



UNION INTERNATIONALE DES CINÉMAS
INTERNATIONAL UNION OF CINEMAS

Mini UNIC CINEMA DAYS Online

Conference programme 24 February 2021 14.30 – 16.30 CET

In 2020, 15 European territories - a record number - registered a market share for national films of over 25% as audiences returned to cinemas over the Summer. This mini-conference will explore some of the success stories and consider the future for a diverse film slate.

Welcoming words from *Laura Houlgatte, CEO, UNIC*

Quick-fire sessions

Success story from Denmark: *Druk*

Success story from the Netherlands: *Alles is zoals het zou moeten zijn*

Update from UNIC Expert Groups on cinema technology, marketing and retail

Update on UNIC Women's Cinema Leadership Programme

Panel debate – The role of local content in the recovery process

Pre-COVID, the European box office was driven primarily by international titles, supported by a host of local titles. Upon reopening. Upon re-opening in Summer 2020 however, those roles were reversed, with many European cinemas relying on local content and the support of local distributors and producers. As a result, in many UNIC territories national films' market share reached new heights. Our panel will share thoughts on their success stories, the challenges and opportunities presented by marketing local content and working with local distributors, and consider what they see as the short- and mid-term trends.

Moderator: *Laura Houlgatte Abbott, CEO, UNIC*

Panellists:

- *Edna Epelbaum, CEO, Cinevital, Cinepel, Cinemont, Quinnie & President of the Swiss Cinema Operators' Association*
- *Christian Bräuer, Managing Director, Yorck – Kino & President, CICAÉ*
- *Christine Eloy, Managing Director, Europa Distribution*
- *Samuel Bolaños, Director of Marketing & Revenues, Cinépolis Spain, Yelmo Cines*

Quick fire sessions

Local content in Poland: Interview with *Tomasz Jagiello, CEO, Helios*

Success story from Norway: *Børning 3*

Closing Remarks by *Phil Clapp, CEO, UKCA/President, UNIC*