

UNIC RESEARCH
The impact of the Coronavirus outbreak on the European cinema industry
3 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 Cineplexx issued re-opening measures for a safe cinema-going experience.</p> <p>National re-opening campaign/s 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>
BELGIUM	<p>National re-opening campaign/s The Cinema and Audiovisual Centre of the Wallonian Government launched the initiative <i>J'peux pas, j'ai cinéma (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. A Welcome back video featuring famous Belgians was launched to announce the re-opening of Belgian cinemas.</p> <p>Private initiatives In their welcome back announcement, 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>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>
CZECH REPUBLIC	<p>Private initiatives CineStar's campaign <i>Zachraň kino - podpoř film (Support the Cinema - Save the Film)</i> 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 petition 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.</p>

	<p>CineStar listed <u>re-opening recommendations</u> for their cinema-goers. They issued a <u>video on their social media accounts</u> on what cinema-going will look like with these measures in place.</p> <p><u>Kino Atlas published the measures that have been introduced to keep the audience safe and welcome as cinemas reopen.</u></p>
CROATIA	<p>Private initiatives</p> <p><u>Kino Valli</u> has launched ‘A-LA-distance trend’ promoting the fun of social distancing in the screening room.</p>
DENMARK	<p>National re-opening campaign/s</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>Private initiatives</p> <p><u>CinemaxX published health and safety measures that were put in place in their cinemas.</u></p> <p>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>Audience survey</p> <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 <u>here</u> .</p>
ESTONIA	<p>Private initiatives</p> <p><u>In the reopening phase, all tickets at CINAMON will cost €4.</u></p> <p>Apollo Kino launched a <u>promotion</u> 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 <u>2 for 1</u> campaign has been introduced for movies scheduled before 5PM, 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 re-opening.</p>
FRANCE	<p>National re-opening campaign/s</p> <p><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 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.</p> <p>With the announcement of the reopening date, the FNCF produced and launched the <u>#TousAuCinema video campaign</u>. All major French broadcasters have offered free TV slots at peak hours to promote this video.</p> <p>The FNCF also created a <u>working group</u> 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</p>

	<p>measures in the field; and communication with the public to announce and support cinemas' re-opening.</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>Private initiatives</p> <p>During the projection of the movie <i>The Minions</i>, <u>MK2</u> 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.</p> <p>Les Cinemas Pathé Gaumont communicated with their audiences around the <u>measures</u> they would take when re-opening. They also published a <u>video</u>.</p> <p>On the day of re-opening, 22 June, AlloCiné changed its name to <u>ALLezOCINÉ</u> (<i>go to the cinema</i>) to promote cinema-going on the day.</p> <p>To celebrate their re-opening, CGR cinemas offered a <u>promotion</u> on cinema tickets (€5 for all screenings) if booked online before 7 July.</p>
FINLAND	<p>Private initiative</p> <p>Bio Rex published their <u>new measures</u> in place to ensure the safety of cinema-goers and staff.</p> <p>Finnkino <u>published</u> a list of measures taken to ensure audience safety.</p>
GERMANY	<p>National re-opening campaign/s</p> <p>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.</p> <p>Private initiatives</p> <p>Kinopolis launched a <u>'welcome back' promotion: cinema ticket + soft drink + popcorn = €9.90, valid until 21 July</u>.</p> <p>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.</p> <p><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>Audience survey</p> <p>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>Cineplex 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</p> <p>Many TV stations in Italy allocated special air time to announce the reopening of cinemas, <u>as stated by ANEC</u>.</p>

	<p>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>
IRELAND	<p>Audience survey The survey organised by Movies.ie 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 a list of measures 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>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 www.celebratecinema.org.</p> <p>VUE Netherlands published a video that explains social distancing rules in their cinemas.</p> <p>Announcing their re-opening, Pathé Netherlands have published guidelines and produced a video for a safe cinema-going experience. They have also produced weekly videos 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 “prepared for the film”.</p>
NORWAY	<p>National re-opening campaign/s Film&Kino, the Norwegian cinema association, is working with its members on a re-opening campaign.</p> <p>Private initiative ODEON Oslo published a video on social media showcasing how they prepared for re-opening, as well as a ‘welcome back’ video.</p> <p>NFkino Ringen launched a competition 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>Bergen Kino 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, It is safe to go to the cinema, and published on their website recommendations for cinema-goers and new measures they have taken to keep their audience and staff safe.</p> <p>Audience survey</p>

	<p>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>
POLAND	<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 a <u>welcome back video</u> announcing their reopening. <i>Children know better</i> is a video spot launched by Helios where children describe the Big Screen Experience. #PoKwarantannieDoKina is another campaign launched by Helios to encourage the audience to return to the cinema. Spots with statements from famous actors have been shared <u>on Facebook</u>.</p>
PORTUGAL	<p>Private initiatives Cinema Nos published a <u>video</u> with the measures taken to ensure a safe cinema-going experience. Cinema Nos invited different actors and film critics to share their unforgettable memories of the Big Screen.</p>
ROMANIA	<p>Private initiatives New Age Media launched the hashtag <u>#dordecinema</u> (<i>#wemissthecinema</i>) on social media to engage with cinema-goers and share their love of the Big Screen.</p>
RUSSIA	<p>Private initiatives KARO has encouraged its cinema-goers to register to <u>their loyalty programme</u> in exchange for a cinema ticket to be reclaimed following re-opening.</p>
SERBIA	<p>National re-opening campaign/s Starting on 1 July 2020 cinemas in all towns and cities in Serbia have agreed to host a film series <i>Back to the Cinema / Povratak u bioskop</i>, 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>Private initiatives Cinemax published on social media a <u>welcome back video</u> that also showcased some of its security measures.</p>
SWITZERLAND	<p>National re-opening campaign/s</p>

	<p>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.</p> <p>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.</p> <p>Private initiative Pathe Geneva started its countdown on social media until re-opening and also provided its cinema goers with a <u>check-in list</u>.</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.</p> <p>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.</p> <p><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.</p> <p>Private initiative 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>Audience survey A study from Simon-Kucher & Partners found that 90% of respondents show interest in returning to cinemas this summer (sample size: 213,000).</p>
<p>SWEDEN</p>	<p>Private initiative Filmstaden published <u>their list of safety measures</u> for a safe cinema-going experience.</p>
<p>TURKEY</p>	<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 <u>post</u>.</p> <p>Audience survey Cinemaximum launched an <u>audience survey</u> to gauge audience behavior and priorities.</p>
<p>UK</p>	<p>National re-opening campaign/s 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 <u>Relaunching cinema – content for recovery</u>, they compiled together 450 titles across a rich range of genres and audiences, that have been curated under a number of thematic headings.</p>

The UKCA has published guidelines on re-opening for cinemas, entitled "[Cinemas – keeping workers and customers safe during COVID-19](#)"

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.

Audience survey

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.