

section	Question Number	Question	Answer possibilities	Answer Qty	Answer ratio	Answer average	Comments
	1	Age					
			25 - 35	4	17%		
			35 - 45	7	30%		
			45 - 55	10	43%		
			55 - 65	2	9%		
				23			
	2	Gender					
			Male	20	87%		
			Female	3	13%		
				23			
	3	Mother Language					
			English	3	13%		
			Spanish	1	4%		
			French	6	26%		
			German	5	22%		
			Italian	4	17%		
			Norwegian	1	4%		
			Finnish	2	9%		
			Dutch	1	4%		
				23			
	4	Citizenship					
				0			
	5	How often have you been to the movies with your family or friends during the last year?					
			None	1	4%		
			Once	1	4%		
			Up to 5	3	13%		
			From 5 to 15 times	5	22%		
			More than 15	13	57%		
				23			
	6	What kind of movies do you prefer?					
			Commercial movies	14	42%		
			Art-house movies	17	52%		
			Other, please specify	2	6%		
				33			
	7	Have you already personally experienced a digital projection?					
			Yes	20	87%		
			No	3	13%		
				23			
	8	How many times?					

	1 to 5 times	10	48%		
	5 to 10 times	2	10%		
	10 to 20 times	2	10%		
	20 to 50 times	4	19%		
	More than 50 times	3	14%		
		21			
9 When was your last digital screening?					
	2005	1	5%		
	2006	10	50%		
	2007	9	45%		
		20			
10 In which context?					
	Premiere screenings	8	31%		
	Festival / Convention	13	50%		
	Normal commercial screening	5	19%		
		26			
11 Did you enjoy it?					
	Yes	18	90%		
	No	2	10%		
		20			
	Comment:				Impressive i prefer film projection. it just looks and feels better. after a while you are immersed in the script and you do not pay attention to pictures or sounds.
12 If yes, what are the main reasons?					
	Picture stability	11	19%		
	Picture sharpness	12	21%		
	Color gamut	5	9%		
	General picture quality (no scratch, stripes, dust,...)	15	26%		
	Sound quality	11	19%		
	Quality of the story	2	4%		
	Other: specify:	1	2%		the content of the occasion, technology is just one aspect, and not the most relevant
		57			
13 If no, why?					
	Lack of picture quality (sharpness, stability, scratches...)	2	33%		
	Lack of focus	1	17%		
	Stroboscopic effect	0			
	Other: specify:	3	50%		Poor black levels
		6			
14 Will you regret chemical copies?					
	Yes	4	18%		
	No	12	55%		
	I don't Care	6	27%		

	22		
15 When do you think the closest cinema from your house will have at least one digital screen?			
It is already the case	11	48%	
In less than 1 year	2	9%	
1 - 2 years	3	13%	
3 - 5 years	4	17%	
More than 5 years	3	13%	
	23		
16 What in your organization's opinion are the main advantages of Digital Cinema? (Pick a maximum of 3 main advantages)			
It will provide a better cinema experience (better image and sound quality)	15	22%	
It will reduce your business costs	11	16%	
It will increase reliability	7	10%	
It will maintain Box Office levels	3	4%	
It will increase the Box Office	1	1%	
It will improve the impact of smaller cinemas	10	15%	
It will improve copyright security	6	9%	
It will increase movie choice	12	18%	
Other, please specify:	2	3%	
	67		
17 Your organization Name			
	<i>Confidential</i>		
18 Headquarter country			
France	3		
Spain	2		
Germany	2		
Belgium	4		
Italy	4		
Finland	2		
Austria	2		
Netherlands	1		
United States of America	1		
	21		
19 Is your organization			
Public	7	32%	
Private	15	68%	
	22		
20 Turnover in k€			
	1		25
	1		350
	1		450
	1		700
	1		800
	1		800
	1		1000

	1			30000
	1			40000
	9			
21 What is the approximate size of your organization staff?				
1-29 people	15	71%		
30-49 people	1	5%		
50-79 people	1	5%		
80-110 people	1	5%		
110+ people	3	14%		
	21			
22 How many movies did your organization screen in the last year in total (Film and Digital)?				
Commercial Movies			32,5	
Arts & Independent movies			41,1	
Advertisements			0,0	
Documentaries			0,0	
Corporate movies			13,6	
Other: specify:			3,6	Short Films
	5			
23 The audience of your organization is				
Regional	5	26%		
National	3	16%		
Continental	3	16%		
World-wide	8	42%		
	19			
24 Role of your organization in the movie industry				
Production & Post-production	10	45%		
Distribution	2	9%		
Exhibition	6	27%		
Other, specify:	4	18%		Research
	22			
25 Do you have an internal service responsible for DC handling?				
Yes	10	50%		
No	10	50%		
	20			
26 What will be the influence of Digital Cinema on your business?				
Positive	17	81%		
Neutral	1	5%		
Uncertain	2	10%		
Negative	1	5%		
	21			
27 What is your organizations feeling about DC evolution?				
It's about to happen	17	81%		

Other, Specify:	4	19%	Digital cinema is here, but not in the sense that You seem to ask. So called e-cinema, not approved by Hollywood is an improvement, the digitalisation of multiplexes and "commercial cinema" is something that we cannot know about for certain.
			When markets are prepared and viable business models are in place
			Its already there
	21		

28 What would be the trigger for your organization to completely focus on Digital Cinema?

Nothing, it is already the case for our organization	7	35%	
An internationally adopted standard	6	30%	
An endorsement from the 7 major Hollywood studios	2	10%	
Global digital content availability	1	5%	
A well defined business model	2	10%	
The technology to become cheaper	1	5%	
Other, please specify:	1	5%	When copies will be available and the equipment becomes reliable and affordable enough, but even then, we want to maintain ability to show "real"film.
	20		

29 What are the main challenges your organization will have to face in order to adapt to digital cinema?

Technical issues	12	21%	
Initial costs	10	18%	
Hiring new staff or training existing staff	4	7%	
Finding new partners or contacts	4	7%	
Change / Adapt business plan	2	4%	
Technical complexity	6	11%	
Security (Intellectual Property theft)	3	5%	
Adaptation costs	2	4%	
Higher costs (once the technology is well established)	2	4%	
It will make smaller cinemas disappear	2	4%	
It will disadvantage European films against American films	1	2%	
It will increase costs	4	7%	
It will disadvantage arthouse films	1	2%	
It will make cinema a "colder" experience	2	4%	
None	2	4%	
	57		

30 Do you think the use of a security key (KDM) is mandatory in Digital Cinema?

Yes	15	71%	
No	6	29%	
	21		

31 Who in your opinion should deliver Security Keys to the exhibitors?

	The distributors	11	52%		
	A national organization	3	14%		
	The Studios	2	10%		
	A neutral third party	4	19%		
	Other	1	5%		
		21			
32 Should Security Keys be exclusive to a single server/projector or should each security key be used for several predefined server/projectors?					
	Single server	4	19%		
	Several servers	17	81%		
		21			
33 Would you accept follow-up logs being accessible to distributors?					
	Yes	8	40%		
	No	1	5%		
	Yes but with restricted access (permission from the parties involved needed)	11	55%		
		20			
34 Would you like to keep a physical media in the movie transport chain?					
	Yes	4	21%		
	No	4	21%		
	I Don't care	11	58%		
		19			
35 Why?					
	I have no confidence in computer movie data bases.	1	5%		
	For security, I would like to keep a physical copy on site.	5	24%		
	It would help me to have a smooth transition from the 35mm business model to the new DC business model.	3	14%		
	It would be more expensive	2	10%		
	It would be less practical	2	10%		
	Other, please specify	1	5%		the main issue is reliability, the chain must be more reliable than is the case now with computer-related things.
		21			
36 What kind of content transport do you think might be the most appropriate as a substitute for physical media?					
	Satellite	13	35%		
	Cable	8	22%		
	XDSL	12	32%		
	Wireless	3	8%		
		37			
37 Does your organization allow, use or prefer intermissions in movies?					
	Yes	3	18%		
	No	14	82%		
		17			
38 For which type of movies?					

	All movies	3	100%		
		3			
39 Frequency:					
	On every show	3	15%		
		20			
40 Do you allow, use or wish to screen content during the intermission?					
	Trailers	3	60%		
	Adverts	1	20%		
	Guess Game	1	20%		
		5			
41 How do you determine the position of the intermission during the movie?					
	Position selected by the distributor	2	40%		
	Position selected by the exhibitor	1	20%		
	Position selected by the exhibitor but guided by creative suggestions	2	40%		
		5			
ADDITIONAL QUESTIONS TO DISTRIBUTORS					
42 Do you use dubbing?					
	Yes	3	20%		
	No	12	80%		
		15			
43 With what frequency?					
	On all movies	1	33%		
	Less than 25% of the movies	1	33%		
	More than 50%	1	33%		
		3			
44 What kind of movies do you dub?					
	Any	2	67%		
	Family movies	1	33%		
		3			
45 Who does the dubbing?					
	It is made internally, by the distributor	1	33%		
	It is subcontracted to the Post - Production house	2	67%		
		3			
46 Does the producer/studio have a quality control right over the result ?					
	Yes	2	100%		
		2			
47 Does your organization cooperate with other distributors using the same language?					
	Yes	2	100%		
		2			
48 Do you use subtitling?					
	Yes	11	69%		
	No	5	31%		
		16			

49 With what frequency?			
	On all movies	6	55%
	Less than 25% of the films	4	36%
	More than 50%	1	9%
		11	
50 What languages do you use for subtitling?			
			Norwegian
			englisch
			Spanish
			French
			German
			Finnish
			Swedish
			Dutch
			Catalan
		20	
51 Do you have to apply a censorship procedure?			
		6	40%
		9	60%
		15	
52 What is the frequency of film (image or sound) modification?			
	Less than 25% of the films	5	83%
	Between 25 and 50%	1	17%
		6	
53 Do you have a rating procedure?			
	Yes	4	67%
	No	2	33%
		6	
54 Do you provide any support for hearing and visual impaired movie goers?			
	Yes	3	20%
	No	12	80%
		15	
55 With what frequency?			
	Less than 25% of the movies	3	100%
		3	
56 Could you briefly describe your system?			
		2	100%
			Special screenings for the hearing disabled Upcoming facility.
		2	
57 Do you associate with or insert your distributor logo at the beginning of the movie?			
	Yes	9	64%
	No	5	36%
		14	
58 Does your contract usually force trailer selection during the pre-show?			
	Yes	9	64%

	No	5	36%		
		14			
59 Do you think that having digital copies (instead of 35 mm) will have an impact on your business model?					
	No, it will have no impact	0	0%		
	Yes, increased competition	6	43%		
	Yes, easier distributor - exhibitor negotiation	2	14%		
	Yes, more complex distributor - exhibitor negotiation	4	29%		
	Other, please specify:	2	14%		
		14			
60 Which of the following channels would you consider taking advantage of? (More than one answer is possible)					
	Internet (Websites)	7	41%		
	Mobile phones and other portable devices	5	29%		
	PDA's	2	12%		
	Internal Video Display (Shopping Centers, etc...)	2	12%		
	None	1	6%		
		17			
61 Would it be useful for you to have access to the following information? (More than one answer is possible)					
	Complete set of takes for the movie	4	6%		
	Take notes	0			
	Dailies	5	8%		
	Editor's cut	4	6%		
	Producer's notes	1	2%		
	Producer's cut	0			
	EDL's	7	11%		
	Online editing data (visual special effects, audio sound effects, color correction, technical delivery specs of the broadcaster)	7	11%		
	Copyrights	2	3%		
	Trailers	9	15%		
	Teasers	5	8%		
	TV Spots	4	6%		
	Dubbing	4	6%		
	Subtitles	5	8%		
	Advertising data (official posters, newspaper and magazine advertisements, ads in general)	3	5%		
	Distribution obligations and restrictions for each component of this Master File (includes copyrights)	1	2%		
	None	1	2%		
		62			
62 Is your Organization currently equipped for D-Cinema?					
	Yes	3	27%		
	Not yet, but it is planned to be in the next year	1	9%		
	No	7	64%		
		11			
63 How many Digital movies did your organization handle over last year?					

Commercial Movies	3		10	
Arts & Independent movies			3	
Advertisements			6	
Documentaries			0	
Corporate movies			1	
Documentaries			0	
Other			0	
	3			

64 Are you planning to increase this volume in the next year?				
	Yes	3	75%	
	No	1	25%	
		4		

ADDITIONAL QUESTIONS TO EXHIBITORS

65 Are you part of a chain?				
	No	12	100%	
		12		

66 Cinema chain related question
67 Cinema chain related question
68 Cinema chain related question
69 Is your cinema compliant to a certain standard / recommendation / guideline (for either Digital Cinema or 35mm) ?

Yes, please specify which one	4	40%		
	3	75%		DCI
	1	25%		europa cinemas
No	6	60%		
	10			

70 What is the average complete lifetime of your 35mm projector(s)?				
Less than 5 years	1	6%		
5 to 10 years	3	17%		
10 to 15 years	0			
More than 15 years	7	39%		
	18			

71 With your current 35mm installation, how often do you have to cancel a show for technical issues?				
Number of cancelled shows per year (average)			1.8	
	9			

72 What is your typical sound system?				
Analogue Dolby SR	1	13%		
5.1 Dolby Digital	7	88%		
	8			

73 Speaker configuration : Behind the screen:				
	3	4	50%	
	5	4	50%	
	8			

74 For the surround system:				
	From 4 to 8	4	57%	
	More than 8	3	43%	

	7			
75 As subwoofers:				
	1	4	57%	
	2	3	43%	
	7			
76 Are you satisfied with the existing sound systems?				
	Yes	6	86%	
	No	1	14%	
	7			
77 What is in your opinion the contribution of audio compared to video in the Digital Cinema experience?				
	Image is much more important than sound			
	Image is more important than sound	6	86%	
	Sound is more important than image	1	14%	
	<i>Sound is much more important than image</i>	7		
78 Are you willing to spend money renewing your sound systems?				
	Yes	3	43%	
	No	4	57%	
	7			
79 What are the major drawbacks of existing sound systems? (More than one answer is possible)				
	Frequency response	2	14%	
	Sampling rate (48kHz)	2	14%	
	Lossy compression	3	21%	
	Sound quality of loudspeakers	2	14%	
	Audio quality of reproduction chain	1	7%	
	Lack of spatiality	1	7%	
	Lack of spatial depth	1	7%	
	Gaps in movement	1	7%	
	Other, please specify:	1	7%	poor quality of digital sound on prints, many films actually use analog.
	14			
80 Do you think that having digital copies (instead of 35 mm) will have an impact on your business model?				
	No, it will have no impact			
	Yes, increased competition	3	43%	
	Yes, easier Distributor - Exhibitor negotiation	2	29%	
	Yes, more complex Distributor - Exhibitor negotiation	1	14%	
	Other, please specify	1	14%	hard to know, e-cinema model that is very relevant for art house cinemas will be a factor too, and even this query does not take that in account.
	7			
81 Is your Organization currently equipped for D-Cinema?				
	Yes	5	63%	
	No	3	38%	
	8			
82 How many Digital movies did your organization screen in the last year?				

Commercial movies			14.4	
Arts & independent movies			4.4	
Advertisements			1.8	
Corporate movies			0	
Documentaries			9.2	
Other: specify:			0	
	5			
83 Are you planning to increase the number of digital screenings next year?				
Yes	4	80%		
More than 25%	1	20%		
	5			
84 Please specify the current or planned digital projector?				
TI DLP® Cinema projector	4	80%		
Sony SXRDC® cinema projector	1	20%		
	5			
85 Please specify the current or planned digital server?				
MPEG based server	1	20%		
JPEG2000 server	3	60%		
Unknown server kind	1	20%		
	5			
86 What do you expect the average lifetime of your digital cinema projector(s) will be?				
Less than 5 years	4	57%		
5 to 10 years	3	43%		
	7			
87 How many Digital Cinema show cancellations would you tolerate?				
			2.3	
	7			
88 What would you expect the reason to be ?				
Malfunction of the security system	4	31%		
Server malfunction	5	38%		
Projector malfunction	3	23%		
Other, please specify:	1	8%		
	13			
89 Would you be interested in using digital equipment to project 3D movies?				
Yes	7	100%		
	7			
90 For which kind of alternative content do you plan to use your digital installation?				
HD productions	5	31%		
Business presentations	2	13%		
Live broadcasting	3	19%		
Documentaries	3	19%		
Advertisements	2	13%		

				We have a projector that we use for all above. The resolution, is not the issue, the important thing is to have a possibility to use digital projection. So the answer to do we have D-cinema equipment is no, not the kind that DCI approves, but we still screen contents digitally and that is the important issue for us.
	Other, please specify:	1	6%	
		16		
ADDITIONAL QUESTIONS TO PRODUCTION / POST-PRODUCTION				
118 Do you archive intermediate steps of your productions (e.g. edits, location recordings)?				
	Yes	8	89%	
	No	1	11%	
		9		
119 What kind of workflow do you use?				
	File-based	7	78%	
	Video-tape based	2		
		9		
120 What kind of projection do you use?				
	HDTV CRT monitor	2	20%	
	1920*1080p projector	1	10%	
	2K projector	7	70%	
		10		
121 How do you assess the image quality?				
	Informal quality judgment in an uncontrolled environment (no screen calibration, no light illumination control)	2	22%	
	Informal quality judgment in a controlled environment (calibrated screen, light illumination....)	4	44%	
	Use of a quality assessment methodology (subjective or objective)	3	33%	
		9		
122 Do you believe that your content is played back in cinemas in the quality you produced it (image and sound)?				
	Yes	5	63%	
	No	3	38%	
		8		
122 If you answered NO, what do you believe is the main reason for the loss of quality?				
		1		poor quality of argentic films
		1		the loss of quality after the different dubbing,
		1		multiple standards for exhibition
		1		the damage of the film due to the projector
		4		
123 What are the major shortcomings of existing sound systems? (More than one answer is possible)				
	Frequency response	1	14%	
	Sampling rate (48kHz)	2	29%	
	Loosy compression.	1	14%	

Quality of loudspeakers	2	29%		
Audio quality of reproduction chain	1	14%		
	7			
124 Compared to 5.1, where is the major need of enhancements?				
More channels behind the screen	2	40%		
Reproduction of height in the auditorium	1	20%		
More envelopment in general	2	40%		
	5			
125 What in your opinion is the contribution of audio compared to video in the Digital Cinema experience?				
Image is more important than sound	4	67%		
Sound is more important than image	2	33%		
	6			
126 Would you appreciate a high end spatial master format from which all other formats can be generated?				
Yes	5	100%		
	5			
127 Which of the following information would you like to receive in Digital Format for easier access and processing?				
Footage	6	38%		
Script supervisor log sheets	2	13%		
Camera assistant log sheets	1	6%		
Director of Photography notes	4	25%		
Director's notes	3	19%		
	16			
128 Is there any other information that you'd like to have more accessible or processed?				
	0			
129 In terms of Post-Production intermediate steps would you find useful to have digital records of:				
Which task was performed for which Film?	5	38%		
Settings, tools and techniques used in each task?	7	54%		
People involved in each task?	1	8%		
	13			
130 Is your Organization currently equipped for D-Cinema?				
Yes	5	71%		
No	2	29%		
	7			
131 Could you please specify the following information about the projector you use?				
TI DLP® Cinema projector	4	80%		
Other: specify:	1	20%		Barco DP 90
	5			
132 Server?				
MPEG based server	1	20%		
JPEG2000 server	2	40%		
Uncompressed server	2	40%		
	5			
133 How many Digital movies did your organization screen last year?				
Commercial Movies			3	
Arts & Independent movies			4	

Advertisements			2	
Corporate movies			0	
Documentaries			1	
Other: specify			0	
	5			
134 Are you planning to increase the number of digital screenings next year?				
Yes	1	25%		
By more than 25%	2	50%		
No	1	25%		
	4			
135 What do you expect the average lifetime of your digital cinema projector(s) to be?				
Less than 5 years	4	67%		
5 to 10 years	2	33%		
	6			
136 How often do you expect to have to cancel a Digital Cinema screening for technical reasons? (tick one)				
Once every 2 months	2	33%		
Once every 6 to 9 months	2	33%		
Once every year	2	33%		
	6			
137 What do you expect will be the reason ?				
Malfunction of the security system	1	17%		
Server malfunction	3	50%		
Projector malfunction	1	17%		
I do not know	1	17%		
	6			
138 Which aspect ratio do you think would be the most appropriate for Digital Cinema?				
4/3	1	20%		
1.85	4	80%		
	5			
139 Which resolution do you think would be the most appropriate for Digital Cinema?				
1920 x 1080p	1	20%		
2K (2048 x 1080)	2	40%		
4K (4096 x 2160)	2	40%		
	5			
140 What frame rate do you think would be the most appropriate for Digital Cinema?				
24	1	20%		
25	3	60%		
50	1	20%		
	5			
141 Which colour resolution do you think would be the most appropriate for Digital Cinema?				
4:4:4	1	20%		
4:2:2	1	20%		
RGB	1	20%		
I do not know	2	40%		
	5			