



## **Proposal for a Position Paper on Digital Conversion**

The European Producers Club (EPC) is an association of Europe's leading independent film producers. Dedicated to the development of a strong European film industry, our activities include advocacy on European film policy issues, networking events and the promotion of international coproduction in film.

The success of the film *Avatar* as a global phenomenon has demonstrated the benefits of digital cinema. Though it had a slow beginning, digital cinema is growing quickly. EPC approves of all national initiatives towards investment in digital cinema conversion, whether through mutualisation funds, tax credits, bank guarantees, etc. EPC also supports all VPF systems that do not exclude any specific film or distributor, as this would lead to a monopoly and homogenisation of the market by the major studios. EPC is fully against any kind of system that creates financial distortion between films, and therefore endorses VPF systems that are open to all.

EPC would also like to restate the need for extreme care in protecting works against piracy.

In the spirit of digital conversion, EPC hopes that the drop in projection-linked costs may lead to a greater number of films to be shown in movie theatres, and may promote a diversity of films and of distributors. In this way, digital cinema would contribute fairly and concretely to the flourishing of the European film industry.