

MANIFESTO

**We Love
the Big Screen**

UNIC

UNION INTERNATIONALE DES CINÉMAS
INTERNATIONAL UNION OF CINEMAS

THE INTERNATIONAL UNION OF CINEMAS

The International Union of Cinemas (UNIC) is the European trade body representing national cinema associations and key operators across 39 territories, covering over 43,000 screens.

UNIC promotes the cultural, social and economic benefits of a vibrant cinema-going culture in Europe and provides a strong voice for European cinema operators on issues of shared interest.

Cinemas, regardless of their size or location, remain at the heart of the European film ecosystem. These local hubs of creativity, sharing and community not only provide unique cultural and social experiences for audiences but also have a profoundly positive impact on their local economies, generating hundreds of thousands of jobs, particularly for young people.

Cinemas offer audiences an unparalleled film viewing experience, as the Big Screen continues to provide the gold standard in audience immersion. Audiences place immense value on the shared experience of watching films in cinemas and are eager to reward the creativity and investment made in providing state-of-the-art experiences. This positive trend underscores the success of cinema operators in continually enhancing the engagement, diversity, and immersion of cinema-going.

In Europe, the broad range of cinemas, from independent one-screen theatres to larger arthouses and multiplexes, plays a pivotal role in sustaining European diversity. They cater to diverse tastes, showcasing European content as well as mainstream releases, ensuring the widest possible audience has the opportunity to discover and enjoy a rich variety of film content.

Like millions of cinema-goers across Europe, we love the Big Screen and very much look forward to a bright future for our industry.

**977.3 MILLION
ADMISSIONS**
IN EUROPE IN 2023

+20.7 %
INCREASE ON 2022

28.4%
MARKET SHARE
OF EUROPEAN FILMS
IN 2022 IN THE EU



UNION INTERNATIONALE DES CINÉMAS
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SOURCE: EUROPEAN AUDIOVISUAL OBSERVATORY

OUR KEY PRINCIPLES

**€ 7.2
BILLION
AT THE
BOX OFFICE
ACROSS
UNIC
TERRITORIES
IN 2023**

+53.5 %
VS. 2021
BOX OFFICE
ACROSS
UNIC TERRITORIES

+25.4 %
VS. 2022
BOX OFFICE
IN EU

Release windows

A 'window' of exclusivity for theatrical exhibition (the release window) is vital for the health of the film and cinema industry and a proven strategy that ultimately benefits the entire film value chain, from financing to marketing to distribution, throughout a film's life-cycle.

Ensuring that, where appropriate, each film has an exclusive run in cinema theatres is a top priority for UNIC. Exclusive theatrical releases not only enable films to be seen as truly intended by their directors, but also create value for all subsequent means of distribution. They provide the opportunity for the widest possible audience to discover and enjoy as broad a range of film content as possible, offering unique cultural and social experiences for audiences and creating unparalleled excitement around each release.

Ultimately, sequential release windows drive performance and audience awareness across all platforms and markets and contribute significantly to the financing and diversity of European works.

Territoriality

Partners in film distribution acquire rights for films on a territory-by-territory basis and cinema operators enter into agreements with them to screen films exclusively in theatres.

Not only does this represent a key component of film financing, creating value for the wider film sector and ensuring that films perform as well as they can, but also forms the basis of a robust copyright framework that is crucial in the fight against film piracy – to the benefit of both the industry and audiences alike. Without territoriality the important role local distributors and cinema operators play in making European films accessible in Member States would substantially decrease, resulting in a loss of content diversity and availability. The end of territoriality would also impact the financing of European films, reducing the ability to enter into territory-by-territory pre-sales agreements, an important element of European production financing.

Film Theft

Film theft remains the biggest threat to the well-being of the film and cinema sector. Illegal film viewing deprives cinema operators, film distributors, producers and creators of important revenues and reduces the possibility of further investment and growth. It endangers the diversity as well as the competitiveness of European cinema, putting at risk much-needed jobs for millions of Europeans working in the creative industries.

For all of these reasons, it is more necessary than ever to ensure the enforcement of intellectual property rights and that copyright infringement is prevented. All intermediaries must contribute equally to this endeavour and take action in the fight against illegal online content.

CINEMA is ...

Culture

European cinemas boost cultural dialogue in one of the most diverse regions of the World.

In a market characterised by cultural and linguistic differences, cinemas provide an opportunity for people to understand and express their sense of local, national and European identity, reaching out to young and old and those from different backgrounds, ultimately celebrating European diversity.

Cinemas not only show mainstream releases but also embrace European content, ensuring that the widest possible audience can discover and appreciate an extensive range of film content. Through their distinctive cultural and social offerings, cinemas provide audiences with unique experiences while generating unparalleled anticipation surrounding film releases.

A significant number of cinemas possess business models characterised by profound social and cultural dedication. Serving as highly accessible cultural institutions, they add immense value to society and play a decisive role in enhancing the visibility and success of European films.

Community

Cinemas, regardless of whether they are located in large cities, smaller towns or rural areas, embody contemporary meeting places that actively foster dialogue on a wide spectrum of crucial issues. Providing a unique shared experience through the communal act of watching films together on the Big Screen, cinemas represent vibrant community hubs that bring people together, forging connections and strengthening local bonds.

Embracing the notion of “experience economy businesses”, cinemas compete for the limited leisure time of discerning consumers, offering not only a communal experience but also an inviting environment comprising social spaces like cafes, restaurants, and lounge areas.

Moreover, cinemas serve as beacons of revitalisation, reigniting curiosity and enthusiasm for culture, and cultivating an environment that nurtures innovation and fosters the flourishing of creative endeavours. In short, cinemas are cherished resources within local communities, acting as trusted havens that cater to the diverse needs and aspirations of their residents.

Cinemas contribute to local, national, and international conversations on topics and issues that drive European culture. Enabling all segments of a community to be simultaneously exposed to a film fosters a societal platform for discussing crucial topics, thus serving as a pivotal catalyst for the development of cultural dialogue.

Economic

Cinemas stand as contributors to the economic well-being of each country, actively fuelling GDP growth and serving as catalysts for the development of the creative industries – a cornerstone of modern, knowledge-based economies. Within the broader context of Europe’s cultural and creative industries, which employs 15 million people and generates €640 billion, the cinema sector assumes a central role. Cinemas exert above-average multiplier effects on adjacent commercial activities, revitalising urban landscapes by fostering job creation, attracting investments, nurturing small businesses and drawing in new residents.

Cinema-going remains one of the most accessible out-of-home experiences, offering affordable entertainment options to countless citizens. With the abundance of cinema locations and an average ticket price of approximately €7.7 in the EU, cinemas stand as the sole cultural haven for many individuals.

Beyond their direct contribution to GDP, job creation, rent payments and local taxes, cinemas create immeasurable value for the entire European film industry. The revenues generated through cinema tickets ripple through the ecosystem, facilitating the production and promotion of a vast array of content, ensuring the future sustainability of film production and distribution.

Cinemas play an indispensable role in offering audiences a broad spectrum of content within their local communities, surpassing what can be achieved through online distribution models alone.

**31.5
BILLION
DOLLARS
PREDICTED
AT THE
GLOBAL
BOX OFFICE
IN 2024***

GOWER STREET ANALYTICS

JULY 2023:
+18% IN BOX OFFICE
RESULTS FOR THE EMEA
REGION COMPARED TO
2017–2019 AVERAGE
FOR THE SAME MONTH

GOWER STREET ANALYTICS

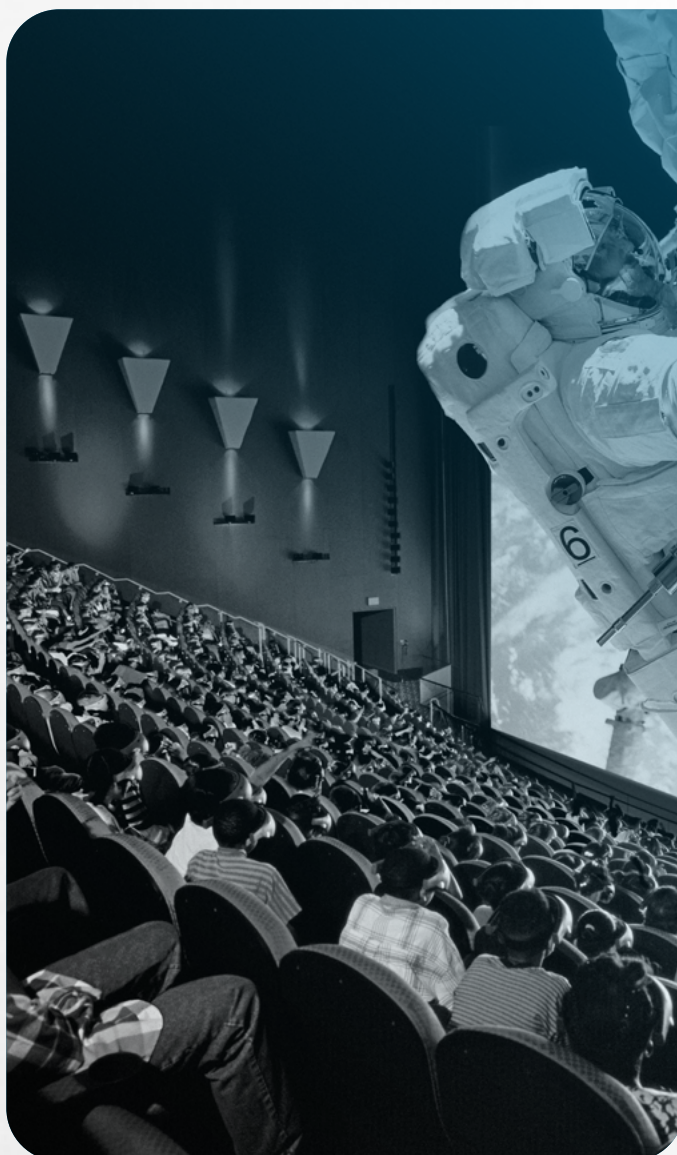
Innovation

In response to the evolving demands of audiences, cinemas continually invest and spearhead innovative initiatives to provide unparalleled experiences.

Exhibitors both large and small have invested significantly in retail offerings, enriching the Big Screen with quality food and beverages. Additionally, cinemas have embraced the success of showcasing alternative content, such as operas, theatre plays, concerts, sports, lectures, debates, curating events that cater to audiences of all ages. These endeavours extend beyond enhancing the cinematic experience, as exhibitors have also invested in sustainable technologies and solutions.

By daring to explore and experiment with ground-breaking solutions, both within and beyond the confines of the screening room, cinema operators aspire to provide audiences with the most captivating, diverse, and immersive experiences imaginable. Many cinemas across Europe have invested in “Premium Large Format” offers, which further elevate the cinema-going experience. These ceaseless efforts seek to re-define the boundaries of cinematic engagement, unleashing an era of innovation that propels the art of storytelling into uncharted territories.

As we embark on this journey of cinematic transformation, it is imperative that we support and foster an environment conducive to innovation within the cinema sector. By championing policies that encourage research and development, collaboration and the adoption of cutting-edge technologies, we can empower cinemas’ ability to diversify and enhance their offers.



CINEMAS NEED YOUR SUPPORT IN

- Helping European cinemas bolster their vital role at the heart of both the European film value chain and wider society;
- Recognising and supporting the value of the key principles of theatrical exclusivity, territoriality of copyright and fighting piracy;
- Ensuring that the industry is invited to the negotiation table when legislation and practices that directly impact the sector are being discussed.

KEY AREAS OF INTEREST

- THEATRICAL EXCLUSIVITY
- TERRITORIALITY OF COPYRIGHT
- REWARDING CREATIVITY AND INVESTMENT, PARTICULARLY IN TACKLING PIRACY
- AUDIOVISUAL MEDIA SERVICES DIRECTIVE (AVMSD)
- INNOVATION
- CREATIVE EUROPE PROGRAMME / MEDIA PROGRAMME
- SUSTAINABILITY
- ACCESSIBILITY AND INCLUSION
- MUSIC RIGHTS

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The UNIC logo consists of the word "UNIC" in a bold, sans-serif font, enclosed within a white, stylized trapezoidal shape that points to the right.

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