

## UNIC RESEARCH

### The impact of the Coronavirus outbreak on the European cinema industry

UNIC is collecting detailed information on the impact of the Coronavirus outbreak on the cinema industry across the 38 territories it represents. If you need additional help, please reach out!

**Updates are included in red.**

**07/05: New information for the Netherlands, Estonia, Lithuania, Latvia, Serbia, Spain and the UK. The section on audience initiatives from across Europe has been updated as well.**

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## 1. CLOSURE PROCESS

### SUMMARY

The vast majority of cinemas across Europe closed in mid-March, with the exception of Italy (with almost 50% closed from 23 February), Russia (all closed from 31 March), Sweden (partly closed as the strict ban only applies to gatherings of 50+ people) and Belarus (not closed). Less than 2% of the 42,000+ screens in Europe are currently open.

COUNTRY	CLOSURE DATE	CLOSURE PROCESS
ALBANIA	11 March	Official decision from the Government.
AUSTRIA	16 March	Official decision from the Government.
BELARUS	Open	Cinemas are open in Belarus. Major chains have introduced distancing measures in their screening rooms.
BELGIUM	14 March	Major chains decided to close their sites on 13 March. Official decision from the Government on 14 March.
BOSNIA AND HERZEGOVINA	13 March	Major chains decided to close their sites on 9 March. Official decision from the Government on 13 March.
BULGARIA	13 March	The Government announced a state of emergency on 13 March.
CROATIA	17 March	It is worth noting that Croatia was hit by a significant earthquake on 22 March, adding to the health crisis.
CYPRUS	16 March	Official decision from the Government.
CZECH REPUBLIC	12 March	Official decision from the Government.
DENMARK	12 March	The national cinema association, Danske Biografer, made a proposal to close on 12 March and all its members closed on the same day. The Danish Government formally closed all public spaces, including cinemas, on 18 March.
ESTONIA	12 March	Official decision from the Government.
FINLAND	18 March	Closure was not forced <i>de jure</i> , it was forced <i>de facto</i> . Government declared a ban on gatherings of 10 persons or more but specified that cinemas were not forced to close. All cinemas decided to close themselves.
FRANCE	14 March	Official decision from the Government.
GERMANY	14-18 March	The decision to close cinemas was made by local State authorities, with different start and end dates applied across the country.
GREECE	12 March	Official decision from the Government.
HUNGARY	17 March	Official decision from the Government.
IRELAND	16 March	National health authorities' guidance on social distancing (2m) effectively closed all cinemas on 16-17 March. The Irish government ordered the closure of all non-essential businesses on 25 March.
ITALY	23 February (48% of screens) 8 March	On 23 February, the decision came from Regional governments. On 8 March, the decision concerning the whole territory was taken by the National government. Cinemas already operated with

	(nationwide)	reduced capacity in the days prior to the announcement. The national health emergency is declared until 31 July.
<b>KOSOVO</b>	14 March	Official decision from the Government.
<b>LATVIA</b>	14 March	Official decision from the Government.
<b>LITHUANIA</b>	13 March	Official decision from the Government on 13 March. Several cinemas had already closed from 11 March.
<b>LUXEMBOURG</b>	16 March	Official decision from the Government on 16 March. Most cinemas had closed from 14 March. The state of emergency is effective until end of June, so cinemas could be closed until then.
<b>MALTA</b>	16 March	Official decision from the Government on 16 March. Most cinemas had closed from 13 March.
<b>MONTENEGRO</b>	13 March	Official decision from the Government.
<b>NETHERLANDS</b>	15 March	Official decision from the Government on 15 March.
<b>NORTH MACEDONIA</b>	10 March	Official decision from the Government.
<b>NORWAY</b>	12 March	Official decision from the Government on 12 March. Some screens already operated with reduced capacity in the days prior to the announcement.
<b>POLAND</b>	12 March	Official decision from the Government.
<b>PORTUGAL</b>	16 March	Official decision from the Government.
<b>ROMANIA</b>	12 March	Official decision from the Government.
<b>RUSSIA</b>	25-31 March	Following an official Government decree on 25 March, Regional Governments effectively closed all cinemas from 31 March.
<b>SERBIA</b>	18 March	Official decision from the Government.
<b>SLOVAKIA</b>	9 March	Official decision from the Government.
<b>SLOVENIA</b>	10 March	Official decision from the Government.
<b>SPAIN</b>	14 March	Official decision from the Government. Cinemas progressively closed between 13-15 March.
<b>SWEDEN</b>	Partly closed 18 March	Major operator closed its sites on 18 March due to the official restrictions on social gatherings for 500+ (18 March) then 50+ people (29 March). Other independent cinemas remain open.
<b>SWITZERLAND</b>	17 March	Official decision from a number of Cantons initially on March 13, followed by a federal decision on March 17. Major operators decided to close from 16 March.
<b>TURKEY</b>	17 March	Official decision from the Government.
<b>UKRAINE</b>	17 March	Official decision from the Government. Cinemas were first officially closed in the capital from 12 March before an official decision from the Government on 17 March.
<b>UNITED KINGDOM</b>	17-20 March	On 16 March the Government advised that it was no longer safe to visit social venues. Most cinemas closed within 48 hours. On 20 March, the government told all cinemas to close. The lockdown is effective until early May at least.

## 2. REOPENING PROCESS

### SUMMARY

In most European territories, the dates officially announced by national authorities to start easing distancing measures all fall towards the end of April or early May. On 6 April, Austria and Denmark were the first European countries to announce concrete plans for the gradual lifting of lockdown measures. Furthermore, a growing number of territories have started outlining their “exit strategy”. These strategies are not coordinated in both time and essence, as some Governments have decided to prioritise the reopening of schools while others will first focus on shops and businesses. Current announcements have outlined gradual approaches, in several phases, to the reopening process.

Please bear in mind that all the dates and reopening timelines included below are official dates from national authorities, which are not only provisional but also subject to change and additional restrictions. Moreover, the end of a lockdown in a territory will not necessarily mean the official reopening of its cinemas.

**The territories where a potential reopening date for cinemas has been mentioned have been included in below.**

COUNTRY	CLOSURE DATE	1st REOPENING PHASE	CINEMAS TBC REOPENING DATE
CYPRUS	16 March	4 May	14 July
CZECH REPUBLIC	12 March	7 April	11 May
FINLAND	18 March	13 May	1 June
GERMANY	14-18 March	20 April	18-30 May
IRELAND	16 March	5 May	10 August
KOSOVO	12 March	4 May	1 June
NETHERLANDS	15 March	28 April	1 June
NORWAY	14 March	20 April	7 May
POLAND	12 March	20 April	1 June
PORTUGAL	16 March	2 May	1 June
SLOVAKIA	9 March	22 April	Early June
SPAIN	14 March	13 April	25 May
SWITZERLAND	17 March	27 April	8 June

COUNTRY	FIRST PHASE	CINEMA REOPENING	REOPENING PROCESS
ALBANIA	27 April	TBC	Flower shops as well as footwear and clothing stores have reopened on 27 April. On 18 May, bars and restaurants will reopen but with strict social distancing guidelines in place. All cultural and artistic events are still banned and gatherings in a public space, indoors or outdoors, of more than five people, are not allowed.

<b>AUSTRIA</b>	14 April	TBC	The Government announced a gradual reopening process, starting with small shops on 14 April, larger stores on 1 May, restaurants on 15 May, hotels, swimming pools and outdoor entertainment (parks) on 29 May. Other public events will be allowed in July. This last category might include cinemas. Gatherings of 10 people allowed from 1 May.
<b>BELGIUM</b>	18 April	TBC	Stores selling gardening and building materials/tools reopened on 18 April. The Belgian Government presented an exit strategy in four phases on 24 April. Most stores will reopen on 11 May. Schools will reopen on 18 May, under various limitations. On 8 June, the third reopening phase, restaurants might reopen or will at least know when they will be able to reopen, while bars will reopen at a later stage. Cinemas might be included in that third phase, but the cultural sector was not mentioned so far. New details will be shared by the first week of June.
<b>BOSNIA AND HERZEGOVINA</b>	TBC	TBC	It has been reported that different Bosnian Entities apply different isolation rules.
<b>BULGARIA</b>	13 May	TBC	The government is working on a new law that will extend prevention measures against the spread of COVID-19 after the state of emergency expires on May 13. Under strict control, one of Sofia's major parks will reopen for parents with kids. Travel restriction between cities will be lifted from May 6.
<b>CROATIA</b>	27 April	TBC	The first phase of easing restrictive measures started on 27 April with the lifting of the ban on public transport and the reopening of cultural institutions, libraries, museums and stores. From May 11, gatherings of up to 10 people will be allowed, shopping centres and first schools will reopen. Bars and restaurants will be allowed to serve customers in outdoor spaces. Cinemas remain closed.
<b>CYPRUS</b>	4 May	14 July	The Government announced a gradual easing of its lockdown, starting May 4. The construction industry, related sectors and retail businesses could reopen first. Schools will start reopening on May 11. Provided everything goes smoothly, all movement restrictions will be lifted on May 21. Barber shops and hairdressers will also open, as well as restaurants. Cinemas could potentially reopen on 14 July according to this plan.
<b>CZECH REPUBLIC</b>	7 April	11 May	The Czech Government started easing restrictions from 7 April, announcing "a return to normalcy"

			by the end of May. The Czech Government twice decided to speed up its reopening process. The reopening process has been divided into 5 progressive steps, ending on 11 May (originally 8 June, then 25 May) with the reopening of all businesses, including cinemas. Gatherings will be limited to up to 100 people.
<b>DENMARK</b>	15 April	TBC	Schools reopened on 15 April, hairdressers and other one-to-one businesses opened on 20 April, while public and private events – including cinemas – will remain closed at least until 10 May. Hairdressers, tattoo parlours, driving schools, research laboratories, courts and some other services and institutions reopened on 20 April. Gatherings of 500+ have been banned until September to limit the spread of the virus.
<b>ESTONIA</b>	11 May	TBC	The Estonian Government started outlining its exit strategy in early May. Shopping malls will reopen from 11 May. Estonia, Latvia and Lithuania will coordinate the opening of their borders from 15 May.
<b>FINLAND</b>	13 May	1 June	The Finnish Government outlined an “hybrid strategy” to manage the coronavirus crisis, gradually lifting restrictions. Cinemas, along with a range of other stores and services, will be able to reopen on 1 June. Gatherings will remain limited to 50 people.
<b>FRANCE</b>	11 May	TBC	In the first reopening phase, schools will progressively reopen from 11-18 May. Stores can reopen from 11 May. Small cultural spaces can reopen from 11 May. Larger cultural spaces, including cinemas, will not be allowed to reopen. Large events, festivals, all events attracting more than 5,000 people are banned until September. The second phase of reopening will start on 2 June, with details to be provided by the end of May. Restaurant and bars are expected to receive clear information on their reopening process by the end of May.
<b>GERMANY</b>	20 April	18 May in Schleswig-Holstein and Saxony 30 May in North Rhine-Westphalia	The Government published a document outlining a staged, controlled return to normality. The document assumes the pandemic will last until 2021 and does not include a clear timeline. The federal government wants restrictions on movement to last until at least 10 May, although some shops will be able to reopen under strict rules from 20 April. Large public gatherings including religious services will remain banned

			<p>until 31 August. Bars, cafes, restaurants, cinemas and music venues will all remain closed.</p> <p>Shops of 800 square meters or smaller — as well as bookshops, car and bicycle shops of any size — can reopen their doors under strict hygiene and distancing measures. In some states, bigger shops are allowed to reopen if they limit their sales area to 800 square meters.</p> <p><b>3 of 16 German States have announced reopening dates for local cinemas. Schleswig-Holstein and Saxony have announced that cinemas could reopen from May 18 and North Rhine-Westphalia from 30 May.</b></p>
<b>GREECE</b>	4 May	TBC	<p>The current lockdown will be in place until 4 May, from when small retail shops and hair salons will be allowed to open. People will be allowed to leave their houses without sending an SMS to a state five-digit number, as has been the case. Schools will reopen for senior students on May 11 and a week later for younger ones, but not for elementary pupils. Churches will resume services on May 17 and people will then also be allowed to travel outside their prefectures. Restaurants and cafés, as well as hotels that operate year-round will open on June 1. It is unlikely that festivals, concerts and sports events will take place this summer.</p>
<b>HUNGARY</b>	4 May	TBC	<p>Small retail outlets are expected to be able to reopen during the first week of May. A gradual opening of hotels, restaurants and coffee shops may follow.</p>
<b>IRELAND</b>	5 May	10 August	<p>The Irish Government outlined its exit strategy on 1 May. The process will be divided in 5 phases starting 18 May. Cinemas currently will be only allowed to reopen in the final phase, starting 10 August.</p>
<b>ITALY</b>	14 April	TBC	<p>From 14 April, restrictions have been eased and some stores have been allowed to reopen, such as bookshop and stores selling children's clothing. These measures differ from region to region. From 27 April, wholesale businesses reopened. From May 4, movement will be authorised within one's region. Schools will remain closed until September. Bars and restaurants will reopen for takeaway service from 4 May but food must be consumed at home or in an office. They are expected to reopen for dine-in service from 1 June. Other shops will reopen on 18 May along</p>



			with museums and libraries. Cinemas and all public events are not included in the list shared by the Government and will remain closed at least until June. The Italian cinema association ANEC is going to share reopening guidelines with the Minister of Culture, encouraging for cinemas to be included in future reopening announcements.
<b>KOSOVO</b>	4 May	1 June	The Government announced a three-step reopening plan, with cinemas expected to reopen starting 1 June.
<b>LATVIA</b>	12 May	TBC	The Government will announce on 7 May its exit strategy and whether it will extend the state of emergency beyond 12 May. Estonia, Latvia and Lithuania will coordinate the opening of their borders from 15 May.
<b>LITHUANIA</b>	27 April	TBC	All stores have reopened in Lithuania starting April 27, as open-air restaurants, museums and hair salons were allowed to operate again. Estonia, Latvia and Lithuania will coordinate the opening of their borders from 15 May.
<b>LUXEMBOURG</b>	20 April	TBC	The state of emergency is effective until end of June, so cinemas could be closed until then. The first phase of the exit strategy will begin on 20 April with the reopening of construction sites , along with stores selling gardening/DIY tools and recycling centres.
<b>MALTA</b>	TBC	TBC	TBC
<b>MONTENEGRO</b>	4 May	TBC	Shops, fitness centers, barbers, beauty salons will be open from May 4. Wearing protective masks indoors will be mandatory. All restaurants, cafes, hotels and beach bars will be open from May 18, while intercity traffic will start on June 1.
<b>NETHERLANDS</b>	28 April	1 June	On 21 April the 'smart lockdown' in the Netherlands was extended to 20 May, which includes bars/restaurants, theaters, museums and cinemas. From 28 April on, sport restrictions were loosened for youth under 18 years and retailers could open - both in compliance with the social distancing and hygiene measures. On 11 May primary schools would be allowed to partially reopen again. Large gatherings and events are prohibited until 1 September. It was announced on 6 May that restaurants and cinemas could reopen on 1 June, initially with a capacity limited to 30 visitors, to be increased to 100 from 1 July.
<b>NORTH MACEDONIA</b>	TBC	TBC	TBC



<b>NORWAY</b>	20 April	7 May	The Government announced that kindergartens and primary schools will reopen after the Easter break on 20 April. Gatherings of more than 5 people are banned until 15 June. Events with more than 500 participants will be banned until 1 September. Cinemas have been authorised to reopen from 7 May, with a capacity limited to 50 people per screening. It will be increased to 200 people in June, if cases continue to drop.
<b>POLAND</b>	20 April	1 June	Poland began unrolling its exit strategy. In the first stage starting 20 April, parks and forests will be reopened, more customers will be allowed in supermarkets (new limits will apply), and more people will be allowed in churches. In the second phase from May 4, shopping malls, hotels and certain cultural institutions will be able to reopen, subject to sanitary restrictions. In the third phase, which could start on May 18, restaurants and bars will reopen. In the fourth and final phase, which could start on 1 June, cinemas will be allowed to reopen and gatherings of 50 persons maximum will be authorized. The confirmation of a new phase will be done on a two-week cycle.
<b>PORTUGAL</b>	2 May	1 June	The Government announced a de-escalation strategy in three phases, starting 4 May. On 18 May, schools and various stores will reopen. Cinemas will be allowed to reopen on 1 June, with limited capacity.
<b>ROMANIA</b>	15 May	TBC	The Romanian Government will soon provide more information about a gradual relaxation of lockdown measures, starting on 15 May with hairdressers, barbershops, dentists and museum. Meetings of more than 3 are still banned. The next set of easing measures would taken place from June 1. Schools will remain closed until September.
<b>RUSSIA</b>	30 April	TBC	TBC
<b>SERBIA</b>	27 April	TBC	Beauty and fitness businesses in Serbia are allowed to reopen from Monday, April 27. All activities within the facilities must be performed using protective equipment, including masks, gloves and disinfectants. <b>The state of emergency was lifted on 7 May.</b>
<b>SLOVAKIA</b>	22 April	Early June	The Government announced a reopening plan, starting from 22 April with stores with sales areas of up to 300m <sup>2</sup> , open-air markets, car dealers and sports training. On 4 May, phases 2 and 3 of the opening plan were combined, starting May 6, with

			all stores reopening. Cinemas are still planned to reopen in early June, in the final reopening phase. <a href="#">More information available here, in Slovak.</a>
<b>SLOVENIA</b>	20 April	TBC	Most shops, including those selling furniture, cars, bicycles and construction material as well as car service centers reopened from April 20. Hairdressers, beauty parlors and pet grooming centers reopened on May 4. Schools, kindergartens, universities, libraries and cultural institutions remain closed, while public transport continues to be suspended.
<b>SPAIN</b>	13 April	25 May	Many non-essential workers have been allowed to go back to work from 13 April. A transition plan to a “new-normal” was announced on 28 April in four phases to be assessed every two weeks. Phase 0 will see small shops for individual customer service reopening. Phase 1, which could start on 11 May, will see the reopening of most shops, hotels and terraces. Phase 2, potentially starting 25 May, could see the reopening of most businesses, including cinemas, under limited capacity. Phase 3, starting 8 June, could see the reopening of all restaurants and large commercial spaces, as well as an increase of the allowed capacity as set in Phase 2. Cinemas located in malls might only be able to reopen in Phase 3, but this has to be confirmed. This plan will be regularly re-assessed and will have to be approved on a province level, which could mean an evolution at a staggered pace across the country. <b>Various provinces announced on 7 May that they were not ready to start phase 1 on 11 May.</b>
<b>SWEDEN</b>	TBC	TBC	The Swedish Football League expects a return to matches with a crowd by June 14.
<b>SWITZERLAND</b>	27 April	8 June	The Government announced a gradual exit strategy in 4 phases, starting with one-to-one services from 27 April, followed by schools, all shops, restaurants, markets, museums and libraries under strict safety measures from 11 May. The third phase, from 8 June, will include cinemas but is not clearly defined yet and will have to be confirmed on 27 May. The fourth and last phase involves “large events”, with no set restart date for the moment.
<b>TURKEY</b>	11 May	TBC	The Turkish government did not impose a strict lockdown. Instead, it has issued short-term weekend curfews covering some provinces, while

			banning at risk citizens from leaving their homes. The Government is seeking to return to business as usual by late May. On May 11, shopping centres, barbers and some shops will be allowed to reopen with some restrictions.
<b>UKRAINE</b>	11 May	TBC	The lockdown has been extended to 11 May.
<b>UNITED KINGDOM</b>	11 May	TBC	The lockdown is effective until early May at least. The Government will announced its exit strategy on 10 May.

### 3. REOPENING GUIDELINES

#### SUMMARY

As shops gradually reopen across Europe, national authorities are publishing health and safety guidelines which differ widely from one country to another – and will continue to evolve as restrictions are eased. For this reason, UNIC will not be able to publish official recommendations or set industry protocols.

Cinema operators and their national associations are developing guidelines to be used in their daily operations for the foreseeable future, in collaboration or under the guidance of relevant public authorities. Ideally, at national level, these guidelines should serve as industry standards to be observed by all operators, to ensure consistency throughout each territory.

COUNTRY	TYPE	DESCRIPTION
<b>ALBANIA</b>	National requirements	Albanians must register on an app for permission to shop for essentials and are currently allowed to leave their homes for up to two hours a day.
<b>AUSTRIA</b>	National requirements	People must keep a 1m distance from each other. Masks are compulsory in public spaces and for recreational activities taking place indoor.
<b>BELGIUM</b>	National requirements	Businesses that have been allowed to reopen have to abide by a series of key principles, including respecting a distance of 1.5m between customers and a limit of 1 customer per 10m <sup>2</sup> , who should only stay inside a given store for a maximum of 30 minutes. Customers must be alone and cannot be accompanied. Masks are compulsory in public transport and for pupils below 12 y/o when attending school, while they are currently only recommended when outside. <u><a href="#">Online FAQ available here. The French, Dutch and German versions include detailed information for businesses.</a></u>
<b>BULGARIA</b>	National requirements	The wearing of protective masks in public places will remain compulsory in Bulgaria until the end of the state of emergency.
<b>CZECH REPUBLIC</b>	National requirements	Face masks are mandatory outside.
	Cinema specific	Cinemas can reopen with audiences limited to 100 people and spectators separated by one seat unless they are family members.
<b>ESTONIA</b>	National requirements	<b>The 2+2 rule must be followed: up to 2 people may move together in a public space and at least a 2 metre distance must be kept with other people.</b>
<b>FRANCE</b>	National requirements	General guidelines published by the Government include respecting a distance of 1.5m between customers. The French Government has engaged with all businesses, including cinemas, to work on a reopening strategy, discuss how to implement health and safety requirements and come up with decisions adapted to each sector. The FNCF has been engaging with these Government “missions”.

		Masks are not mandatory, but the French Government has promised to deliver masks to every French citizen, which might indicate a future decision on the matter.
	Cinema specific	<p>The French cinema association FNCF has launched a working group made up of 5 industry professionals who will be working on 4 taskforces (in groups of 2) related to the following topics:</p> <ul style="list-style-type: none"> <li>- Sanitary measures to welcome cinema-goers back;</li> <li>- Sanitary measures for staff (working environment);</li> <li>- Practical conditions to implement the measures above;</li> <li>- Cinemas communications to announce and support the reopening process.</li> </ul> <p>Their hope is to publish their recommendations and suggestions in 4 weeks, by the end of May.</p>
GERMANY	National requirements	<p>The German National Academy of Sciences Leopoldina has published a paper which could contribute to a gradual normalisation of public life. Three measures are particularly important: (1) general use of mouth and nose protection, (2) short-term use of mobile phone data and (3) increase in testing capacities. <a href="#">More information can be found here.</a></p> <p>The majority of German federal states have enforced a rule making it mandatory for people to wear face masks outside their homes. <a href="#">The way this is implemented varies from one State to another, as described here.</a></p>
	Cinema specific	<p>The German cinema association HDF Kino published official recommendations on health and safety requirements to be considered when reopening cinemas. <a href="#">The document, translated into English, is available here.</a></p>
HUNGARY	National requirements	<p>Everyone entering a business or restaurant must wear face protection. The gradual opening may include longer opening hours and more kinds of shops being allowed to open.</p>
ITALY	National requirements	<p>Masks are mandatory on public transport and in shops.</p>
LITHUANIA	National requirements	<p>Only a limited number of customers may shop simultaneously. In addition, face masks are mandatory in public.</p>
NETHERLANDS	National requirements	<p>Businesses and institutions in the Netherlands will have to submit plans outlining measures to facilitate social distancing. They will only be able to reopen their doors if plans are approved by the Ministry of Economic Affairs. One of the key rules that has to be respected by all businesses is 1.5m social distancing between clients.</p>
	Cinema specific	<p>From 1 June cinemas will be limited to 30 people per screening. From 1 July this will be increased to 100. The Dutch cinema association <a href="#">has published guidelines</a> which were shared with local authorities and should be approved shortly.</p>

<b>NORTH MACEDONIA</b>	National requirements	People are not allowed to enter pharmacies, banks or grocery stores without wearing protective face masks.
<b>NORWAY</b>	Cinema specific	The Norwegian cinema association Film&Kino submitted a document to local authorities outlining cinemas' reopening strategy and the key safety rules they will put in place.
<b>SLOVAKIA</b>	National requirements	Masks are compulsory on public transport in Slovakia's largest cities.
<b>SPAIN</b>	Cinema specific	<p>Cinemas will have to respect two key requirements mentioned by the Government: pre-allocated seats and 1/3 maximum occupancy. If the situation evolves positively in Spain, the allowed occupancy will grow to 50% after two weeks. The Spanish cinema association FECE has drafted a safety protocol with 10 key measures:</p> <ul style="list-style-type: none"> <li>- Encouraging online ticketing and contactless payments (up to €50);</li> <li>- Providing information (posters and online) explaining the safety measures;</li> <li>- Placing hydroalcoholic gel dispensers in the cinema for staff and customers;</li> <li>- Reinforcing the physical distance between workers and customers with transparent barriers;</li> <li>- Eliminating physical control of cinema tickets (to be replaced by digital or visual control);</li> <li>- Increasing cleaning and disinfection, with special attention to the most sensitive areas and surfaces;</li> <li>- Ensuring the respect of official distancing measures throughout the cinema-going journey;</li> <li>- Reducing the capacity of each screening room in accordance with local rules and reopening phase;</li> <li>- People living under the same roof will be seated together in accordance with local rules;</li> <li>- Staff will receive appropriate personal protective equipment for each activity they carry out, following recommendations of health authorities. All workers will receive special training on COVID19.</li> </ul> <p><u>Detailed information available here, in Spanish.</u></p>

## 4. SUPPORT MECHANISMS

### SUMMARY

National support measures have already been announced across most of Europe, but with different levels of detail and effective actions from authorities. Several governments have simply declared the creation of a crisis management fund or aid package, without yet providing much information about its redistribution and with stakeholders currently negotiating for their specific sector/interests. Other Governments have been quicker to provide support and fast-track financial aid to those worst-hit by the crisis. Support schemes specific to the film sector have been quite limited so far. Furthermore, film sector bodies across Europe have accelerated payments of subsidies and delayed payments of levies, when existent.

For taxation or employment related support schemes, please see the dedicated sections below.

The list below provides a summary of the range of initiatives currently introduced by European Governments and can be used for advocacy efforts in discussions with relevant authorities.

#### National support:

- Creation of national crisis management funds.
- Support businesses worst hit by the crisis, including cinemas.
- Creation of dedicated support strategies for the film & cinema sector.
- Suspend loan repayments & introducing guarantees with low/no interest.
- Safeguard jobs.
- Support livelihoods of those out of work.
- Suspend tax payments.
- Suspend rent payments, energy bills & other fixed costs for cinema operators.

#### Cinema sector support:

- Industry collaboration to support the sector.
- Fast-track payment of subsidies and other support funds – when existent – to cinema operators.
- Suspend film fund payments – when applicable.
- Industry collaboration on future re-opening of cinemas.

COUNTRY	TYPE	DETAILS
AUSTRIA	National aid	<p>The government created an aid package of €38b. It includes €4b in emergency aid, €9b via guarantees and liabilities, €15b specifically dedicated to worst-hit businesses and €10b has been set aside to delay tax payments.</p> <p>For large businesses, special loans have been introduced, with 90% covered by the State at an interest rate of 0.5%. The remaining 10% will be at an interest rate of 1%. Those loans will have to be reimbursed in 3, 4 or 5. The process to apply for this loan is extremely lengthy and complex. A similar scheme is in place for SMEs.</p> <p>A “hardship” fund has been introduced, with €2b of emergency aid for very small business - applications to the fund have been</p>



		<p>open since March 27, 2020. The first grant is up to €1,000 euros. In a second phase, up to € 2,000 per month should be paid for a maximum of three months, for a total of € 6,000 per person. <u>Detailed information can be found here, via an FAQ in German.</u></p> <p>A one-off grant of up to €4,500 may be awarded to an applicant in financial distress due to the consequences of the coronavirus.</p>
	Cinema sector support	<p>The Austrian Film Institute is working on requesting specific government funding to support the sector.</p> <p>Cultural institutions will benefit from deferred social security contributions.</p>
	Regional aid	<p>The Federal Government will guarantee loans for a total amount of €50b, which equals 10% of Belgium's GDP. It also introduced measures related to temporary unemployment, and delayed tax payments and social contributions.</p> <p>At regional level, €233m has been set aside to support businesses in Wallonia, €150m in Flanders and €100m in Brussels.</p> <p>Regional authorities announced one-off contributions to support businesses. In Wallonia, they amount to €5,000 for businesses forced to close/€2,500 to those partly impacted. In Flanders, they amount to €4,000 to businesses forced to close/€2,000 plus to those partly impacted. In addition, they will receive 160€/day if the measures last more than 21 days (which is already the case). In Brussels, they amount to €4,000 for businesses forced to close.</p> <p>All regions and communes have also introduced regional loan guarantees, lower interest rates on certain loans, accelerated payments of subsidies etc.</p>
<b>BELGIUM</b>	Cinema sector support	<p>The Belgian cinema federation FCB estimates that cinema operators have lost €30 million in revenues between 13 March and 30 April (roughly €4.3m per week). This amount does not include fixed costs.</p> <p>Regions are looking into aid for cultural entities (including cinemas). Guidelines have been created specifically for the cultural sector, to explain available support mechanisms and the application process. <u>See Flanders guidelines and FAQ here, in Flemish.</u></p> <p>Belgian film support bodies have introduced more flexibility regarding administrative, reporting and other funding conditions until the end of 2020.</p> <p>The Brussels-Wallonia Federation has introduced a support fund of €50m specifically targeting those worst-hit by the crisis. Approximately €8.4m will go to the cultural sector, including the cinema and audiovisual sector who will receive €1.4m. <u>More information available here, in French.</u></p> <p>In the French-speaking community, the ST'ART fund for SMEs in the cultural and creative sector has introduced short-term loans</p>

		of €20,000-100,000 with fixed rate of 2%. This fund specifically targets businesses that have been worst-hit by the crisis. <a href="#">More information here.</a>
<b>BULGARIA</b>	National aid	An amendment to the national budget is in the making. Legislation introducing compensation schemes for employees was passed on 30 March. <a href="#">More information available here in Bulgarian.</a> The European Commission approved a €770 million Bulgarian employment aid scheme for preserving jobs in sectors most affected by the coronavirus outbreak.
<b>CROATIA</b>	National aid	The Government announced an aid package worth €3.9b. This includes a set of measures related to preserving jobs and supporting businesses, including payment deferral for income and profit tax, social, health and pension contributions, interest-free loans to municipalities, cities and counties as well as to the country's health and pension insurance institutes, freezing and delaying loan repayments and the provision of financing for working capital and for restructuring of existing loans. <a href="#">More information available here.</a>
	Cinema sector support	The Ministry of culture established a crisis fund to provide support to the cultural sector. It will cover the fields of activity under the responsibility of the Ministry of Culture, the Croatian Audiovisual Center and the Culture New Foundation. Details to be published. The Minister of Culture had a meeting with representatives of the cinema sector on 10 April to discuss measures to support the industry.
<b>CYPRUS</b>	National aid	The Government approved a bill suspending the repayment of loans for nine months (until December 31) and a stimulus plan for low-interest loans via state guarantees worth €2b to banks, in a bid to boost liquidity in the economy amid the ongoing crisis. The guarantee scheme began in early April while the first loans are expected to be approved by the beginning of May.
<b>CZECH REPUBLIC</b>	National aid	The Government announced direct aid of €3.6b and an indirect aid package of €32.7b for businesses, with a focus on SMEs and self-employed. Loan repayments have been delayed. Wages will be compensated by the State. Self-employed people who prove that they have been economically damaged by the government's exceptional measures or other consequences of the coronavirus pandemic and meet other conditions will receive a one-off payment of €930.
	Cinema sector support	The Audiovisual Producers' Association and the Czech Film Fund are providing legal assistance to all film industry workers regarding support programs and national financial help available. In cooperation with the Ministry of Culture, the Fund is currently working on a plan of automatic support and the an increase to its budget.

<b>DENMARK</b>	National aid	<p>The European Commission has approved a €12m Danish scheme to compensate damages caused by cancellations of large public events due to the COVID-19 outbreak. The total national aid package amounts to €38b.</p> <p>The Danish government has announced 3 compensation programmes – they are not specifically earmarked for the AV sector, but the film value chain/entertainment sector is included. They include compensation for cancelled events, extension of payment deadlines (VAT, taxes, etc.) and temporary pay compensation.</p> <p><u><a href="#">Detailed information available here, in Danish.</a></u></p> <p>For those forced to shut down, all expenditure will be refunded if there is no income. The payment of housing, power, water etc. will be fully reimbursed.</p>
	Cinema sector support	<p>The creation of new Corona hotline by the Ministry of Culture and the Danish National Palace and Culture Agency – <u><a href="#">here</a></u>.</p> <p>Online database of all the compensation schemes that can be applied for (via the Danish Ministry of Culture) <u><a href="#">available here</a></u>.</p>
<b>ESTONIA</b>	National aid	<p>The European Commission has approved two Estonian State aid schemes to support the Estonian economy in the context of the coronavirus outbreak. The €1.75b schemes will enable the provision of public guarantees on loans and loans to be granted under favourable terms.</p> <p>State funds will be used to support businesses through KredEx, a foundation set up by the Ministry of Economic Affairs, including €1b for already issued bank loans in order to allow for repayment schedule adjustments, business loans amounting to €500m and investment loans amounting to €50m.</p>
	Cinema sector support	<p>The Culture and Sport Crisis Package totals €25m, with the Ministry of Culture seeking to ensure the sustainability of cultural organisations. The package includes compensation for already incurred costs and unavoidable fixed costs related to the interruption of events and organisations in the fields of culture and sport.</p> <p>The Estonian Film Institute has prepared 10 compensation and mitigation measures for the film sector that will be discussed by the Parliament and adopted by 15 April</p>
<b>FINLAND</b>	National aid package	<p>The Finnish Government has agreed on a comprehensive package worth €15b to safeguard jobs and livelihoods and ease the economic pressure on businesses.</p> <p>The Government is allocating €1 billion for direct business subsidies. SMEs that employ less than 250 people will be supported, as well as those with 250+ employees but with an annual turnover of less than €300m.</p> <p>In addition to direct business subsidies, the State will guarantee bank loans to companies. Such guarantees can cover up to 80% of the bank loan in question and can be fast-tracked.</p>

		<p>Businesses will also soon be able to apply for financing from municipalities to address difficulties caused by the coronavirus. The State will allocate €100m of the 2020 budget to providing this support in full. Businesses that were profitable before the coronavirus-induced interruption will be eligible for support, consisting of a fixed sum that could be used for any business expenses, particularly fixed costs. The support scheme would run for a fixed term and be in effect for 6 months. Entrepreneurs may be entitled to this support as well as extended unemployment security.</p>
	Cinema sector support	<p>A number of large Finnish film and cultural sector bodies are working together to grant swift assistance to arts and cultural professionals who have been hit hard by the coronavirus outbreak. Funding totalling approximately €1.5m will be allocated in April via the Arts Promotion Centre (Taika). Foundations will also grant significant sums in aid through their own channels. The Finnish Film Foundation is working on support schemes for the film sector.</p> <p>Business Finland (the Finnish government organization for innovation funding and trade, travel and investment promotion) has provided funding for SMEs and midcap companies (6-250 employees with a maximum turnover of €300m) whose business is affected by the coronavirus outbreak. This funding is specifically targeted, among others, at the creative sector. It includes preliminary funding of a maximum €10,000 for companies during business disruptions and development funding for companies during business disruptions of a maximum of €100,000. <a href="#">More information available here.</a></p> <p>The Finnish Film Foundation has received €1m from the Ministry of Education and Culture to help relieve the situation of cinemas and film festivals during the restrictions on public gatherings caused by the Covid-19 pandemic. The relief funds are available for small and medium-sized cinemas whose operations have ceased because of the restriction caused by the Covid-19 pandemic and for film festivals supported by The Finnish Film Foundation who have had to cancel or postpone their event during March 13 – May 31, 2020. <a href="#">More information available here.</a></p>
FRANCE	National aid	<p>The French government announced a €45b aid package to support businesses and workers, adding to a €500b package announced earlier in the crisis.</p> <p>A solidarity fund of has been introduced to support small business (with less than 20 employees and €2m turnover), the total amount of the fund continues to increase as the crisis is lasting. They will receive financial aid of €1,500, with an additional €2,000 under certain conditions.</p>

		<p>This amount was increased to €3,500 for businesses with 200k-600k turnover, and can reach as much as €10,000 for all other businesses.</p> <p><u>Detailed information available on the FNCF website, in French. FAQ created by French authorities, available here.</u></p> <p>The French Government will support French businesses loans (90%, current and upcoming), delay payments and facilitate agreements with banks. <u>More information available here in French.</u></p>
	Cinema sector support	<p>Discussions are ongoing between the Government, the French National Cinema Centre (CNC) and sector representatives regarding support mechanisms for the film industry – these include:</p> <ul style="list-style-type: none"> <li>- The CNC has stopped requesting payments of film levies from cinema operators;</li> <li>- Cash flow measures for theatres and increased support for the sectors most affected, distribution and cinemas;</li> <li>- Assistance to cinemas to adopt the most proactive protection measures against the spread of the virus, by enforcing barrier measures;</li> <li>- Accelerated payment of the Art et Essai cinema grants from March, for the 1200 classified establishments;</li> <li>- Rapid adoption of a measure allowing exhibitors, distributors and producers to mobilise their support funds in advance.</li> </ul> <p>Various support schemes have been introduced.</p> <p><u>Additional, detailed information can be found on the FNCF website or on the CNC website, daily updated, all in French.</u></p> <p>The French culture and audiovisual bank (IFCIC) will guarantee up to 70% of any loans granted in the context of COVID-19 and accept any requests from banks to prolong guarantees.</p> <p>Following the President's address on 13 April, businesses that are forced to close beyond 10 May – including cinemas – will receive additional help.</p> <p>The FNCF has created a FAQ on social questions, <u>available here in French.</u></p>
<b>GERMANY</b>	National aid	<p>The German government announced budgetary measures amounting to €353.3b and State guarantees of €819.7b.</p> <p>Emergency aid, totalling €50b, has been set up for the self-employed and small businesses: up to €9000 will be provided to the self-employed and companies of less than 5 employees, with up to €15,000 to companies of less than 10. The amount of support varies from Bundesland to Bundesland, who can decide how much can be applied for.</p> <p>The State will guarantee certain loans up to 90% for businesses of all sizes, for amounts that could go as high as €1b per business. The German state-owned development bank KfW will support companies in coping with the Coronavirus crisis by facilitating short-term loans.</p>

		<p>The deferral of loan repayments is planned from the cut-off date of 1 March 2020. Procedures that address late repayments of loans will not be pursued for the time being.  <a href="#">More information available here</a>, in German.  Each Bundesland has its own additional support mechanisms.  <a href="#">Here is an online database</a> of all the different support schemes that have been introduced locally.</p>
	Cinema sector support	<p>The German cinema association is negotiating with relevant authorities. The figure of €17m per week – which equals the average weekly loss for cinema operators in the country - to support cinemas has been shared with national authorities by the Federal Film Fund (FFA). The German exhibitors' association's main request is related to subsidies for fixed costs (staff, rental costs, etc.).</p> <p>The FFA suspended film levies for a limited period. The distribution of the Film Fund's (FFA) money will be accelerated to provide more liquidity for cinemas in the short term, while reimbursements of loans and payment of levies will be deferred. On 27 March, federal and State sponsors launched an aid programme for the film and media industry worth €15m. The aid programme relates to projects jointly funded by various funding agencies and is intended to take effect where all other federal and state aid measures and funding programs taken in the context of the Coronavirus crisis cannot be used. When it comes to cinema exhibition, the programme is available only to small Arthouse Cinemas who have been awarded a <i>Kinoprogrammpreis</i>.</p> <p>The German cinema association HDF Kino has been publicly advocating for the introduction of a "stabilization fund" to support cinemas during this crisis, highlighting that only 50% of Germany cinema operators can currently apply for the federal emergency aid (which does only apply to sites of less than 7 screens). HDF has drafted a list of key requirements from the industry:</p> <ul style="list-style-type: none"> <li>- Rapid establishment of a stabilization fund;</li> <li>- Extension of government grants to larger companies that are currently covered by the federal and state funding programs;</li> <li>- Standardization of the federal patchwork of emergency aids;</li> <li>- Short-time work benefits must urgently be expanded to include mini-jobbers and working students.</li> </ul> <p><a href="#">More information can be found here in German.</a>  Payments to GEMA, the German collecting society, have been deferred until further notice.</p> <p>A database of relevant documents and guidelines can be found <a href="#">on the FFA website in German</a>. The Germany cinema association HDF Kino also created a page with all the relevant information for cinema operators related to the crisis, <a href="#">available here in German</a>.</p>
GREECE	National aid	<p>The Greek government has announced a new batch of measures worth €10b to mitigate the effects of the Coronavirus on the</p>



		country's economy, including by providing liquidity to small and medium-sized enterprises that have been severely affected. The Greek government announced a series of additional tax breaks and financial assistance to thousands of businesses and workers to support the country's economy.
	Cinema sector support	Emergency financial aid has been introduced by the Government targeting independent cinema owners, under two conditions: cinemas of 1 or 2 screens only, which have screened at least 2 Greek/European films in 2019-2020. The exact amount of this package is not yet clear. The Greek Film Centre has taken measures to support the sector, with a strict focus on film production.
<b>HUNGARY</b>	National aid	The Government announced sector-specific measures, such as in tourism, hospitality, and cultural services industries, promising to make labour market regulation more flexible. Tax exemptions and delayed tax debts have also been introduced. Deferral of payment for loans, credit agreements or financial leasing agreement, in certain sectors including entertainment and the film industry.
<b>IRELAND</b>	National aid	The European Commission approved a €200 million scheme to support Irish companies affected by the outbreak. The support will be accessible to companies employing 10 or more full-time employees that experience or expect to experience a decline in turnover of at least 15% compared to their revenue before the Coronavirus outbreak. The maximum aid amount is €800,000 per company.
	Cinema sector support	Screen Ireland has created <a href="#">an online FAQ</a> listing all the key support schemes that are currently available. The Irish Music Rights Organisation (IMRO) commits to a moratorium on any payments due to IMRO before April 30 for any business that has been forced to close by the government due to the coronavirus.
<b>ITALY</b>	National aid	The Government approved an aid package of up to €25 billion for families and companies, which will mobilise additional resources of up to €350 billion. Among the measures taken, the State will support enterprises' liquidity through guaranteed bank loans. A special tax credit will cover expenses to sanitise workplaces. A proposed amendment, to be discussed in Parliament, aims at creating a guarantee fund allowing the transferability of the tax credits of the exhibition sector. <a href="#">More information available here</a> and <a href="#">here</a> . A new Law Decree, n. 23 of April 8th, provides measures to safeguard Italian enterprises against the liquidity crisis due to the suspension of any activity, within the scope of the EU Commission's "Temporary framework for State aid measures to support the economy in the current Covid-19 outbreak" Communication C 1863 of March 19th 2020. More extended



		State guarantees will be provided to banks until December 31st 2020 for a maximum amount of €200b (at least €30b will go to SMEs and the self-employed). Guarantees concern loans with a maximum amount of 25% of the enterprise's annual revenue or double the annual costs for staff. Loans can be guaranteed for a percentage varying from 70-90% of the financing, with a simplified procedure. <a href="#">More information available here, in Italian.</a> Other measures include enhanced support for exports, special powers in the most strategic economic sectors and the postponement of fiscal and social security payments for the months of April and May. <a href="#">Additional information in Italian available here.</a>
	Cinema sector support	Emergency measures supporting all economic sectors, including Culture and Cinema, have been approved. An Emergency Fund of €130 million has been provided for the Cinema, Audiovisual and Live Entertainment sectors. How it will be redistributed has not yet been decided. The Directorate General for Cinema is accelerating the payments of ordinary funding as per the Cinema Law. This involves tax credit measures (€18m for 2019, €60m for 2020), €100m to facilitate investments in new and renovated cinemas and €10m for art-house cinemas. <a href="#">Relevant information and official documents can be found on the ANEC website, in Italian.</a> A national initiative has been launched to provide refunds via vouchers for tickets to shows, cinemas, theatres and other cultural venues and hotels. <a href="#">More information available here, in Italian.</a> The collecting society SIAE will neither collect debts nor sanction delayed payments (including musical rights) during the crisis, and the payment of the amount due for "foyer music" is postponed.
<b>KOSOVO</b>	National aid	The Government announced a €41m aid package dedicated to salvaging jobs.
<b>LATVIA</b>	National aid	The Latvian government announced a €2b aid package.
	Cinema sector support	The Cabinet of Ministers' regulation No. 151 "Rules on sectors for which the financial situation has deteriorated significantly due to the spread of Covid-19" recognises several audiovisual and cinematographic activities as disrupted sectors, including cinemas, justifying their eligibility for several forms of government support funds including tax delays and compensation to employees. <a href="#">More information available here.</a>
<b>LITHUANIA</b>	National aid	€5b, amounting to 10% of the country's gross domestic product (GDP), will be allocated for the implementation of all measures related to the Covid-19 crisis. <a href="#">Detailed information available here.</a>
	Cinema sector support	The Lithuanian Parliament has approved an additional €5m in aid for artists, cultural professionals and cultural organisations

		affected by the COVID-19 crisis. The film sector will receive €2m to compensate for losses incurred due to the closure of cinemas, and the funds will be administered by the Lithuanian Film Centre. LATGA, a Lithuanian collecting society, has announced that LATGA licence fees for the use of musical works will be suspended during the quarantine period for users, and that it will also not charge interest on these companies for a certain period of time.
<b>LUXEMBOURG</b>	National aid	The national rescue package will mobilize €8.8b, which corresponds to 14% of the country's GDP. The state will provide up to €2.5b of loan guarantees for companies, as well as €1.25b of tax abatement to relieve financial pressure from companies and dedicate €300m to help SMEs specifically.
	Cinema sector support	The Ministry of Culture published an FAQ to address the cultural industries current issues along with hotline – <a href="#">available here, in French.</a>
<b>MALTA</b>	National aid	The Central Bank has mandated the suspension (moratoria) on all interest and capital on loan repayments (except credit cards) for 6 months for individuals or businesses. Said 6 months will be added on to the end of the current loan. <a href="#">Here is the FAQs from the Maltese Central Bank.</a> The MDB COVID-19 Guarantee Scheme (CGS) provides guarantees to commercial banks in order to enhance access to bank financing for the working capital requirements of businesses in Malta facing a sudden acute liquidity shortage as a result of the COVID-19 outbreak. <a href="#">More information can be found here.</a>
	Cinema sector support	The Ministry of Culture, in cooperation with the Montenegro Film Centre, launched an emergency assistance of €500,000 for co-financing activities in the cultural and artistic sector that serve the public interest and the protection of the socio-economic interests of unemployed artists and cultural professionals, cultural entrepreneurs, self-employed artists and cinemas/enterprises whose activities have been suspended due to the coronavirus. It is open to film production companies, cinemas and individuals, as well as other actors in the creative sector.
<b>NETHERLANDS</b>	National aid	The Government announced an aid package for business worth €10b in total. A range of measures have been adopted by the Dutch government, including: <ul style="list-style-type: none"> <li>- The implementation of a temporary scheme allowing companies to apply for help in paying their labour costs;</li> <li>- Additional support for independent contractors;</li> <li>- Relaxed rules for payment of taxes and reduced fines;</li> <li>- Broadening of the scope of the Guarantee Corporate Financing scheme (State loan guarantees);</li> </ul>

		<ul style="list-style-type: none"> <li>- Interest-rate deduction on Qredits microcredit for small companies;</li> <li>- Compensation scheme for impacted sectors.</li> </ul> <p>The Enterprise Finance Guarantee (GO) for bank loans between €1.5m-€50m provides a 50% guarantee for SMEs.</p> <p>The SME Credit Guarantee (BMKB) provides Guarantee for SME loans. The amount of the surety loan in the BMKB is increased from 50% to 75%.</p>
	Cinema sector support	<p>The Government has entered into talks with the arts and culture sector in order to make sure that it benefits from the generic measures, as well as from potential sector-specific measures where necessary. <a href="#">More information available here.</a></p> <p>The Minister of Education, Culture and Science met with representatives of the cultural sector to discuss subsidies and funds to support the sector, also through labour regulations, reducing employers' contributions, aid packages etc. Additional meetings and consultations have been scheduled. The Dutch cinema association will also meet local authorities (municipalities) to discuss support mechanisms for subsidised institutions.</p> <p>The Government announced a one-off contribution of €4,000 for cinemas and other businesses included in the Education, Culture and Science category, which can be used for fixed costs.</p> <p>The cabinet is making an additional €300m available for the cultural sector to support institutions that are essential for the sector as a whole. This additional support includes among others an investment in vital regional cultural infrastructure (including cinemas) – <a href="#">more information available here, in Dutch.</a></p>
<b>NORWAY</b>	Cinema sector support	<p>The Government will support the cultural sector with NOK300m (€27m), including cinemas (<a href="#">see here</a>). Cinemas with 60% public support or more will not be included.</p> <p>The government will not seek repayment of public subsidies paid for cultural and voluntary purposes.</p> <p>Arts Council Norway has created a web page including a range of initiatives targeting the cultural sector – <a href="#">available here, in English.</a></p>
<b>POLAND</b>	National aid	<p>Poland's Prime Minister announced a Z212b (€47b) fiscal package. The package will consist of five parts: job safety, business financing, health care, strengthening the financial system and a public investment programme.</p> <p>The Polish government will make an extra 100 billion złoty (€22b) available to businesses to enable them to maintain liquidity and keep employees on their payroll during the coronavirus crisis. The aid will be directed at micro-enterprises, SMEs and big businesses that pay taxes in Poland, and which have lost at least 25 percent of their revenue due to the crisis.</p> <p>Sixty percent of aid will take the form of subsidies that don't need to be paid back. The Polish Government Bank (BGK) will be able to issue guarantees for commercial bank loans (up to 80%).</p>

	Cinema sector support	<p>The Polish Ministry of Culture and National Heritage is working on a package of support for cultural institutions as well as filmmakers and artists who have suffered losses due to the cancellation of artistic and entertainment events. <a href="#">More information in Polish available here.</a></p> <p>The Polish Government introduced an exemption from the payment of royalties to collective management organizations for entrepreneurs performing public reproduction and display – including cinemas. <a href="#">More information available here.</a></p> <p>The Polish Film Institute, together with government, is preparing the programme of bank loans available for cinemas to stabilise their payment gridlocks. Available amount will be on a per screen basis, equal for all operators.</p> <p>The Polish Film Institute created a “crisis team in the cinematographic industry”, bringing together stakeholders from the sector and working on preparing an exit strategy for the industry. <a href="#">More information available here.</a></p>
PORTUGAL	National aid	<p>The Portuguese government set aside €9.2b of aid to support companies and households, with €3b in credit lines to help businesses meet cash needs. The aid will be spread among restaurants, travel agencies, events organizers etc., with a particular focus on small companies. On top of the credit lines, there is €5.2b worth of tax postponements and deferrals plus €1b in delayed social-security contributions.</p>
	Cinema sector support	<p>The Portuguese film fund ICA will maintain and, where possible, speed up the grant procedures of cinema and audiovisual support. The ICA will suspend until further notice, and including the month of March, the 7.5% film levy.</p> <p>The Ministry of Culture created a website that is constantly updated with all relevant information for professionals in the cultural sector. The platform will inform about forthcoming extraordinary support measures. <a href="#">Available here, in Portuguese.</a></p> <p>An Emergency Support Line for the Arts, to the value of €1m, financed through the Cultural Development Fund of the Ministry of Culture, is intended to support artistic entities and artists in the areas of performing arts, visual arts and disciplinary crossovers that had to stop operating/working because of the crisis.</p>
ROMANIA	National aid	<p>The Government of Romania announced an aid package of €15b. It will implement a multiannual program to support SMEs, worth €5b, by guaranteeing certain credits and subsidizing the interest for these financings, providing facilities for companies experiencing financial difficulties, extending the payment deadlines for local taxes etc. SMEs that obtain an emergency certificate will also be able to defer payment of utilities and rent. <a href="#">More information can be found here.</a></p>
	Cinema sector	<p>National Cinematography Center (CNC) Decision no. 61 issued on 26 March 2020. Non-reimbursable financial support: all</p>

		financial support (including to distribution and exploitation of the films; the operation of art cinemas) is postponed until the end of the state of emergency.
<b>RUSSIA</b>	National aid	A crisis fund of approx. €3.5b has been established. State banks Sberbank and VTB will provide loans with up to 0% rates supported by the Central Bank of Russia to pay salaries. For all small and medium size businesses: <ul style="list-style-type: none"> <li>• 6 months tax break for all duties except VAT;</li> <li>• 6 months payments standstill for bank loans;</li> <li>• 6 months suspension of creditors' petitions in bankruptcy.</li> </ul>
	Cinema sector support	In a Russian government resolution listing the economic sectors most affected by the epidemic, the culture, leisure, entertainment and film exhibition sectors were included. As such, they can benefit from a six-month deferral to pay taxes other than VAT, insurance premiums and loan payments to small and medium-sized enterprises.
<b>SLOVAKIA</b>	National aid	The Government announced monthly bank guarantees of €500m to enable banks to refinance entrepreneurs and reimbursements to the self-employed and employees of businesses that have suffered losses in revenue.
	Cinema sector support	For cinemas/events and distributors that were forced to close/cancel/suspend their activities by the State, horizontal measures have been prepared such as possible exemption from social and health care contributions for employees affected; reimbursement of certain expenses even when an event is cancelled or moved; postponement of payments for loans or levies; specific short-term loans to small cinemas, etc. The Slovak Audiovisual Fund considers (on a case by case basis) the possibility of increasing the subsidy granted or providing specific short-term loans to small cinemas. <a href="#">More information available here.</a>
<b>SLOVENIA</b>	National aid	The Government announced a €2b stimulus package to support local businesses and citizens during the crisis. The measures related to safeguarding jobs, supporting the liquidity of businesses and providing support to health research.
<b>SPAIN</b>	National aid	The Spanish government announced a €200b spending package. The main mechanism of support is that the state will guarantee financial loans up to 80% for small business and 70% for large business, for a total amount of €100b. <a href="#">More information available here (in Spanish).</a>
	Cinema sector support	The Spanish Government announced it would allocate €76.4m to support the cultural sector. This decision will be confirmed soon. It should include €13.2m for cinema operators specifically, with €8,000 to €32,000 potentially allocated per sites. The DG for Culture of the Canary Islands has launched a package of measures to support the cultural sector, with a budget of €2.6m, which includes the creation of 2 calls for creative projects in the field of culture. <a href="#">More information available here.</a>

SWEDEN	National aid	<p>The Swedish government announced a package of measures worth more than SEK300b (€27b).</p> <p>The State will cover sick leave from companies through the months of April and May, as well as temporary redundancies. The aid package for SMEs will guarantee 70% of new loans banks provide to companies that are experiencing financial difficulty due to the virus. Additional support has been introduced through reduced social security contributions and rent support.</p>
	Cinema sector support	<p>The Swedish Film Institute has confirmed the implementation of various provisions, including faster payments of subsidies to smaller exhibitors, contributing a total of €1.8m (SEK20m) to the industry.</p> <p>Funding has been allocated (SEK500m / €46m) to businesses in the cultural sector that lose revenue as a result of the restriction of public events. <a href="#">More information available here in Swedish.</a></p> <p>How this budget will be redistributed in the sector will be confirmed in the coming days.</p>
SWITZERLAND	National aid	<p>The government announced a CHF42b rescue package for the economy, which includes money to replace lost wages for employed and self-employed people, short-term loans to businesses, delay for payments to the government, and support for cultural and sport organizations.</p> <p>Many things still have to be clarified. But one of the first urgent measures is to allow any business to, very quickly and without any bureaucracy, access a loan up to CHF500,000, to be paid back within 5 years and with 0% interest. Bigger loans for bigger companies are also possible, with a more bureaucracy and 0.5% interest. Direct payments and different forms of support are still being discussed. <a href="#">More information can be found here, in French, Italian and German.</a></p>
	Cinema sector support	<p>CHF280m has been allocated to support culture in general. Cultural enterprises and artists may claim compensation from the cantons for financial loss caused in particular by the cancellation or postponement of events or the closure of establishments, up to a maximum of 80% of the damage; the Confederation will pay half of the compensation granted by the cantons.</p> <p><a href="#">More information can be found here, in French.</a></p> <p>On top of that, usual support funds for playing Swiss movies and diversified programming still apply and will be paid earlier this year. Swiss Movies will get an additional CHF0.6m to be distributed.</p>
TURKEY	National aid	<p>The government has unveiled an economic support package of €4b for all affected sectors including cinemas.</p>
	Cinema sector support	<p>Currently there is no official decision related to the local cinema industry. The Government indicated it would provide support to the sector, but nothing was announced formally.</p>
UKRAINE	National aid	<p>The Government announced a few key social measures to help specific groups – such as a monthly payment to people aged</p>



UK		over 80 or those who receive a very small pension – and create additional jobs for after the crisis. No decisions specifically related to businesses so far. <a href="#">More information available here.</a>
	Cinema sector support	The Ministry of Finances intended to reduce the governmental support for the cultural sector. This included €25m to the Ukrainian State Film Agency. Following the protests, the Prime Minister of Ukraine said that support of culture and education is going to be “preserved as much as possible”. It remains to be seen whether this will be the case.
	National aid	<p>The British government will guarantee £330b of loans to businesses in a package of financial support. Tax breaks and other measures worth £20b to protect companies and households suffering amid the economic collapse triggered by the virus will also be provided. The previously-announced lending facility with the Bank of England for loans of up to £5m for small and medium-sized enterprises (typically those with less than 250 employees), will now be interest free for 12 rather than 6 months. <a href="#">Detailed information can be found on the UK Cinema Association website.</a></p> <p>The UK government have introduced a number of measures to support businesses, employers and employees, as well as the self-employed, including:</p> <ul style="list-style-type: none"> <li>- A number of support grants (ranging from £10,000-£25,000 per property) for many companies operating in the retail, hospitality and leisure sector.</li> <li>- A Coronavirus Business Interruption Loan Scheme will support small and medium-sized businesses with access to loans, overdrafts, invoice finance and asset finance of up to £5 million and for up to 6 years. The scheme is open to businesses with a turnover of no more than £45m.</li> </ul> <p>More details can be found on the <a href="#">UKCA website</a>, the UK Government website (<a href="#">here</a> and <a href="#">here</a>) and the <a href="#">BBC</a>.</p>
	Cinema sector support	<p>On 9 April, the BFI announced a programme of support worth £4.6m (€5.3m) to aid the UK film sector. The £1.3m BFI FAN Covid-19 Resilience Fund has repurposed funds from the BFI Film Audience Network’s (FAN) National Lottery activity funding to offer relief to exhibitors and other FAN members across the UK. From 15 April, applications can be submitted to local Film Hubs. <a href="#">More information available here.</a></p> <p>The BFI also announced the establishment of an emergency relief fund with the support of The Film and TV Charity and Netflix. This fund will primarily support freelance workers in film production, rather than other parts of the film/cinema ecology. In Wales, a support package for the creative industries, culture and sport sectors totalling GBP 18m has been introduced to help support these sectors in safeguarding their businesses and jobs. <a href="#">More information available here.</a></p>



		In England, the Arts Council England has set up a support fund totalling GBP 20m for people working in the cultural sector, including artists, creative practitioners and the self-employed, which takes the form of individual grants of up to GBP 2500 per person.
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## 5. TAXATION

### SUMMARY

National authorities across Europe have been quick in delaying payments of various taxes for individuals and businesses.

COUNTRY	DETAILS
AUSTRIA	Tax deferrals, reduction of tax prepayments etc. have been introduced for a total amount of €10b. <u>More information available in German online.</u>
BELGIUM	A 3 month delay has been introduced for tax payments at national level. City tax (in Brussels) has been suspended as well as other local commune taxes across the country.
CROATIA	Businesses with revenues of less than €1m (93% of all companies in the country) and have recorded a drop of more than 50% in revenue due to the coronavirus crisis will not be required to pay profit tax, income tax or contributions. It will also be possible to postpone the payment of VAT until they receive payment of issued invoices.
CYPRUS	Temporary suspension of the obligation to pay VAT for reasons of business liquidity, without the imposition of any penalties and interest for the periods ending 29 February 2020, 31 March 2020 and 30 April 2020, until 10 November 2020, provided that the relevant VAT returns are submitted within the prescribed deadlines. The Collection of Taxes and Assessments Law has been amended to give the Minister of Finance the power to extend the deadline for submission of tax returns as well as the deadline for settlement of tax liabilities.
CZECH REPUBLIC	Income tax deadline extended. Delay of tax return and VAT tax declaration until July 2020.
DENMARK	Tax authorities have made it possible to postpone tax and VAT for the industry this spring.
ESTONIA	Companies which are affected can be supported by differing taxes.
FINLAND	Businesses experiencing payment difficulties can request an extension to a tax return's filing deadline, and late-filing penalties may not be imposed for a justified special reason. They can apply for a tax settlement on new, easier terms, and a withholding tax adjustment if business results appear to be lower than estimated. In this exceptional situation, the tax administration will support businesses by stepping up the handling of the above issues. VAT refund processing will also be stepped up. <u>More information available in Finnish online.</u>
FRANCE	Very small, and Small to medium business will be exonerated from social charges from March to June. Larger businesses can delay payments and benefit from reduced rates.
GERMANY	A deferral of tax has been confirmed from the cut-off date of 1 March 2020. There are no strict requirements for granting the deferral, businesses must simply demonstrate they have been affected by the crisis, without evidence of the value of the damage incurred. Enforcement measures have been suspended.

	Businesses can reclaim incurred advance tax payments as early as this year. Income taxes can also be reclaimed under certain conditions, in 2021 after filing a tax return to the tax office. If losses in 2020 are less serious than expected, tax authorities can reclaim those taxes back.
<b>GREECE</b>	Suspension, for four months until August 2020, of tax and social security obligations of corporations that were ordered to close, with the sole condition that they do not dismiss any workers. Instalments of confirmed debts of March-April. 25% discount for March-April instalment payments if paid in due time.
<b>HUNGARY</b>	Tax authorities are to exempt 81,480 SMEs from the flat-rate tax liability until June 30 and delay tax debts already incurred before 1 March until after the end of the state of emergency.
<b>IRELAND</b>	Deferment of Commercial Property Rates and VAT. Government still considering relief measures.
<b>ITALY</b>	Suspension of fiscal and welfare payments and compulsory insurance premiums until April 30th. Support to enterprises' liquidity through State-guaranteed bank loans. Tax credit for costs related to sanitizing of workplaces. The worst affected sectors (to be defined) will not have to meet their tax obligations and tax relief will be offered to companies that donate sums of money to combat the pandemic.
<b>LATVIA</b>	Companies which are affected can be supported by differing taxes.
<b>LITHUANIA</b>	VAT delayed if cinemas prove they are harmed by the crisis. Cinemas are not announced in the first list of harmed businesses and are forced to prove they are harmed by the quarantine.
<b>LUXEMBOURG</b>	There are possibilities to delay tax payments & advances.
<b>MALTA</b>	All taxes are deferred to June, so far, although expected to be moved further along. These deferrals are estimated to improve liquidity by €700 million. After these two months, the Government will be studying possible extensions of this measure depending on the prevailing economic conditions. This measure applies to businesses that can prove an estimated 25% or more decrease in sales registered (on the basis of a 3 month period in 2020 compared with the same period of 2019).
<b>NETHERLANDS</b>	It will be made easier for companies that have been impacted by the coronavirus to request a deferment of tax payment. The deferment of payment applies to income tax, corporation tax, payroll tax and value-added tax (VAT). The interest on overdue tax normally levied after the term of payment has expired will be temporarily lowered from 4% to nearly 0%. The rate for interest on tax will be temporarily lowered to practically 0% as well. This reduction will apply to all types of tax that are subject to interest on tax. The government will lower the interest rate as soon as possible.
<b>NORWAY</b>	The government has declared that VAT will be reduced from 12% to 6%, effective from 20 March to 31 October. The previous reduction had been set to 8% and was effective from 1 January 2020. The association is trying to convince the government to skip the special cinema tax of 2.5% on total revenues, also from 1 January 2020.
<b>POLAND</b>	Businesses can delay their payments of social charges. Tax payments, due for 30 April, have been postponed to 30 May.

<b>PORTUGAL</b>	Postponement of the Corporate Income Tax (CIT) from 31 March to 30 June 2020. Extension of the deadline for submission of the CIT. Additional taxes also delayed. Regarding VAT and withholding taxes for the second quarter of 2020, the government has decided to make tax payments more flexible for both companies and the self-employed. <a href="#">More information here.</a>
<b>ROMANIA</b>	Various measures including suspension of forced execution of budgetary debts, VAT refunds during March for all settled settlements, suspension of fiscal control actions. <a href="#">More information here.</a>
<b>RUSSIA</b>	For all small and medium size businesses, a 6 months tax break for all duties except VAT. Cinema operators can benefit from a six-month deferral to pay taxes other than VAT, insurance premiums and loan payments to small and medium-sized enterprises.
<b>SERBIA</b>	Deadlines for tax payments will be postponed. This decision should be confirmed officially soon.
<b>SWEDEN</b>	Tax delays are allowed in rescue package for a year, with a 6% interest. You can also get repayment for VAT as a loan with an annual interest of 3.3%.
<b>SWITZERLAND</b>	Both local and federal initiatives. Payment of taxes at federal level can be postponed without interest.
<b>TURKEY</b>	The Government has agreed to: delay taxes for 3 months and they will be paid after November in 6 instalments; delay all credit payments for 3 months without interest; use governmental funds to support for long term and low rate credits for affected SME's.
<b>UKRAINE</b>	Cinemas are exempt from paying VAT until 2023, but this was already the case before the outbreak.
<b>UK</b>	The next VAT payment will be deferred for three months until the end of June and will not be fully payable until the end of the financial year. A business rates holiday has been introduced for all companies operating in the retail, hospitality and leisure sector.

## 6. RENT AND RELATED EXPENSES

### SUMMARY

Across Europe, with a few exceptions included below, exhibitors are currently still being asked to pay rent and service charges - despite their properties being closed to the public – by landlords. A growing number of Governments – or local, relevant authorities – are introducing measures to delay rent payments for businesses during the crisis.

COUNTRY	DATA	DETAILS
ALBANIA	Measures	A Government decree will delay monthly rents for small businesses, but this has to be confirmed formally.
AUSTRIA	Measures	All businesses that were forced to close by the Government can benefit from fixed cost compensation. This would cover a period running from 16 March to 15 June. The share of fixed costs covered will depend on the level of revenue loss, with a maximum of 75% compensated. It is not yet clear when this payment will be made, as it will be necessary for the State to verify submitted loss estimates. In addition, businesses can benefit from a reduced corporate tax, which can cover approximately 6.5% of your fixed costs.
BELGIUM	Measures	Discussions are ongoing related to rent payments nation-wide. In the commune of Brussels City, the payment of rents for businesses has been delayed.
BULGARIA	Measures	The concept of force majeure does not apply to rent in Bulgaria, cinemas are therefore still obliged to pay rent.
CYPRUS	Figures	Approx. €1m for April, May in June in fixed costs for cinema operators.
	Measures	Negotiated on a case-by-case basis with landlords.
DENMARK	Measures	If companies been forced by law to close down, all expenditure including rent will be fully covered by the State.
FINLAND	Measures	The City of Helsinki has decided to temporarily waive rental payments on commercial premises and terraces ( <a href="#">more info</a> ). Municipalities support (described in the support scheme section of this document) can be used for any business expenses, particularly fixed costs such as rents.
FRANCE	Measures	The companies that can benefit from the solidarity fund to support small business (described in the support scheme section of this document) will be able to delay payments of rent and related expenses. Larger companies must negotiate on a case by case basis with landlords. <a href="#">More information on the FNCF website, in French</a> . The Minister of Economy has introduced an incentive to a three months cancellation of rent payments for very small businesses (less than 10 employees / €2m annual revenues). There is no obligation for landlords to apply it, but they will be encouraged to do so. The French cinema association, the FNCF, provides detailed information on the topic to its members, including a draft letter which

		can be sent to landlords asking for a postponement or cancelation of rent. <a href="#">Additional information available here, in French.</a>
GERMANY	Figures	Approx. €17m in weekly fixed costs for cinema operators.
	Measures	So far, the federal government agreed to delay payments of rents until 30.06.2020, if the business owner can't pay rent due to the corona crisis. <a href="#">More information available here, in German.</a>
GREECE	Measures	A 40% decrease on rent has been applied by the State for any company/enterprise that was obliged to suspend their activities by the governmental order.
HUNGARY	Measures	A moratorium on all loan repayments for individuals and companies until 31 December 2020.
IRELAND	Measures	Negotiated on a case-by-case basis with landlords.
ITALY	Figures	Approx. €15m per month in rent.
	Measures	No rent payments have been delayed. The only measure in the Law Decree concerns the March rent for shops forced to close (a 60% tax credit). The Italian cinema association ANEC has been advocating to have cinemas included. The extension to cinemas to the tax credit measures on rents will be proposed in the new Law Decree that the Government should approve by the end of April.
LITHUANIA	Measures	Depends on agreements with landlords but most do not treat the quarantine as a <i>force majeure</i> , cinemas will have to prove it.
LUXEMBOURG	Measures	Negotiated on a case-by-case basis with landlords.
MALTA	Measures	Negotiated on a case-by-case basis with landlords.
NORWAY	Measures	A few cinemas are in shopping malls and still have to pay rent, though sometimes reduced or delayed.
POLAND	Measures	Lease contracts for commercial facilities with a sales area over 2000m <sup>2</sup> that were forced to close, are suspended. When the ban is lifted, the tenant must then submit an offer to extend the contract for the period the lease was suspended. It also exempts cinemas that rent their space from local governments from rent payments. All cinemas located in malls have their lease agreements suspended.
ROMANIA	Measures	Small and medium-sized companies, as defined by Law no. 346/2004, who have totally or partially interrupted their activity based on the decisions issued by public authorities during the period of emergency and having been granted a certificate for emergency situations issued by the Ministry of Economy, benefit from deferred payment of utilities, electricity, natural gas, water, telephone and internet services, as well as the deferred payment of the rent for the building/s destined for registered offices and secondary offices.
RUSSIA	Measures	Rent payments for state and municipal property delayed.
SPAIN	Figures	Approx. €12.9m in monthly fixed costs for cinema operators.
	Measures	Spanish authorities have approved a ruling implementing a moratorium on rent payments, making it possible to delay payments over 2 years (depending on various parameters). Cinema operators have been disappointed by this decision, which legally binds them to repay rents in spite of the impact of the crisis on their business. <a href="#">More information available here, in Spanish.</a>

<b>SWEDEN</b>	Measures	A rent rescue package has been introduced whereby renters pay 50% to landlords, landlords offer a 25% discount and the State pays an additional 25% of the rent. The measure applies to Q2 2020. This has to be negotiated directly with landlords. If they agree to the 50% payment for Q2, they will receive another 25% from the government. No tenant can receive more than €800,000 for this program.
<b>TURKEY</b>	Measures	Turkey's Shopping Centres and Retailers Federation has announced that no rent will be received from the stores located in malls that have been closed due to the corona virus outbreak. Close to 70% of cinemas in Turkey are located in malls.
<b>UKRAINE</b>	Measures	Cinemas still pay rent, but mainly a reduced amount. There is no universal regulation of this matter, it is negotiated on a case-by-case basis with landlords. A project law could make it illegal to penalize untimely payments of utility bills.
<b>UK</b>	Measures	In England, Northern Ireland and Wales, there will be a moratorium on enforcement action by commercial landlords initially for a period of three months.



## 7. EMPLOYMENT

### SUMMARY

National authorities across Europe are slowly introducing measures to support jobs and livelihoods. Several territories have offered to pay a significant share of employees' salaries as long as they were not permanently let go by their employers. A range of support mechanisms and compensations have been introduced and continue to be updated daily as distancing measures continue.

COUNTRY	DATA	DETAILS
AUSTRIA	Figures	Approx. 2,000 people employed in cinema exhibition.
	Measures	The Government grants described earlier in this document are meant to be used by employers to cover fixed costs, including employees' wages. It is now possible to reduce working time to 10% while maintaining employees in an employment relationship with 80% wage compensation. The State will reimburse the employer for the costs of lost working hours on the basis of fixed and flat rates. Various work reduction systems have been introduced. The current scheme is valid for three months (March, April and May) and can be renewed for an additional three. This scheme does not apply to so called "mini job contracts" – for many of those working in the cinema industry – but various operators have decided to keep paying those wages.
BELGIUM	Figures	Approx. 1200 people employed in exhibition. Approx. 1100 on temporary leave.
	Measures	Procedures for temporary leave due to <i>force majeure</i> have been rendered more fluid. Compensation has been introduced for employees that are on temporary leave. Average unemployment revenue has been increased by €150 per month for those on temporary unemployment because of the virus. Energy bills will be paid in Flanders, various already existing regional support mechanisms have been made more flexible to benefit impacted employees. There is no need to justify temporary leave. The State will cover 70% of salaries, previously it was 65%.
BULGARIA	Measures	National authorities introduced legislation on compensating employers who had suspended operations because of the State of Emergency, voted by Parliament on March 13 and have mentioned adding €1b to the unemployment fund. The Unemployment Fund will cover 60% of salaries if employers refrain from lay-offs and cover the other 40%. The measure is restricted to undertakings active in the sectors most affected by the current public health crisis, such as retail, tourism, passenger transport, culture, sports activities, amusement and recreation activities and others. <a href="#">More information in Bulgarian available here.</a>

<b>CROATIA</b>	Measures	The Government will cover 100% of minimum net wages if employers do not lay off workers. That minimum wage will be increased from €425 to approximately €525 starting from the month of April and will be paid for March, April and May. The State will also cover social and pension contributions. <a href="#">Detailed information available here</a> and <a href="#">here in Croatian</a> .
<b>CYPRUS</b>	Figures	An estimated 100 people working in exhibition will be supported by the Social Insurance fund during the crisis.
	Measures	Support Plan for Small Businesses, amounting to €10m, for businesses employing up to 5 people, under the condition that they keep employing their employees and have suffered losses bigger than 25% of their turnover. The Plan foresees a subsidy of 70% of the workers' salary. The main condition in securing a loan guarantee from the Government is that employers keep their staff employed at least until September 30. The payment of overdue contributions of social insurance as well as the instalments for the months of March and April 2020 has been suspended and the deadline for settlement is extended by two months.
<b>CZECH REPUBLIC</b>	Measures	The State will cover a significant share of the salary of the employees impacted by the crisis. In the event of ordered quarantine, the employee receives a wage compensation amounting to 60% of the reduced average earnings. In the event of closure of business due to the Government order the employee receives a wage compensation of 100% of the average earnings. Contribution to the employers will be 80% of the wage compensation paid, including contributions, up to the amount of approx. €1400. <a href="#">More information available here</a> .
<b>DENMARK</b>	Measures	Staff expenses are covered: If the employer keeps the employee hired, he/she will get up to 75% of their wages covered. This agreement is running from 9 March to 9 June (three months).
<b>ESTONIA</b>	Figures	Approx. 450 people employed in exhibition.
	Measures	Up to 70% from the employee's average salary is covered by the State, with a maximum amount of €1000. The employer must pay at least €150. In order to apply, the employer must demonstrate a 30% turnover decrease per month (compared to the same month in 2019). <a href="#">Detailed information available here, in Estonian</a> .
<b>FINLAND</b>	Measures	The notice period for lay-offs and the duration of co-operation negotiations on lay-offs is shortened. Various changes to lay-off rules. Employee re-employment obligation extended: the employer will be obligated, for a period of nine months, to re-employ those employees who were dismissed for financial or production-related reasons between 1 April and 30 June. In response to the above, the Ministry of Social Affairs and Health is currently preparing a government proposal to safeguard the livelihoods of employees, among other things.
<b>FRANCE</b>	Figures	Approx. 15,000 people employed in exhibition.
	Measures	The Government has announced various measures to limit lay-offs as much as possible. It will cover at least 70% of salaries, which can rise

		to 100% for those on minimum wage and employees covered by an industry agreement to cover their salaries in full. The French Government has also taken various steps to facilitate and accelerate the procedure to receive unemployment support. <u>Detailed information is available in this document</u> , in French.
<b>GERMANY</b>	Figures	Approx. 25,000 people employed in exhibition.
	Measures	Businesses can apply for “Kurarbeitergeld” covering a maximum of 67% of the monthly salary if they were forced to close because of a Government decree, such as cinemas. The rest has to be paid by the employer. Business who had to close because of the impact of the virus on their business – but were not forced by the State to do so – cannot lay off their staff and must pay 100% of their salaries. Access to basic social security benefits will be made easier for cultural and media companies and child allowance is temporarily adjusted to the current situation.
<b>GREECE</b>	Measures	Companies wishing to benefit from the National aid package cannot lay off any of their staff. The measures include a benefit of €800 for each employee whose business was shut or was affected seriously by the virus, while the state will also cover their social security contributions. Another €800 will be provided to freelancers affected by the virus. The Easter financial bonus will be paid in full to all employees. The state will also cover the cost of beneficiaries’ insurance, pension and health payments.
<b>HUNGARY</b>	Measures	Proposition to offer unemployment funding for 9 months instead of 3 months is still being debated at the Parliament.
<b>IRELAND</b>	Measures	The Department of Employment Affairs and Social Protection in Ireland (ROI) have introduced a plan whereby companies keep staff that would have otherwise been laid off and pay them a Jobseekers welfare payment and the company would claim it back from the Government. For companies that have liquidity issues, the Government and banks will supply short term, low cost loans. The COVID-19 Pandemic Unemployment Payment has been increased from €203 to €350 for employees who lost their jobs due to COVID-19. Also a Temporary COVID-19 Wage Subsidy Scheme has been set up by the Government whereby the state will provide Employers, who experience significant economic disruption, with a subsidy payment based on either 85% of the wage (for those earning below €1,785 per month), a flat €1,517 (for those between €1,786 and €2,170 per month) or 70% of the wage (for those between €2,171 and €2,539 per month - subject to a cap of €1,777 per month). <u>More information can be found here</u> . Income tax will not be applied to the subsidy payment.
<b>ITALY</b>	Figures	Approx. 8,000 people employed in exhibition. Approx. 7,600 were put on temporary leave.
	Measures	Cinema employees do not have access to ordinary unemployment benefits, therefore in 2016 a Salary Integration Fund (FIS) was

		created with monthly contributions. The Covid-19 emergency measures extend ordinary unemployment benefits to FIS-related enterprises (5+ employees) for a maximum period of 9 weeks: the social welfare covers 80% of the salary due. The benefit was extended to companies with less than 5 employees with a separate procedure, involving Regional governments. A compensation of €600 has been provided for collaboration contracts, with reference to the month of March.
<b>KOSOVO</b>	Measures	The Government decided to pay laid-off workers two months' worth of the minimum wage (€170) plus pension contributions.
<b>LATVIA</b>	Figures	Approx. 250 people employed in exhibition.
	Measures	75% of average gross salary (based on the last 6 months) will be covered by the State, but not exceeding €700. <a href="#">Detailed information available here.</a>
<b>LITHUANIA</b>	Measures	The Government has promised to cover 60% of salaries if owners pay the remaining 40% for employees during the closure – but the amount reimbursed by the State cannot be higher than the minimum monthly wage (€546).
<b>LUXEMBOURG</b>	Figures	Approx. 100 people employed in exhibition.
	Measures	The procedure for applying to and obtaining temporary leave has been accelerated and modified. In order to avoid permanent lay offs, the State encourages temporary unemployment for reason of <i>force majeure</i> . From 16 March this possibility will be granted automatically for companies that were forced by the authorities to close. The State will cover 80% of the employee's salary, which is the share of total salary that employers will be obliged to pay to employees. The reimbursed amount is limited to 250% of the minimum average salary. The employers still have to cover social charges and actual working hours. <a href="#">More information available in French.</a>
<b>MALTA</b>	Measures	Not differentiation between SMEs or large operators. The Government is offering compensation of €800 per person for remaining employed and businesses have to top up to €1200. Part timers get €500 per month. Quarantine leave compensation of €350 per week. The unemployed to receive €800 per month. <a href="#">Additional information can be found here.</a> In addition, employers who have or had a member of their staff (including themselves) on mandatory quarantine leave in accordance with the directives of the Superintendent of Public Health are entitled to a one-off lump sum grant of €350. Employees who had their full-time employment terminated as of 9 March 2020, including those who were self-employed, will be eligible for the Contributory Unemployment Benefit and will receive a direct weekly payment of €166.15 if work was in full-time or €103.85 if work was part-time before becoming unemployed.
<b>NETHERLANDS</b>	Measures	Employers must continue to pay 100% of their employees salaries, while receiving a State compensation of up to 90% of the wage sum (up to a certain maximum) from the Dutch Labour Authority. The compensation applies to employees with permanent and flexible

		contracts. In order to qualify for the compensation, the employer must demonstrate that it expects at least 20% loss of turnover for a consecutive period of three months. So for instance, loss in turnover of 100% = 90% compensation of the employer's wage sum; 50% = 45%; 25% = 22.5%. <a href="#">Detailed information available here.</a>
<b>NORTH MACEDONIA</b>	Measures	Employers have to pay 70% of the salary of workers on paid leave. The government will provide minimum monthly salaries of €240 for people in hardship in the private sector.
<b>NORWAY</b>	Figures	Approx. 1600 people employed in exhibition. 850 have been put on temporary leave because of the crisis.
	Measures	The cinemas have to pay the first two days' salaries. Thereafter the government cover 18 days of full payment (100% of the employee salary is covered). After the first 20 days, 80% of the salary (for those earning between NOK75,000-300,000 yearly) or 62,4% (for those earning between NOK300,000 and approx. NOK600,000 yearly). Before one had to earn NOK150.000 in the last 12 months to get cover at all, now the limit is down to NOK75.000 in the last 12 month, which will help students who often are among the employees of the cinemas.
<b>POLAND</b>	Measures	Subsidies to the wages for the employees who were forced to stop worked. It can either be grounded on economic downtime in the workplace or reduction of working time (to be decided by employer and can be both). The subsidies are for a total period of 3 months from the date of submission of the application for this co-financing. The State funding is 50% of the minimum wage. The condition to get this subsidy is proving a decrease (a certain %) in economic turnover following the occurrence of COVID-19. Employees covered by these subsidies cannot be dismissed. In the event of decreasing economic turnover as a result of COVID-19 by at least 15%, the employer has the possibility of reducing the number of employees' working hours up to 20% (but not more than 0.5 full-time working time). The salary cannot be lower than the minimum salary. Workers will also be allowed to delay their social security payments. Employees who work on contract of mandate basis and were put off because of the occurrence of COVID-19 are entitled to one-time benefit (application must be submitted by the employer).
<b>PORTUGAL</b>	Measures	Each employee will be entitled to a family support, which will correspond to 2/3 of the basic remuneration and which will be supported by the employer and the Portuguese Social Security. The employer will pay 33 percent and the Social Security the remaining 33 percent to the employee. The two thirds mentioned above cannot be less than €635 (guaranteed minimum monthly wage), and cannot exceed €1905 (which corresponds to three month's minimum wages). Payment of social contributions by employers have been delayed for companies of less than 50 employees or businesses that have recorded a 20% drop in turnover.

		<a href="#">More information available here.</a>
<b>ROMANIA</b>	Measures	The Government has established that during the state of emergency, salaries of those on temporary leave will be covered by the State's unemployment insurance budget. The level of the allowance will be at least 75% of the basic salary corresponding to the job occupied, but not more than 75% of the country's average gross wage. <a href="#">More information available here.</a>
<b>SERBIA</b>	Measures	The State will cover minimum wages for micro and small businesses for three months. This decision should be confirmed officially soon.
<b>SLOVAKIA</b>	Measures	The State will pay 80% percent of an employee's salary in companies that have been or are being closed down. <a href="#">More information available here in Slovak.</a> For companies that didn't close, the compensation will be based on the loss in turnover as per below: - More than 20 % - €180 - More than 40 % - €300 - More than 60 % - €420 - More than 80 % - €540
<b>SLOVENIA</b>	Measures	Until the end of May, the Government will co-finance the salaries and social contributions of all workers who have been sent home, awaiting to resume work, with an option to extend this period if the current state of affairs persists. Workers who lost their jobs will automatically start receiving unemployment benefits. Self-employed workers who are unable to do their business in the current situation will be eligible to receive up to 70% of Slovenia's minimum net monthly salary, with the government also taking over the payment of their health and pension contributions. <a href="#">More information available here.</a>
<b>SPAIN</b>	Figures	Approx. 20,000 people employed in exhibition. 11,500 have been put on temporary leave because of the crisis.
	Measures	It is forbidden to lay off someone during the pandemic. There is a global mechanism called ERTE (expediente de regulacion temporal de empleo – temporary employment regulation file) and during this period, the Government will cover up to 70% of the salary and reduce the employer's charges. <a href="#">More information 1 (in Spanish)</a> <a href="#">More information 2 (in Spanish)</a>
<b>SWEDEN</b>	Figures	Approx. 2,500 have been put on temporary leave.
	Measures	Employers can furlough staff so they can work 15-16 hours a week with 50 % cost and employees gets 90% of their pay (with a cap) with government support from mid-March and onwards. From May, employers can reduce the cost and hours to 20% and the staff still gets 90% of their base salary (with a cap). The State will cover full costs for sick leave from companies through the months of April and May.
<b>SWITZERLAND</b>	Measures	The national program of "reduced work" (part/technical unemployment) applies to all employees when the business is forced to close. It was simplified and extended to temporary employees as



		well. It pays 80% of the wages. The idea is to allow companies to keep their employees until the end of the crisis.
<b>TURKEY</b>	Figures	Approx. 7500 people employed in exhibition.
	Measures	The government will be paying salaries (up to 60%) from governmental funds for the next 3 months, but it is not clear if this applies to all type of businesses.
<b>UKRAINE</b>	Measures	Nothing official so far. The union of cinema operators officially addressed the Prime Minister of Ukraine with the offer of providing 0% interest rate credit for cinemas to pay salaries to their employees because the government promised it would be possible.
<b>UK</b>	Figures	Approx. 20,000 people employed in exhibition.
	Measures	<p>The government will introduce a 'Coronavirus Job Retention Scheme' as soon as possible which will cover 80 per cent of the wages of staff who would otherwise be laid off or 'furloughed'. This will be for up to £2,500 per month per individual and paid through HMRC. The Chancellor said that this would be up and running as soon as possible but at latest by end of April. It will cover pay back to 1 March, and be available initially for three months, to be reviewed at the end of that period. He invited employers to top up the remaining 20 per cent. He also made clear that this would be available to large and small businesses, and the charity and voluntary sector.</p> <p>A Self-Employment Income Support Scheme will support self-employed individuals whose income has been negatively affected by COVID-19 by providing a grant worth 80 per cent of their profits up to a cap of £2,500 per month.</p> <p>All small and medium-sized businesses and employers will be able to reclaim Statutory Sick Pay paid to workers for sickness absence due to COVID-19.</p>



## 8. BOX OFFICE

Some of the figures below have been kindly shared by our colleagues at Comscore. Other figures are estimates from UNIC members.

COUNTRY	DETAILS
<b>AUSTRIA</b>	Weekend Estimates March 22: -13% BO YTD Weekend Estimates March 29: -18% BO YTD Weekend Estimates April 5: -23% BO YTD Weekend Estimates April 12: -28% BO YTD Weekend Estimates April 19: -32% BO YTD Weekend Estimates April 26: -39% BO YTD Weekend Estimates May 3: -45% BO YTD
<b>DENMARK</b>	Weekend Estimates March 8: -2% BO YTD Weekend Estimates March 15: -6% BO YTD
<b>FRANCE</b>	Weekend Estimates March 22: -32% ADM YTD Weekend Estimates March 29: -35.2% ADM YTD Weekend Estimates April 5: -39% BO YTD Weekend Estimates April 12: -42.6% BO YTD Weekend Estimates April 19: -45.4% BO YTD Weekend Estimates April 26: -49.9% BO YTD Weekend Estimates May 3: -53.3% BO YTD
<b>GERMANY</b>	Week 10 estimates: -4% BO YTD Week 11 estimates: -10% BO YTD Weekend Estimates March 22: -14% BO YTD Weekend Estimates March 29: -18% BO YTD Weekend Estimates April 5:

	<p>-22% BO YTD Weekend Estimates April 12: -26% BO YTD Weekend Estimates April 19: -30% BO YTD Weekend Estimates April 26: -37% BO YTD Weekend Estimates May 3: -42% BO YTD</p>
<b>ITALY</b>	<p>Week 1 estimates: +88.2% BO YTD Week 7 estimates (prior to closures): +21.1% BO YTD Week 8 estimates (week of closure of 48% of sites): +15.7% BO YTD Week 9 estimates: +7.3% BO YTD Weekend Estimates March 8: +0.5% BO YTD Weekend Estimates March 15 (cinemas closed nation-wide): -6% BO YTD Weekend Estimates March 22: -11% BO YTD Weekend Estimates March 29: -16% BO YTD Weekend Estimates April 5: -22% BO YTD Weekend Estimates April 12: -21% BO YTD Weekend Estimates April 19: -30% BO YTD Weekend Estimates April 26: -38% BO YTD Weekend Estimates May 3: -42% BO YTD</p>
<b>NETHERLANDS</b>	<p>Weekend Estimates March 15: +4% BO YTD Weekend Estimates March 22: +1% BO YTD Weekend Estimates March 29: -4% BO YTD Weekend Estimates April 5: -9% BO YTD Weekend Estimates April 12: -12% BO YTD Weekend Estimates April 19: -16% BO YTD Weekend Estimates April 26:</p>

	<p>-23% BO YTD</p> <p>Weekend Estimates May 3:</p> <p>-30% BO YTD</p>
<b>PORTUGAL</b>	<p>Weekend Estimates March 22:</p> <p>-9% BO YTD</p> <p>Weekend Estimates March 29:</p> <p>-14% BO YTD</p> <p>Weekend Estimates April 5:</p> <p>-19% BO YTD</p> <p>Weekend Estimates April 12:</p> <p>-28% BO YTD</p> <p>Weekend Estimates April 19:</p> <p>-35% BO YTD</p> <p>Weekend Estimates April 26:</p> <p>-41% BO YTD</p> <p>Weekend Estimates May 3:</p> <p>-47% BO YTD</p>
<b>RUSSIA</b>	<p>Weekend Estimates March 8:</p> <p>+9% BO YTD</p> <p>Weekend Estimates March 15:</p> <p>+8.2% BO YTD</p> <p>Weekend Estimates March 22:</p> <p>+5% BO YTD</p> <p>Weekend Estimates March 29:</p> <p>-1% BO YTD</p> <p>Weekend Estimates April 5:</p> <p>-6% BO YTD</p> <p>Weekend Estimates April 12:</p> <p>-10.6% BO YTD</p> <p>Weekend Estimates April 19:</p> <p>-14% BO YTD</p> <p>Weekend Estimates April 26:</p> <p>-16.7% BO YTD</p> <p>Weekend Estimates May 3:</p> <p>-25.4% BO YTD</p>
<b>SPAIN</b>	<p>Weekend Estimates March 8:</p> <p>+5% BO YTD</p> <p>Weekend Estimates March 15:</p> <p>-4% BO YTD</p> <p>Weekend Estimates March 22:</p> <p>-12% BO YTD</p> <p>Weekend Estimates March 29:</p> <p>-19% BO YTD</p> <p>Weekend Estimates April 5:</p> <p>-26% BO YTD</p> <p>Weekend Estimates April 12:</p> <p>-31% BO YTD</p> <p>Weekend Estimates April 19:</p>

	<p>-39% BO YTD</p> <p>Weekend Estimates April 26:</p> <p>-44% BO YTD</p> <p>Weekend Estimates May 3:</p> <p>-50% BO YTD</p>
<b>SWITZERLAND</b>	<p>Weekend Estimates March 8:</p> <p>-10.5% BO YTD</p> <p>Weekend Estimates March 15:</p> <p>-15% BO YTD</p> <p>Weekend Estimates March 22:</p> <p>-19.5% BO YTD</p> <p>Weekend Estimates March 29:</p> <p>-22.9% BO YTD</p> <p>Weekend Estimates April 5:</p> <p>-25% BO YTD</p> <p>Weekend Estimates April 12:</p> <p>-27.9% BO YTD</p> <p>Weekend Estimates April 19:</p> <p>-32.5% BO YTD</p>
<b>TURKEY</b>	<p>YTD Estimates as of 17 March:</p> <p>+18% BO YTD (CORRECTED)</p> <p>Weekend Estimates April 12:</p> <p>+1.3% BO YTD</p> <p>Weekend Estimates April 26:</p> <p>-13% BO YTD</p>
<b>UK</b>	<p>Weekend Estimates March 8:</p> <p>+14% BO YTD</p> <p>Weekend Estimates March 15:</p> <p>+9% BO YTD</p> <p>Weekend Estimates March 22:</p> <p>+2% BO YTD</p> <p>Weekend Estimates March 29:</p> <p>-5% BO YTD</p> <p>Weekend Estimates April 5:</p> <p>-12% BO YTD</p> <p>Weekend Estimates April 12:</p> <p>-19% BO YTD</p> <p>Weekend Estimates April 19:</p> <p>-23% BO YTD</p> <p>Weekend Estimates April 26:</p> <p>-34% BO YTD</p> <p>Weekend Estimates May 3:</p> <p>-39% BO YTD</p>

## 9. AUDIENCE ENGAGEMENT INITIATIVES

### SUMMARY

We are seeing a growing number of initiatives from cinema operators and their national associations across Europe to engage with their audiences and prepare for reopening.

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.

Around the world, cinemas continue to engage 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 a non-exhaustive list of initiatives from cinema associations and operators across Europe below, which we will continue to update.

COUNTRY	DETAILS
AUSTRIA	<p><b>Reopening campaign</b> Gartenbaukino and Stadtkino in Vienna launched a social media campaign called #curtainrace, with cinemas sharing a video of their curtains slowly opening, with a countdown projected on the screen, to symbolise the future reopening of cinemas. This initiative has also been successful in Germany. <a href="#">More information here.</a></p> <p><b>Movie trivia</b> Cineplexx are testing their cinema-goers' movie knowledge via regular quizzes on social media.</p> <p><b>Partnership with VOD</b> <a href="#">VOD Club Cinema</a> 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>
BELGIUM	<p><b>Audience survey</b> Vertigo has conducted a study on the potential impact of the outbreak on cinema-going after lifting the restrictions, with results showing that going to the cinema is the second most anticipated entertainment activity in Belgium.</p> <p><b>Programming</b> Kinopolis is engaging with their audience on programming. They conducted <a href="#">a poll</a> with their public asking them to select the family movies from 2019/2020 they would like to see when they reopen.</p> <p><b>Virtual cinema</b></p>

	<p><u>Cinema Galleries</u> in Brussels offers free weekly screenings on their website or via Facebook watch.</p> <p><b>Outdoor screenings</b> 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 this type of screenings too while respecting the confinement measures.</p>
CZECH REPUBLIC	<p><b>Reopening strategy</b> CineStar’s campaign <u>Zachraň kino - podpoř film</u> (Support the Cinema - Save the Film) is underway, in which viewers can, in advance, buy a VIP voucher and help the cinema prepare for reopening. Immediately after opening, they can exchange it 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. CineStar announced that they will open on 11 May and listed <u>recommendations</u> for their cinema-goers.</p> <p><b>Drive-in cinemas</b> In the past two weeks, more than <u>5 drive-in cinemas</u> have been opened in and around Prague.</p>
DENMARK	<p><b>Industry Survey</b> The Danish Film Institute published a survey of the Danes’ expectations to return to the cinema once the corona quarantine is over. The report entitled “10 Insights on Cinema Audiences in a Corona Era” can be read <u>here</u> .</p> <p><b>Movie trivia</b> 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><b>Drive-in cinema</b> <u>A drive-in venue</u> opened in Aarhus, hosting concerts, cinemas and other events.</p> <p><b>Creativity</b> MovieHouse Cinema launched <u>a 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 screen when cinemas will reopen, the winning films will also receive gifts too.</p>
ESTONIA	<p><b>Vouchers</b> 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><b>Public awareness</b> Cinamon employees are encouraging audiences to stay at home via video messages on Facebook.</p> <p><b>Audience survey</b> Forum Cinemas is encouraging audiences on Facebook to share their thoughts on how they can improve their services and offers when cinemas will reopen.</p>
FRANCE	<p><b>Reopening strategy</b> The FNCF has set up an <u>working group</u> dedicated to the reopening of cinemas. The group will focus on 4 key areas: the sanitary conditions for welcoming the public; the sanitary working conditions for employees; the material conditions for</p>

	<p>implementing health measures in the field; and communication with the public to announce and support cinemas' reopening.</p> <p><b>National reopening campaign</b></p> <p><u>#oniratousaucinéma</u> ("we will all go to the cinema") is a communications campaign launched by the French cinema operators association, the FNCF, looking at the future reopening of cinemas in the country. The FNCF is encouraging cinema operators and other industry stakeholders to use the hashtag on social media to engage with their customers and French cinema-goers. They are producing short videos of French directors and actors, all talking about their passion for cinema-going.</p> <p><b>Collaboration with broadcasters</b></p> <p>French broadcasters, such as Canal+, France Télévisions and M6, have offered free TV slots to promote cinema-going in the coming months. The details of the coordinated campaign will be presented soon.</p> <p><b>Best practice platform</b></p> <p>The FNCF created a dedicated Facebook page for cinema operators called <i>Entracte</i> ("intermission") to share best practice related to audience engagement during the crisis.</p> <p><b>Virtual cinema</b></p> <p>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.</p> <p><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><b>Outdoor screenings</b></p> <p>The cinema La Clef projects films on the roof during confinement.</p> <p><b>Drive-in cinemas</b></p> <p>Grand Lux in Caen is planning to open <u>a 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.</p> <p><b>Creativity</b></p> <p><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><b>Community support</b></p> <p>Cinemas such as Les Cinémas Gaumont Pathé redistributed their F&amp;B stock with communities in need and associations working with homeless shelters.</p> <p><u>Kinepolis France offered 10000 cinema tickets to frontline workers engaged in fighting the pandemic. Tickets will be available when cinemas will reopen.</u></p> <p><b>Online seminars</b></p> <p><u>Cinémathèque de Grenoble offers free online workshops throughout the confinement period, suitable for different audiences.</u></p>
<b>FINLAND</b>	<b>Drive-in cinema</b>



	<p>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><b>Movie trivia</b> 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. <u>Biorex Cinema</u> offered on their website a printable Mörkö-Puuhakirja book, which contains fun coloring and activities for the youngest members of the family. The best coloring gets rewarded with special Family movie day products.</p>
GERMANY	<p><b>National reopening campaign</b> 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").</p> <p><b>Advertisement</b> 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><b>Audience survey</b> S&amp;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><b>Drive-in cinemas</b> <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><b>Outdoor screenings</b> The project <u>#Windowflicks</u> is hosting film screenings in Berlin's courtyards. All proceeds go to the donation campaign of Berlin's @programmkinos. 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><b>Partnership with VOD platform</b> 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><b>Crowdfunding</b> The StartNext crowdfunding platform has a <u>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><b>Supporting health sector workers</b> 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><b>Movie trivia</b> The Kinopolis staff, wearing film-related masks, film themselves humming famous film songs, engaging with their audience on <a href="#">their Facebook page</a>. Thalia Kino Berlin has organised a live film quiz <a href="#">on its Facebook page</a>.</p> <p><b>Nostalgia</b> 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 <a href="#">their Facebook page</a>.</p> <p><b>Vouchers</b> <a href="#">Helfen.Berlin</a> 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><b>Food delivery</b> 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. <a href="#">Cinecitta</a> offers both takeaway and delivery services of popcorn, nachos, pizza, salads, pasta and burgers to their cinema-goers at home.</p> <p><b>Creativity</b> Some cinemas have asked children to send them drawings or letters about their favourite cinemas by post. <a href="#">Cinemas ARSENAL &amp; ATELIER in Tübingen launched the Film Poster Challenge asking their cinema-goers to recreate their favorite film' poster. The best works will be exhibited after the lockdown.</a></p> <p><b>Curation</b> Cinemas are suggesting classic films to watch at home during lockdown, even with accompanying wine suggestions from Schauburg Filmtheater Rendsburg.</p> <p><b>Community support</b> <a href="#">Roxy Kino Abensberg</a> 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" <a href="#">organised a fundraising event</a> for children from vulnerable families, offering them food and cinema vouchers to the local Filmhof Hoya cinema.</p>
ITALY	<p><b>Flash mob</b> <a href="#">The flash mob, organized by ANEC - hashtag #TurnTheCinemaBackOn – intends to send a symbolic message to the audience, the operators and institutions, underlining the important social function that cinemas perform daily on the</a></p>

	<p>territory as places of meeting, participation and cultural exchange, as well as the need for a strategic project to relaunch the sector. The flash mob will be organized during the 65th David di Donatello Awards, Friday 8 May at 21.25, with Italian cinemas turning their lights back on in anticipation of the reopening.</p> <p><b>Vouchers</b> 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 Culturalitalia 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 provides support to the institution so they can reopen or continue when movement restrictions are lifted.</p> <p><b>Drive-in cinemas</b> <u>MoviementVillage</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><b>Virtual cinema</b> 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. <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><b>Outdoor screenings</b> 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>
IRELAND	<p><b>Movie trivia</b> <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><b>Podcasts</b> 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 around movies.</p> <p><b>Curation</b> <u>Irish Film Institute</u> organises watch along parties and discussions on Twitter of specially selected movies.</p> <p><b>Outdoor screenings</b> 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>
LITHUANIA	<p><b>Drive-in cinemas</b></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. 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>
NETHERLANDS	<p><b>Food delivery</b> <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 and Pathé Thuis</u> join forces to offer a great movie experience at home, making available the Pathé Thuis Deal – for 2 pizzas and 2 soft drinks, the customer receives a Pathé Thuis voucher.</p> <p><b>Creativity</b> <u>Filmtheater Hilversum</u> - while they are closed - offered their building to local artists, photographers, graphic designers and other creators, as an opportunity and space to present their work.</p> <p><b>Community support</b> <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><b>Drive -in cinemas</b> 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><b>Fundraising</b> <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>
NORWAY	<p><b>Reopening announcement</b> Nordisk Film Kino has announced their reopening - <u>It is safe to go to cinema</u> - and published on their website recommendations for cinema-goers and new measures they are taking to keep their audience and staff safe.</p> <p><b>National reopening campaign</b> Film&amp;Kino, the Norwegian cinema association, is working with its members on a reopening campaign.</p> <p><b>Drive-in cinemas</b> 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>
POLAND	<p><b>National reopening campaign</b> The Polish Film Institute has created a <u>crisis team</u> bringing together producers, directors, distributors, cinema operators, film festivals, independent experts and employees of the Polish Film Institute. The task is to develop rescue solutions for the film industry in the face of the economic situation and prepare for cinemas reopening, including working on a reopening campaign.</p> <p><b>Vouchers</b></p>

	<p><a href="#">#wspieramykinapolskie</a> (<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.</p> <p>Szczecin cinema Kino Pionier has been supported by fans buying 800 tickets for future shows in just one week.</p> <p><b>Virtual cinema</b></p> <p>Kino Pod Baranami opened the first <a href="#">virtual cinema</a> 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.</p> <p><b>Drive-in cinemas</b></p> <p>A <a href="#">car cinema</a> in Zielona Góra is planned to be open on May 28 to provide residents with a Big Screen experience during social distancing. A <a href="#">similar cinema</a> is planned to be open on the same day in Gdansk.</p>
ROMANIA	<p><b>Movie trivia</b></p> <p>Movieplex Cinema challenged their audience to guess movies based on emojis. Hollywood Multiplex organizes regular movie quizzes.</p> <p>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.</p> <p>Cinema City shared free coloring pages with different favorite movie heroes via their <a href="#">Facebook page</a>.</p>
SLOVAKIA	<p><b>Virtual cinema</b></p> <p>Kino Lumiére 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><b>Community support</b></p> <p><a href="#">Cinemax</a> are donating part of their concessions stocks to hospitals and Children's homes.</p>
SPAIN	<p><b>National reopening campaign</b></p> <p>Fotogramas, one of the top film magazines in Spain, has launched a campaign called <a href="#">#TodosVolveremosAlCine</a> (we will all go back to the cinema). The campaign involves many Spanish film stars under that same message.</p> <p><a href="#">More information available here</a> and <a href="#">downloadable here</a>.</p> <p><b>Social media campaigns</b></p> <p>SensaCine has launched the <a href="#">#JuntosPorElCine</a> campaign to support the audiovisual sector.</p> <p><b>Outdoor screenings</b></p> <p>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><b>Movie trivia</b></p> <p>The viral campaign <a href="#">#encuentralapelicula</a> ("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.</p> <p>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><b>Rent screening rooms</b> 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><b>Partnership with VOD</b> 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><b>National reopening campaign</b> Turkish cinema operators are planning a TV and social media reopening campaign titled “time to meet with our cinema again” in cooperation with Turkish producers and popular Turkish film artists.</p> <p><b>Outdoor screenings</b> 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><b>Advertising</b> The UKCA are collaborating with the advertising company Pearl &amp; Dean to find ways to harness the power of brands to entice people back to the cinema.</p> <p><b>Industry survey</b> Audiences and exhibition consultant Jonny Tull conducted a <u>survey</u> looking at the potential impact on attendance and expectations of how specific segments of cinema-goers may react when cinemas reopen.</p> <p><b>Social media campaign</b> 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, <u>who wrote a feature</u> about the importance of protecting the big-screen experience, and how we can help save our favourite cinemas.</p> <p><b>Blogging</b> The Queen’s Film Theatre has been publishing articles on its blog under the <u>#WeAreQFT</u> hashtag, celebrating the patrons, staff members and friends who make them.</p> <p><b>Curation</b> <u>#EverymanHouseParty</u> 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> <p><b>Virtual cinema</b> In an official collaboration with Häagen-Dazs, Secret Cinema has launched <u>Secret Sofa</u> - a home entertainment series to bring critically-acclaimed films and cinematic masterpieces to life while in the home. Audiences are invited to create their own immersive experiences based on movies, with a new film selected each week.</p> <p>Eden Arts has created a <u>‘digital community cinema’</u>, 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.</p>

	<p>606 Distribution were forced to release “System Crasher” online and decided to <u>give 10% of the profit from each rental to a cinema of the consumer’s choice if the film is viewed through their website.</u></p> <p>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.</p> <p><b>Podcasts</b></p> <p><u>The Cinema For All Podcast</u> is a celebration of going to the cinema. So far, episodes have focused on themes such as working class cinema, DIY cinema and representation.</p> <p><b>Online viewing parties</b></p> <p>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.</p> <p><b>Crowdfunding</b></p> <p>Newcastle's Tyneside Cinema has raised almost £30,000 in a bid to save it from closure.</p> <p>MUBI launched a <u>Fundraising campaign</u> 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.</p> <p><b>Online film clubs</b></p> <p>Cinema For All has put together some <u>tips and advice</u> for setting up an online film club and continue to engage with your audience during closure.</p> <p><b>Support platform</b></p> <p>A <u>facebook page</u> 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.</p> <p><b>Movie Trivia</b></p> <p><u>Vue Entertainment</u> put together ideas to inspire families entertain their kids with the help of movies. They also put together a <u>list of film-related challenges</u> which can be used in virtual pub quizzes.</p> <p>Via <u>their blog</u>, ODEON Cinemas provides entertainment content for their audience from quizzes, feel good film music to film workout motivation.</p>
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