

Digital Cinema with a message: European DocuZone!

European DocuZone will build the world's first digital network across eight countries with 175 theaters dedicated to the cinema exhibition of European documentaries and other specialised films.

High-end cinema-servers connected to digital projectors will receive the films via satellite distribution. From mid-2004 simultaneous pan-European exhibition will be possible in: Austria, Belgium, Germany, Portugal, Scotland, Slovakia, Spain and The Netherlands.

EUROPEAN DOCUZONE

Austria	DOK AT
Belgium	Periscope Productions
Germany	Edition Salzgeber
Netherlands	Netherlands Film Fund / DocuZone

Portugal	AporDoc / ICAM
Scotland	DocSpace
Slovakia	Digital Cinema Clubs
Spain	Parallel 40



European DocuZone (EDZ) is the first digital distribution and exhibition network across eight European countries specifically intended for specialised European films. EDZ will facilitate the pan-European exchange of films and offers a platform for promotional collaboration. It brings together the experience and enthusiasm of producers, distributors and theatre-owners working together to create a new chance for our European film culture. The EDZ partners have the objective to distribute at least 12 European documentaries per year simultaneously into 175 European cinemas digitally, followed by live discussion with directors after the show. On a local level the partners will organise additional screenings with domestic films in their respective cinemas.

EDZ is a combination of individual autonomous DocuZones which can make use of the facilities EDZ offers. They agreed to combine their effort in marketing and publicity campaigns, to get to know their target audience through research, find their films through an archive database and bring good quality, European films to the cinemas in areas where they normally are hardly seen. EDZ will turn every theatre into a premiere (first run) theatre so anyone, anywhere can see a film in the first week when the publicity campaigns are at their strongest. EDZ will make it possible to turn every premiere into an event via satellite: directors can introduce their films European-wide across 175 screens, Q&As can be held via live links.

The progress of the EDZ project is monitored by, adjusted and embedded in audience and promotional research to gather first hand information on target audiences especially interested in European documentaries and to exchange experiences between the European partners to maximise the audience potential. EDZ will also supply an on-line documentary database for programming of documentaries to guarantee an easier access to and exchange of films with an international appeal. Our policy is to extend the programming in later years to shorts, animation and low-budget features. The network is based on a digital satellite / server system connected to digital projectors at the highest standard currently available.

The partners of EDZ have come together driven by their commitment to secure a place for European documentaries and other specialised films in our theatres and our society. They see EDZ as a chance to make an impact on the market and they will work together and across the past borders to protect our European film culture in their countries for the European filmmakers and most importantly for the European audiences.

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European DocuZone is an initiative of the Netherlands Film Fund in collaboration with Salzgeber & Co. Medien GmbH.

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