

DFP

DIGITAL FUNDING PARTNERSHIP (UK) LLP
SECURING A DIGITAL FUTURE FOR UK CINEMAS

SIR HAYDEN PHILLIPS ANNOUNCED AS CHAIRMAN OF DIGITAL FUNDING PARTNERSHIP

16 August 2010 - London: The Digital Funding Partnership (DFP) today announced a further step in its efforts to support the digitisation of small and medium-sized cinemas in the UK when it announced the appointment of Sir Hayden Phillips as its Chairman.

Sir Hayden, formerly Permanent Secretary at the Department for Culture, Media and Sport, has agreed to lead the Partnership's efforts to navigate the political and financial challenges it faces in securing a viable deal for community cinemas up and down the country.

Looking forward to his new role, Sir Hayden said:

"Without a viable commercial deal to allow them to digitise, many local cinemas will face an extremely challenging future.

Knowing from my own personal experience the important community role such venues have, I am delighted to have been asked to help the DFP in achieving its aims."

Welcoming Sir Hayden's arrival, DFP Chief Executive Steve Perrin commented:

"I and my fellow DFP Board members are delighted that Sir Hayden has accepted our invitation to lead the partnership over the coming crucial period.

His experience and knowledge of both Government and key financial institutions will we know be invaluable as we seek to secure a commercial deal that will help guarantee the long-term survival of so many of these sites across the UK."

Notes for editors

[Sir Hayden Phillips GCB DL](#)

Sir Hayden Phillips GCB DL is Chairman of the National Theatre, Independent Reviewer of the Adjudications of the ASA, a non-Executive Director of a number of companies and

Chairman of Marlborough College. He was Permanent Secretary of the Lord Chancellor's Department from 1998 to 2004, and Permanent Secretary of the Department of Culture, Media and Sport from 1992 to 1998. Before that he held senior positions in the Home Office, the European Commission, the Cabinet Office and the Treasury. He lives in Wiltshire (where he and his wife have a farm) and in London.

Digital Funding Partnership (UK) LLP

The Digital Funding Partnership LLP is a single purpose vehicle owned by and run on behalf of over 120 small and medium-sized UK cinema operators. Its sole aim is to negotiate a funding deal which will allow the sites operated by these companies to convert to digital cinema technology in a timely and financially viable manner.

Digital cinema

The production and distribution of films in the UK is currently predominantly via 35mm celluloid prints, which are expensive to produce and to transport. Digital technology offers the opportunity for the distributor to produce and 'transport' copies around the country (on digital file and potentially via the internet or satellite) at a significant cost saving.

The advent of digital cinema offers the opportunity to enhance the cinema-going experience in terms of picture quality, more diverse programming and in offering audiences the chance to experience cutting-edge digital 3D projection and access to so-called 'alternative content' – live music and cultural and sporting events.

Further information

For more information on the detail of this announcement, please contact the DFP Chief Executive Steve Perrin on steve.perrin@ukdigitalcinema.org.uk or on 020 7287 8140.