

UNIC RESEARCH
The impact of the Coronavirus outbreak on the European cinema industry
20 November 2020

REOPENING/CLOSING INITIATIVES

SUMMARY

Please find a regularly updated list of audience engagement initiatives from cinema operators and their national associations specifically related to the re-opening process below. Additional data on re-opening dates and health and safety guidelines can be found in our general research, which is available [online](#).

Please note that in some territories cinemas had to close again - the research also includes audience initiatives related to new closures.

COUNTRY	DETAILS
AUSTRIA	<p>Private initiatives</p> <p>Cineplexx issued re-opening measures for a safe cinema-going experience.</p> <p>Announcing their re-opening, Votiv Kino de France published health and safety measures they had taken and recommendations for their guests. In addition, a special 2 for 1 ticket promotion was in place for their re-opening weekend.</p> <p>Gartenbaukino and Stadtkino in Vienna launched a social media campaign called #curtainrace, with cinemas sharing a video of their curtains slowly opening while a countdown is projected on to the screen, to symbolise the re-opening of cinemas. This initiative has also been successful in Germany. More information is available here.</p> <p>Cineplexx launched the Cineplexx Day, which is scheduled for August 5 – the day of its reopening. All tickets on the day will cost 3 euro and come with free popcorn and soft drinks. Tickets can be booked from 31 July. In addition, Cineplexx launched a special welcome back promotion. Between 5 August and 13 September, participants who purchase two visits to the cinema (on different days) will get their third visit for only € 6.</p> <p>Cineplexx encouraged their audience to share their best <i>Tenet</i> moment for a chance to win movie tickets and popcorn for their next cinema visit.</p> <p>From 9 -11 October, Cineplexx organised a special weekend promotion for <i>After Truth</i> - all tickets at 5 euros.</p> <p>On 16 October Cineplexx organised a special movie day with all tickets at 5 euros.</p> <p>Cineplexx organised a “spooky box” give-away for Halloween. Cinema-goers had to explain why they should get the spooky box.</p> <p>Online screenings</p> <p>While they are closed, Burg Kino is offering free online screenings of short films on their website.</p>
BELGIUM	<p>National re-opening campaign/s</p> <p>The Cinema and Audiovisual Centre of the Wallonian Government launched the initiative <i>J’peux pas, j’ai cinema (I can’t, I have to go to the cinema)</i> to encourage cinema-going. This platform allows cinema-goers to select the movie at the cinema of their choice at a special</p>

	<p>summer price of €1 per ticket.</p> <p>In order to support art-house cinemas in Wallonia, 15,000 tickets at €1/ticket will be made available to cinema-goers. They will be able to choose from 11 art-houses in Wallonia. The offer is only valid for screenings taking place on Tuesday. More information is available here.</p> <p>A <i>Welcome back video</i> featuring famous Belgians was launched to announce the re-opening of Belgian cinemas.</p> <p>Private initiatives</p> <p>UGC published a video on social media on how to return safely to cinemas. In their welcome back announcement.</p> <p>Kinopolis issued guidelines for the audience on safe and comfortable cinema-going. Kinopolis has also been engaging with their audience on programming. They conducted a poll with their public asking them to select the family movies from 2019/2020 they would like to see when cinemas re-open.</p> <p>Movie-goers who come to Cinema Aventure to watch <i>The Lighthouse</i> have a chance to win a vinyl of the original soundtrack.</p> <p>Kinopolis announced its Discovery Day, scheduled to take place on 5 October. On the day, cinema-goers will be able to exclusively watch trailers and discover the upcoming blockbusters. Moreover, participants will receive a tote bag with latest movie related news and discounts.</p> <p>For <i>Tenet's</i> release, Kinopolis organised a competition - participants were invited to test their knowledge on <i>Tenet</i> and Christopher Nolan's movies for a chance to win a unique Hamilton watch.</p> <p>Kinopolis organised a competition related to the football match between Club Brugge and Anderlecht, which will be shown live on the Big Screen. Participants were asked to say why they are the biggest fans of their club, with a chance to win an official shirt from their team.</p> <p>White Cinema launched a special re-opening promotion valid throughout July and August. Participants, upon presentation of a previous White Cinema ticket, will be able to enjoy movies at 5 euro per ticket.</p> <p>UGC launched a special promotion: all guests with an UGC Unlimited Pass receive a 10% discount on concessions.</p> <p>White Cinema is inviting cinema-goers to support cinemas by offering tickets at a special price of 5 euro for any movie during the weekend of 23-25 October.</p> <p>Kinopolis created a special playlist on Spotify called 'The Sound of Cinema' inviting its cinema-goers to picture themselves in a movie – cinemas are now closed again in Belgium.</p> <p>Kinopolis launched its KineQuiz testing its audiences' film knowledge on Instagram.</p> <p>Audience survey</p> <p>Vertigo has conducted a study on the potential impact of the outbreak on cinema-going after restrictions are lifted, with results showing that going to the cinema is the second most anticipated entertainment activity in Belgium.</p> <p>Community support</p> <p>Kinopolis donated their extra popcorn and snacks to medical workers and charities.</p>
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<p>CROATIA</p>	<p>National re-opening campaign/s In the week of the re-opening of Croatian multiplexes, the Croatian Audiovisual Centre announced a large national campaign entitled <i>Back to Cinema!</i> that aims to draw spectators to cinemas. The national media campaign, which has begun on 20 August 2020, is designed through a series of imaginary film trailers created by reinterpreting footage from seven Croatian films, and touching upon the topics of the pandemic and quarantine in different ways. During September, the Network of Independent Cinemas will screen the most successful domestic films, ranging from the 1970s until today. Croatian multiplexes will support the campaign on 25 August by showing famous local productions. More information is available here.</p> <p>Private initiatives <u>Kino Valli</u> has launched ‘A-LA-distance trend’ promoting the fun of social distancing in the screening room. Announcing their re-opening, <u>Blitz – CineStar</u> published their security measures and recommendations to ensure safe and enjoyable cinema-going with the general message – <i>safety comes first</i>. <u>Blitz-CineStar</u> organised a competition where participants had a chance to win a gift package of products from the movie <i>New Mutants</i>. In order to participate, they had to share which super power they had dreamed of having since their childhood and why, the most creative answers being rewarded. <u>Blitz-CineStar</u> organises a special promotion on Mondays – for any ticket purchased cashless, cinema-goers receive a second ticket as a gift. On the World Ballet Day on 10 December, <u>Blitz-CineStar</u> will showcase the performance of <i>The Nutcracker</i>. Each visitor will receive a box of fine tea as a gift and a glass of champagne after the first act. <u>Blitz-Cinestar</u> organized a competition inviting the audience to share the movie toys they collect at home and why. The most interesting comments were rewarded with a toy set from <i>Trolls: World Tour</i>.</p>
<p>CZECH REPUBLIC</p>	<p>Private initiatives CineStar’s campaign <u>Zachraň kino - podpoř film</u> (Support the Cinema - Save the Film) enabled viewers to reserve VIP vouchers and help the company prepare for re-opening. Immediately after opening, the voucher can be exchanged for a ticket to any movie. In addition, they encouraged Czech film actors to send support messages for their cinema and the Big Screen experience more broadly. Premier cinemas launched a <u>competition</u> asking its audience to indicate the character they most identify with from the new Czech movie <i>3 Bobule</i>. Winners received a bottle of wine and two cinema tickets. CineStar listed <u>re-opening recommendations</u> for their cinema-goers. They issued a <u>video on their social media accounts</u> on what cinema-going will look like with these measures in place. <u>Kino Atlas</u> published the measures that have been introduced to keep the audience safe and welcome as cinemas reopen. <u>VIVO Shopping Center</u> offers free tickets to Premiere Cinemas Multiplex with purchases of at least CZK 800. The initiative is valid until 31 August. Cinema City organised a <u>short term action</u> – VIP tickets can be</p>

	<p>purchased at the price of normal tickets. To encourage its cinema-goers to buy their tickets online, <u>CineStar</u> has discounted all tickets purchased online by 30 CZK (by 50 CZK for members of the CineStar Club). <u>CineStar</u> is offering free HBO Go subscriptions to members of the CineStar Club during this period of closure.</p>
<p>DENMARK</p>	<p>National re-opening campaign/s Danske Biografer and the Danish Film Distributors' Association <u>launched</u> the advertising campaign "<i>Kom trygt tilbage – vi har også savnet jer</i>" (<i>Come back safely – we missed you too</i>). The campaign has been promoted via TV commercials, newspaper ads and outdoor commercials. Danske Biografer encourages all cinema-goers to download the "infection app" developed by the Ministry of Health and the Elderly. If a guest gets infected, he/she can choose to notify the users they've been close to via the app. More information is available <u>here</u>. <u>Danske Biografer</u> explained the new mask rules to cinema-goers and encouraged them to go to the cinema.</p> <p>Private initiatives CinemaxX published <u>health and safety measures</u> that were put in place in their cinemas. Nordisk Film Biografer published a <u>video</u> encouraging cinema-goers to leave their sofas and come to the cinema. Nordisk Film Biografer <u>published another video</u> showcasing the measures they have taken to provide a safe environment for their public. <u>Nordisk Film Biografer</u> organises frequent competitions on different themes connected to the movies currently in their programme, with participants having a chance to win 2 cinema tickets. <u>Nordisk Film Biografer</u> encouraged their audience to share their favourite Christopher Nolan movie for a chance to win two cinema tickets for <i>Tenet</i>. In relation to the release of the Danish movie <i>Shorta</i>, <u>Nordisk Film Biografer</u> organised a special competition with different prizes. In order to participate, cinema goers had to indicate with whom they would like to share a cinema experience and an Escape Room challenge. <u>Nordisk Film Biografer</u> organised a competition for Halloween prize related to the movie <i>The Witches</i>. The prize was 2 cinema tickets for the movie, a witch hat and a copy of the book. To participate, cinema-goers had to say with whom they would come to see the movie. For the release of the Christmas movie <i>Julemandens datter 2: Jagten på Kong Vinters krystal</i>, <u>Nordisk Film Biografer</u> is organising a special competition. To join, participants have to test their knowledge about the film. The winner will receive a movie-related gift set including a hat, scarf, lunchbox and 4 cinema tickets. <u>Nordisk Film Biografer</u> organised a Christmas giveaway related to the film <i>MALOUS JUL</i>. Participants were asked to share how they get into the Christmas spirit for a chance to win 4 tickets for <i>MALOUS JUL</i> and some additional gifts.</p> <p>Audience survey The Danish Film Institute published a survey of Danes' expectations to return to the cinema once the corona quarantine is over. The report,</p>

	entitled "10 Insights on Cinema Audiences in a Corona Era," can be read here .
ESTONIA	<p>Private initiatives</p> <p>In the reopening phase, all tickets at CINAMON will cost €4. Apollo Kino launched a promotion whereby, until August 5, cinema-goers will receive a €2 discount for F&B for every cinema ticket bought online. In addition and until July 5, a 2 for 1 campaign has been introduced for movies scheduled before 5PM, Monday to Friday. Forum Cinemas encouraged audiences on Facebook to share their thoughts on how they could improve their services and offers upon re-opening. Announcing their reopening, Apollo Kino Eden launched a special 2 for 1 promotion valid during their re-opening weekend from 16-19 July. Forum Cinemas organised a special competition, in which participants were asked to share the movie they are looking forward to the most and in which of their cinemas they would like to watch it. Each winner will receive two cinema tickets. Cinamon frequently organises their YES Days during which cinema tickets cost 3.50 euro. On 7 November, Cinamon offered a special 2 for 1 popcorn promotion. Cinamon Kosmos announced the French Film Week@Cinamon. During the week of 23 November, 4 French films are planned to be screened.</p>
FINLAND	<p>Private initiative</p> <p>Bio Rex published their new measures in place to ensure the safety of cinema-goers and staff. Finnkino published a list of measures taken to ensure audience safety. Cinamon organised a raffle on its social media accounts asking their audience to tag a person with whom they would like to return to cinema. The selected winner will receive two cinema tickets. Cinema Orion published their safety instructions and recommendations for guests. Finnkino organised a giveaway connected to the movie <i>After We Collided</i>. Participants have a chance to win special t-shirts if they answer a movie-related question correctly. As part of Helsinki Pride Week 2020, Finnkino organised a free screening of two successful and revolutionary documentary films at Kinopalace in Helsinki, followed by panel discussions with the producers. Finnkino often publishes blogposts listing reasons why cinema-goers should come to the cinema to watch a particular movie, the latest one being 5 reasons why you should watch Saint Maud on Halloween. Finnkino organized a special promotion - on 10 and 11 November, film tickets cost 5 euros. Finnkino launched its Mystery November. Cinema-goers can try a new movie experience: buy a ticket for a film without knowing the title and find out only in the screening room what the film will be. Cinema-goers know that the could be anything except horror.</p>
FRANCE	<p>National re-opening campaign/s</p> <p>#oniratousaucinéma ("we will all go to the cinema") is a communications campaign launched by the French cinema operators'</p>

association, the FNCF. The FNCF has encouraged cinema operators and other industry stakeholders to use the hashtag on social media to engage with their customers and French cinema-goers. They have produced short videos of French directors and actors, all talking about their passion for cinema-going. The FNCF also coordinated a large-scale campaign to make special posters celebrating re-opening, available to all cinema operators across France. They have shared advice on how to quickly order them and ensure that they are efficiently displayed across the country.

With the announcement of the reopening date, the FNCF produced and launched the #TousAuCinema video campaign. All major French broadcasters have offered free TV slots at peak hours to promote this video.

The FNCF also created a working group dedicated to the re-opening, focusing on 4 key areas: the sanitary conditions for welcoming the public; the sanitary working conditions for employees; the material conditions for implementing health measures in the field; and communication with the public to announce and support cinemas' re-opening.

Finally, the FNCF created a dedicated Facebook page for cinema operators called *Entracte* ("intermission") to share best practice related to audience engagement during the crisis.

The French national film fund – the CNC - has created new incentives for distribution to encourage them to release new titles.

Private initiatives

During the projection of the movie *The Minions*, MK2 placed Minion toys in the empty seats separating the audience to enforce social distancing, but also to raise awareness to the public of what a 50% occupancy restriction means to their business.

Les Cinemas Pathé Gaumont communicated with their audiences around the measures they would take when re-opening. They also published a video.

On the day of re-opening, 22 June, AlloCiné changed its name to ALLezOCINÉ (*go to the cinema*) to promote cinema-going on the day. Kinopolis France published all the measures taken for a safe return to cinema.

To celebrate their re-opening, CGR cinemas offered a promotion on cinema tickets (€5 for all screenings) if booked online before 7 July. UGC Cine Cite organised a special movie marathon. Participants who show four recent movie tickets (including one for *Hunger Games*) will receive a special *Hunger Games* collectors key ring.

In anticipation of *Tenet's* release, Kinopolis is organising a special competition by inviting their audience to test their knowledge on Christopher Nolan's movies. 14 winners will be selected to receive 1 Collector's Blu-ray Steelbook from Nolan's filmography + 2 tickets for *TENET*.

UGC Cine Cite announced *la semaine de la comédie* (comedy week).

All tickets for selected movies are at a special price of 6 euro, and all participants buying their tickets online will receive one free ticket.

From 14 to 18 September, Kinopolis organised a special re-opening initiative with cinema tickets at €6 across all of its French sites.

	<p>Between 25 – 27 September, <u>UGC Cine Cite</u> organised a special Harry Potter marathon, with tickets at €5/movie.</p> <p>Les Cinemas Pathé Gaumont launched <u>Le Festival Première</u>. From 30 September until 6 October cinema-goers will be able to see 8 films in preview at a single price of €8 per film.</p> <p>Until 20 October, at Les Cinemas Pathé Gaumont cinema-goers can watch movies in 4DX (<i>Spider-Man: New Generation</i>, <i>Black Panther</i>, <i>Edge of Tomorrow</i>, <i>The Jungle Book</i>) at a special price of €8.</p> <p><u>Les Cinemas Pathé Gaumont is testing their cinema-goers' knowledge by inviting them to guess films from listening to extracts from their original soundtracks.</u></p> <p>Outdoor cinema</p> <p>For the launch of Paris Plages 2020, a special <u>cinema session</u> on water will be organized on the Bassin de la Villette on July 18. Spectators will be seated on 38 small boats. There are 150 spots, and the registration is free. The movie screened is <i>Le Grand Bain</i>.</p>
<p>GERMANY</p>	<p>National re-opening campaign/s</p> <p>The German cinema association, HDF Kino, launched a campaign collecting messages of support for cinemas from celebrities and cinema-goers alike, using the hashtags #KINOKOMMTWIEDER (“cinema is coming back”) and #DURCHHALTEN (“holding on”). Once cinemas re-open, the campaign will change its hashtag to #FINALRETURN.</p> <p>The Campaign <i>Das Kino. Lläuft bei uns</i> has been prolonged until 31 August. As part of the campaign, up-to-date materials are made available to cinemas to support them in their communications efforts with cinema-goers.</p> <p>As of the last week of August, the campaign has reached 270m contacts across all channels and built up a large community, bringing the topic of cinema-going back in the reality of the target group.</p> <p>Private initiatives</p> <p>Kinopolis launched a <u>‘welcome back’ promotion</u>: cinema ticket + soft drink + popcorn = €9.90, valid until 21 July.</p> <p>Kinopolis organised a <u>giveaway</u> for kids related to the animation <i>DRACHENREITER</i>.</p> <p>The “<i>Cinema. Running with us</i>” campaign launched by film sector stakeholders has provided material to assist cinemas in their local marketing initiatives. It includes poster motifs, a <u>video</u>, and a paper with communications advice and ideas for marketing.</p> <p><u>#zurückinskino</u> is a digital idea platform from cinemas, for cinemas. The platform compiles creative measures taken by cinemas to engage with their audience and also offers a space for cinemas to exchange ideas and best practice.</p> <p><u>Cineplex Berlin</u> is organizing giveaways: their guests are invited to tag a person they would like to go to the movies with for a chance to win two movie tickets.</p> <p><u>Yorck</u> is encouraging their cinema goers to book their tickets online by offering 1€ discount to all online booked tickets. The action is valid in July and August. <u>Yorck</u> also published the list of measures taken to ensure a safe and enjoyable cinema-going experience.</p> <p>CineStar published a <u>list of recommendations</u> for its audience in order</p>

	<p>to enjoy a safe cinema-going.</p> <p>"Tübingen without Arsenal" campaign was launched to support Arsenal Cinema, one of the oldest arthouse cinemas in Germany, and to highlight its important role in the local community and in Tübingen's cultural scene in a time when it faces eviction.</p> <p><u>Cineplex</u> launched a special holiday ticket price. Until 9 September, children, teenagers and students only pay 5 euro admission price.</p> <p>On 11 November, <u>Kinopolis</u> organized a giveaway. Participants were asked to share how they enjoyed the day for a chance to win a cinema ticket and a box of chocolate and sweets.</p> <p>Audience survey</p> <p>According to a <u>new study</u> by the market research company S&L, 85% of the cinema goers who returned to the Big Screen after the lockdown are satisfied with the hygiene and safety measures taken by cinema operators.</p> <p>S&L have conducted <u>research</u> asking German cinema-goers, among other things, about whether they would come back to the cinema once restrictions are over. Results were particularly positive, as cinema-going came on top of the list of activities respondents were most likely to return to, with 93% saying they were likely or very likely to return soon.</p> <p>Cineplex published a <u>large-scale customer survey</u> before re-opening. One key finding highlights that over 90 percent of participants want to maintain or perhaps even slightly increase their visiting frequency.</p>
IRELAND	<p>Audience survey</p> <p>The survey organised by <u>Movies.ie</u> revealed that 90% of Irish cinema goers are ready to return to the Big Screen and 45% plan to go to cinema in the first reopening week.</p> <p>Private initiative</p> <p>Omniplex published a <u>list of measures</u> taken and advice for cinema-goers to enjoy a safe visit.</p> <p>Movies@Cinemas launched a <u>Rent Your Very Own Private Screen</u> option. Cinema-goers have the option to watch a movie, play video games on the big screen or catch up with friends and family and feel totally safe and secure by renting their own screening room.</p> <p>Omniplex Cinemas announced a <u>charity event</u> that will bring the trappings of Christmas—trees, music, and movies—to their theaters in August. <i>Home Alone</i>, <i>Die Hard</i>, <i>Elf</i>, <i>Love Actually</i>, and <i>Frozen 2</i> will all be shown on Saturday, August 22nd. One Euro (or one pound) from every Christmas ticket sold will be donated to Barnardo's Children's Charity, which works to protect vulnerable children in Ireland and Northern Ireland.</p> <p>To celebrate the release of <i>The New Mutants</i>, <u>Omniplex Cinemas</u> has teamed up with Walt Disney Studios to give away a special themed goodie bag. Participants are asked to share with whom they will go to see the movie.</p> <p><u>Omniplex Cinemas</u> organised a special "Seat Sale," with all tickets at £4 until 15 October.</p> <p><u>Omniplex Cinemas</u> frequently tests their cinema-goers' movie knowledge online. As part of their latest engagement, the audience was asked to guess the films based on their closing lines.</p>

<p>ITALY</p>	<p>National re-opening campaign/s Many TV stations in Italy allocated special air time to announce the reopening of cinemas, <u>as stated by ANEC</u>. The flash mob, organised by ANEC - #TurnTheCinemaBackOn – was intended as a symbolic message to the audience, operators and institutions, underlining the important, everyday social function that cinemas perform as places of meeting, participation and cultural exchange, as well as the need for a strategic project to relaunch the sector. The flash mob took place during the 65th David di Donatello Awards, on 8 May at 21.25, with Italian cinemas turning their lights back on in anticipation of re-opening.</p> <p>Private initiatives Announcing their re-opening, Space Cinemas has published a <u>video</u> with the measures taken for safe cinema-going. In addition, all tickets are at a special promotional price - 4.90 EUR. Announcing their second phase of reopening, Space Cinemas published <u>the list of measures</u> taken and a <u>video</u> with guidance and recommendations for their cinema-goers. Announcing its re-opening, <u>Arcadia Cinemas</u> published a list of recommendations for cinema-goers to enjoy a safe return to the cinema. Space Cinemas launched a <u>special competition</u>. Cinema-goers buying a ticket for <i>Onward</i> enter a competition to receive the full collection of Disney Pixar movies.</p> <p>Outdoor cinema <u>Cinema on the Canal</u> - Venice has come up with a unique way for people to still enjoy watching films on the big screen despite COVID-19 restrictions by providing "boat-ins."</p>
<p>LATVIA</p>	<p>Private initiatives <u>Forum Cinemas</u> have made it possible since mid-August to rent screening rooms for private events, for groups of up to 30 visitors. They have also introduced a special offer for the theatrical release of the film <i>Trolls World Tour</i>, allowing for families to buy group tickets at a preferential rate. <u>Forum Cinemas</u> organises frequent discount offers. On 24 September, all movies were €1.99, and from 30 September – 4 October all snacks and movie gift cards are discounted. To celebrate Halloween, on 31 October – 1 November all cinema visitors who buy two tickets at <u>Forum Cinemas</u> will receive a gift set.</p>
<p>MALTA</p>	<p>National re-opening campaign/s The Maltese Government has offered every adult 100€ to spend on entertainment and hotels, to be used before September. This money can be spent in cinemas.</p> <p>Private initiatives <u>Eden Cinemas</u> launched a special <i>Harry Potter</i> offer. A bulk ticket for the 'Harry Potter Super Fan Marathon', which includes all 8 movie screenings, can be purchased for €40. Cinema-goers can watch each movie on the big screen in chronological order in the weeks following their purchase. <u>Eden Cinemas</u> invited their cinema-goers to tag the person they would like to see the film <i>V for Vendetta</i> with for a chance to win 2 cinema</p>

	<p>tickets with drinks and popcorn included.</p>
NETHERLANDS	<p>National re-opening campaign/s In the context of cinemas' reopening, the Dutch Cinema Association – NVBF is currently preparing a national marketing campaign - <i>GANAAARDEFILM.NL</i>, which is expected to be launched by the end of July. The partners involved in the campaign include as well FDN, Stichting Nationale Bioscoopbon, Nederlands Filmfonds, Nederlands Filmfestival, Film.nl, Holland Film Nieuws, Sekam and individual distributors. In preparation for the campaign, a survey has been launched, asking active cinema goers about how they got through the lockdown period without going to cinemas. Dutch cinema operators are asked to share the survey with their audience. A raffle will take place among respondents to win cinema vouchers. The <i>GANAAARDEFILM.NL</i> campaign was launched on 3 August and will last until 30 August. Two campaign videos were created and have been shown on TV and distributed online and on social media. The videos can be found here and here.</p> <p>Private initiatives Holland Film Nieuws launched a campaign that celebrates the memories of going to the movies by using the hashtag #celebratecinema. Well-known actresses, actors and directors are asked to share their personal memories of going to the cinema. The videos have been shared via social media and the special website www.celebratecinema.org.</p> <p>VUE Netherlands published a video that explains social distancing rules in their cinemas. Announcing their re-opening, Pathé Netherlands have published guidelines and produced a video for a safe cinema-going experience. They have also produced weekly videos featuring their most loyal customers, sharing what they love and miss about the Big Screen experience. Pathé Netherlands, while announcing the new government ban on selling food and drinks in cinemas, invited their audience to come to the cinema and bring their own snacks and drinks. FilmHallen published the list of measures taken for a safe cinema-going experience under the hashtag "prepared for the film". In order to encourage its customers to buy their tickets online, VUE Netherlands is offering a 12 euro discount to Wallibi Holand adventure park, (with the discount code written on the e-ticket). Pathé Netherlands asked their audiences' opinion on the new measures in places and their visit to Pathe after re-opening. The video is available here.</p> <p>During closure, Pathé Netherlands and Pathé Thuis launched Pathé treats. Every day, cinema-goers can watch a film online, the title of the film being announced on the day via Instagram.</p> <p>Community support To pay tribute to Chadwick Boseman, Pathé Netherlands organized a screening of <i>Black Panther</i> with half of the profits going to KWF Cancer Control.</p>
NORWAY	<p>National re-opening campaign/s</p>

	<p>Film&Kino, the Norwegian cinema association, is working with its members on a re-opening campaign.</p> <p>Film & Kino published a list of posters that can be used by cinemas digitally or in print version to raise awareness in their venues on how to control the spread of virus.</p> <p>A nationwide campaign is being prepared by Film & Kino with the aim to bring audiences back to the cinema. The campaign will take place in local cinemas, in the cityscape, among the people, on social media, in the printed press, radio and television, and will run over a period of one year. The Norwegian Film Institute also donated NOK 3.5 million for the campaign. More information is available here.</p> <p>In addition, the Norwegian Cinema Days, where all movie tickets will be half-price, is scheduled for 7 November.</p> <p>On 7 November, Film&Kino organized the Norwegian Cinema Days. Despite the restrictions in place and the fact that some cinemas were already closed, more than 76,000 cinema-goers visited cinemas on the day, four times more than the previous Sunday.</p> <p>Private initiative</p> <p>ODEON Oslo published a video on social media showcasing how they prepared for re-opening, as well as a 'welcome back' video.</p> <p>NFkino Ringen launched a competition inviting their audience to tell them who they would bring if they had the screening room for themselves. The winner received a private screening, with friends. With the message <i>It's safe to celebrate Halloween at the movies!</i> NFkino Ringen announced a special programme involving new and old horror releases and inviting its cinema-goers to celebrate the day at their cinemas.</p> <p>Bergen Kino launched a competition inviting their public to share what they love about cinema; the winner received a private screening for themselves and a guest for a movie of their choice.</p> <p>Nordisk Film Kino announced their reopening with an online statement, It is safe to go to the cinema, and published on their website recommendations for cinema-goers and new measures they have taken to keep their audience and staff safe.</p> <p>Trondheim Kino launched a competition by asking their audience to share the movie they are most looking forward to seeing this year. Winners will receive a movie ticket and a popcorn menu.</p> <p>Audience survey</p> <p>The study initiated by Film&Kino and conducted by Filmweb, revealed that when deciding to go to the cinema, the public is more concerned by the content available rather than by the protective measures taken by cinemas to limit infection spreading.</p> <p>A new survey launched by Film&Kino revealed that despite significantly smaller offerings of films and very limited seating capacity, 4 out of 10 respondents have been back in cinemas after the reopening, and 87.5% of respondents indicated that they would like to go to cinema more often than before.</p>
<p>POLAND</p>	<p>National re-opening campaign/s</p> <p>The Polish Film Institute has created a crisis team bringing together producers, directors, distributors, cinema operators, film festivals, independent experts and employees of the Polish Film Institute. The</p>

task is to develop rescue solutions for the film industry in the face of the economic situation and prepare for cinemas re-opening, including working on a re-opening campaign.

The [#wspieramykinapolskie](#) (*we support Polish cinema*) campaign and website was launched to encourage cinema-goers to buy open e-tickets for future screenings at cinemas of their choice.

The [#ChodzDoKina](#) (go to the cinema) national campaign was launched on 4 September in Poland to encourage cinema-goers to return to the Big Screen. As part of the campaign, two spots were produced with the message “Cinema is emotions”. More information is available [here](#).

Private initiatives

KINO Pod Baranami published a [list of rules](#) and measures for safe cinema-going.

Multikino published the [list of measures taken](#) to ensure the comfort and safety of its audience.

Helios published [the measures](#) taken to ensure the safety of their public and staff.

Helios published a [welcome back video](#) announcing their reopening.

[Children know better](#) is a video spot launched by Helios where children describe the Big Screen Experience. [#PoKwarantannieDoKina](#) is another campaign launched by Helios to encourage the audience to return to the cinema. Spots with statements from famous actors have been shared [on Facebook](#).

From July 3, [Helios'](#) cinema-goers can book private screenings to watch the film of their choice among friends and family. The 50% capacity rule will be applied to the private screenings as well.

[Helios launched a special photo contest](#). Cinema-goers are invited to submit a vacation photo including the logo of one of Helios' special sessions (e.g. Women's Cinema Session, Night Film Marathons, Helios Sport, Accessible Culture, Helios for Children) and, in addition, buy 3 tickets for any screenings which are part of these sessions. Three winners will be selected to each receive a Suzuki scooter.

[Helios'](#) cinema-goers were asked to share their great secrets from their childhood, with the most creative answers being awarded with a “Mysterious Garden” book.

[Multikino](#) organized a special Halloween marathon night with tickets at a discounted price (The starting time was 30 October at 22:00 with four horror movies screened).

With the closure of their cinemas, [Multikino](#) extended the validity of their coupons that had a deadline on 30.11 to 31.03.2021.

[Multikino invited their audiences to share their first cinema-going experience and the first film they saw on the Big Screen, hinting that some of the films might be screened again in their cinemas.](#)

Community support

The local community in Szczecin has launched a [crowdfunding](#) campaign to save its local cinema, Kino Pionier, one of the oldest operating cinemas in the world and which announced its closure due to the effects of the pandemic.

Audience surveys

A [recent survey](#) conducted by YourCX on behalf of MULTIKINO S.A.

	<p>revealed that 91% of people polled feel safe enough in the cinema and want to return and 70% said that the social distancing in cinema auditorium contributed to them feeling safe.</p>
PORTUGAL	<p>Private initiatives Cinema Nos published a video with the measures taken to ensure a safe cinema-going experience. <u>Cinema Nos</u> invited different actors and film critics to share their unforgettable memories of the Big Screen. Cinema Nos launched a special return to cinema promotion, which includes 2 tickets at the price of 1 and a special popcorn discount, with tickets at 5€. From 17 September to 7 October, <u>Cinema Nos</u> offers a special discount for students – all tickets at €5. <u>Cinema Nos</u> organises frequent promotions for its loyalty cinema-goers. Those who have a Nos Card receive two tickets at the price of one for a selected list of movies. For the World Cinema Day, <u>Cinema Nos</u> is offering a special opportunity for cinema-goers to privately rent a screening room at a discounted price.</p>
ROMANIA	<p>Audience survey A survey launched by the platform Cinemagia showed that 54% of respondents are willing to return to cinema when this would be possible in Romania, and 46% declared that they are not ready yet.</p> <p>Private initiatives New Age Media launched the hashtag #dordecinema (#wemissthecinema) on social media to engage with cinema-goers and share their love of the Big Screen. Announcing its reopening, <u>Cinema City Romania</u> published the measures taken for safe cinema-going and a list of recommendations for its public. <u>Cinema City</u> organised a competition. Cinema-goers were asked to share why they would like to see <i>The New Mutants</i> on the Big Screen, with selected winners receiving movie themed t-shirts. <u>Cineplexx</u> launched #portiadecinema (<i>a portion of cinema</i>) by distributing popcorn in malls, on the street and other locations.</p>
RUSSIA	<p>National re-opening campaign/s The campaign #идёмвкино (<i>let's go to cinema</i>) was launched by leading Russian cinemas chains sharing the message that it is safe to go to the cinema. The platforms promotes a unified set of measures to ensure the safe return of cinema-goers. The national campaign #идёмвкино (<i>let's go to the cinema</i>) is supported by leading TV stations, cinemas, actors and producers. As part of the campaign, a promotional video was created and will be distributed through different channels, including national television.</p> <p>Private initiatives KARO has encouraged its cinema-goers to register to their loyalty programme in exchange for a cinema ticket to be reclaimed following re-opening. Announcing their reopening, <u>KARO cinema chain</u> organised a competition inviting their subscribers to share their favourite cinema snack. Among participants 3 winners were chosen and each received 4</p>

	<p>cinema tickets. With the message “<i>we missed you</i>”, during the first week of reopening, <u>KARO cinema chain</u> offered every guest who bought concessions a special gift. KARO cinema chain launched <u>#KAROaction</u> – discounted tickets for a selected list of movies, updated weekly. Announcing its re-opening, <u>Cinema Park/ Formula Kino</u> is offering special discounted prices for a selected list of movies. The promotion is valid until 12 August. <u>Cinema Park/Formula Kino</u> is offering a ticket discount of 25% to cinema-goers who return to see <i>Tenet</i> in IMAX for the second time. The offer is valid only by showing a previous ticket for <i>Tenet</i> (no matter the format in which it was previously seen or for which cinema it was acquired). To encourage cinema-goers to buy their tickets online, <u>KARO Cinema Chain</u> is offering a special discount of 15% (Monday – Friday) and 10% (at the weekend) for tickets bought online. Until 21 October, <u>Cinema Park/Formula Kino</u> will offer a fixed movie price in all its cinemas and a special discount at concessions. KARO Cinema Chain also offers <u>concession deliveries</u> within Moscow and Sankt- Petersburg regions. <u>KARO Cinema Chain</u> launched a special promotion (50% discount price) for family movies for kids under 12 years old. In order to benefit of the promotion, cinema-goers must buy their tickets online. Until the end of the year, <u>KARO Cinema Chain</u> is offering a special popcorn discount to its loyalty members.</p>
<p>SERBIA</p>	<p>National re-opening campaign/s Starting on 1 July 2020 cinemas in all towns and cities in Serbia have agreed to host a film series <u><i>Back to the Cinema / Povratak u bioskop</i></u>, initiated by the sections of distributors and screeners within the Group for Cinematography, and supported and aided by Film Center Serbia and the Chamber of Commerce of Serbia. The series consists of around 20 films, including the most watched ones and those whose distribution was curtailed or halted due to the COVID-19 pandemic and the state of emergency. Tickets for the special series are at a preferential rate of 2 EUR / 200 RSD.</p>
<p>SLOVAKIA</p>	<p>National re-opening campaign/s The Association of Independent Producers has initiated a campaign under the title “I am going to the cinema / Idem do kina,” that aims to bring viewers and Slovak films back to cinemas. This campaign, supported by the Slovak Audiovisual Fund, was created to help cinema operators, distributors and producers to deal with losses caused by the pandemic. More information is available <u>here</u>. The campaign is part of the communication and promotion of new Slovak films and at the same time is part of the general strategy to promote cinema-going after cinemas reopen their doors. The individual creative components of the campaign will be used by producers, distributors and cinemas. Radio and Television of Slovakia are part of the joint campaign and will broadcast trailers for new Slovak films. More information about the campaign can be found <u>here</u>. Private initiatives</p>

	<p>Cinemax published on social media a <u>welcome back video</u> that also showcased some of its security measures.</p> <p>All clients of Slovenská Sporiteľňa Bank will receive a <u>10% ticket discount</u> when buying tickets at Cinemax.</p>
SLOVENIA	<p>Private initiative</p> <p><u>Kinodvor</u> in Ljubljana developed cinema etiquette guidelines for a safe cinema visit, complete with FAQs from their customers. They have also published on their websites a selection of comments from their fans, expressing how they have missed coming to the cinema during closure.</p>
SPAIN	<p>National re-opening campaign/s</p> <p>FECE created a <u>visual on the socio-economic impact of the Spanish cinema exhibition</u>, including figures on employment, tax contributions and multiplier effects, accompanied by a press release linking these figures to the ongoing re-opening process.</p> <p>The Spanish cinema association FECE launched a <u>video</u> with the security protocol and hygiene measures taken by cinemas to keep the audience safe.</p> <p><u>#YOVOYALCINE</u> (I am going to the cinema) campaign and video was launched to promote the re-opening of cinemas and the magic of cinema-going.</p> <p>The Spanish Ministry of Culture & Sport, via the Institute of Cinematography and Audiovisual Arts (ICAA) <u>launched the “Cinema is a safe place” campaign</u> (“El cine es un lugar Seguro”). In collaboration with the Federation of Municipalities and Provinces (FEMP), the campaign will be rolled out across Spain and includes the installation of posters in public spaces, as well as posts on municipal websites and social media.</p> <p>Private initiative</p> <p>Cines Callao published a <u>video</u> with the measures taken to guarantee the safety of their guests.</p> <p>Announcing their reopening, Yelmo Cines has published a <u>comprehensive list</u> of measures taken for a safe cinema-going.</p> <p>Yelmo Cines also published a <u>video</u> featuring the Spanish personage <i>Superagente Makey</i> played by Leo Harlem (a movie to be released soon in cinemas) who draws attention to the audience to read and respect the safety measures.</p> <p>Fotogramas, one of the top film magazines in Spain, has launched a campaign called <u>#TodosVolveremosAlCine</u> (we will all go back to the cinema). The campaign involves many Spanish film stars under that same message. <u>More information available here</u> and <u>downloadable here</u>.</p> <p>Promoting its summer movie <i>Padre no hay más que uno 2</i>, Sony Pictures Spain launched a campaign <u>#CineNoHayMásQueUno</u> (<i>cinema is just one</i>) inviting famous Spaniards to share why we should all return to cinema.</p> <p><u>Yelmo</u> is rewarding its future loyalty costumers. Cinema-goers who buy a YelmoPASS Family or a YelmoPASS for two, until 31 October, have a chance to win one year of free cinema-going.</p> <p><u>Yelmo</u> is giving away 10 double tickets for the documentary movie <i>Eso Que Tu Me Das</i> to cinema-goers who share their expectations about the movie.</p>

	<p>The cast of recently released movie <i>No matarás</i> shared their experience of their recent visit at <u>Yelmo</u> and invited Yelmo’s audience to come and see the movie at the cinema.</p> <p>Audience survey According to a <u>study</u> carried out by FECE between 9 and July 15, 90% of cinema-goers are satisfied with the security and hygiene measures implemented in cinemas after the confinement. A study from Simon-Kucher & Partners found that 90% of respondents show interest in returning to cinemas this summer (sample size: 213,000).</p>
<p>SWEDEN</p>	<p>Private initiative Filmstaden published <u>their list of safety measures</u> for a safe cinema-going experience. Welcoming back their audience, Filmstaden <u>published a video</u> explaining the new safety measures in place. Announcing <i>Tenet</i>’s release, <u>Filmstaden</u> published an article listing the unique facts about the movie and the reasons why cinema-goers should come and see it in their cinema. <u>Filmstaden</u> asked their audience to share their thoughts and reactions after seeing <i>Tenet</i> in spoiler-free comments on social media. <u>Filmstaden</u> and its cinema-goers are putting together the list of top 100 scariest movies of all time. Cinema-goers are asked to nominate the scariest movies in their opinion, the list being presented on Halloween. Between 23-25 October, <u>Filmstaden</u> - in partnership with Coca-Cola – is offering special discounts at concessions in their theaters. Also, on 23 October with the announcement that “<u>Movie meals are back</u>”, Filmstaden offered 25% off for any movie meal. <u>Filmstaden</u> is involving its cinema-goers in programming. The audiences were asked to choose from a selected list of films the one they wished to be screened again. The film receiving the most votes will be projected on November 24.</p>
<p>SWITZERLAND</p>	<p>National re-opening campaign/s The internet portal #hilfdeinemkino (“help your cinema”) is operating in Germany as well as in Switzerland. Cinema-goers can support their cinema by selecting the cinema they would usually go to and watching commercials. A welcome back to the cinema <u>video campaign</u> was launched encouraging the public return to cinema and also to book a ticket to their cinema of their choice. Were also published online <u>the measures</u> taken by Swiss cinema operators to ensure a safe experience. Cinema-goers in Switzerland can now download a free voluntary app, “<u>Mindful Check-In</u>”, which enables anonymous tracking in case they have sat in the theatre with a person who tests positive for Covid-19 or if they themselves develop the disease.</p> <p>Private initiative KITAG Cinemas <u>published a video</u> showcasing the cinema-goers’ journey with the new safety measures in place at their cinema. Pathe Geneva started its countdown on social media until re-opening and also provided its cinema goers with a <u>check-in list</u>. Promoting the movie “INTO THE BEAT – Dein Herz tanzt” <u>Arena Cinemas</u> organized a <u>giveaway</u>, participants having a chance to win a</p>

	<p>voucher to a dance school.</p> <p>To celebrate the Pasta Day, <u>Pathé Genève</u> partnered with the restaurant <i>Luigia - The best of Italy</i> to offer an Italian dinner for two and two cinema tickets. To participate, cinema-goers had to share their favorite Italian dish and tag the person they would like to share the dinner & movie night with.</p>
<p>TURKEY</p>	<p>National re-opening campaign/s Turkish cinema operators are planning a TV and social media re-opening campaign titled “time to meet with our cinema again” in cooperation with Turkish producers and popular Turkish film artists.</p> <p>Private initiative Cinemaximum announced its re-opening date via a special facebook <u>post</u>. Cinemaximum loyalty members can benefit from a “buy one get one free” offer on popcorn when buying their tickets online.</p> <p>Audience survey Cinemaximum launched an <u>audience survey</u> to gauge audience behavior and priorities.</p>
<p>UK</p>	<p>National re-opening campaign/s The UKCA together with the Film Distributors Association and Cinema First launched the national <u>#lovecinema campaign</u> to announce that cinema is back and remind everyone about the excitement of the Big Screen experience.</p> <p>The UKCA has launched a campaign to explain the safeguards that UK cinemas will have in place to help protect audiences as they start to open over the coming weeks and months. The campaign is based around two ‘infomercials’ setting out the key measures to be taken. These will be used – alongside a host of other digital assets – on cinema and industry partner websites and social media channels, as well as on the big screen itself as sites re-open. The two video ‘adverts’ can be found <u>here</u>.</p> <p>The UKCA are collaborating with advertising company Pearl & Dean to find ways to harness the power of brands to entice people back to the cinema.</p> <p>The UKCA, together with Pearl & Dean, dispelled some of the current myths surrounding the state of the exhibition sector in a <u>Q&A</u> between Clare Turner (Pearl and Dean’s Sales Director) and Phil Clapp (UKCA’s CEO).</p> <p>The Film Distributors’ Association has been working with its members to bring together an enhanced content offer to supplement the new releases for when cinemas will be able to reopen in the UK. Under <u>Relaunching cinema – content for recovery</u>, they compiled together 450 titles across a rich range of genres and audiences, that have been curated under a number of thematic headings.</p> <p>The UKCA has published guidelines on re-opening for cinemas, entitled “<u>Cinemas – keeping workers and customers safe during COVID-19</u>”.</p> <p>On 14 September, the British Independent Film Awards (BIFA) launched a marketing campaign entitled “This Is Your Cinema”, supporting the release of British independent film. The campaign includes advertisements on social media channels aimed at encouraging young audiences to return to cinemas to watch British</p>

independent film, supported by an ongoing organic campaign on BIFA's channels. More information is available [here](#).

Private initiatives

VUE International launched the [First Cinema Memories](#) series, featuring actors and directors who share their first memory related to the Big Screen.

As a thank you for their work, [ODEON](#) is offering Blue Light Card members a free pair of ODEON cinema tickets from 3 -25 August 2020 inclusive.

Showcase Cinema has published [a video](#) showing what the cinema-going experience at their cinemas will look like once they re-open.

ODEON Cinemas Group have published a [list of measures](#) taken to ensure audience' safety.

[ODEON Cinemas Group](#) is offering 50% off cinema tickets to Cineworld Unlimited customers and to Cineworld and Picturehouse staff.

Cineworld [published](#) their safety measures to keep guests and audience safe.

Announcing their reopening, [Empire Cinemas](#) published a video entitled *10 ways we have made your visit safer*.

Announcing their reopening date, [VUE International](#) [published](#) the list of measures taken and the five key areas they focused on for a safe cinema-going.

Two East London parks - Leyton Jubilee Park and Pimp Hall Park, Chingford - will double up as ['Cycle-In Cinemas'](#) later this summer as an 'innovative and environmentally - friendly alternative to drive-ins'. By hosting evening cinema screenings through August and September, the aim is to give the public a chance to return to the movies while remaining socially distanced.

[Liverpool's Everyman cinema](#) is offering film lovers the ultimate 'night in' experience by providing free pizza and cocktails as it screens some of the most popular films.

To celebrate the 25th anniversary and upcoming re-release of *La Haine*, [Picturehouse](#) has teamed up with the British Film Institute for a special competition in which the winner will receive a French Cinema prize bundle. Participants are asked to share their favorite French movie.

Electric vehicle (EV) owners are being offered the chance to be part of a unique screening of *Tenet* in what is thought to be the world's first indoor drive-in cinema experience. The event - launched by [Fully Charged](#) - is to take place over four days from 29 October to 1 November at Farnborough International Exhibition & Conference Centre. Fully Charged replaced the postponed annual electric vehicle expo with pioneering indoor cinema that promises a 'Covid-safe' viewing experience.

On 14 September, the British Independent Film Awards (BIFA) launched a marketing campaign entitled "This Is Your Cinema", supporting the release of British independent film. The campaign will begin with advertisements on social media channels aimed at encouraging young audiences to return to cinemas to watch British independent film, supported by an ongoing organic campaign on BIFA's

channels. [More information available here.](#)
Wolverhampton's Light House Cinema and Café Bar launched a Crowdfunding campaign in late August with the aim of covering the additional costs that would be incurred in making the facilities COVID compliant, including extra cleaning costs and social distancing measures. In mid-September, they met their target of £10,000, with an additional £1,400 raised by cheque and in-person donations since the beginning of September.
Campus West in Welwyn Garden City adapted to new COVID-19 conditions by introducing 'bubble screenings' limited to 6 people. These are a great way for two families or two households in a bubble to share a private screening to celebrate a birthday or special occasion. The prices range from £60 for films and £96 for Live on Screen events. To celebrate 30 years of Goodfellas, Vue International published a list of behind-the-scenes facts about the movie and asked their audience to spot the fake one.
Cineworld celebrated Halloween with an online LIVE Cinemania Quiz. While their doors are closed, VUE Cinemas opened their 'Christmas post box'. Cinema goers are asked to share what Christmas film they want to see on the Big Screen and with whom, and VUE might take care of it.

Audience survey

A [new survey](#) has revealed UK audiences' viewing preferences during lockdown and the most anticipated theatrical releases. The survey also highlighted that consumers are keen to get back into cinemas. 66 % say they will be heading to their nearest cinema within two months of venues re-opening.

According to a [public survey](#) by the Film Distributors Association, 75% of cinema-goers said they were keen to return to cinemas post-lockdown.

Audiences and exhibition consultant Jonny Tull conducted a [survey](#) looking at the potential impact on attendance and expectations of how specific segments of cinema-goers may react when cinemas re-open. Two surveys were conducted in the UK following the lockdown - *After the Interval* (16 April - 27 May) and *Act 2* (1 June - 15 July) – to gather audiences' views on missing cultural events, booking tickets during lockdown, returning to live cultural events with social distancing and experiencing culture in different formats. The results can be found [here](#).

Cinema and audiences' support initiatives

The British Film Institute has unveiled details of its £30M (\$39M) recovery fund for England's beleaguered independent cinemas. Cinemas can apply to safety grants (to put in place safety measures for staff and audiences) and sustainability grants. Cinemas applying for business sustainability grants will be required to demonstrate a commitment to increasing their organizational diversity and the diversity of their audiences, such as by making diverse appointments to their boards and senior teams, and curating more programs from minority programmers. More information is available [here](#).

The BFI launched the "[My Dream Palace](#)" campaign as a "communal celebration of the magic of moviegoing". The campaign involved



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	filmmakers, who reflect on their favourite and formative cinemas, as well as spotlighting the people who make cinemas work.
UKRAINE	Private initiative <u>Multiplex cinemas</u> have decided to stop selling tickets at the box office, only allowing for online ticketing.