

Marta Materska-Samek

Strategic issues in cinema digitisation process management
Case study of Poland

Key words : Digital transition, local cinema, change management

RESUME

Digitization in the cinema is the biggest change since its inception. It not only affects the quality of films exhibition, their availability, but also significantly changes the manner a repertoire is built, and establishes closer relationship with the viewer. Technology change requires a review of existing definitions and practices. Cinema, being a hot medium (according to McLuhan), strongly affects the viewer and causes poor commitment comparing to other, cool media. However, digitization causes the film to be less specialized and individual. Thanks to the social media, cinema becomes one of communication platforms.

Cities and villages to 100 thousand inhabitants may be an attractive place for digital cinema location. Such location can nowadays ensure sufficient income to sustain cinema, which was not possible in analogue era. Local governments in Norway, that was the first country to digitize the entire cinema market, are currently privatizing local cinemas, seeing this as a chance of recovery for communal budgets. Although consequences of the digitalisation process in Poland are not yet as visible as in Norway, we need to prepare and adjust terms and concepts originating from analogue era.

Kraków; 5 stycznia 2016 roku

Charlotte Charlotte Samek