

# SUPPORT EUROPEAN CINEMAS



UNION INTERNATIONALE DES CINÉMAS  
INTERNATIONAL UNION OF CINEMAS

In March 2020, the overwhelming majority of cinemas in Europe closed as part of measures to limit the spread of the Coronavirus outbreak.

As we look forward to the day when we can welcome audiences back to once again enjoy the unparalleled cultural and social experience of watching films together on the Big Screen, here is a reminder of what makes the cinema sector so special, unique and essential for European citizens.

**€8.5 billion** box office  
in 2019

## CINEMA IS CULTURE

European cinemas boost cultural dialogue in one of the most diverse regions in the world. They provide an opportunity for people to understand and express their sense of local, national and European identity, reaching out to young and old and those from different backgrounds. In the coming weeks and months, celebrating European diversity will be more important than ever.

## CINEMA IS COMMUNITY

Whether located in large cities, smaller towns or rural areas, cinemas are modern meeting places that help stimulate dialogue on a range of important issues, combat social exclusion, revitalise interest in culture and foster innovation and creativity. Cinemas will play a vital role in bringing people together once the crisis is behind us.

## THE ECONOMIC ROLE OF CINEMA

Cinemas contribute significantly to GDP, create local jobs and are essential to the development of the creative industries, a cornerstone of modern knowledge-based economies. The cinema sector also forms an integral component of Europe's broader cultural and creative fabric, creating value for the entire European film industry, and will form a crucial part of its recovery.

## CINEMA IS INNOVATION

European cinema operators are global leaders in terms of cutting-edge technology, the result of substantial investment and continued innovation. Innovative and creative solutions both inside and outside of the screening room provide audiences across Europe with the most engaging, diverse and immersive experience possible.

**1.35 billion** visitors  
in 2019

**42,000 screens** in 2019

**#SUPPORTCINEMAS**  
[unic-cinemas.org](http://unic-cinemas.org)

The International Union of Cinemas (UNIC) is the European trade body representing national cinema associations and key operators across 38 territories.