

Digital Opportunities

Extract from UNIC's Annual Report 2014-2015

Digital technology enables cinema exhibitors to curate their offer in a more nuanced and customer-centred way. As financing arrangements around the acquisition of digital cinema upgrades gradually come to an end, the full impact of digitisation will further benefit independent films as well as 'Event Cinema'. Upgrades with regards to image and sound quality make the cinema experience ever more immersive and distinguish it further from competition in home entertainment. On a different level, social media and mobile solutions help cinemas engage with audiences in new ways and further develop the social dimensions of cinema-going.