

## **Film Release Practices**

Extract from UNIC's Annual Report 2014-2015

Given the diversity of European cinema and the fragmentation of film markets across Europe, UNIC strongly believes that industry stakeholders in each market should be able to adjust film financing and distribution strategies in order to meet audience demand. This includes the ability to decide when, where and how a film should be released, in line with the principles of territoriality, commercial freedom and copyright exclusivity. In addition to this, national governments can at times intervene on the basis of specific cultural policy objectives and according to the principle of subsidiarity. EU decision-makers should in this context have more trust in the market's ability to meet consumer demand.