

Skylogic Microcinema Case Study



The solution

Microcinema provides services for the distribution and projection of high-quality cinematographic and audiovisual content in digital format by satellite to cinemas and cinematographic circuits.

The customer's need was to create a new multicast "digital" distribution method moving in line with the latest frontiers of cinematographic production which would be able to knock down the operating costs of the analogue method (physical handling of films; qualified projection personnel; etc.).

Furthermore, it aimed to render content programming more flexible and optimize it (as well as facilitating the diffusion of films which are generally not included in traditional programming). A solution for these needs could also offer medium/small independent cinemas the key for transforming themselves into multipurpose centres equipped with a complete and versatile projection system usable for all aggregation needs (meetings, congresses, etc.) as well as making it possible to book films on a website acting as an interface for the distribution system, generate the DRMs and produce billing on the basis of the box office receipts for each screening.

Microcinema aims at revolutionizing the traditional analogue distribution channels by introducing a digital workflow through which contents (cinematographic and audiovisual) are sent to the server by satellite and purchased on the basis of a program agreed by the operator and distributor.

The cinemas are equipped with the hardware necessary for receiving (dish, DSTAR sat modem) and projecting the films (HP workstation, software player with management of the DRM, digital projector). The contents are stored inside the **Microcinema Datacenter**: they are then distributed by means of a point-point land connection provided by Colt-Telecom as far as the Skypark Teleport operated by Skylogic Spa and from here by means of Skylogic's Dstar network, based on bidirectional satellite technology, exploiting multicast technology.

The bidirectional satellite infrastructure also makes it possible to obtain real-time monitoring of the feedback information such as the number of spectators, average audiences, and the launch success of a film, therefore strengthening the communication and marketing tools.

The bidirectional satellite infrastructure also makes it possible to considerably extend the national circuits by bringing the digital film distribution service even to places where it is not possible because of the "digital divide".

