

From: Tony Jones  
Sent: 10 September 2013 09:21  
To: CineworldCityScreen  
Subject: Competition Commission: Cambridge

To the Commission.

I founded CS with partner Lyn Goleby. I've always been based in Cambridge and still run the Film Festival from offices at the Picturehouse. I've read a lot of comments and many make a case very articulately. One area not covered is that relating to film supply in the Digital era. There is no barring now, Digital Cinema Prints are, generally, available to all venues, if a distributor wishes to gain the all important high grossing opening weekend. This wider availability now includes such titles as The King's Speech, Best Exotic, Quartet, Moonrise Kingdom. This would Not have been the case prior to Digital. For many distributors they would look at potential return on 35mm print investment. In this nperiod the APH would have played exclusively or possibly with one other exhibitor. It now appears that the Arts by playing its key earning titles alongside CW & Vue now seems to be deemed more commercial in eyes of CC. The very fact that those mentioned titles perform much better at the APH doesn't appear to register. The 8000 plus petitioners welcome these titles at the APH. CW and PH are two very different experiences, producing different audience patterns from occasionally the same films. Isn't this called choice? You may be unaware of the sheer range of films that are presented at the APH. I'm currently opening the CFF with 140 different programmes. The African FF, Green FF, University of 3rd Age, Modern Languages and Reproduction seasons all take place at the APH and would not register on the Rentrak database. There is no guarantee that the Film Festival could continue under a new owner or a home for this huge range of cinema. I ask you not to let down this vocal and committed support that has been demonstrated for APH. Neither, in my view, should the CW be forced to sell. Perhaps the mechanics for this subjective choice should be reviewed. A film at APH and at CW IS a different experience. A duplicate Multiplex offer in another location may be similar. However, the CW Pass is an excellent offer for the customer. There is no guarantee any new owner would provide the range of film, a home for CFF or keep prices at a level currently offered to the Cambridge Piturehouse audiences. I am available on 07850 182901 if you wish to call. Yours sincerely. Tony Jones- co-founder (until Dec 2012) CFF Director and founder of Cambridge Film Trust.