



CICA E
Confédération Internationale des Cinémas d'Art et Essai

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ASSEMBLY

DIGITAL TRANSITION SHOULD NOT SIGNIFY A DECLINE BUT A STEP FORWARD FOR CULTURE AND SOCIAL COHESION

The CICA E, association gathering 2.000 arthouse cinemas in 31 countries held its General Assembly on May 13th in Cannes, at the Eden Hotel.

The professional association **draws the attention on the heavy threats weighing today on cultural and artistic issues for which the arthouse cinemas** that the CICA E gathers all around the world and especially in Europe, **are standing up**.

The CICA E laments that too often, in particular in an austerity context, **budgetary policies sacrifice the support for cinema theatres defending a cultural ambition**. It is essential that **the support for production goes along with a support to these arthouse cinemas that are working for the public good** and without which the diversity of films would not meet the audience diversity.

At this digital transition time, the CICA E **alerts public authorities on their responsibilities in front of the danger there would be to let the theatres digitalization be led only by the market and the interest of third party investors**. It is urgent to avoid the disastrous consequences that would result from this situation: disappearance of thousands of cultural diversity screens, which cannot support alone this transition, standardization of the cinematographic offer depending on an economic efficiency criteria, and increase of the Hollywood cinema market-share, to the detriment of all national markets.

The CICA E considers that **if the digital transition is inevitable, it is public authorities' duty to take measures to help art cinema theatres to overcome this step of all dangers**. It will then be possible that the digital technology, born essentially of industrial logics, also become a tool to reinforce and develop a diffusion serving cultural and educational values. Art cinema theatres have a leading role to take in this field.

The CICA E therefore asks that everything be done so that the **digital transition does not signify a decline but accounts for a real step forward for culture and social cohesion**.
