

UNIC RESEARCH
The impact of the Coronavirus outbreak on the European cinema industry
31 July

REOPENING INITIATIVES

SUMMARY

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

COUNTRY	DETAILS
AUSTRIA	<p>Private initiatives</p> <p>Cineplexx issued re-opening measures for a safe cinema-going experience. Announcing their re-opening, Votiv Kino de France published health and safety measures they had taken and recommendations for their guests. In addition, a special 2 for 1 ticket promotion was in place for their re-opening weekend. Gartenbaukino and Stadtkino in Vienna launched a social media campaign called #curtainrace, with cinemas sharing a video of their curtains slowly opening while a countdown is projected on to the screen, to symbolise the re-opening of cinemas. This initiative has also been successful in Germany. More information is available here.</p> <p>Cineplexx launched the Cineplexx Day, which is scheduled for August 5 – the day of its reopening. All tickets on the day will cost 3 euro and come with free popcorn and soft drinks. Tickets can be booked from 31 July.</p>
BELGIUM	<p>National re-opening campaign/s</p> <p>The Cinema and Audiovisual Centre of the Wallonian Government launched the initiative <i>J'peux pas, j'ai cinema (I can't, I have to go to the cinema)</i> to encourage cinema-going. This platform allows cinema-goers to select the movie at the cinema of their choice at a special summer price of €1 per ticket. In order to support art-house cinemas in Wallonia, 15,000 tickets at €1/ticket will be made available to cinema-goers. They will be able to choose from 11 art-houses in Wallonia. The offer is only valid for screenings taking place on Tuesday. More information is available here.</p> <p>A Welcome back video featuring famous Belgians was launched to announce the re-opening of Belgian cinemas.</p> <p>Private initiatives</p> <p>UGC published a video on social media on how to return safely to cinemas. In their welcome back announcement.</p> <p>Kinopolis issued guidelines for the audience on safe and comfortable cinema-going. Kinopolis has also been engaging with their audience on programming. They conducted a poll with their public asking them to select the family movies from 2019/2020 they would like to see when cinemas re-open.</p> <p>Movie-goers who come to Cinema Aventure to watch <i>The Lighthouse</i> have a chance to win a vinyl of the original soundtrack.</p>

	<p>Kinepolis announced its Discovery Day, scheduled to take place on 5 October. On the day, cinema-goers will be able to exclusively watch trailers and discover the upcoming blockbusters. Moreover, participants will receive a tote bag with latest movie related news and discounts.</p> <p>Audience survey Vertigo has conducted a study on the potential impact of the outbreak on cinema-going after restrictions are lifted, with results showing that going to the cinema is the second most anticipated entertainment activity in Belgium.</p>
<p>CZECH REPUBLIC</p>	<p>Private initiatives CineStar’s campaign Zachraň kino - podpoř film (Support the Cinema - Save the Film) enabled viewers to reserve VIP vouchers and help the company prepare for re-opening. Immediately after opening, the voucher can be exchanged for a ticket to any movie. In addition, they encouraged Czech film actors to send support messages for their cinema and the Big Screen experience more broadly. Premier cinemas launched a competition asking its audience to indicate the character they most identify with from the new Czech movie <i>3 Bobule</i>. Winners received a bottle of wine and two cinema tickets. CineStar listed re-opening recommendations for their cinema-goers. They issued a video on their social media accounts on what cinema-going will look like with these measures in place. Kino Atlas published the measures that have been introduced to keep the audience safe and welcome as cinemas reopen. VIVO Shopping Center offers free tickets to Premiere Cinemas Multiplex with purchases of at least CZK 800. The initiative is valid until 31 August. Cinema City organised a short term action – VIP tickets can be purchased at the price of normal tickets.</p>
<p>CROATIA</p>	<p>Private initiatives Kino Valli has launched ‘A-LA-distance trend’ promoting the fun of social distancing in the screening room.</p>
<p>DENMARK</p>	<p>National re-opening campaign/s Danske Biografer and the Danish Film Distributors’ Association launched the advertising campaign <i>”Kom trygt tilbage – vi har også savnet jer”</i> (Come back safely – we missed you too). The campaign has been promoted via TV commercials, newspaper ads and outdoor commercials. Danske Biografer encourages all cinema-goers to download the “infection app” developed by the Ministry of Health and the Elderly. If a guest gets infected, he/she can choose to notify the users they’ve been close to via the app. More information is available here.</p> <p>Private initiatives CinemaxX published health and safety measures that were put in place in their cinemas. Nordisk Film Biografer published a video encouraging cinema-goers to leave their sofas and come to the cinema. Nordisk Film Biografer published another video showcasing the measures they have taken to provide a safe environment for their public. Nordisk Film Biografer organises frequent competitions on different themes connected to the movies currently in their programme, with participants having a chance to win 2 cinema tickets.</p>

	<p>Audience survey The Danish Film Institute published a survey of Danes' expectations to return to the cinema once the corona quarantine is over. The report, entitled "10 Insights on Cinema Audiences in a Corona Era," can be read here .</p>
ESTONIA	<p>Private initiatives In the reopening phase, all tickets at CINAMON will cost €4. Apollo Kino launched a promotion whereby, until August 5, cinema-goers will receive a €2 discount for F&B for every cinema ticket bought online. In addition and until July 5, a 2 for 1 campaign has been introduced for movies scheduled before 5PM, Monday to Friday. Forum Cinemas encouraged audiences on Facebook to share their thoughts on how they could improve their services and offers upon re-opening. Announcing their reopening, Apollo Kino Eden launched a special 2 for 1 promotion valid during their re-opening weekend from 16-19 July.</p>
FRANCE	<p>National re-opening campaign/s #oniratousaucinéma ("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 re-opening, available to all cinema operators across France. They have shared advice on how to quickly order them and ensure that they are efficiently displayed across the country. With the announcement of the reopening date, the FNCF produced and launched the #TousAuCinema video campaign. All major French broadcasters have offered free TV slots at peak hours to promote this video. The FNCF also created a working group dedicated to the re-opening, focusing on 4 key areas: the sanitary conditions for welcoming the public; the sanitary working conditions for employees; the material conditions for implementing health measures in the field; and communication with the public to announce and support cinemas' re-opening. Finally, the FNCF created a dedicated Facebook page for cinema operators called <i>Entracte</i> ("intermission") to share best practice related to audience engagement during the crisis. The French national film fund – the CNC - has created new incentives for distribution to encourage them to release new titles.</p> <p>Private initiatives During the projection of the movie The Minions, MK2 placed Minion toys in the empty seats separating the audience to enforce social distancing, but also to raise awareness to the public of what a 50% occupancy restriction means to their business. Les Cinemas Pathé Gaumont communicated with their audiences around the measures they would take when re-opening. They also published a video. On the day of re-opening, 22 June, AlloCiné changed its name to ALLEzOCINÉ (<i>go to the cinema</i>) to promote cinema-going on the day. Kinopolis France published all the measures taken for a safe return to cinema. To celebrate their re-opening, CGR cinemas offered a promotion on cinema tickets</p>

	<p>(€5 for all screenings) if booked online before 7 July.</p> <p>Outdoor cinema For the launch of Paris Plages 2020, a special <u>cinema session</u> on water will be organized on the Bassin de la Villette on July 18. Spectators will be seated on 38 small boats. There are 150 spots, and the registration is free. The movie screened is Le Grand Bain.</p>
FINLAND	<p>Private initiative Bio Rex published their <u>new measures</u> in place to ensure the safety of cinema-goers and staff. <u>Finnkino</u> published a list of measures taken to ensure audience safety.</p>
GERMANY	<p>National re-opening campaign/s The German cinema association, HDF Kino, launched a campaign collecting messages of support for cinemas from celebrities and cinema-goers alike, using the hashtags #KINOKOMMTWIEDER (“cinema is coming back”) and #DURCHHALTEN (“holding on”). Once cinemas re-open, the campaign will change its hashtag to #FINALRETURN. The Campaign <i>Das Kino. Läuft bei uns</i> has been prolonged until 31 August. As part of the campaign, up-to-date materials are made available to cinemas to support them in their communications efforts with cinema-goers.</p> <p>Private initiatives Kinopolis launched a ‘<u>welcome back</u>’ <u>promotion</u>: cinema ticket + soft drink + popcorn = €9.90, valid until 21 July. The “<i>Cinema. Running with us</i>” campaign launched by film sector stakeholders has provided material to assist cinemas in their local marketing initiatives. It includes poster motifs, a <u>video</u>, and a paper with communications advice and ideas for marketing. <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. <u>Cineplex Berlin</u> is organizing giveaways: their guests are invited to tag a person they would like to go to the movies with for a chance to win two movie tickets. <u>Yorck</u> is encouraging their cinema goers to book their tickets online by offering 1€ discount to all online booked tickets. The action is valid in July and August. <u>CineStar</u> published <u>a list of recommendations for its audience in order to enjoy a safe cinema-going</u>.</p> <p>Audience survey According to a <u>new study</u> by the market research company S&L, 85% of the cinema goers who returned to the Big Screen after the lockdown are satisfied with the hygiene and safety measures taken by cinema operators. 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. <u>Cineplex</u> published a <u>large-scale customer survey</u> before re-opening. One key finding highlights that over 90 percent of participants want to maintain or perhaps even slightly increase their visiting frequency.</p>

ITALY	<p>National re-opening campaign/s Many TV stations in Italy allocated special air time to announce the reopening of cinemas, <u>as stated by ANEC</u>. The flash mob, organised by ANEC - #TurnTheCinemaBackOn – was intended as a symbolic message to the audience, operators and institutions, underlining the important, everyday social function that cinemas perform as places of meeting, participation and cultural exchange, as well as the need for a strategic project to relaunch the sector. The flash mob took place during the 65th David di Donatello Awards, on 8 May at 21.25, with Italian cinemas turning their lights back on in anticipation of re-opening.</p> <p>Private initiatives Announcing their re-opening, Space Cinemas has published a <u>video</u> with the measures taken for safe cinema-going. In addition, all tickets are at a special promotional price - 4.90 EUR.</p> <p>Outdoor cinema <u>Cinema on the Canal</u> - Venice has come up with a unique way for people to still enjoy watching films on the big screen despite COVID-19 restrictions by providing "boat-ins."</p>
IRELAND	<p>Audience survey The survey organised by <u>Movies.ie</u> revealed that 90% of Irish cinema goers are ready to return to the Big Screen and 45% plan to go to cinema in the first reopening week.</p> <p>Private initiative Omniplex published <u>a list of measures</u> taken and advice for cinema-goers to enjoy a safe visit.</p>
MALTA	<p>National re-opening campaign/s The Maltese Government has offered every adult 100€ to spend on entertainment and hotels, to be used before September. This money can be spent in cinemas.</p>
NETHERLANDS	<p>National re-opening campaign/s In the context of cinemas' reopening, the Dutch Cinema Association – NVBF is currently preparing a national marketing campaign - <u>GANAARDEFILM.NL</u>, which is expected to be launched by the end of July. The partners involved in the campaign include as well FDN, Stichting Nationale Bioscoopbond, Nederlands Filmfonds, Nederlands Filmfestival, Film.nl, Holland Film Nieuws, Sekam and individual distributors.</p> <p>In preparation for the campaign, a survey has been launched, asking active cinema goers about how they got through the lockdown period without going to cinemas. Dutch cinema operators are asked to share the survey with their audience. A raffle will take place among respondents to win cinema vouchers.</p> <p>Private initiatives Holland Film Nieuws launched a campaign that celebrates the memories of going to the movies by using the hashtag #celebratecinema. Well-known actresses, actors and directors are asked to share their personal memories of going to the cinema. The videos have been shared via social media and the special website <u>www.celebratecinema.org</u>.</p> <p>VUE Netherlands published a <u>video</u> that explains social distancing rules in their cinemas.</p> <p>Announcing their re-opening, <u>Pathé Netherlands</u> have published guidelines and</p>

	<p>produced a video for a safe cinema-going experience. <u>They have also produced weekly videos</u> featuring their most loyal customers, sharing what they love and miss about the Big Screen experience.</p> <p>FilmHallen published the list of measures taken for a safe cinema-going experience under the hashtag <u>“prepared for the film”</u>.</p>
<p>NORWAY</p>	<p>National re-opening campaign/s Film&Kino, the Norwegian cinema association, is working with its members on a re-opening campaign. Film & Kino published a <u>list of posters</u> that can be used by cinemas digitally or in print version to raise awareness in their venues on how to control the spread of virus.</p> <p>Private initiative ODEON Oslo published a <u>video</u> on social media showcasing how they prepared for re-opening, as well as a ‘welcome back’ <u>video</u>. NFkino Ringen <u>launched a competition</u> 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. <u>Bergen Kino</u> 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. Nordisk Film Kino announced their reopening with an online statement, <u>It is safe to go to the cinema</u>, and published on their website recommendations for cinema-goers and new measures they have taken to keep their audience and staff safe. <u>Trondheim Kino</u> launched a competition by asking their audience to share the movie they are most looking forward to seeing this year. Winners will receive a movie ticket and a popcorn menu.</p> <p>Audience survey 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>POLAND</p>	<p>National re-opening campaign/s 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 re-opening, including working on a re-opening campaign. The <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.</p> <p>Private initiatives KINO Pod Baranami published a <u>list of rules</u> and measures for safe cinema-going. Multikino published the <u>list of measures taken</u> to ensure the comfort and safety of its audience. Helios published the measures taken to ensure the safety of their public and staff. Helios published a <u>welcome back video</u> announcing their reopening. <u>Children know better</u> is a video spot launched by Helios where children describe the Big Screen Experience. <u>#PoKwarantannieDoKina</u> is another campaign</p>

	<p>launched by Helios to encourage the audience to return to the cinema. Spots with statements from famous actors have been shared on Facebook.</p> <p>From July 3, Helios' cinema-goers can book private screenings to watch the film of their choice among friends and family. The 50% capacity rule will be applied to the private screenings as well.</p>
PORTUGAL	<p>Private initiatives</p> <p>Cinema Nos published a video with the measures taken to ensure a safe cinema-going experience.</p> <p>Cinema Nos invited different actors and film critics to share their unforgettable memories of the Big Screen.</p> <p>Cinema Nos launched a special return to cinema promotion, which includes 2 tickets at the price of 1 and a special popcorn discount, with tickets at 5€.</p>
ROMANIA	<p>Audience survey</p> <p>A survey launched by the platform Cinemagia showed that 54% of respondents are willing to return to cinema when this would be possible in Romania, and 46% declared that they are not ready yet.</p> <p>Private initiatives</p> <p>New Age Media launched the hashtag #dordecinema (#wemissthecinema) on social media to engage with cinema-goers and share their love of the Big Screen.</p>
RUSSIA	<p>National re-opening campaign/s</p> <p>The campaign #идёмвкино (<i>let's go to cinema</i>) was launched by leading Russian cinemas chains sharing the message that it is safe to go to the cinema. The platforms promotes a unified set of measures to ensure the safe return of cinema-goers.</p> <p>Private initiatives</p> <p>KARO has encouraged its cinema-goers to register to their loyalty programme in exchange for a cinema ticket to be reclaimed following re-opening.</p> <p>Announcing their reopening, KARO cinema chain organised a competition inviting their subscribers to share their favourite cinema snack. Among participants 3 winners were chosen and each received 4 cinema tickets.</p>
SERBIA	<p>National re-opening campaign/s</p> <p>Starting on 1 July 2020 cinemas in all towns and cities in Serbia have agreed to host a film series Back to the Cinema / Povratak u bioskop, initiated by the sections of distributors and screeners within the Group for Cinematography, and supported and aided by Film Center Serbia and the Chamber of Commerce of Serbia. The series consists of around 20 films, including the most watched ones and those whose distribution was curtailed or halted due to the COVID-19 pandemic and the state of emergency. Tickets for the special series are at a preferential rate of 2 EUR / 200 RSD.</p>
SLOVAKIA	<p>National re-opening campaign/s</p> <p>The Association of Independent Producers has initiated a campaign under the title "I am going to the cinema / Idem do kina," that aims to bring viewers and Slovak films back to cinemas. This campaign, supported by the Slovak Audiovisual Fund, was created to help cinema operators, distributors and producers to deal with losses caused by the pandemic. More information is available here.</p> <p>Private initiatives</p> <p>Cinemax published on social media a welcome back video that also showcased some of its security measures.</p>

<p>SWITZERLAND</p>	<p>National re-opening campaign/s The internet portal #hilfdeinemkino (“help your cinema”) is operating in Germany as well as in Switzerland. Cinema-goers can support their cinema by selecting the cinema they would usually go to and watching commercials. A welcome back to the cinema <u>video campaign</u> was launched encouraging the public return to cinema and also to book a ticket to their cinema of their choice. Were also published online <u>the measures</u> taken by Swiss cinema operators to ensure a safe experience. Cinema-goers in Switzerland can now download a free voluntary app, “Mindful Check-In”, which enables anonymous tracking in case they have sat in the theatre with a person who tests positive for Covid-19 or if they themselves develop the disease. Private initiative KITAG Cinemas <u>published a video</u> showcasing the cinema-goers’ journey with the new safety measures in place at their cinema. Pathe Geneva started its countdown on social media until re-opening and also provided its cinema goers with a <u>check-in list</u>. Promoting the movie “INTO THE BEAT – Dein Herz tanzt” Arena Cinemas organized a giveaway, participants having a chance to win a voucher to a dance school.</p>
<p>SPAIN</p>	<p>National re-opening campaign/s FECE created a <u>visual on the socio-economic impact of the Spanish cinema exhibition</u>, including figures on employment, tax contributions and multiplier effects, accompanied by a press release linking these figures to the ongoing re-opening process. 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 the cinema) campaign and video was launched to promote the re-opening of cinemas and the magic of cinema-going. Private initiative Cines Callao published a <u>video</u> with the measures taken to guarantee the safety of their guests. Announcing their reopening, Yelmo Cines has published a <u>comprehensive list</u> of measures taken for a safe cinema-going. Yelmo Cines also published a <u>video</u> featuring the Spanish personage <i>Superagente Makey</i> played by Leo Harlem (a movie to be released soon in cinemas) who draws attention to the audience to read and respect the safety measures. 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>. Promoting its summer movie <i>Padre no hay más que uno 2</i>, Sony Pictures Spain launched a campaign #CineNoHayMásQueUno (cinema is just one) inviting famous Spaniards to share why we should all return to cinema. Audience survey According to a <u>study</u> carried out by FECE between 9 and July 15, 90% of cinema-goers are satisfied with the security and hygiene measures implemented in cinemas after the confinement. A study from Simon-Kucher & Partners found that 90% of respondents show</p>

	interest in returning to cinemas this summer (sample size: 213,000).
SWEDEN	<p>Private initiative Filmstaden published their list of safety measures for a safe cinema-going experience. Welcoming back their audience, Filmstaden published a video explaining the new safety measures in place.</p>
TURKEY	<p>National re-opening campaign/s 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>Private initiative Cinemaximum announced its re-opening date via a special facebook post.</p> <p>Audience survey Cinemaximum launched an audience survey to gauge audience behavior and priorities.</p>
UK	<p>National re-opening campaign/s The UKCA has launched a campaign to explain the safeguards that UK cinemas will have in place to help protect audiences as they start to open over the coming weeks and months. The campaign is based around two ‘infomercials’ setting out the key measures to be taken. These will be used – alongside a host of other digital assets – on cinema and industry partner websites and social media channels, as well as on the big screen itself as sites re-open. The two video ‘adverts’ can be found here.</p> <p>The UKCA are collaborating with advertising company Pearl & Dean to find ways to harness the power of brands to entice people back to the cinema.</p> <p>The 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 Relaunching cinema – content for recovery, they compiled together 450 titles across a rich range of genres and audiences, that have been curated under a number of thematic headings.</p> <p>The UKCA has published guidelines on re-opening for cinemas, entitled “Cinemas – keeping workers and customers safe during COVID-19”</p> <p>Private initiatives Showcase Cinema has published a video showing what the cinema-going experience at their cinemas will look like once they re-open. ODEON Cinemas Group have published a list of measures taken to ensure audience’ safety. Cineworld published their safety measures to keep guests and audience safe. Announcing their reopening, Empire Cinemas published a video entitled <i>10 ways we have made your visit safer</i>.</p> <p>Announcing their reopening date, VUE International published the list of measures taken and the five key areas they focused on for a safe cinema-going.</p> <p>Audience survey A new survey has revealed UK audiences’ viewing preferences during lockdown and the most anticipated theatrical releases. The survey also highlighted that consumers are keen to get back into cinemas. 66 % say they will be heading to their nearest cinema within two months of venues re-opening. According to a public survey by the Film Distributors Association, 75% of cinema-</p>

goers said they were keen to return to cinemas post-lockdown. Audiences and exhibition consultant Jonny Tull conducted a [survey](#) looking at the potential impact on attendance and expectations of how specific segments of cinema-goers may react when cinemas re-open.

Cinema and audiences' support initiatives

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