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MANIFESTO

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# WE LOVE THE BIG SCREEN



UNION INTERNATIONALE DES CINÉMAS  
INTERNATIONAL UNION OF CINEMAS

# The International Union of Cinemas

The International Union of Cinemas (UNIC) is the European trade body representing national cinema associations and key operators across 37 territories, covering over 40,500 screens and over 1.25 billion cinema-goers.

UNIC promotes the cultural, social and economic benefits of a vibrant cinema-going culture in Europe and provides a strong voice for European cinema operators on issues of shared interest.

Cinema theatres – regardless of their size or location – are an essential component of Europe’s cultural and creative fabric. They are local hubs of creativity, sharing and community and have

incredibly positive effects on our local economies, providing hundreds of thousands of jobs, in particular for young people.

The Big Screen is the gold-standard for film-viewing. Audiences continue to attach great value to the shared experience of seeing films in cinemas and are ready to reward creativity as well as the investments made into providing state-of-the-art audiovisual experiences. This positive trend not only illustrates the overall health of the industry but also points to the success of efforts in recent years to make cinema-going ever more engaging, diverse and immersive.

Like millions of cinema-goers across Europe, we love the Big Screen and very much look forward to a bright future for our industry.

## OUR KEY PRINCIPLES

### RELEASE WINDOWS

A ‘window’ of exclusivity for theatrical exhibition (the release window) is vital for the health of the film and cinema industry and a proven strategy that ultimately benefits the entire film value-chain, from financing, to marketing, to distribution throughout a film’s life-cycle.

Ensuring that, where appropriate, each film has an exclusive run in cinema theatres is a top priority. Exclusive theatrical releases not only enable films to be seen truly as intended by their directors, but also create value for all subsequent methods of distribution. They provide the opportunity for the widest possible audience to discover and enjoy as broad a range of film content as possible, offering unique cultural and social experiences for audiences and creating unparalleled excitement around releases.

Ultimately, sequential release windows drive performance and audience awareness across all platforms and markets and contribute significantly to the financing and diversity of European works.

### TERRITORIALITY

Partners in film distribution acquire rights for films on a territory-by-territory basis and cinema operators enter into agreements with them to screen films exclusively in theatres. Not only does this represent a key component of film financing through creating value for the wider film sector and ensuring that films perform as well as they can, but also forms the basis of a robust copyright framework that is crucial in the fight against film piracy – to the benefit of both the industry and audiences alike.

### CONTRACTUAL FREEDOM

The contractual freedom to decide where, when and how films are released in theatres across Europe is a vital part of the European cinema sector. Cinema operators take into account an array of market specifics and regional differences when tailoring their release strategies to best fit audiences in different territories, according to their different tastes and cultural specificities. By doing so, cinema operators are able to truly fulfil audience demand in terms of both content and the overall cinema-going experience. It is crucial that such freedom is preserved, to ensure that films are enabled to best reach their audiences in cinemas throughout Europe.

€ 8.1  
billion  
box office  
in 2018

23%  
share  
of global  
box office

+13%  
increase  
in screens  
in the last decade

1.25  
billion  
admissions  
in 2018

1.5  
annual  
visits  
per capita

# Cinema is...

## CULTURE

European cinemas boost cultural dialogue in one of the most diverse regions in the world.

In a market characterised by cultural and linguistic differences, cinemas 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, ultimately celebrating European diversity. Cinemas create awareness around and interest in both European and international films and enable hundreds of millions of visitors to discuss stories that entertain us, make us think and reflect on everyday life.

## COMMUNITY

Whether located in large cities, smaller towns or in 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 are community hubs, bringing people together and offering a unique shared experience like no other through watching films together on the Big Screen. All cinemas provide their local areas with highly-valued resources and a trusted haven for a broad range of local communities.

## ECONOMIC

Cinemas contribute to each country's 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 industries, employing 7 million people and generating 4.2% of EU GDP.

Cinemas create value for the entire European film industry – revenues from cinema tickets are redistributed, contributing to the creation and promotion of a vast range of content and the overall well-being of the European cultural sector.

Cinemas also have above-average multiplier effects on neighbouring commercial activities, contributing to urban regeneration by creating new jobs and attracting investors, small businesses and new residents.

## INNOVATION

As cinema-going becomes an increasingly eventful and digitally-connected experience, the sector confidently competes with the myriad of online entertainment options available to consumers today. European cinema operators are global leaders in terms of cutting-edge technology, a result of substantial investment and continued innovation.

Through experimenting with innovative and creative solutions both inside and outside of the screening room, cinema operators strive to offer audiences the most engaging, diverse and immersive experience possible.



## CINEMAS NEED YOUR SUPPORT IN

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Recognising and supporting the value of the key principles of theatrical exclusivity, territoriality of copyright and contractual freedom;

Helping European cinemas bolster their vital role at both the heart of the European film value-chain and of wider society; and

Ensuring that the industry is invited to the negotiation table when legislation and practices that directly impact the sector are being discussed.

## OUR KEY POSITIONS

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Theatrical exclusivity, territoriality of copyright and contractual freedom;

Rewarding creativity and investment into cinemas, particularly in tackling piracy;

Digital opportunities and pushing the boundaries of innovation;

Allowing culture to flourish, boosting business and establishing communities;

Accessibility and ensuring that all film-lovers can enjoy the Big Screen experience;

Fair and proportionate taxation that reflects cultural, social and economic value.

## GET IN TOUCH

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