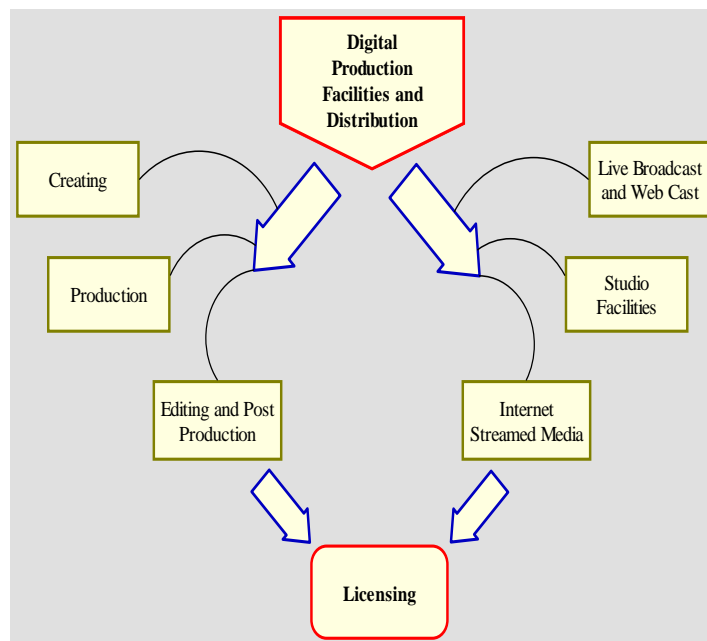




3.2 Digital Production & Distribution

The financial incentive for Hollywood to move toward HD film has been pushed forward because broadcast distribution centres are going digital. It costs approximately \$15 million per film to make the requisite 4,000 copies and ship them to cinema outlets. Digital distribution decreases this cost by almost 90%, as movies can be e-mailed to the theater or sent by fibre optic or microwave feed. In addition, live music, live theater, dance productions, and other types of recitals and performances can be recorded in a digital format, permitting immediate and inexpensive distribution. Licensing for distribution is a viable revenue stream for the Centre.

Chart 3: Digital Production and Distribution



Digital applications apply to music, television, video, and Internet media. The technology captures, integrates and expresses sound, pictures and data in one application immediately recognizable in computer binary language. Digital technology has the following advantages over traditional analog systems:

- No film required
- Simplified editing
- Easy incorporation of special effects
- Cost savings for global distribution
- No film-to-tape transfer required
- Distribution can be done by e-mail, fibre optics and/or satellite.



As major performing arts and entertainment sectors such as Los Angeles, New York, and London are seeking alternative ways to