



UNION INTERNATIONALE DES CINÉMAS
INTERNATIONAL UNION OF CINEMAS

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.

20/05: updated information for Germany, Spain and Bulgaria.

22/05: updated information for Slovakia. Additional audience engagement initiatives from across Europe included on page 51-66.

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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 |

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| | (nationwide) | reduced capacity in the days prior to the announcement. The national health emergency is declared until 31 July. |
| KOSOVO | 14 March | Official decision from the Government. |
| LATVIA | 14 March | Official decision from the Government. |
| LITHUANIA | 13 March | Official decision from the Government on 13 March. Several cinemas had already closed from 11 March. |
| LUXEMBOURG | 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. |
| MALTA | 16 March | Official decision from the Government on 16 March. Most cinemas had closed from 13 March. |
| MONTENEGRO | 13 March | Official decision from the Government. |
| NETHERLANDS | 15 March | Official decision from the Government on 15 March. |
| NORTH MACEDONIA | 10 March | Official decision from the Government. |
| NORWAY | 12 March | Official decision from the Government on 12 March. Some screens already operated with reduced capacity in the days prior to the announcement. |
| POLAND | 12 March | Official decision from the Government. |
| PORTUGAL | 16 March | Official decision from the Government. |
| ROMANIA | 12 March | Official decision from the Government. |
| RUSSIA | 25-31 March | Following an official Government decree on 25 March, Regional Governments effectively closed all cinemas from 31 March. |
| SERBIA | 18 March | Official decision from the Government. |
| SLOVAKIA | 9 March | Official decision from the Government. |
| SLOVENIA | 10 March | Official decision from the Government. |
| SPAIN | 14 March | Official decision from the Government. Cinemas progressively closed between 13-15 March. |
| SWEDEN | 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. |
| SWITZERLAND | 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. |
| TURKEY | 17 March | Official decision from the Government. |
| UKRAINE | 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. |
| UNITED KINGDOM | 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

The territories where a potential reopening date for cinemas has been mentioned are included in the table below. 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, official authorization to reopen will not necessarily mean the effective reopening of all cinemas in a given territory.

| COUNTRY | CLOSURE DATE | 1st REOPENING PHASE | CINEMAS TBC REOPENING DATE |
|------------------------|-----------------------|---------------------|----------------------------|
| AUSTRIA | 16 March | 14 April | 1 July |
| BOSNIA AND HERZEGOVINA | 13 March | 11 May | 14 May |
| BULGARIA | 13 March | 13 May | 11 May |
| CROATIA | 17 March | 27 April | 18 May |
| CYPRUS | 16 March | 4 May | 14 July |
| CZECH REPUBLIC | 12 March | 7 April | 11 May |
| DENMARK | 12 March | 15 April | 8 June |
| ESTONIA | 12 March | 11 May | 1 July |
| FINLAND | 18 March | 13 May | 1 June |
| FRANCE | 14 March | 11 May | Not before 2 June |
| GERMANY ¹ | 14-18 March | 20 April | 15 May – 1 June |
| GREECE | 12 March | 4 May | Early June |
| IRELAND | 16 March | 5 May | 10 August |
| ITALY ¹ | 23 February – 8 March | 14 April | 15 June |
| KOSOVO | 12 March | 4 May | 1 June |
| LATVIA | 14 March | 12 May | 12 May |
| LITHUANIA | 13 March | 27 April | 31 May |
| NETHERLANDS | 15 March | 28 April | 1 June |
| NORWAY | 14 March | 20 April | 7 May |
| POLAND | 12 March | 20 April | 1 June |
| PORTUGAL | 16 March | 4 May | 1 June |
| ROMANIA | 12 March | 15 May | Not before 15 June |
| SLOVAKIA | 9 March | 22 April | 20 May |
| SLOVENIA | 10 March | 20 April | 18 May |
| SPAIN ¹ | 14 March | 28 April | 25 May-8 June |
| SWITZERLAND | 17 March | 27 April | 8 June |
| UK | 17 March | 11 May | 4 July ² |
| UKRAINE | 17 March | 11 May | 10 June |

¹Closure and/or opening process is taking place on a local level (state, region or province).

²Only applies to England.

| COUNTRY | FIRST PHASE | CINEMA REOPENING | REOPENING PROCESS |
|-------------------------------|-------------|------------------|---|
| ALBANIA | 27 April | TBC | Flower shops as well as footwear and clothing stores reopened on 27 April. On 18 May, open-air cafes and restaurants, as well as museums, cultural centres and archaeological sites were allowed to open, provided that social distancing and hygiene rules are followed. Only public transport, sports and cultural activities remain closed. |
| AUSTRIA | 14 April | 1 July | The gradual reopening process started with small shops on 14 April, larger stores on 1 May, restaurants on 15 May and hotels, outdoor activities and indoor gatherings of 100 people from May 29. Cinemas will be allowed to reopen from 1 July, limited to 250 people per room and increasing to 500 from 1 August. Social distancing rules will still have to be respected. |
| BELGIUM | 18 April | TBC | Shops selling gardening and building materials/tools reopened on 18 April. Most shops reopened on 11 May. Museums and other businesses reopened from 18 May. Information related to bars, restaurants and cinemas should be shared by 8 June. Cultural events will not restart before 30 June, which could or not include cinemas. |
| BOSNIA AND HERZEGOVINA | 11 May | 14 May | Bosnian Entities have applied different rules. In the mainly Serbian Republika Srpska Entity, restaurants and coffee bars, hairdressers, gyms and kindergartens all reopened from 11 May. Federal authorities announced on 14 May that cinemas and cultural institutions could reopen immediately. Some cinemas are expected to reopen effectively during the week of 18 May. |
| BULGARIA | 13 May | 11 May | Bulgaria's Health Minister Kiril Ananiev issued an order on May 11 allowing cinemas to reopen immediately. Health and safety rules have not been published yet. |
| CROATIA | 27 April | 18 May | Cultural institutions, libraries, museums and stores reopened from 27 April. From May 11, gatherings of up to 10 people have been allowed, as shopping centres reopened. Bars and restaurants have been allowed to serve customers in outdoor spaces. Cinemas have been allowed to reopen from 18 May, but those located in shopping malls will have to wait for 15 June. |
| CYPRUS | 4 May | 14 July | The construction industry, related sectors and retail businesses reopened from 4 May. Barber |

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| | | | shops, hairdressers and restaurants could reopen from 21 May. Cinemas could potentially reopen on 14 July. |
| CZECH REPUBLIC | 7 April | 11 May | The Czech Government twice decided to speed up its reopening process. The process has been divided into 5 progressive steps, ending on 11 May with the reopening of all businesses, including cinemas. Gatherings will be limited to up to 100 people. |
| DENMARK | 15 April | 8 June | Schools reopened on 15 April, hairdressers and other one-to-one businesses reopened from 20 April. Most shops reopened from 11 May, followed by bars and restaurants from 18 May. Cinemas, along with museums, theatres and zoos have been allowed to reopen from 8 June. |
| ESTONIA | 11 May | 1 July | Shopping malls reopened from 11 May. It was announced that large public events could take place again from 1 July, with a maximum of 1000 people for outdoor events and 500 for indoor events, at 50% capacity maximum – which applies to cinema. |
| FINLAND | 13 May | 1 June | Cinemas, along with a range of other shops and services, will be able to reopen on 1 June. Indoor gatherings will be limited to 500 people. |
| FRANCE | 11 May | TBC | All shops will be able to reopen from 11 May, as gatherings are limited to 10 people. The second phase of reopening will start on 2 June, with details to be provided by the end of May regarding sectors that are currently closed. |
| GERMANY | 20 April | 15 May – 1 June | Shops of 800 square meters or smaller reopened from 20 April. The reopening process has been managed on a state by state basis. 9 out of 16 German States have announced reopening dates for local cinemas: Hessen (346 screens in 2019) from 15 May, Sachsen (247), Schleswig-Holstein (175) and Saarland (67) from May 18, Mecklenburg-Vorpommern (141) from 25 May, Rhineland-Palatinate (224) from 27 May, Sachsen-Anhalt (130) from 28 May , North Rhine-Westphalia (909) from 30 May and Baden-Württemberg (691) from 1 June. This represents approximately 60% of the total screen count. German cinema chains and associations have expressed their concerns regarding these staggered reopening dates and have asked for a more coherent approach. |
| GREECE | 4 May | Early June | The lockdown ended on 4 May, from when small retail shops and hair salons reopened. All retail |

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| | | | shops except those in shopping malls reopened on 11 May. Shopping malls reopened from 18 May, followed by restaurants and bars from 25 May. All other businesses – including cinemas – can reopen in early June. |
| HUNGARY | 1 May | TBC | With the exception of Budapest and its surroundings, shops, beaches and the open-air areas of cafes and restaurants reopened on 1 May. Small retail outlets reopened during the first week of May in the capital. A gradual opening of hotels, restaurants and coffee shops may follow. |
| IRELAND | 5 May | 10 August | The Irish Government outlined its exit strategy on 1 May. Cinemas currently will only be allowed to reopen in the final phase, starting 10 August. |
| ITALY | 14 April | 15 June | Bookshops and shops selling children's clothing have reopened from 14 April. From 27 April, wholesale businesses reopened. Bars and restaurants reopened for takeaway service from 4 May. They will reopen for dine-in service from 1 June. All shops reopened on 18 May along with museums and libraries. It was announced on 16 May that gyms and cinemas would be allowed to reopen from 15 June, limited to 200 people per room. |
| KOSOVO | 4 May | 1 June | The Government announced a three-step reopening plan, with cinemas expected to reopen starting from 1 June. |
| LATVIA | 12 May | 12 May | From 12 May, gatherings of 25 people have been allowed and all businesses have been allowed to reopen. They must close at midnight and indoor gatherings can last a maximum of 3 hours. Most cinemas have decided not to reopen, mostly due to the short notice given by local authorities. Some have announced partial reopening during the following weeks or in early June. |
| LITHUANIA | 27 April | 31 May | All shops have reopened in Lithuania starting from 27 April, as open-air restaurants, museums and hair salons were allowed to operate again. From May 31, indoor events – including cinemas – of under 30 people will be allowed. |
| LUXEMBOURG | 20 April | TBC | Construction sites, along with shops selling gardening/DIY tools and recycling centres reopened from 20 April. The state of emergency is effective until end of June, so cinemas could be closed until then. |
| MALTA | 4 May | TBC | Various shops have been allowed to reopen from 4 May. Restaurants and hairdressers are expected to reopen during the week of 18 May. |

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| MONTENEGRO | 4 May | TBC | Shops, fitness centres, barbers and beauty salons reopened from 4 May. All restaurants, cafes, hotels and beach bars reopened from 18 May. |
| NETHERLANDS | 28 April | 1 June | From 28 April, retailers have been allowed to reopen. 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. |
| NORTH MACEDONIA | 18 May | TBC | Most business have been allowed to reopen gradually from 18 or 25 May under strict social distancing measures. The current curfew will not be lifted, which applies from Monday to Friday from 7pm until 5am for all citizens. On weekends, the curfew is effective from 3pm on Saturday until 5am on Monday. |
| NORWAY | 20 April | 7 May | Kindergartens and primary schools reopened from 20 April. 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 from 15 June, if cases continue to drop. |
| POLAND | 20 April | 1 June | Restrictions were first lifted from 20 April. From 4 May, shopping malls, hotels and certain cultural institutions have reopened. Restaurants and bars have reopened from 18 May. In the fourth and final phase, which could start on 1 June, cinemas will be allowed to reopen and gatherings of 50 persons will be authorized. |
| PORTUGAL | 4 May | 1 June | The Government announced a de-escalation strategy in three phases, starting on 4 May. On 18 May, schools and various shops will be allowed to reopen. Cinemas will be allowed to reopen on 1 June, with limited capacity. |
| ROMANIA | 15 May | TBC | From 15 May, hairdressers, barbershops, dentists and museum were allowed to reopen. Restaurants that serve their clients outdoors will reopen in Romania on June 1, and indoor restaurants will resume operations on June 15. All indoor events, including cinemas, are currently prohibited until 15 June – but this date could change. |
| RUSSIA | 30 April | TBC | TBC |
| SERBIA | 27 April | TBC | Beauty and fitness businesses in Serbia were allowed to reopen from 27 April. |
| SLOVAKIA | 22 April | 20 May | From 22 April, shops with sales areas of up to 300m ² , open-air markets and car dealers were allowed to reopen. From 6 May, all shops reopened. Cinemas can reopen from 20 May. Strict health and safety rules have made it difficult |

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| | | | for most to reopen. One major chain might reopen by 28 May. |
| SLOVENIA | 20 April | 18 May | Various shops reopened from 20 April. Hairdressers and beauty parlours reopened from 4 May. All shops and businesses were allowed to reopen from 18 May. It remains to be confirmed, but cinemas seem to be included. |
| SPAIN | 28 April | 25 May | A transition plan in four phases was announced on 28 April, starting with the reopening of small shops. Phase 2, starting on 25 May, could see the reopening of most businesses, including cinemas, under limited capacity. Phase 3, starting on 8 June, could see the reopening of all restaurants and large commercial spaces, as well an increase of the allowed capacity as set in Phase 2. Cinemas located in malls might only be able to reopen in Phase 3. This plan will have to be approved on a province level. Major cities like Barcelona and Madrid will not reopen their cinemas before 8 June, while cinemas in the Canary islands could reopen as early as 18 May. |
| SWITZERLAND | 27 April | 8 June | One-to-one services restarted from 27 April, followed by schools, all shops, restaurants, markets, museums and libraries from 11 May. The third phase, from 8 June, will include cinemas but will have to be confirmed on 27 May. |
| TURKEY | 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 were allowed to reopen with some restrictions. |
| UKRAINE | 11 May | 10 June | The government outlined a five-step reopening plan, starting from 11 May. Cinemas could reopen as part of step 3, which could start from around 10 June. Operators have asked their local authorities to postpone reopening to 1 July, as they believe they would not be able to effectively operate before then. |
| UNITED KINGDOM | 11 May | 4 July | The lockdown is effective until early May at least. The Government announced its exit strategy on 10 May, which indicated that cinemas could potentially reopen from 4 July in England. More information to follow. Reopening dates for Scotland, Wales and Northern Ireland are yet to be announced. |

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 |
|-----------------------|-----------------------|--|
| ALBANIA | 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. |
| AUSTRIA | National requirements | People must keep a 1m distance from each other. Masks are compulsory in public spaces and for recreational activities taking place indoors. |
| BELGIUM | 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 ² , 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, while they are currently only recommended when outside. Online FAQ available here. The French, Dutch and German versions include detailed information for businesses. |
| BULGARIA | Cinema specific | Physical distancing and all anti-epidemic measures must be respected, with occupancy limited to 30%. Cinemas have been prohibited from using air conditioning by local authorities. F&B sales are not allowed. |
| CZECH REPUBLIC | Cinema specific | Self-regulatory recommendations have been published, outlining a set of key recommendations for cinema operators: <ol style="list-style-type: none"> 1) Electronic ticket sale is encouraged; 2) 2m distance between staff and customer at box office; 3) Limited seating: every second row can be occupied. Within the occupied row, a maximum of 2 people can sit next to each other; 4) Visitors must wear masks; 5) Maximum 100 people per room; 6) Reduce/remove all seats in the foyer, while the corridor in the foyer will be used only for access to the halls; 7) Air renewal systems are encouraged; 8) Staff must wear masks; 9) If using gloves, they should be disposed of after every use. Staff should regularly disinfect and wash hands; |

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| | | <p>10) Disinfectant should be available at all times; 11) F&B sales are not allowed for the moment, as restaurants and bars cannot operate indoors; 12) An employee should be in charge of monitoring the respect of social distancing and preventing the accumulation of people; 13) Cleaning should be done using virucides, UV radiation and air ionization; 14) Areas and items that people come in regular contact with should be regularly disinfected; 15) Currently, the operation of locker rooms for spectators is not recommended; 16) 3D glasses should be disinfected; 17) Notices for visitors should be visible on the premises of the cinema.</p> <p>Following the publication of these guidelines, the Czech Government announced that, from May 25, face masks will no longer be necessary in public except in shops and on public transport.</p> |
| DENMARK | Cinema specific | <p>The current limit on gatherings is 10 people and this will increase to between 30 and 50 people depending on the type of event. The sector is waiting for clear Government guidelines that would apply to cinemas. Major operators have announced that they are currently looking at guidelines developed in Norway to prepare for reopening.</p> |
| ESTONIA | National requirements | <p>The 2+2 rule must be followed: up to 2 people may move together in a public space and a distance of at least 2 metres must be kept from other people.</p> |
| FINLAND | Cinema specific | <p>Indoor gatherings are limited to 500 people per room. It remains to be seen how this will apply to cinemas exactly.</p> |
| FRANCE | National requirements | <p>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”.</p> <p>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.</p> |
| | 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"> - Sanitary measures to welcome cinema-goers back; - Sanitary measures for staff (working environment); - Practical conditions to implement the measures above; |

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| | | <p>- Cinemas communications to announce and support the reopening process. 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 outlining three key measures to be implemented from reopening: (1) general use of mouth and nose protection, (2) short-term use of mobile phone data and (3) increase in testing capacities. More information can be found here. The majority of German federal states have enforced a rule making it mandatory for people to wear face masks outside their homes. The way this is implemented varies from one State to another, as described here. Different distancing rules apply depending on the state. Schleswig-Holstein has set a limit of 50 visitors per room while North Rhine-Westphalia opted for 75. The national 1.5m safety distance rule might be applied across the country.</p> |
| | Cinema specific | <p>The German cinema association HDF Kino published official recommendations on health and safety requirements to be considered when reopening cinemas. The document, translated into English, is available here. The guidelines are divided into two categories: Protection of employees:</p> <ol style="list-style-type: none"> 1. Sharing information on the virus; 2. Compliance with distance regulations; 3. Contactless ticket control; 4. Use of protective screens at the box office; 5. Implement hygiene regulations, making hand sanitizer available across your cinema, etc.; 6. Provide protective masks and gloves for employees; 7. Regularly clean/disinfect specific areas and surfaces; 8. Provide instruction in case of suspected infection (stay at home) and actively communicate with your staff. <p>Protection of visitors:</p> <ol style="list-style-type: none"> 1. Share information on health and safety measures; 2. Compliance with distance regulations in the lobby with markings on the floor, etc.; 3. Compliance with distance regulations in the screening room with fixed seat allocation, reduced capacity, etc.; 4. Compliance with distance regulations with staggered showtimes start/end times; 5. Minimise contact between visitors and staff; 6. Implement hygiene regulations, making hand sanitizer available across your cinema, etc.; 7. Regular ventilation of the lobby and screening rooms. |
| HUNGARY | National requirements | <p>Everyone entering a business or restaurant must wear face protection.</p> |

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| <p>ITALY</p> | <p>Cinema specific</p> | <p>According to official Government rules, cinemas, theaters and concert halls can reopen from 15 June with pre-assigned seats, 1m minimum distance between patrons and a maximum of 200 people per room. A different date can be set by specific Regions, depending on the epidemiological situation. The rules and guidelines that have been officially released are legally effective until 14 June, therefore they are expected to evolve and Italian cinema operators expect new guidelines before 15 June.</p> <p>Current rules make it mandatory to measure the temperature of guests as they enter the cinema, forbids selling food and beverage, does not allow for groups to sit together (families for instance) and guests and staff must be wearing masks. These rules would make it almost impossible for cinemas to reopen. The Italian cinema association is confident that they will be adapted to cinema operations in the coming days.</p> |
| <p>LATVIA</p> | <p>Cinema specific</p> | <p>Occupancy is limited to 25 people. Some of the cinemas that have reopened have announced that they would take visitors' temperature as they enter.</p> |
| <p>LITHUANIA</p> | <p>National requirements</p> | <p>Only a limited number of customers may shop simultaneously. In addition, face masks are mandatory in public. Attendance is limited to 30 people per room, as a 2-metre distances between cinema-goers must be ensured.</p> |
| <p>MONTENEGRO</p> | <p>National requirements</p> | <p>Wearing protective masks indoors is mandatory for all businesses.</p> |
| <p>NETHERLANDS</p> | <p>Cinema specific</p> | <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 <u>has published guidelines</u> which were shared with local authorities. These include:</p> <p>General recommendations:</p> <ol style="list-style-type: none"> 1. Visitors should only arrive 15 minutes before the start of the screening; 2. A 1.5m safety distance in the room should be ensured by escorting visitors to their seats. Every other row should remain free and there should be 3 empty seats in between visitors. 3. The doors should be left open until the start of the screening and be reopened by employees at the end of the screening; 4. A maximum of 30 people per room, including employees, are allowed; 5. Screening times should be staggered in order to regulate incoming and outgoing visitors and respect the official 30 people limit; 6. When leaving the room, visitors need to be escorted by staff. <p>Ticketing and F&B recommendations:</p> |

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| | | <ol style="list-style-type: none"> 1. Cinema-goers should be encouraged to buy their tickets online and avoid public transport; 2. Visitors need to be made aware of the social distancing rules at the entrance of the cinema; 3. Ticket controls should only be done visually; 4. Every visitor should be asked about health issues in their household. When in doubt about the health situation of a visitor, the cinema could decide to deny access; 5. A maximum of two people or a household (a group of people living under the same roof) is allowed; 6. During F&B purchases, physical contact should be avoided. <p>Hygiene recommendations:</p> <ol style="list-style-type: none"> 1. Hand sanitizers should be available across the cinema; 2. Contact surfaces need to be cleaned multiple times a day; 3. Rooms should be closed during cleaning in between screenings and disinfectant should be used for contact surfaces; 4. A corona supervisor should be appointed in every cinema to check compliance with the rules and employees need to be trained to correctly execute the rules. |
| NORTH MACEDONIA | National requirements | People are not allowed to enter stores without wearing protective face masks. |
| NORWAY | Cinema specific | <p>Cinemas have been authorised to reopen with a capacity limited to 50 people per screening. It will be increased to 200 people from 15 June, if cases continue to drop.</p> <p>The Norwegian cinema association Film&Kino published a set of key health and safety recommendations for cinema operators, which include, but are not limited to:</p> <ul style="list-style-type: none"> - Inform customers and staff about measures taken; - Train staff to efficiently implement those rules; - Ensure social distancing in common areas, also between staff members, and reduce physical interactions (plexiglass at box office, etc.); - Only card/contactless payment, no cash; - Encourage online sales; - Extra hygiene measures to be taken across the cinema, for specific areas as well as F&B, have hand sanitizer available across your cinema, etc.; - Ensure at least a 2 metre distance between each customer; - Adapt seating arrangements to respect official social distancing rules (depending on row distance/seats it will vary from room to room); - Staggered end/start times so as to avoid queues; - Minimum 30 minutes for cleaning/disinfection between performances; - Sick employees should stay at home; |

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| | | <ul style="list-style-type: none"> - Ensure good air ventilation. <p>Film&Kino also drafted a document outlining cinemas' reopening strategy. <u>The document is available here, in Norwegian.</u> Specifically related to the current situation, its recommendations include:</p> <ul style="list-style-type: none"> - Contact local authorities for advice and guidance; - Practice/train staff to perform all new cleaning routines that must be introduced in advance; - Provide clean uniforms to all employees; - Buy latex work gloves; - Hand disinfection stations must always be accessible to everyone; - Thoroughly clean and disinfect all equipment and furnishings several times before reopening; - Regularly clean specific contact areas and surfaces at least 5 times a day once reopened; - Inform and communicate efficiently with staff and customers about the new measures that have been introduced. <p>In addition to these health and safety guidelines, the reopening document also includes considerations related to rent payments, maintenance of equipment and building, finances and insurance, inventory, etc.</p> |
| ROMANIA | National requirements | Wearing protective masks is mandatory in all closed public spaces and on public transport. |
| SERBIA | National requirements | All indoor commercial activities must be performed using protective equipment, including masks, gloves and disinfectant. |
| SLOVAKIA | Cinema specific | <p>Cinemas are limited to 100 people per room, under strict hygiene conditions, which include but are not limited to:</p> <ul style="list-style-type: none"> - 2m distance between cinema-goers inside the screening room; - Remove seats in the lobby area; - Ensure 15m² per customers in the foyer; - One staff member must be in charge of ensuring respect of sanitary rules; - Disinfect toilets every hour; - Disinfect all contact surfaces before every show, which in theory means disinfecting the whole screening room before every show; - F&B sales are not allowed. |
| SPAIN | 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.</p> <p>The Spanish Government made it mandatory for all citizens above 6 y/o from 21 May to wear masks both indoors and out in public if social distancing is not possible.</p> |

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| | | <p>The Spanish cinema association FECE has drafted a safety protocol with 10 key measures:</p> <ol style="list-style-type: none"> 1. Encouraging online ticketing and contactless payments (up to €50); 2. Providing information (posters and online) explaining the safety measures; 3. Placing hydroalcoholic gel dispensers in the cinema for staff and customers; 4. Reinforcing the physical distance between workers and customers with transparent barriers; 5. Eliminating physical control of cinema tickets (to be replaced by digital or visual control); 6. Increasing cleaning and disinfection, with special attention to the most sensitive areas and surfaces; 7. Ensuring the respect of official distancing measures throughout the cinema-going journey; 8. Reducing the capacity of each screening room in accordance with local rules and reopening phase; 9. People living under the same roof will be seated together in accordance with local rules; 10. 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. <p><u>Detailed information available here, in Spanish.</u></p> |
| <p>UK</p> | <p>National requirements</p> | <p>The Government published a series of documents to help employers, employees and the self-employed understand how to work safely during the coronavirus pandemic. None directly apply to cinemas, but information related to shops and restaurants can be useful. <u>The documents are available here.</u></p> |

3. 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 |
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| 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> |

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| | | <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. Detailed information can be found here, via an FAQ in German.</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> |
| BELGIUM | 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> |
| | 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. See Flanders guidelines and FAQ here, in Flemish.</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 €8.6m will go to the cultural sector, including the cinema and audiovisual sector. More information available here, in French.</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> |

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| | | of €20,000-100,000 with fixed rate of 2%. This fund specifically targets businesses that have been worst-hit by the crisis. More information here. |
| BULGARIA | National aid | An amendment to the national budget is in the making. Legislation introducing compensation schemes for employees was passed on 30 March. More information available here in Bulgarian. The European Commission approved a €770 million Bulgarian employment aid scheme for preserving jobs in sectors most affected by the coronavirus outbreak. |
| | Cinema sector support | The Bulgarian government will support the cultural sector with nearly €2.5m. €1.4m will be directed to freelance artists and independent cultural organisations through the Ministry of Culture and €1.1m will be allotted through the National Culture Fund. |
| CROATIA | 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. More information available here. |
| | 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. |
| CYPRUS | 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. |
| CZECH REPUBLIC | 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. |

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| | 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. |
| DENMARK | National aid | 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. 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. <u>Detailed information available here, in Danish.</u> 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. |
| | Cinema sector support | The creation of new Corona hotline by the Ministry of Culture and the Danish National Palace and Culture Agency – here . Online database of all the compensation schemes that can be applied for (via the Danish Ministry of Culture) available here . |
| ESTONIA | National aid | 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. 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. |
| | Cinema sector support | 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. The Estonian Film Institute will distribute 1.3 m EUR as compensation measures to face the challenges in the film sector caused by the COVID-19 outbreak. Of the 1.3 m EUR, 800,000 EUR goes to film production, distribution and cinemas. This scheme can support arthouse cinemas and companies whose production (development, shooting, post-production) and distribution activities have been interrupted due to the emergency situation. The remaining €500,000 goes strictly to |

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| | | film production. The Estonian Film Institute hopes to announce a new call for additional funding for June 2020. |
| FINLAND | 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.</p> <p>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 (Taike). 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. More information available here.</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</p> |

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| | | during March 13 – May 31, 2020. More information available here. |
| 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. 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. This fund will remain open until the end of 2020.</p> <p>Detailed information available on the FNCF website, in French. FAQ created by French authorities, available here.</p> <p>The French Government will support French businesses loans (90%, current and upcoming), delay payments and facilitate agreements with banks. More information available here in French.</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"> - The CNC has stopped requesting payments of film levies from cinema operators; - Cash flow measures for theatres and increased support for the sectors most affected, distribution and cinemas; - Assistance to cinemas to adopt the most proactive protection measures against the spread of the virus, by enforcing barrier measures; - Accelerated payment of the Art et Essai cinema grants from March, for the 1200 classified establishments; - Rapid adoption of a measure allowing exhibitors, distributors and producers to mobilise their support funds in advance. <p>Various support schemes have been introduced.</p> <p>Additional, detailed information can be found on the FNCF website or on the CNC website, daily updated, all in French.</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, available here in French.</p> <p>The national health insurance has introduced from 18 May a “Covid prevention” scheme supporting businesses of less than 50 employees in their acquisition of sanitary and safety</p> |

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| | | equipment necessary for their reopening. This subsidy can amount to 50% of the total investment (which has to be of at least €1000) and is limited to €5000 maximum. |
| GERMANY | National aid | <p>The German government announced budgetary measures amounting to €353.3b and State guarantees of €819.7b. 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.</p> <p><u>More information available here</u>, in German.</p> <p>Each Bundesland has its own additional support mechanisms. <u>Here is an online database</u> of all the different support schemes that have been introduced locally.</p> |
| | Cinema sector support | <p>It was announced by the Government that additional help would be provided to the cultural and creative industries. In response to a joint appeal from 25 organizations - including HDF-KINO -, negotiations are ongoing between the Culture and Finance Minister related to the potential introduction of a €500m package for a cultural infrastructure fund.</p> <p>The figure of €17m per week – which equals the average weekly loss for cinema operators in the country - to support cinemas was 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>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</p> |

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| | | <p>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"> - Rapid establishment of a stabilization fund; - Extension of government grants to larger companies that are currently covered by the federal and state funding programs; - Standardization of the federal patchwork of emergency aids; - Short-time work benefits must urgently be expanded to include mini-jobbers and working students. <p><u>More information can be found here in German.</u></p> <p>Payments to GEMA, the German collecting society, have been deferred until further notice.</p> <p>The Federal Government Commissioner for Culture and Media (BKM) has facilitated the eligibility criteria of their “future cinema programme”, making it possible for cinema operators receive support via grants of €60,000 for one-screen cinemas and 45,000 € for two-screen cinemas. <u>More information available here, in German.</u></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. A database of relevant documents and guidelines can be found <u>on the FFA website in German.</u> The Germany cinema association HDF Kino also created a page with all the relevant information for cinema operators related to the crisis, <u>available here in German.</u></p> <p>Bundeslands or local authorities have introduced additional support mechanisms. For instance, the Hamburg Senate has approved a series of measures that should provide "quick and unbureaucratic" assistance to artists and creative industries companies. The grants are up to €5,000 for companies with fewer than 10 employees. The city also provides a “Corona cultural promotional loan support module” meant to compensate for the financial losses caused by the COVID 19 crisis for all eligible cultural enterprises. The maximum amount of the loan is €150,000.</p> |
| <p>GREECE</p> | <p>National aid</p> | <p>The Greek government has announced a new batch of measures worth €10b to mitigate the effects of the Coronavirus on the 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.</p> |
| | <p>Cinema sector support</p> | <p>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.</p> |

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| | | The Greek Film Centre has taken measures to support the sector, with a strict focus on film production. |
| HUNGARY | 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. |
| IRELAND | 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 an online FAQ 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. |
| ITALY | 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. More information available here and here . 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. More information available here, in Italian . 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 |

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| | | months of April and May. Additional information in Italian available here. |
| | Cinema sector support | <p>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. Following the approval of the “Relaunch” Law Decree on 13 May, this amount was increased to €245m, which could potentially be increased by an additional €50m by the end of the year.</p> <p>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.</p> <p>On 13 May, tax credits and contributions for expenses and the purchase of devices and equipment to limit the spread of Covid-19 were also introduced.</p> <p>Relevant information and official documents can be found on the ANEC website, in Italian.</p> <p>A national initiative has been launched to provide refunds via vouchers for tickets to shows, cinemas, theatres and other cultural venues and hotels. This Government approved initiative allowed for an 18 month extension to the validity of vouchers issued to compensate cancelled shows (vouchers to be issued until 30 September).</p> <p>More information available here, in Italian.</p> <p>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.</p> |
| KOSOVO | National aid | The Government announced a €41m aid package dedicated to salvaging jobs. |
| LATVIA | 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. More information available here. |
| LITHUANIA | 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. Detailed information available here. |
| | Cinema sector support | The Lithuanian Government has provided a total of €68.3m to the cultural sector. €43.3m has been earmarked for the development and renewal of cultural infrastructure. €13.6 will be distributed through the Lithuanian Council for Culture for funding |

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| | | initiatives supporting cultural organisations, both public and private. An additional €1.4m will be administered by the Lithuanian Film Centre, providing support for film production and distribution, the recovery of cinemas, the development of new television and film productions and other activities. |
| LUXEMBOURG | 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 – available here, in French. |
| MALTA | 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. Here is the FAQs from the Maltese Central Bank. |
| | | 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. More information can be found here. |
| MONTENEGRO | 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. |
| NETHERLANDS | 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"> - The implementation of a temporary scheme allowing companies to apply for help in paying their labour costs; - Additional support for independent contractors; - Relaxed rules for payment of taxes and reduced fines; - Broadening of the scope of the Guarantee Corporate Financing scheme (State loan guarantees); - Interest-rate deduction on Qredits microcredit for small companies; - Compensation scheme for impacted sectors. The Enterprise Finance Guarantee (GO) for bank loans between €1.5m-€50m provides a 50% guarantee for SMEs. |

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| | | <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> <p>The Dutch State will make an additional €750m available in bridging loans for companies with relatively small financing needs (from €10,000 to €50,000). The government guarantees 95% (713 million euros). The loans will be provided by the banks and have an interest of up to 4%.</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. More information available here.</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. 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) – more information available here, in Dutch.</p> |
| NORTH MACEDONIA | National aid | <p>The Government has taken a range of measures to support businesses and citizens during the crisis, outlined here.</p> |
| NORWAY | Cinema sector support | <p>The Government will support the cultural sector with NOK300m (€27m), including cinemas (see here). 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 – available here, in English.</p> |
| POLAND | 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. Sixty percent of aid will take the form of subsidies that don't</p> |

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| | | need to be paid back. The Polish Government Bank (BGK) will be able to issue <u>guarantees for commercial bank loans (up to 80%)</u> . |
| | 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. <u>More information in Polish available here.</u></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. <u>More information available here.</u></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. <u>More information available here.</u></p> |
| PORTUGAL | National aid | 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. |
| | 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. <u>Available here, in Portuguese.</u></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 | 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. <u>More information can be found here.</u> |

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| | Cinema sector | National Cinematography Center (CNC) Decision no. 61 issued on 26 March 2020. Non-reimbursable financial support: all 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. |
| RUSSIA | 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"> • 6 months tax break for all duties except VAT; • 6 months payments standstill for bank loans; • 6 months suspension of creditors' petitions in bankruptcy. |
| | 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. |
| SLOVAKIA | 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. More information available here. |
| SLOVENIA | 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. It was announced on 14 May that all support measures would cease by the end of May, as an official end to the pandemic in Slovenia was declared. |
| SPAIN | 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 and with a limit of €100,000 per company. More information available here (in Spanish). |
| | Cinema sector support | The Spanish Government announced it would allocate €76.4m to support the cultural sector. Of that, €13.2m will be allocated to |

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| | | <p>cinema operators specifically, potentially ranging from €8,000 (for single screen operators) to €32,000 (for 8 screens multiplex or bigger) per site. The grants can be used for various purposes, including:</p> <ul style="list-style-type: none"> - Incidental expenses generated as a consequence of the sanitary measures adopted. Among others, implementation of a risk prevention plan for workers and the public; - Campaigns aimed at reopening cinemas; - Actions to increase the programming of school campaigns; - Advertising space for promotion and trailers of Spanish cinema, as well as institutional campaigns. <p>The grants will be redistributed by the ICAA. Cinema operators who wish to access these grants must comply with the screen quota of cinematographic works from Member States of the European Union established in article 18 of Law 55/2007, on Cinema. However, said obligation will be considered fulfilled when works of this nature are scheduled in a percentage of at least 30 percent in the year immediately after receiving the aid (2021). More information to follow.</p> <p>The ICAA publishes a Good Practice Guide on Special Measures for Audiovisual Productions in the Face of the COVID Pandemic, available here.</p> <p>The regional Government of Madrid has injected €1m into the Guarantee Society Crea SGR to guarantee access of SMEs in the cultural sector to funding. Crea SGR will promote lines of financing aimed at companies in the cultural sector for a total amount of €20m. Support per company will range from €20k to €100k.</p> <p>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. More information available here.</p> |
| <p>SWEDEN</p> | <p>National aid</p> | <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> |
| | <p>Cinema sector support</p> | <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. The Institute forwarded 20SEK per sold ticket for Swedish movies in 2019 to cinema operators. This measure applies to markets under 25,000 inhabitants and certain arthouse cinemas in bigger markets. Every cinema will receive 30SEK per non-sold ticket between 12 March and 31 May 2020 – by</p> |

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| | | <p>comparing results with the same period in 2019. The maximum being 10mSEK (approx. €950k) per company. Cinema operators have already received this support.</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. More information available here in Swedish.</p> <p>How this budget will be redistributed in the sector will be confirmed in the coming days.</p> <p>A new package has been announced for the period of 15 March to 30 April, whereby business that have lost more than 30% turnover can be compensated for fixed costs but not labour costs. Details are still being worked out.</p> <p>The 1% of box office payment to collecting societies that is due for 2019 has been split into 4 instalments to be spread out during 2020 to help cinemas with cashflow.</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. More information can be found here, in French, Italian and German.</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>More information can be found here, in French.</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 over 80 or those who receive a very small pension – and create</p> |

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| | | additional jobs for after the crisis. No decisions specifically related to businesses so far. More information available here. |
| | 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. |
| UK | 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. Detailed information can be found on the UK Cinema Association website.</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"> - A number of support grants (ranging from £10,000-£25,000 per property) for many companies operating in the retail, hospitality and leisure sector. - 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. <p>More details can be found on the UKCA website, the UK Government website (here and here) and the BBC.</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. More information available here.</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. More information available here.</p> <p>In England, the Arts Council England has set up a support fund totalling GBP 20m for people working in the cultural sector,</p> |



UNION INTERNATIONALE DES CINÉMAS
INTERNATIONAL UNION OF CINEMAS

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| | | 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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4. TAXATION

SUMMARY

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

| COUNTRY | DETAILS |
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| 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. |

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| | 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. |
| GREECE | 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. |
| HUNGARY | 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. |
| IRELAND | Deferment of Commercial Property Rates and VAT. Government still considering relief measures. |
| ITALY | Fiscal and welfare payments and compulsory insurance premiums have been suspended until 16 September (previously until 30 April). Support to enterprises' liquidity available through State-guaranteed bank loans, as well as tax credits 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. It was officially announced on 13 May that the June payments of IRAP (the regional tax on net production value) would be cancelled - both the 2019 balance and the 2020 deposit - if total revenues do not exceed €250m. |
| LATVIA | Companies which are affected can be supported by differing taxes. |
| LITHUANIA | 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. |
| LUXEMBOURG | There are possibilities to delay tax payments & advances. |
| MALTA | 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). |
| NETHERLANDS | Companies and self-employed people in the Dutch cultural/creative sector can make a special request for an extension of the 3-month payment deadline for all income tax, corporation tax, wage tax and turnover tax (VAT) contributions. 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. |
| NORWAY | 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. |

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| POLAND | Businesses can delay their payments of social charges. Tax payments, due for 30 April, have been postponed to 30 May. |
| PORTUGAL | 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. More information here. |
| ROMANIA | Various measures including suspension of forced execution of budgetary debts, VAT refunds during March for all settled settlements, suspension of fiscal control actions. More information here. |
| RUSSIA | 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. |
| SERBIA | Deadlines for tax payments will be postponed. This decision should be confirmed officially soon. |
| SWEDEN | 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 3.1%. |
| SWITZERLAND | Both local and federal initiatives. Payment of taxes at federal level can be postponed without interest. |
| TURKEY | 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. |
| UKRAINE | Cinemas are exempt from paying VAT until 2023, but this was already the case before the outbreak. |
| UK | 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. |

5. 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 |
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| 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. |
| ESTONIA | Measures | The Estonian Government will support businesses who were forced to close because of the coronavirus emergency - by contributing up to 25% of their rental expenses for a month. Landlords have been encouraged to contribute by the Government. |
| FINLAND | Measures | The City of Helsinki has decided to temporarily waive rental payments on commercial premises and terraces (more info). 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. More information on the FNCF website, in French . The Minister of Economy has introduced an incentive to a three months cancellation of rent payments for very small businesses (less |

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| | | 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. Additional information available here, in French. |
| 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. More information available here, in German. |
| 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 ² 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 |

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| | | have been disappointed by this decision, which legally binds them to repay rents in spite of the impact of the crisis on their business. More information available here, in Spanish. |
| SWEDEN | 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 €900,000 for this program. |
| TURKEY | 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. |
| UKRAINE | 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. |
| UK | 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. |

6. 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 |
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| 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. More information in Bulgarian available here. |

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| CROATIA | 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. Detailed information available here and here in Croatian . |
| CYPRUS | 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. |
| CZECH REPUBLIC | 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. More information available here . |
| DENMARK | 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). |
| ESTONIA | 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). Detailed information available here , in Estonian. |
| FINLAND | 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. |
| FRANCE | 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 |

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| | | 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. Detailed information is available in this document , in French. |
| GERMANY | 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. |
| GREECE | 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. |
| HUNGARY | Measures | Proposition to offer unemployment funding for 9 months instead of 3 months is still being debated at the Parliament. |
| IRELAND | 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). More information can be found here . Income tax will not be applied to the subsidy payment. |
| ITALY | 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 |

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| | | 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. This measure was extended for another 9 weeks following an official decision on 13 May. 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. |
| KOSOVO | Measures | The Government decided to pay laid-off workers two months' worth of the minimum wage (€170) plus pension contributions. |
| LATVIA | 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. Detailed information available here. |
| LITHUANIA | 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). |
| LUXEMBOURG | 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. More information available in French. |
| MALTA | 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. Additional information can be found here. 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. |
| NETHERLANDS | 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 |

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| | | <p>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%.</p> <p><u>Detailed information available here.</u></p> |
| NORTH MACEDONIA | Measures | <p>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.</p> |
| NORWAY | Figures | <p>Approx. 1600 people employed in exhibition. 850 have been put on temporary leave because of the crisis.</p> |
| | Measures | <p>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.</p> |
| POLAND | Measures | <p>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.</p> <p>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).</p> |
| PORTUGAL | Measures | <p>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).</p> |

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| | | <p>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.</p> <p>More information available here.</p> |
| ROMANIA | Measures | <p>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. More information available here.</p> |
| SERBIA | Measures | <p>The State will cover minimum wages for micro and small businesses for three months. This decision should be confirmed officially soon.</p> |
| SLOVAKIA | Measures | <p>The State will pay 80% percent of an employee's salary in companies that have been or are being closed down. More information available here in Slovak.</p> <p>For companies that didn't close, the compensation will be based on the loss in turnover as per below:</p> <ul style="list-style-type: none"> - More than 20 % - €180 - More than 40 % - €300 - More than 60 % - €420 - More than 80 % - €540 |
| SLOVENIA | Measures | <p>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.</p> <p>More information available here.</p> |
| SPAIN | Figures | <p>Approx. 20,000 people employed in exhibition. 11,500 have been put on temporary leave because of the crisis.</p> |
| | Measures | <p>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.</p> <p>More information 1 (in Spanish) More information 2 (in Spanish)</p> |
| SWEDEN | Figures | <p>Approx. 2,500 have been put on temporary leave.</p> |
| | Measures | <p>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% (8 hours per week) and the staff still gets 90% of their base salary (with a cap).</p> <p>The State will cover full costs for sick leave from companies through the months of April and May.</p> |

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| SWITZERLAND | 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. |
| TURKEY | 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. |
| UKRAINE | 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. |
| UK | 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>It was announced in May that the furlough scheme has been extended to the end of October. There will be changes from the end of July, however, with the cost of paying salaries set to be shared by the government as well as employers. Previously, the government was carrying the full burden of paying 80% of employee salaries.</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 |
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| AUSTRIA | 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 Weekend Estimates May 10: -48% BO YTD Weekend Estimates May 17: -50% BO YTD |
| DENMARK | Weekend Estimates March 8: -2% BO YTD Weekend Estimates March 15: -6% BO YTD |
| FRANCE | 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 Weekend Estimates May 10: -55.1% BO YTD |
| GERMANY | Week 10 estimates: -4% BO YTD Week 11 estimates: |

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| | <p>-10% BO YTD Weekend Estimates March 22: -14% BO YTD Weekend Estimates March 29: -18% BO YTD Weekend Estimates April 5: -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 Weekend Estimates May 10: -44% BO YTD Weekend Estimates May 17: -46% BO YTD</p> |
| <p>ITALY</p> | <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 Weekend Estimates May 10: -46% BO YTD Weekend Estimates May 17:</p> |

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| | -48% BO YTD |
| NETHERLANDS | <p>Weekend Estimates March 15: +4% BO YTD</p> <p>Weekend Estimates March 22: +1% BO YTD</p> <p>Weekend Estimates March 29: -4% BO YTD</p> <p>Weekend Estimates April 5: -9% BO YTD</p> <p>Weekend Estimates April 12: -12% BO YTD</p> <p>Weekend Estimates April 19: -16% BO YTD</p> <p>Weekend Estimates April 26: -23% BO YTD</p> <p>Weekend Estimates May 3: -30% BO YTD</p> <p>Weekend Estimates May 10: -33% BO YTD</p> <p>Weekend Estimates May 17: -36% BO YTD</p> |
| PORTUGAL | <p>Weekend Estimates March 22: -9% BO YTD</p> <p>Weekend Estimates March 29: -14% BO YTD</p> <p>Weekend Estimates April 5: -19% BO YTD</p> <p>Weekend Estimates April 12: -28% BO YTD</p> <p>Weekend Estimates April 19: -35% BO YTD</p> <p>Weekend Estimates April 26: -41% BO YTD</p> <p>Weekend Estimates May 3: -47% BO YTD</p> <p>Weekend Estimates May 10: -49% BO YTD</p> <p>Weekend Estimates May 17: -51% BO YTD</p> |
| RUSSIA | <p>Weekend Estimates March 8: +9% BO YTD</p> <p>Weekend Estimates March 15: +8.2% BO YTD</p> <p>Weekend Estimates March 22: +5% BO YTD</p> <p>Weekend Estimates March 29: -1% BO YTD</p> <p>Weekend Estimates April 5:</p> |

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| | <p>-6% BO YTD Weekend Estimates April 12: -10.6% BO YTD Weekend Estimates April 19: -14% BO YTD Weekend Estimates April 26: -16.7% BO YTD Weekend Estimates May 3: -25.4% BO YTD Weekend Estimates May 10: -29% BO YTD Weekend Estimates May 17: -31.2% BO YTD</p> |
| SPAIN | <p>Weekend Estimates March 8: +5% BO YTD Weekend Estimates March 15: -4% BO YTD Weekend Estimates March 22: -12% BO YTD Weekend Estimates March 29: -19% BO YTD Weekend Estimates April 5: -26% BO YTD Weekend Estimates April 12: -31% BO YTD Weekend Estimates April 19: -39% BO YTD Weekend Estimates April 26: -44% BO YTD Weekend Estimates May 3: -50% BO YTD Weekend Estimates May 10: -52% BO YTD Weekend Estimates May 17: -54% BO YTD</p> |
| SWITZERLAND | <p>Weekend Estimates March 8: -10.5% BO YTD Weekend Estimates March 15: -15% BO YTD Weekend Estimates March 22: -19.5% BO YTD Weekend Estimates March 29: -22.9% BO YTD Weekend Estimates April 5: -25% BO YTD Weekend Estimates April 12: -27.9% BO YTD Weekend Estimates April 19:</p> |

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| | -32.5% BO YTD |
| TURKEY | <p>YTD Estimates as of 17 March: +18% BO YTD (CORRECTED) Weekend Estimates April 12: +1.3% BO YTD Weekend Estimates April 26: -13% BO YTD Weekend Estimates May 10: -17.7% BO YTD</p> |
| UK | <p>Weekend Estimates March 8: +14% BO YTD Weekend Estimates March 15: +9% BO YTD Weekend Estimates March 22: +2% BO YTD Weekend Estimates March 29: -5% BO YTD Weekend Estimates April 5: -12% BO YTD Weekend Estimates April 12: -19% BO YTD Weekend Estimates April 19: -23% BO YTD Weekend Estimates April 26: -34% BO YTD Weekend Estimates May 3: -39% BO YTD Weekend Estimates May 10: -42% BO YTD Weekend Estimates May 17: -44% 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 |
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| AUSTRIA | <p>Reopening campaign 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. More information here.</p> <p>Movie trivia Cineplexx are testing their cinema-goers' movie knowledge via regular quizzes on social media.</p> <p>Partnership with VOD VOD Club Cinema is a streaming platform focused on domestic products and is supported by 50 Austrian cinemas. Viewers can rent films for 48 hours. The proceeds of each film are redistributed between the streaming service, the respective cinemas and the filmmakers.</p> <p>Burg Kino has partnered with MUBI in offering three months of free MUBI subscription to its patrons.</p> |
| BELGIUM | <p>Audience survey 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>Programming</p> |

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| | <p>Kinepolis is engaging with their audience on programming. They conducted a <u>poll</u> with their public asking them to select the family movies from 2019/2020 they would like to see when they reopen.</p> <p>Virtual cinema <u>Cinema Galleries</u> in Brussels offers free weekly screenings on their website or via Facebook watch.</p> <p>Audience engagement contests <u>Test your Top Gun knowledge</u> – Kinepolis organised a quiz on <i>Top Gun</i>, with participants having a chance to win 2 tickets for the film, which will be released in December.</p> <p>Outdoor screenings The Kinograph, a cooperative cinema based in Brussels, launched “<u>Le ciné des confinés</u>” screening movies on the outdoor walls. It also invites the public to organize such screenings themselves, while respecting the confinement measures.</p> <p>Community engagement <u>UGC Cinema in Antwerp</u> has donated a large part of their concessions stock to a non-profit who works with mothers and children in need.</p> |
| CZECH REPUBLIC | <p>Reopening strategy 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 more broadly. CineStar announced that they will reopen on 11 May and listed <u>recommendations</u> for their cinema-goers. CineStar issued a <u>video on their social media accounts</u> on what cinema-going will look like at their cinemas.</p> <p>Drive-in cinemas In the past two weeks, more than <u>5 drive-in cinemas</u> have been opened in and around Prague.</p> <p>Virtual cinema <u>Kino Evropský dům</u> has partnered with the platform <u>Aerovod</u> in streaming classic movies for free. <u>Aerovod</u> is a platform created by Prague cinemas Aero, Světozor and Bio Oko.</p> |
| CROATIA | <p>Reopening engagement <u>Kino Valli</u> has launched ‘A-LA-distance trend’ promoting the fun of social distancing in the screening room.</p> <p>Drive-in cinemas The first <u>drive-in screenings</u> were introduced in Croatia on 8 and 9 May 2020 by Kino Gaj, a member of the Croatian Independent Cinemas Network. In the past days, more than 4 drive-in projects have been announced across Croatia.</p> <p>Partnership with VOD In collaboration with the MUBI network, <u>Kino Valli</u> has been providing a number of different titles for free to its supporters.</p> |
| DENMARK | Industry Survey |

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| | <p>The Danish Film Institute published a survey of 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 here .</p> <p>Movie trivia Empire Bio launched a "30-day movie challenge" on Facebook, engaging with their audiences around famous films. They also encourage them to share different cinema-related memories (e.g. their earliest cinema memory) and participants can win free tickets for when cinemas reopen.</p> <p>Drive-in cinema A drive-in venue opened in Aarhus, hosting concerts, cinemas and other events.</p> <p>Creativity MovieHouse Cinema launched a film competition with a jury formed from professionals, where the public is invited to record a short film on their life during quarantine. The best 12 films will be shown on the big screen when cinemas will reopen, while the winning films will also receive gifts too.</p> |
| ESTONIA | <p>Vouchers Cinamon – also operating sites in Latvia, Lithuania and Finland – launched a support initiative encouraging audiences to buy gift cards and vouchers for 10, 20, 50 or 100€. It also extended the expiration date of already purchased cards, vouchers or free tickets.</p> <p>Public awareness Cinamon employees are encouraging audiences to stay at home via video messages on Facebook.</p> <p>Audience survey 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>Reopening strategy The FNCF has set up an working group 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 implementing health measures in the field; and communication with the public to announce and support cinemas' reopening.</p> <p>National reopening campaign #oniratousaucinéma ("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>Collaboration with broadcasters 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>Best practice platform 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> |

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| | <p>Virtual cinema La Toile, a French VOD platform, has partnered with French exhibitors to offer a set number of curated films per month. The platform is embedded within an exhibitor's existing website and allows customers to rent a film for 48 hours for between €1.99 and €5.99. The fee is then split between the exhibitor, the rightsholder and the platform. <u>La Vingt-Cinquième Heure</u> is a virtual cinema created on 18 March 2020 due to the closure of cinemas. It is a geolocated platform allowing access to screenings to people living within 40 km radius from participating cinemas.</p> <p>Outdoor screenings The cinema La Clef projects films on the roof during confinement.</p> <p>Drive-in cinemas Grand Lux in Caen is planning to open <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. <u>The Drive-in Cinema Festival</u>, the first of its kind in France, is planned to be launched in Bordeaux on May 16. All profits will be donated to cinemas, exhibitors and distributors in difficulty because of the Covid-19 pandemic.</p> <p>Creativity <u>Le Grand Bleu</u> launched a creative game encouraging audiences to send their creation of a mini cinema room with materials they have at hand. The work of selected participants will be screened on the Big Screen when the cinema will reopen.</p> <p>Community support Cinemas such as Les Cinémas Gaumont Pathé a redistributed their F&B stock with communities in need and associations working with homeless shelters. Kinopolis France offered <u>10,000 cinema tickets</u> to frontline workers engaged in fighting the pandemic. Tickets will be available when cinemas will reopen.</p> <p>Online seminars <u>Cinémathèque de Grenoble</u> offers free online workshops throughout the confinement period, suitable for different audiences.</p> |
| FINLAND | <p>Drive-in cinema An events agency has announced plans to open <u>a drive-in cinema in Tampere</u> allowing citizens to watch films on the big screen from the safety of their vehicles. This is scheduled to take place in June at Tampere's Exhibition and Sports Centre if the restrictions over gatherings above 10 people are lifted.</p> <p>Movie trivia Finnkino is posting <u>video lessons</u> on how to draw Disney characters. They also organized a <u>poll</u> on their audience all time favorite movies. <u>Biorex Cinema</u> offered on their website a printable Mörkö-Puuhakirja book, which contains fun colouring and activities for the youngest members of the family. The best colouring gets rewarded with special Family movie day products. Cinema Orion provides <u>weekly movie recommendations</u> for their audience. Finnkino is inviting their audience <u>to share stories</u> connected to their favorite movie by 31 May. Participants will then enter a raffle to win a package of 4 movie tickets.</p> <p>Virtual screenings</p> |

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| | <p>On May 1, Cinema Orion, Pirkanmaan elokuvakeskus & Arthouse Cinema Niagara and production company Illume Oy organized a <u>virtual screening</u> of the movie Jouko Aaltonen: KENEN JOUKOISSA SEISOT (Suomi, 2006).</p> <p>Creativity <u>Finnkino</u> encouraged their audience to create/draw/paint a poster for their favorite movie. The winner wins two cinema tickets.</p> |
| <p>GERMANY</p> | <p>National reopening campaign 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>Reopening strategies <i>Cinema. Running with us</i> – materials to assist cinemas in their local marketing to reopen. It includes poster motifs, a <u>new spot</u>, and a paper with communications advice and ideas for marketing.</p> <p>Industry Platform <u>#zurückinskino</u> is a digital idea platform from cinemas, for cinemas. The platform compiles creative measures taken by cinemas to engage with their audience and also offers a space for cinemas to exchange ideas and best practice.</p> <p>Advertisement The Hamburg based company Weischer.Cinema has set up the Internet portal <u>#hilfdeinemkino</u> (“help your cinema”). Cinema-goers can support their cinema by watching commercials and selecting the cinema of their choice.</p> <p>Audience survey S&L have conducted <u>research</u> asking German cinema-goers, among other things, about whether they would come back to the cinema once restrictions are over. Results were particularly positive, as cinema-going came on top of the list of activities respondents were most likely to return to, with 93% saying they were likely or very likely to return soon.</p> <p>Drive-in cinemas <u>Drive-in cinemas</u> are set up in public parks and parking lots across the country, with some new sites popping up.</p> <p>Outdoor screenings 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>Partnership with VOD platform 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. The platform <u>Kino on Demand</u> offers viewers the opportunity to support the cinema of their choice. Moreover, for every fifth movie watched on their platform, the viewer receives a cinema voucher, to be redeemed when cinemas reopen.</p> <p>Crowdfunding 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</p> |

goal is to reach a total amount of €730,000 / €10,000 per screen, in order to support all of the independent cinemas involved.

Kino Taucha opened a crowdfunding page on betterplace.me to raise money for their cinema and managed to gather almost €14,000.

Supporting health sector workers

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.

Movie trivia

The Kinopolis staff, wearing film-related masks, film themselves humming famous film songs, engaging with their audience on their Facebook page.

Thalia Kino Berlin has organised a live film quiz on its Facebook page.

Nostalgia

Flashback Friday is an initiative from Kinopolis to remind fans of premieres or events they have attended in the past, sharing photos taken on that day on their Facebook page.

Vouchers

Helfen.Berlin 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.

Food delivery

New World Cinema in Weiden offers delivery service of popcorn and nachos.

Cineplex in Amberg is cooperating with the Weissglut restaurant in offering deliveries of popcorn and nachos.

Lichtburg-Center Dinslaken has launched a popcorn delivery service, in collaboration with a local restaurant.

Cinecitta offers both takeaway and delivery services of popcorn, nachos, pizza, salads, pasta and burgers to their cinema-goers at home.

Creativity

Some cinemas have asked children to send them drawings or letters about their favourite cinemas by post.

Cinemas ARSENAL & ATELIER in Tübingen launched the Film Poster Challenge asking their cinema-goers to recreate their favorite film poster. The best works will be exhibited after the lockdown.

Curation

Cinemas are suggesting classic films to watch at home during lockdown, even with accompanying wine suggestions from Schauburg Filmtheater Rendsburg.

Community support

Roxy Kino Abensberg 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" organised a fundraising event for children from vulnerable families, offering them food and cinema vouchers to the local Filmhof Hoya cinema.

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| <p>GREECE</p> | <p>Drive-in cinema The <u>first drive-in cinema</u> in Greece will be open on 1 June in Athens.</p> |
| <p>ITALY</p> | <p>Flash mob 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 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 reopening.</p> <p>Vouchers An official Law Decree was introduced with a specific measure aiming at preserving the cash flow of cinemas and theatres: tickets for shows cancelled due to the Covid-19 emergency can only be reimbursed through same-amount vouchers with one-year validity, both for tickets and subscriptions. An initiative supported by Culturalitaliae 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>Drive-in cinemas <u>MovementVillage</u>, a national project promoted by ANEC and ANICA, is planned to be launched in the summer as a preparatory step to reengage the audience with the big screen. It includes opening drive-in cinemas across the country.</p> <p>Virtual cinema Cinema Beltrade has created ‘Beltrade on the Sofa’, using readily available video platform Vimeo to embed content on their website. Beltrade on the Sofa charges for a virtual ticket, purchased through their website, and splits revenue between the exhibitor, distributor and platform. <u>True Colours Virtual Cinema</u> is planned to be launched on May 1, offering an online screening room to any cinema operator in the sector who wants to offer their audience titles from the company's catalogue.</p> <p>Outdoor screenings Informing the public via a Whatsapp group “Via Amendola 27”, Fabia Bettini and Gianluca Giannelli, Rome Film Fest sidebar Alice nella Città directors, <u>project Italian or Hollywood classics onto a nearby house</u>.</p> <p>Partnership with VOD <u>Mio Cinema</u>, the first VOD platform in Italy with the direct involvement of film theatres, is expected to be launched on 18 May. The initiators of the platform are Lucky Red, Circuito Cinema and MyMovies. To date, more than 100 cinemas confirmed their participation. Revenues will be distributed between the platform, distributor and the cinema of the user's choice.</p> |
| <p>IRELAND</p> | <p>Movie trivia <u>Omniplex</u> engages with their audience in frequent mutual challenges: they challenge their public in guessing a movie, and the other way around.</p> <p>Podcasts</p> |

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| | <p>The Irish Film Institute launched a <u>podcast</u> to keep the public entertained during the COVID-19 period. Among others, it features interviews with film fans and discussions about movies.</p> <p>Curation The <u>Irish Film Institute</u> organises watch along parties and discussions on Twitter about specially selected movies.</p> <p>Outdoor screenings A neighbourhood in Cork, Ireland is <u>watching classic movies 'together'</u> while maintaining social distancing norms amid coronavirus pandemic. The movie screenings are not just for the purpose of entertainment. Contributions were collected from neighbours to be donated to Age Action, an organisation that advocates for the rights and conveniences of elderly people.</p> |
| <p>LITHUANIA</p> | <p>Drive-in cinemas Lithuania's first drive-in cinema <u>ŽMONĖS Cinema Drive-in</u> opened on 17 April 2020, with one screen and a 170 cars limit. The plan is to extend to three screens. The Lithuanian capital Vilnius has put a fresh twist on the trend of drive-in cinemas - hosting one at the city's airport. With nearly all flights scrapped due to COVID-19, the airport teamed up with the Vilnius International Film Festival to make the <u>drive-in cinema possible</u>.</p> |
| <p>NETHERLANDS</p> | <p>Engagement campaigns Holland Film Nieuws launched a campaign that celebrates the memories of going to the movies by using the hashtag <u>#celebratecinema</u>. Well-known actresses, actors and directors are asked to share their personal memories of going to the cinema. The current and upcoming videos will be shared via social media and the special website <u>www.celebratecinema.org</u>.</p> <p>Reopening engagement <u>Pathé Netherlands</u> posts a video every week featuring their most loyal customers who share what they love and miss about the Big Screen.</p> <p>Food delivery <u>Annex Cinema</u> is organizing a Popcorn drive-thru on May 8, from 6 pm- 9pm. For orders higher than 15 euro, customer receives a free bag of Crocky Chips. <u>Domino Pizza</u> and <u>Pathé Thuis</u> have joined forces to offer a great movie experience at home, through Pathé Thuis Deal – for 2 pizzas and 2 soft drinks, the customer receives a Pathé Thuis voucher.</p> <p>Creativity <u>Filmtheater Hilversum</u> - while they are closed, the cinema has offered its building to local artists, photographers, graphic designers and other creators, as an opportunity and space to present their work.</p> <p>Community support <u>Pathé cinema in Ede</u> offered its space free of charge to serve as a test center for health care professionals, primary education staff, and childcare workers and youth trainers with corona complaints. The test room has its own entrance and exit and can be entered completely separately from the cinema halls.</p> <p>Drive -in cinemas Together with their technical partner Outdoor Cinema, <u>Cinetree</u> plans to offer all municipalities in the Netherlands the opportunity to host their own drive-in cinemas.</p> <p>Fundraising</p> |

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| | <p><u>City of Wesopa</u> is encouraging their audience to buy one or more movie tickets for next season and support their place. The price is 15 euros, higher than normal for a movie ticket, because it also includes a donation for the movie theater. People are also encouraged to make direct donations.</p> |
| <p>NORWAY</p> | <p>Audience survey The <u>study</u> initiated by Film&Kino and conducted by Filmweb, revealed that when deciding to go to the cinema, the public is more concerned by the content available rather than by the protective measures taken by cinemas to limit infection spreading.</p> <p>Reopening engagement Announcing their reopening, NFkino Ringen <u>launched a competition</u> inviting their audience to share who they would bring if they had the screening room for themselves with an audience capacity for 50 people, the winner will receive a private screening for him and their friends. <u>Bergen Kino</u> launched a competition inviting their public to share what they love about cinema; the winner gets a private screening for him and his guest on the movie they choose.</p> <p>Reopening announcement Nordisk Film Kino has announced their reopening - <i>It is safe to go to the cinema</i> - and published on their website recommendations for cinema-goers and new measures they are taking to keep their audience and staff safe.</p> <p>National reopening campaign Film&Kino, the Norwegian cinema association, is working with its members on a reopening campaign.</p> <p>Drive-in cinemas The biggest cinema chains in Norway are offering drive-in screenings. For example, Odeon collaborates with Nordisk Film Kino and Filmweb on the drive-in offer at Telenor Arena.</p> |
| <p>POLAND</p> | <p>Return to cinema campaign #PoKwarantannieDoKina is a campaign launched by Helios to encourage the audience to return to cinemas after the quarantine. Spots with statements from famous actors are being shared <u>on Facebook</u>.</p> <p>National reopening campaign 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>Vouchers <u>#wspieramykinapolskie</u> (<i>we support Polish cinema</i>) campaign and website was launched to encourage cinema-goers to buy open e-tickets for future screenings at cinemas of their choice. <u>Szczecin cinema Kino Pionier</u> has been supported by fans buying 800 tickets for future shows in just one week. <u>Buy a voucher for the future - support your favorite studio cinema!</u> Cinema-goers are encouraged to support their local cinema by buying a voucher, which can be exchanged for a ticket for any film after the opening of the cinemas. At the</p> |

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| | <p>moment, the model of "vouchers for the future" has been introduced by several cinemas from Łódź, Kraków, Poznań, Warsaw and Wrocław.</p> <p>The KNH has launched the "Ticket in Hand" campaign (which stands for "bilet w garści"), that sells cinema vouchers for a better tomorrow at 20 PLN. The vouchers can be exchanged for tickets when cinemas will reopen.</p> <p>Partnership with VOD</p> <p>#pomagamzKinoTV - a new initiative with the intent to support small cinemas during the pandemic. As part of the #pomagamzKinoTV campaign, the viewer can book a free ticket for a virtual screening on Kino TV platform. For each transaction the platform donates 1 PLN to the Studio Cinema Association.</p> <p>Virtual cinema</p> <p>Kino Pod Baranami opened the first <u>virtual cinema</u> in Poland. The platform features new films that were recently available in cinemas, but also older movies. Also, their discussion cycles and clubs have been moved online for the time being.</p> <p>Warsaw's Kino Amondo has launched "<u>CINEMA AT HOME</u>", its virtual cinema. In the online cinema they show films that have recently appeared on the big screen, but also those that did not hit the cinemas. In addition to online shows, AMONDO also plans special events, such as virtual meetings with creators and workshops.</p> <p>Drive-in cinemas</p> <p>A <u>car cinema</u> in Zielona Góra is planned to be open on May 28 to provide residents with a Big Screen experience during social distancing. A <u>similar cinema</u> is planned to be open on the same day in Gdansk.</p> <p>Drive-in cinemas are also planned for other cities in Poland, including Wrocław, Poznań, <u>Kraków</u>, Białystok, Szczecin, Łódź or <u>Warsaw</u>.</p> |
| <p>PORTUGAL</p> | <p>Engagement campaigns</p> <p>Cinema Nos invited different actors and film critics to share their unforgettable memories related to the Big Screen.</p> <p>Outdoor screenings</p> <p>Faro Film Club (Cineclube de Faro) is organising screenings, which are projected on the walls of buildings in the city.</p> |
| <p>ROMANIA</p> | <p>Movie trivia</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 Facebook page.</p> |
| <p>RUSSIA</p> | <p>Drive-in cinemas</p> <p>Drive-in cinemas started to open in Russia. The first drive-in cinema to open was the Night Watch drive-in cinema in Kaliningrad (part of the Lumen Film network) and Skyline Cinema in Novosibirsk. KARO cinema is also planning to open 6 drive-in cinemas.</p> <p>Virtual cinema</p> <p>Cinema Park and Formula Kino launched a marathon of short films - films are shown via social media and involve as well live discussions with film directors and movie critics.</p> |
| <p>SLOVAKIA</p> | <p>Virtual cinema</p> |

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| | <p><u>Kino Lumière</u> started to stream films online. Tickets are purchased on the cinema’s website no later than 30 minutes before the screening. Then costumers receive the link and password for the live stream. The service is available only for the country’s residents. An online chat is also available for viewers to share thoughts about the movie before, during and after the screening.</p> <p>Community support <u>Cinemax</u> are donating part of their concessions to hospitals and Children’s homes.</p> |
| SPAIN | <p>National reopening campaign Fotogramas, one of the top film magazines in Spain, has launched a campaign called <u>#TodosVolveremosAlCine</u> (we will all go back to the cinema). The campaign involves many Spanish film stars under that same message. <u>More information available here</u> and <u>downloadable here</u>.</p> <p>Social media campaigns SensaCine has launched the <u>#JuntosPorElCine</u> campaign to support the audiovisual sector.</p> <p>Outdoor screenings The “Cine de Balcón” initiative — meaning balcony cinema — sees four separate mobile movie set-ups parking outside apartment blocks and showing movies from Amazon Prime Video.</p> <p>Virtual Cinema Cinema Verdi has launched its <u>virtual screening room</u>, providing opportunities for its audience to see some recent titles online for a fee.</p> <p>Movie trivia The viral campaign <u>#encuentralapelicula</u> (“find the film”) is circulating across social networks to test cinema-goers’ knowledge of movies. The challenge is to find the largest number of films that are hidden within an image. Yelmo Cines is organizing polls with its audience on the best movie in history and testing their knowledge with quotes from movies.</p> |
| SWEDEN | <p>Rent screening rooms Svenska Bio has made it possible for people to rent a screening room to watch a film of their choice or play video games (as a reminder, cinemas in Sweden are not all closed, but gatherings of 50+ people are banned).</p> <p>Partnership with VOD In a move of solidarity with hard-hit cinemas, Draken, the Swedish VOD service, has agreed to split its new subscriber revenue 50/50 with Swedish art house theaters that join its network.</p> |
| TURKEY | <p>National reopening campaign 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>Outdoor screenings Cinemarine will organise air screenings (according to the social distancing plan in July) and street screenings for balcony audiences just before the lockdown ends.</p> |
| UK | <p>Advertising The UKCA are collaborating with the advertising company Pearl & Dean to find ways to harness the power of brands to entice people back to the cinema.</p> <p>Industry survey</p> |

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| | <p>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>Social media campaign</p> <p>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>Blogging</p> <p>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>Curation</p> <p><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>Virtual cinema</p> <p>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>Podcasts</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><u>Watershed’s Cinema Podcast</u> is a monthly podcast covering issues at the heart of cinema and Watershed’s highlights.</p> <p>Online viewing parties</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>Drive-in cinemas</p> <p>Liverpool is set to welcome the UK’s first <u>social distancing drive-in cinema</u> once lockdown restrictions are lifted. Isolation Cinema will use hi-resolution LED outdoor screens and audio transmitted straight to your car to create the socially distant experience, screening films for all ages.</p> |
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| | <p>Crowdfunding Newcastle's Tyneside Cinema has raised almost £30,000 in a bid to save it from closure.</p> <p>MUBI launched a Fundraising campaign to support cinemas in the UK through BFI Fan COVID-19 Resilience Fund. The fund has been started with a £10,000 donation from MUBI, and the campaign aims to raise £100,000.</p> <p>Online film clubs Cinema For All has put together some tips and advice for setting up an online film club and continue to engage with your audience during closure.</p> <p>Support platform A facebook page was created for peer to peer networking for those who work in cinemas / multi arts venues. An opportunity to share news, offer support and talk about new opportunities coming up.</p> <p>Movie Trivia Vue Entertainment has put together ideas to inspire families to entertain their kids with the help of movies. They have also put together a list of film-related challenges which can be used in virtual pub quizzes.</p> <p>Via their blog, ODEON Cinemas provides entertainment content for their audience from quizzes, to feel good film music and film workout motivation.</p> |
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