

DIGITAL PRODUCTION CHALLENGE

This 2,5-day Workshop gives producers, executive producers, production managers and postproduction managers methods, tools and strategies to

- Best position the production of their feature or documentary films within the digital workflow
- Grasp the means of communication and tasks division between the partners involved, from the director to the postproduction provider
- Understand the advantages and disadvantages of digital distribution

Programme Overview

Using case studies, the Workshop analyses the three best digital production and postproduction workflows related to three "standard" film budgets: 200'000 € to 1 mio € / Around 2 mio € / Around 5 mio €.

The analysis goes from shooting the film (digital cameras from 50 to over 400 Mbps and Red One) to promotion and distribution through prices and availability of the materials, control tools, delivering of digital print: Digital Cinema Package (DCP)

The second part is devoted to the review of the participants' projects in terms of

- Formats and processes, tests to be made,
- Organization, planning and costs
- Archiving and distribution

The third part focuses on the new digital distribution workflow from the Digital Cinema Distribution Master (DCDM) to the theater

- Manufacturing Digital Cinema Package (DCP)
- Security Incription and Archiving
- Logistics of digital distribution (transport, servers, licences)
- Key Delivery Message (KDM) management
- d-cinema versus e-cinema

It will explore the new relationship between production, distribution and postproduction providers

Ultimately the Workshop will investigate the perspectives opened by the 3D production.

- Short-lived, trendy or reality?
- 3D: access to low budget movies?

Target Groups

45 European producers, line producers, production managers and postproduction managers. No director-producers. All applicants must have professional experience with the production of feature and/or documentary films

Date, Location and Costs

25 to 27 November 2010 in Potsdam (Germany). 400 Euro, including accommodation and meals. Application deadline: 4 October 2010

All details and registration form can be found at www.digiprodchallenge.net

Proposed by



In cooperation with



With the support of

