema and Satellite Streaming

Film is Good Stuff

- ✿ more than 100 years old
- ✿ Reliable
- ✿ Good quality
- ✿ Flexible
- ✿ Ubiquitous
- ✿ Simple
- ✿ Continually being upgraded



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Film Industry Trends

- ✿ Increasing number of screens, but fewer seats per screen
- ✿ More copies needed of films
- ✿ Need method for faster distribution process
- ✿ Film capture and post-production becoming Fully Digital
- ✿ Better quality control



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More Film Industry trends

- ✿ International releases are happening sooner
- ✿ International markets now provide more than half of Hollywood's revenue
- ✿ Piracy of films estimated as a \$2 billion / year business



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Advantages for Film Makers

- ✿ No forced changes to film-making process
- ✿ Better control of presentation quality
- ✿ fits in digital post-production
- ✿ Faster worldwide release
- ✿ Better audio quality
- ✿ Ease of releasing multiple cuts



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Advantages for Distributors

- ✿ Easy to increase (or decrease) number of copies
- ✿ Overnight worldwide distribution
- ✿ Guaranteed delivery of perfect digital print
- ✿ Cryptographic encryption



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Advantages for Exhibitors

- ✿ Potential for new revenue streams
- ✿ Fits in existing theatre automation and sound systems
- ✿ Smaller theatres become more cost effective



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Advantages for the Public

- ✿ Consistent Presentation Quality
- ✿ Live Event Showings Made Possible
- ✿ Support for Sight and Hearing Impaired Tracks



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- ✿ Image Quality

- ✿ Security

- ✿ Cost Effectiveness

- ✿ Reliability

- ✿ Flexibility

- ✿ Controllability/Ease of Operation

- ✿ Upgradability



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Obstacles for implementation

- ✿ Electronic projection equipment
- ✿ Wasn't able to provide good quality images on large screens
- ✿ Standardization processes are still underway
- ✿ Costs have been unacceptably High
- ✿ High compression rates



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Satellite based system

- ✿ Expanded capabilities
- ✿ simultaneous reliable delivery worldwide
- ✿ capability to present live events: concerts, matches, fashion shows, interviews of movie stars, corporate events, distance learning...
- ✿ additional revenues

