

## UNIC RESEARCH

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

#### REOPENING INITIATIVES

##### SUMMARY

Please find below a regularly updated list of audience engagement initiatives from cinema operators and their national association specifically related to the reopening process. Additional data on reopening dates and health and safety guidelines can be found in our general research, which is available online.

COUNTRY	DETAILS
AUSTRIA	<p><b>National reopening campaign</b>            Gartenbaukino and Stadtkino in Vienna launched a social media campaign called #curtainrace, with cinemas sharing a video of their curtains slowly opening, with a countdown projected on the screen, to symbolise the reopening of cinemas. This initiative has also been successful in Germany. <a href="#">More information here.</a></p>
BELGIUM	<p><b>National reopening campaign</b>            A <a href="#">Welcome back video</a> featuring famous Belgians was launched to announce the reopening of Belgian cinemas.</p> <p><b>Private initiatives</b>            In their welcome back announcement, Kinopolis issued <a href="#">guidelines</a> for the audience for a safety and comfortable cinema-going. Kinopolis has also been engaging with their audience on programming. They conducted <a href="#">a poll</a> with their public asking them to select the family movies from 2019/2020 they would like to see when they reopen.</p> <p><b>Audience survey</b>            Vertigo has conducted a study on the potential impact of the outbreak on cinema-going after lifting the restrictions, with results showing that going to the cinema is the second most anticipated entertainment activity in Belgium.</p>
CZECH REPUBLIC	<p><b>Private initiatives</b>            CineStar's campaign <i>Zachraň kino - podpoř film</i> (Support the Cinema - Save the Film) enabled viewers to reserve VIP voucher and help the company prepare for reopening. Immediately after opening, the voucher can be exchanged for a ticket to any movie. In addition, they encouraged Czech film actors to send support messages for their cinema and the Big Screen experience more broadly.</p> <p><b>Premier cinemas launched a <a href="#">competition</a> asking its audience to indicate the character they identify with from the new Czech movie <i>3 Bobule</i>. Winners received a bottle of wine and two cinema tickets.</b></p> <p>CineStar listed <a href="#">reopening recommendations</a> for their cinema-goers. They issued a <a href="#">video on their social media accounts</a> on what cinema-going will look like with those measures in place.</p>
CROATIA	<p><b>Private initiatives</b>            Kino Valli has launched 'A-LA-distance trend' promoting the fun of social distancing in the screening room.</p>
DENMARK	<p><b>National reopening campaign</b></p>

	<p>Danske Biografer and the Danish Film Distributors' Association <u>launched</u> the advertising campaign "<i>Kom trygt tilbage – vi har også savnet jer</i>" (<i>Come back safely – we missed you too</i>). The campaign has been promoted via TV commercials, newspaper ads and outdoor commercials.</p> <p><b>Private initiatives</b> Nordisk Film Biografer published a <u>video</u> encouraging cinema-goers to leave their sofas and come to the cinema. Nordisk Film Biografer <u>published another video</u> showcasing the measures they have taken to provide a safe environment for their public.</p> <p><b>Audience survey</b> 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 <u>here</u> .</p>
ESTONIA	<p><b>Private initiatives</b> Apollo Kino launched a <u>promotion</u> whereby, until August 5, fevery movie ticket bought online, cinema-goers will receive a €2 discount for F&amp;B. In addition, until July 5 a <u>2 for 1</u> campaign was introduced for movies scheduled before 5PM, from Monday to Friday.</p> <p>Forum Cinemas encouraged audiences on Facebook to share their thoughts on how they could improve their services and offers upon reopening.</p>
FRANCE	<p><b>National reopening campaign</b> <u>#oniratusaucinéma</u> ("we will all go to the cinema") is a communications campaign launched by the French cinema operators' association, the FNCF. The FNCF has encouraged cinema operators and other industry stakeholders to use the hashtag on social media to engage with their customers and French cinema-goers. They have produced short videos of French directors and actors, all talking about their passion for cinema-going. The FNCF also coordinated a large-scale campaign to make special posters celebrating the reopening, available to all cinema operators across France. They have shared advice on how to quickly order them and ensure that they are efficiently displayed across the country.</p> <p><u>With the announcement of the reopening date, the FNCF produced and launch the video campaign #TousAuCinema</u>. All major French broadcasters have offered free TV slots at peak hours to promote this video.</p> <p>The FNCF created a <u>working group</u> dedicated to the reopening. The group's work focused 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>Finally, the FNCF created a dedicated Facebook page for cinema operators called <i>Entracte</i> ("intermission") to share best practice related to audience engagement during the crisis.</p> <p><b>Private initiatives</b> Les Cinemas Pathé Gaumont communicated with their audiences around the <u>measures</u> they would take from reopening. They also published a <u>video</u>. On the day of reopening, 22 June, AlloCiné changed its name <u>ALLezOCINÉ</u> (<i>go to the cinema</i>) to promote cinema-going on the day. To celebrate their reopening, CGR cinemas offered a <u>promotion</u> on cinema tickets, at €5 for all screenings if booked online before 7 July.</p>

FINLAND	<p><b>Private initiative</b>  <a href="#">Finnkino published a list of measures taken to ensure audience' safety.</a></p>
GERMANY	<p><b>National reopening campaign</b>        The German cinema association HDF Kino launched a campaign collecting messages of support for cinemas from celebrities and cinema-goers alike, using the hashtags #KINOKOMMTWIEDER (“cinema is coming back”) and #DURCHHALTEN (“holding on”). ”). <b>Once cinemas reopen, the campaign has decided to change its hashtag to #FINALRETURN.</b></p> <p><b>Private initiatives</b>        The “<i>Cinema. Running with us</i>” campaign launched by film sector stakeholders has provided material to assist cinemas in their local marketing initiatives. It includes poster motifs, a <a href="#">video</a>, and a paper with communications advice and ideas for marketing.</p> <p><a href="#">#zurückinskino</a> 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><b>Audience survey</b>        S&amp;L have conducted <a href="#">research</a> asking German cinema-goers, among other things, about whether they would come back to the cinema once restrictions are over. Results were particularly positive, as cinema-going came on top of the list of activities respondents were most likely to return to, with 93% saying they were likely or very likely to return soon.</p> <p><b>Cineplex published a <a href="#">large-scale customer survey</a> before reopening. One key finding highlights that over 90 percent of participants want to maintain or perhaps even slightly increase their visiting behavior.</b></p>
ITALY	<p><b>National reopening campaign</b>        The flash mob, organized by ANEC - hashtag #TurnTheCinemaBackOn – was intended as 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 was 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>
IRELAND	<p><b>Private initiative</b>  <a href="#">Omniplex published a list of measures taken and advices for cinema-goers to enjoy a safe cinema trip.</a></p>
MALTA	<p><b>National reopening campaign</b>        The Maltese Government has offered every adult 100€ to spend on entertainment and hotels, to be used before September. This money can be spent in cinemas.</p>
NETHERLANDS	<p><b>Private initiatives</b>        Holland Film Nieuws launched a campaign that celebrates the memories of going to the movies by using the hashtag #celebratecinema. Well-known actresses, actors and directors are asked to share their personal memories of going to the cinema. The videos have been shared via social media and the special website <a href="http://www.celebratecinema.org">www.celebratecinema.org</a>.</p> <p><b>VUE Netherlands published a <a href="#">video</a> that explains social –distancing rules in their cinemas.</b></p>

	<p>Announcing their reopening, <a href="#">Pathé Netherlands</a> have published guidelines and produced a video for a safe cinema-going experience. <a href="#">They have also produced weekly videos</a> featuring their most loyal customers, sharing what they love and miss about the Big Screen experience.</p>
<b>NORWAY</b>	<p><b>National reopening campaign</b> Film&amp;Kino, the Norwegian cinema association, is working with its members on a reopening campaign.</p> <p><b>Private initiative</b> <b>ODEON Oslo published on social media a <a href="#">video</a> showcasing how they prepared for reopening and a 'welcome back' <a href="#">video</a>.</b></p> <p>NFkino Ringen <a href="#">launched a competition</a> inviting their audience to tell them who they would bring if they had the screening room for themselves. The winner received a private screening, with friends.</p> <p><a href="#">Bergen Kino</a> launched a competition inviting their public to share what they love about cinema; the winner received a private screening for themselves and a guest for a movie of their choice.</p> <p>Nordisk Film Kino announced their reopening with an online statement, <i>It is safe to go to the cinema</i>, and published on their website recommendations for cinema-goers and new measures they have taken to keep their audience and staff safe.</p> <p><b>Audience survey</b> The <a href="#">study</a> initiated by Film&amp;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>
<b>POLAND</b>	<p><b>National reopening campaign</b> The Polish Film Institute has created a <a href="#">crisis team</a> 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><a href="#">#wspieramykinapolskie</a> (<i>we support Polish cinema</i>) campaign and website was launched to encourage cinema-goers to buy open e-tickets for future screenings at cinemas of their choice.</p> <p><b>Private initiatives</b> <b>KINO Pod Baranami published a <a href="#">list of rules and measures for a safe cinema-going</a>.</b></p> <p><i>Children know better</i> is a video spot launched by Helios where children describe the Big Screen Experience. <a href="#">#PoKwarantannieDoKina</a> is another campaign launched by Helios to encourage the audience to return to the cinema. Spots with statements from famous actors have been shared <a href="#">on Facebook</a>.</p>
<b>PORTUGAL</b>	<p><b>Private initiatives</b> <a href="#">Cinema Nos</a> invited different actors and film critics to share their unforgettable memories of the Big Screen.</p>
<b>ROMANIA</b>	<p><b>Private initiatives</b> New Age Media launched the hashtag <a href="#">#dordecinema</a> (<a href="#">#wemissthecinema</a>) on social media to engage with cinema-goers and share their love of the Big Screen.</p>
<b>RUSSIA</b>	<p><b>Private initiatives</b></p>

	<p>KARO has encouraged its cinema goers to register to <u>their loyalty programme</u> in exchange for a cinema ticket to be reclaimed from reopening.</p>
<b>SERBIA</b>	<p><b>National reopening campaign</b>          Starting on 1 July 2020 cinemas in all towns and cities in Serbia have agreed to host a film series <u>Back to the Cinema / Povratak u bioskop</u>, initiated by the sections of distributors and screeners within the Group for Cinematography, and supported and aided by Film Center Serbia and the Chamber of Commerce of Serbia. The series consists of some 20 films, including the most watched ones and those whose distribution was curtailed or halted due to the COVID-19 pandemic and the state of emergency. Tickets for the special series are at a preferential rate of 2 EUR / 200 RSD.</p>
<b>SLOVAKIA</b>	<p><b>Private initiatives</b>          Cinemax published on social media a <u>welcome back video</u> that also showcased some of its security measures.</p>
<b>SWITZERLAND</b>	<p><b>National reopening campaign</b>          The internet portal #hilfdeinemkino (“help your cinema”), is operating in Germany as well as in Switzerland. Cinema-goers can support their cinema by selecting the cinema they would usually go to and watching commercials.          A welcome back to the cinema <u>video campaign</u> was launched encouraging the public return to cinema and also to book a ticket to their cinema of their choice. Were also published online <u>the measures</u> taken by Swiss cinema operators to ensure a safe experience.  <b>Private initiative</b>          Pathe Geneva started its countdown on social media until reopening and also provided its cinema goers with a <u>check-in list</u>.</p>
<b>SPAIN</b>	<p><b>National reopening campaign</b>          The Spanish cinema association FECE launched a <u>video</u> with the security protocol and hygiene measures taken by cinemas to keep the audience safe.  <u>#YOVOYALCINE</u> (I am going to cinema) campaign and video was launched to promote the reopening of cinemas and the magic of cinema-going.  <b>Private initiative</b>          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>.  <b>Audience survey</b>          A study from Simon-Kucher &amp; Partners found that 90% of respondents show interest in returning to cinemas this summer (sample size: 213,000).</p>
<b>SWEDEN</b>	<p><b>Private initiative</b>          Filmstaden published <u>their list of safety measures</u> for a safe cinema-going experience.</p>
<b>TURKEY</b>	<p><b>National reopening campaign</b>          Turkish cinema operators are planning a TV and social media reopening campaign titled “time to meet with our cinema again” in cooperation with Turkish producers and popular Turkish film artists.  <b>Private initiative</b>          Cinemaximum announced its reopening date via a special facebook <u>post</u>.  <b>Audience survey</b></p>

	<p>Cinmaximum launched an <a href="#">audience survey</a> to see its audience behavior and priorities.</p>
<p><b>UK</b></p>	<p><b>National reopening campaign</b> The UKCA are collaborating with the advertising company Pearl &amp; Dean to find ways to harness the power of brands to entice people back to the cinema. The Film Distributors' Association has been working with its members to bring together an enhanced content offer to supplement the new releases for when cinemas will be able to reopen in the UK. Under <i>Relaunching cinema – content for recovery</i>, they compiled together 450 titles across a rich range of genres and audiences, that have been curated under a number of thematic headings.</p> <p><b>Private initiatives</b> ODEON Cinemas Group have published a <a href="#">list of measures</a> taken to ensure audience' safety. Cineworld <a href="#">published</a> their safety measures to keep guests and audience safe.</p> <p><b>Audience survey</b> Audiences and exhibition consultant Jonny Tull conducted a <a href="#">survey</a> looking at the potential impact on attendance and expectations of how specific segments of cinema-goers may react when cinemas reopen.</p>