

UNIC RESEARCH

The impact of the Coronavirus outbreak on the European cinema industry

AUDIENCE ENGAGEMENT INITIATIVES DURING CLOSURE

SUMMARY

We have seen a large number of initiatives from cinema operators and their national associations across Europe to engage with their audiences during closure. Cinema operators in Europe have encouraged their most loyal customers to support them during the crisis by acquiring gift cards, vouchers or subscriptions to be used once they reopen. Several smaller operators have launched fund-raising schemes, asking the public for donations or to buy cinema tickets and gift cards. Exhibitors have also engaged with their audiences via social media – by asking people to share their best cinema experience, film quizzes, etc. – but also by publishing positive messages on their buildings, showing creativity in times of crisis. And we have also seen cinema operators adapting their business by selling drinks and food online, creating a take-away service or delivering directly to their customers. Others have been collaborating with local VOD platforms to enable their audiences to watch some of the independent films that were screened in their cinemas just before closure, sharing box office revenues evenly with distributors and online platform providers. We have included below a non-exhaustive list of initiatives from cinema associations and operators across Europe. [A separate document](#) includes initiatives that are more related to the reopening process, from national reopening campaigns to audience sentiment surveys, which of course includes campaigns that were launched during closure.

COUNTRY	DETAILS
AUSTRIA	<p>Drive-in cinema On 27 May Cineplexx opened a drive-in cinema in Graz, with its programme available here.</p> <p>Outdoor cinema From July 1, Metropol Kino will extend its drive-in cinema in Innsbruck with an open-air area, the drive-in and open air cinema will last until August 31.</p> <p>Movie trivia Cineplexx are testing their cinema-goers' movie knowledge via regular quizzes on social media.</p> <p>Partnership with VOD VOD Club Cinema is a streaming platform focused on domestic products and is supported by 50 Austrian cinemas. Viewers can rent films for 48 hours. The proceeds of each film are redistributed between the streaming service, the respective cinemas and the filmmakers.</p> <p>Burg Kino has partnered with MUBI in offering three months of free MUBI subscription to its patrons.</p>
BELGIUM	<p>Drive – in cinema Kinopolis is launching Kinopolis on Tour – a drive-in caravan that will cross the country in July and August with the largest mobile LED screen in the world.</p> <p>Virtual cinema Cinema Galeries in Brussels offers free weekly screenings on their website or via Facebook watch.</p>

	<p>Audience engagement contests <u>Test your Top Gun knowledge</u> – Kinopolis organised a quiz on <i>Top Gun</i>, with participants having a chance to win 2 tickets for the film, which will be released in December.</p> <p>Outdoor screenings The Kinograph, a cooperative cinema based in Brussels, launched “<u>Le ciné des confinés</u>” screening movies on the outdoor walls. It also invites the public to organize such screenings themselves, while respecting the confinement measures.</p> <p>Community engagement <u>UGC Cinema in Antwerp</u> has donated a large part of their concessions stock to a non-profit that works with mothers and children in need.</p>
BULGARIA	<p>Curation <u>Weekly in June, Домът на киното organises Zoom watch parties of Bulgarian movies followed by discussions with the participation of different Bulgarian producers or actors.</u></p> <p>Movie trivia Cinema City launched a #30dayfilmchallenge on <u>Instagram</u>, engaging with their audiences by asking about their favourite films and cinema experiences. Latona Cinema engaged with the audience through updates on film releases and games on <u>Facebook</u>, such as a poster in which different film references were hidden. Кино Palace also kept in touch via <u>Facebook</u>.</p>
CZECH REPUBLIC	<p>Drive-in cinemas In the past two weeks, more than <u>5 drive-in cinemas</u> have been opened in and around Prague.</p> <p>Virtual cinema Kino Evropský dům has partnered with the platform <u>Aerovod</u> in streaming classic movies for free. <u>Aerovod</u> is a platform created by Prague cinemas Aero, Světozor and Bio Oko.</p>
CROATIA	<p>Drive-in cinemas The first <u>drive-in screenings</u> were introduced in Croatia on 8 and 9 May 2020 by Kino Gaj, a member of the Croatian Independent Cinemas Network. In the past days, more than 4 drive-in projects have been announced across Croatia.</p> <p>Partnership with VOD In collaboration with the MUBI network, <u>Kino Valli</u> has been providing a number of different titles for free to its supporters.</p>
DENMARK	<p>Movie trivia Empire Bio launched a “30-day movie challenge” <u>on Facebook</u>, engaging with their audiences around famous films. They also encourage them to share different cinema-related memories (e.g. their earliest cinema memory) and participants can win free tickets for when cinemas reopen.</p> <p>Drive-in cinema <u>A drive-in venue</u> opened in Aarhus, hosting concerts, cinemas and other events.</p> <p>Creativity MovieHouse Cinema launched a <u>film competition</u> with a jury formed from professionals, where the public is invited to record a short film on their life during quarantine. The best 12 films will be shown on the big screen when cinemas will reopen, while the winning films will also receive gifts too.</p>

<p>ESTONIA</p>	<p>Vouchers Cinamon – also operating sites in Latvia, Lithuania and Finland – launched a support initiative encouraging audiences to buy gift cards and vouchers for 10, 20, 50 or 100€. It also extended the expiration date of already purchased cards, vouchers or free tickets.</p> <p>Public awareness Cinamon employees are encouraging audiences to stay at home via video messages on Facebook.</p>
<p>FRANCE</p>	<p>Virtual cinema La Toile, a French VOD platform, has partnered with French exhibitors to offer a set number of curated films per month. The platform is embedded within an exhibitor’s existing website and allows customers to rent a film for 48 hours for between €1.99 and €5.99. The fee is then split between the exhibitor, the rightsholder and the platform. <u>La Vingt-Cinquième Heure</u> is a virtual cinema created on 18 March 2020 due to the closure of cinemas. It is a geolocated platform allowing access to screenings to people living within 40 km radius from participating cinemas.</p> <p>Outdoor screenings The cinema La Clef projects films on the roof during confinement.</p> <p>Drive-in cinemas Grand Lux in Caen is planning to open a <u>drive-in cinema</u> in the car park of the city’s park. The current plan is to hold 4 to 5 sessions per week and limit the number of cars to 120. Tickets will be sold via CNC ticketing, a national platform. <u>The Drive-in Cinema Festival</u>, the first of its kind in France, is planned to be launched in Bordeaux on May 16. All profits will be donated to cinemas, exhibitors and distributors in difficulty because of the Covid-19 pandemic.</p> <p>Creativity <u>Le Grand Bleu</u> launched a creative game encouraging audiences to send their creation of a mini cinema room with materials they have at hand. The work of selected participants will be screened on the Big Screen when the cinema will reopen.</p> <p>Community support Cinemas such as Les Cinémas Gaumont Pathé a redistributed their F&B stock with communities in need and associations working with homeless shelters. Kinopolis France offered <u>10,000 cinema tickets</u> to frontline workers engaged in fighting the pandemic. Tickets will be available when cinemas will reopen.</p> <p>Online seminars <u>Cinémathèque de Grenoble</u> offers free online workshops throughout the confinement period, suitable for different audiences.</p>
<p>FINLAND</p>	<p>Drive-in cinema An events agency has announced plans to open a <u>drive-in cinema in Tampere</u> allowing citizens to watch films on the big screen from the safety of their vehicles. This is scheduled to take place in June at Tampere’s Exhibition and Sports Centre if the restrictions over gatherings above 10 people are lifted.</p> <p>Movie trivia Finnkino is posting <u>video lessons</u> on how to draw Disney characters. They also organized a <u>poll</u> on their audience all time favorite movies.</p>

	<p><u>Biorex Cinema</u> offered on their website a printable Mörkö-Puuhakirja book, which contains fun colouring and activities for the youngest members of the family. The best colouring gets rewarded with special Family movie day products.</p> <p>Cinema Orion provides <u>weekly movie recommendations</u> for their audience.</p> <p>Finnkino is inviting their audience to <u>share stories</u> connected to their favorite movie by 31 May. Participants will then enter a raffle to win a package of 4 movie tickets.</p> <p>Virtual screenings</p> <p>On May 1, Cinema Orion, Pirkanmaan elokuvakeskus & Arthouse Cinema Niagara and production company Illume Oy organized <u>a virtual screening</u> of the movie Jouko Aaltonen: KENEN JOUKOISSA SEISOT (Suomi, 2006).</p> <p>Creativity</p> <p>Finnkino encouraged their audience to create/draw/paint a poster for their favorite movie. The winner wins two cinema tickets.</p>
<p>GERMANY</p>	<p>Advertisement</p> <p>The Hamburg based company Weischer.Cinema has set up the Internet portal #hilfdeinemkino (“help your cinema”). Cinema-goers can support their cinema by watching commercials and selecting the cinema of their choice.</p> <p>Drive-in cinemas</p> <p><u>Drive-in cinemas</u> are set up in public parks and parking lots across the country, with some new sites popping up.</p> <p>Outdoor screenings</p> <p>The project <u>#Windowflicks</u> is hosting film screenings in Berlin's courtyards. All proceeds go to the donation campaign of Berlin's @programmkinos.</p> <p>In the Belgian quarter of Cologne, <u>classic films are projected</u> onto the wall of an empty house. Residents can then watch the films from their balconies.</p> <p>Partnership with VOD platform</p> <p>Yorck Kinogruppe is partnering with MUBI. Yorck Members will receive a free 90 day subscription to the MUBI platform, encouraging membership and keeping members engaged with film content and the community until cinemas are able to reopen.</p> <p>The platform <u>Kino on Demand</u> offers viewers the opportunity to support the cinema of their choice. Moreover, for every fifth movie watched on their platform, the viewer receives a cinema voucher, to be redeemed when cinemas reopen.</p> <p>Crowdfunding</p> <p>The StartNext crowdfunding platform has <u>a page dedicated to the cinema sector</u>, where projects can be submitted and funded by cinema-goers and film fans. The goal is to reach a total amount of €730,000 / €10,000 per screen, in order to support all of the independent cinemas involved.</p> <p><u>Kino Taucha</u> opened a crowdfunding page on betterplace.me to raise money for their cinema and managed to gather almost €14,000.</p> <p>Supporting health sector workers</p> <p>Stuttgart Arthaus is selling vouchers to cinema-goers, which are then redistributed as free cinema tickets to workers from the health sector so they can come to the cinema once it reopens.</p> <p>Movie trivia</p> <p>The Kinopolis staff, wearing film-related masks, film themselves humming famous film songs, engaging with their audience on <u>their Facebook page</u>.</p>

	<p>Thalia Kino Berlin has organised a live film quiz <u>on its Facebook page</u>.</p> <p>Nostalgia Flashback Friday is an initiative from Kinopolis to remind fans of premieres or events they have attended in the past, sharing photos taken on that day on <u>their Facebook page</u>.</p> <p>Vouchers <u>Helpen.Berlin</u> is a Berlin based initiative to support people’s favorite places. People can buy vouchers for their favorite places now and redeem them when they open again. Buxtehube cinema is selling tickets to “ghost screenings”. The closed cinema is offering symbolic tickets for a Pyjama-Party (€10), Ladies-Night (€15) or Horror-Night (€20) “screening” as a means of supporting the local cinema. Cineplex launched a sponsorship offer (49.99 or 149€) which guests can directly offer to their cinema or get back in advantages for future visits.</p> <p>Food delivery New World Cinema in Weiden offers delivery service of popcorn and nachos. Cineplex in Amberg is cooperating with the Weissglut restaurant in offering deliveries of popcorn and nachos. Lichtburg-Center Dinslaken has launched a popcorn delivery service, in collaboration with a local restaurant. <u>Cinecitta</u> offers both takeaway and delivery services of popcorn, nachos, pizza, salads, pasta and burgers to their cinema-goers at home.</p> <p>Creativity Some cinemas have asked children to send them drawings or letters about their favourite cinemas by post. Cinemas ARSENAL & ATELIER in Tübingen launched the <u>Film Poster Challenge</u> asking their cinema-goers to recreate their favorite film poster. The best works will be exhibited after the lockdown.</p> <p>Curation Cinemas are suggesting classic films to watch at home during lockdown, even with accompanying wine suggestions from Schauburg Filmtheater Rendsburg.</p> <p>Community support <u>Roxy Kino Abensberg</u> worked with local partners to sew masks and give them out in exchange for a donation. The money was then given back to families in need. Eystrup Association “Hafensänger und Puffmusiker” <u>organised a fundraising event</u> for children from vulnerable families, offering them food and cinema vouchers to the local Filmhof Hoya cinema.</p>
GREECE	<p>Drive-in cinema The <u>first drive-in cinema</u> in Greece will be open on 1 June in Athens.</p>
ITALY	<p>Vouchers An official Law Decree was introduced with a specific measure aiming at preserving the cash flow of cinemas and theatres: tickets for shows cancelled due to the Covid-19 emergency can only be reimbursed through same-amount vouchers with one-year validity, both for tickets and subscriptions. An initiative supported by Culturaltaliae and meetCULTURA called <u>Biglietto Sospeso</u> (“Suspended Ticket”) is designed to support all cultural institutions, including participating cinemas. Fans are encouraged to purchase tickets for the cultural institution of their choice, but rather than gaining entrance, the ticket</p>

	<p>provides support to the institution so they can reopen or continue when movement restrictions are lifted.</p> <p>Drive-in cinemas <u>MovementVillage</u>, a national project promoted by ANEC and ANICA, is planned to be launched in the summer as a preparatory step to reengage the audience with the big screen. It includes opening drive-in cinemas across the country.</p> <p>Virtual cinema Cinema Beltrade has created ‘Beltrade on the Sofa’, using readily available video platform Vimeo to embed content on their website. Beltrade on the Sofa charges for a virtual ticket, purchased through their website, and splits revenue between the exhibitor, distributor and platform.</p> <p><u>True Colours Virtual Cinema</u> is planned to be launched on May 1, offering an online screening room to any cinema operator in the sector who wants to offer their audience titles from the company's catalogue.</p> <p>Outdoor screenings Informing the public via a Whatsapp group “Via Amendola 27”, Fabia Bettini and Gianluca Giannelli, Rome Film Fest sidebar Alice nella Città directors, <u>project Italian or Hollywood classics onto a nearby house</u>.</p> <p>Partnership with VOD Mio Cinema, the first VOD platform in Italy with the direct involvement of film theatres, was launched on 18 May. The initiators of the platform are Lucky Red, Circuito Cinema and MyMovies. To date, more than 100 cinemas confirmed their participation. Revenues will be distributed between the platform, distributor and the cinema of the user’s choice. A similar initiative was launched on 26 May by Anteo SpazioCinema and partners; lo Resto In Sala is a VOD platform involving movie theatres (over 70 cinemas and 200 screens) and tickets for on line screenings can be bought through cinemas’ websites, with revenues distributed as above.</p>
IRELAND	<p>Movie trivia <u>Omniplex</u> engages with their audience in frequent mutual challenges: they challenge their public in guessing a movie, and the other way around.</p> <p>Podcasts The Irish Film Institute launched a <u>podcast</u> to keep the public entertained during the COVID-19 period. Among others, it features interviews with film fans and discussions about movies.</p> <p>Curation The <u>Irish Film Institute</u> organises watch along parties and discussions on Twitter about specially selected movies.</p> <p>Outdoor screenings A neighbourhood in Cork, Ireland is <u>watching classic movies 'together'</u> while maintaining social distancing norms amid coronavirus pandemic. The movie screenings are not just for the purpose of entertainment. Contributions were collected from neighbours to be donated to Age Action, an organisation that advocates for the rights and conveniences of elderly people.</p>
LATVIA	<p>Drive-in cinemas Latvia’s open air cinema at <u>Alfa</u> became a drive-in cinema on 21 May.</p>
LITHUANIA	<p>Drive-in cinemas</p>

	<p>Lithuania's first drive-in cinema <u>ŽMONĖS Cinema Drive-in</u> opened on 17 April 2020, with one screen and a 170 cars limit. The plan is to extend to three screens. The Lithuanian capital Vilnius has put a fresh twist on the trend of drive-in cinemas - hosting one at the city's airport. With nearly all flights scrapped due to COVID-19, the airport teamed up with the Vilnius International Film Festival to make the <u>drive-in cinema possible</u>.</p>
<p>NETHERLANDS</p>	<p>Food delivery <u>Annex Cinema</u> is organizing a Popcorn drive-thru on May 8, from 6 pm- 9pm. For orders higher than 15 euro, customer receives a free bag of Crocky Chips. <u>Domino Pizza</u> and <u>Pathé Thuis</u> have joined forces to offer a great movie experience at home, through Pathé Thuis Deal – for 2 pizzas and 2 soft drinks, the customer receives a Pathé Thuis voucher.</p> <p>Creativity <u>Filmtheater Hilversum</u> - while they are closed, the cinema has offered its building to local artists, photographers, graphic designers and other creators, as an opportunity and space to present their work.</p> <p>Community support <u>Pathé cinema in Ede</u> offered its space free of charge to serve as a test center for health care professionals, primary education staff, and childcare workers and youth trainers with corona complaints. The test room has its own entrance and exit and can be entered completely separately from the cinema halls.</p> <p>Drive -in cinemas Together with their technical partner Outdoor Cinema, <u>Cinetree</u> plans to offer all municipalities in the Netherlands the opportunity to host their own drive-in cinemas.</p> <p>Fundraising <u>City of Wesopa</u> is encouraging their audience to buy one or more movie tickets for next season and support their place. The price is 15 euros, higher than normal for a movie ticket, because it also includes a donation for the movie theater. People are also encouraged to make direct donations.</p> <p>Merchandising <u>Kino Rotterdam</u> has sold merchandising based on the cinema-going experience, working with a local designer.</p>
<p>NORWAY</p>	<p>Drive-in cinemas The biggest cinema chains in Norway are offering drive-in screenings. For example, Odeon collaborates with Nordisk Film Kino and Filmweb on the drive-in offer at Telenor Arena.</p>
<p>POLAND</p>	<p>Vouchers <u>#wspieramykinapolskie</u> (<i>we support Polish cinema</i>) campaign and website was launched to encourage cinema-goers to buy open e-tickets for future screenings at cinemas of their choice. <u>Szczecin cinema Kino Pionier</u> has been supported by fans buying 800 tickets for future shows in just one week. <u>Buy a voucher for the future - support your favorite studio cinema!</u> Cinema-goers are encouraged to support their local cinema by buying a voucher, which can be exchanged for a ticket for any film after the opening of the cinemas. At the moment, the model of "vouchers for the future" has been introduced by several cinemas from Łódź, Kraków, Poznań, Warsaw and Wrocław.</p>

	<p>The KNH has launched the "Ticket in Hand" campaign (which stands for "bilet w garści"), that sells cinema vouchers for a better tomorrow at 20 PLN. The vouchers can be exchanged for tickets when cinemas will reopen.</p> <p>Partnership with VOD #pomagamzKinoTV - a new initiative with the intent to support small cinemas during the pandemic. As part of the #pomagamzKinoTV campaign, the viewer can book a free ticket for a virtual screening on Kino TV platform. For each transaction the platform donates 1 PLN to the Studio Cinema Association.</p> <p>Virtual cinema Kino Pod Baranami opened the first <u>virtual cinema</u> in Poland. The platform features new films that were recently available in cinemas, but also older movies. Also, their discussion cycles and clubs have been moved online for the time being. Warsaw's Kino Amondo has launched "<u>CINEMA AT HOME</u>", its virtual cinema. In the online cinema they show films that have recently appeared on the big screen, but also those that did not hit the cinemas. In addition to online shows, AMONDO also plans special events, such as virtual meetings with creators and workshops.</p> <p>Drive-in cinemas A <u>car cinema</u> in Zielona Góra is planned to be open on May 28 to provide residents with a Big Screen experience during social distancing. A <u>similar cinema</u> is planned to be open on the same day in Gdansk. Drive-in cinemas are also planned for other cities in Poland, including Wrocław, Poznań, <u>Kraków</u>, Białystok, Szczecin, Łódź or <u>Warsaw</u>.</p>
PORTUGAL	<p>Outdoor screenings <u>Faro Film Club</u> (Cineclube de Faro) is organising screenings, which are projected onto the walls of buildings in the city.</p>
ROMANIA	<p>Movie trivia Movieplex Cinema challenged their audience to guess movies based on emojis. Hollywood Multiplex organizes regular movie quizzes. Grand Entertainment organized a cinema challenge encouraging their audience to recreate different characters or different scenes, with the best photos and videos being shared on their social media channels. Cinema City shared free coloring pages with different favorite movie heroes via their <u>Facebook page</u>.</p>
RUSSIA	<p>Drive-in cinemas <u>Drive-in cinemas</u> have started to open in Russia. The first drive-in cinema to open was the Night Watch drive-in cinema in Kaliningrad (part of the Lumen Film network) and Skyline Cinema in Novosibirsk. KARO cinema is also planning to open 6 drive-in cinemas.</p> <p>Virtual cinema <u>Cinema Park and Formula Kino</u> launched a marathon of short films - films are shown via social media and also involve live discussions with film directors and critics.</p>
SLOVAKIA	<p>Virtual cinema <u>Kino Lumiére</u> started to stream films online. Tickets are purchased on the cinema's website no later than 30 minutes before the screening. Then costumers receive the link and password for the live stream. The service is available only for the country's residents. An online chat is also available for viewers to share thoughts about the movie before, during and after the screening.</p>

	<p>Community support Cinemax are donating part of their concessions to hospitals and Children’s homes.</p>
SPAIN	<p>Social media campaigns SensaCine has launched the #JuntosPorElCine campaign to support the audiovisual sector.</p> <p>Outdoor screenings The “Cine de Balcón” initiative — meaning balcony cinema — sees four separate mobile movie set-ups parking outside apartment blocks and showing movies from Amazon Prime Video.</p> <p>Virtual Cinema Cinema Verdi has launched its virtual screening room, providing opportunities for its audience to see some recent titles online for a fee.</p> <p>Drive-in cinema The Autocine Race drive-in opened its doors in Madrid two days after the Spanish capital finally began to emerge from one of the most restrictive lockdowns in the world.</p> <p>Movie trivia The viral campaign #encuentralapelicula (“find the film”) is circulating across social networks to test cinema-goers’ knowledge of movies. The challenge is to find the largest number of films that are hidden within an image. Yelmo Cines is organizing polls with its audience on the best movie in history and testing their knowledge with quotes from movies.</p>
SWEDEN	<p>Rent screening rooms Svenska Bio has made it possible for people to rent a screening room to watch a film of their choice or play video games (as a reminder, cinemas in Sweden are not all closed, but gatherings of 50+ people are banned).</p> <p>Partnership with VOD In a move of solidarity with hard-hit cinemas, Draken, the Swedish VOD service, has agreed to split its new subscriber revenue 50/50 with Swedish art house theaters that join its network.</p>
TURKEY	<p>Outdoor screenings Cinemarine will organise air screenings (according to the social distancing plan in July) and street screenings for balcony audiences just before the lockdown ends.</p>
UK	<p>Social media campaign Empire Magazine launched the #CelebrateOurCinemas campaign to celebrate what cinema means to us and spotlight some of the best sites in the country. They have also collaborated with talents such as Edgar Wright, who wrote a feature about the importance of protecting the big-screen experience, and how we can help save our favourite cinemas.</p> <p>Blogging The Queen’s Film Theatre has been publishing articles on its blog under the #WeAreQFT hashtag, celebrating the patrons, staff members and friends who make them.</p> <p>Curation #EverymanHouseParty is a weekly event curated by Everyman Cinemas. They recommend a film and provide options to stream, and food and drink suggestions with recipes to be shared online. There’s even the classic Everyman screen announcements pre-show.</p>

Virtual cinema

In an official collaboration with Häagen-Dazs, Secret Cinema has launched Secret Sofa - a home entertainment series to bring critically-acclaimed films and cinematic masterpieces to life while in the home.

Eden Arts has created a 'digital community cinema', programming films which are available to view for free on BBC iPlayer, All4, BFI player and more. Alongside streaming films, they will also be sharing themed recipes, and challenges and activities that people can complete together.

606 Distribution were forced to release "System Crasher" online and decided to give 10% of the profit from each rental to a cinema of the consumer's choice if the film is viewed through their website.

Modern Film is given the opportunity to cinema lovers to contribute to a participating independent cinema of their choice during the purchase process for some of their titles, if watched via their platform.

Podcasts

The Cinema For All Podcast is a celebration of going to the cinema. So far, episodes have focused on themes such as working class cinema, DIY cinema and representation.

Watershed's Cinema Podcast is a monthly podcast covering issues at the heart of cinema and Watershed's highlights.

Online viewing parties

The Chapter cinema organized a group watch of Lucky Jim, a Welsh film available on BBC iPlayer. Many local cinemas have hosted such online viewing parties.

Drive-in cinemas

Liverpool is set to welcome the UK's first social distancing drive-in cinema once lockdown restrictions are lifted. Isolation Cinema will use hi-resolution LED outdoor screens and audio transmitted straight to your car to create the socially distant experience, screening films for all ages.

Crowdfunding

Newcastle's Tyneside Cinema has raised almost £30,000 in a bid to save it from closure.

MUBI launched a Fundraising campaign to support cinemas in the UK through BFI Fan COVID-19 Resilience Fund. The fund has been started with a £10,000 donation from MUBI, and the campaign aims to raise £100,000.

Online film clubs

Cinema For All has put together some tips and advice for setting up an online film club and continue to engage with your audience during closure.

Support platform

A facebook page was created for peer to peer networking for those who work in cinemas / multi arts venues. An opportunity to share news, offer support and talk about new opportunities coming up.

Movie Trivia

Vue Entertainment has put together ideas to inspire families to entertain their kids with the help of movies. They have also put together a list of film-related challenges which can be used in virtual pub quizzes.

Via their blog, ODEON Cinemas provides entertainment content for their audience from quizzes, to feel good film music and film workout motivation.