



Curtains Up!

Regulation and support measures for the exhibition sector

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Curtains Up on...

- Competition and sector-specific tools
- Territoriality and theatrical exclusivity
- State aid and public support



Competition and sector-specific tools



Sector-specific tools

- **Competition alone may not be enough to...**
 - Prevent against risks of market concentration
 - Ensure access to arthouse/niche/less-commercial films
- **Sector-specific economic or cultural tools**
 - To ensure cultural diversity
 - Freedom of expression, pluralism of opinion, access to cultural, regional development...
- **Various levels of intervention**
 - Via legislation / film fund rules / ombudsman / industry agreements mandated by law...
 - Ex-ante or ex-post intervention

Diverse tools (1/2)

- Rules and procedures for cinemas operation

Licenses to operate, permits for building or renovating, safety permits, public screening, company/tax registration...

- Statutory limits and control

Contract, rental fee, box office receipts, intervention of mediator..

- Screen quotas, commitments, bonuses..

Spain, France, Bulgaria, Serbia, Switzerland..





Diverse tools (2/2)

- Special vouchers, discounts and price formulas

For young, students, seniors, disabled persons..

State-backed initiatives or commercial offer or arthouse networking initiative...

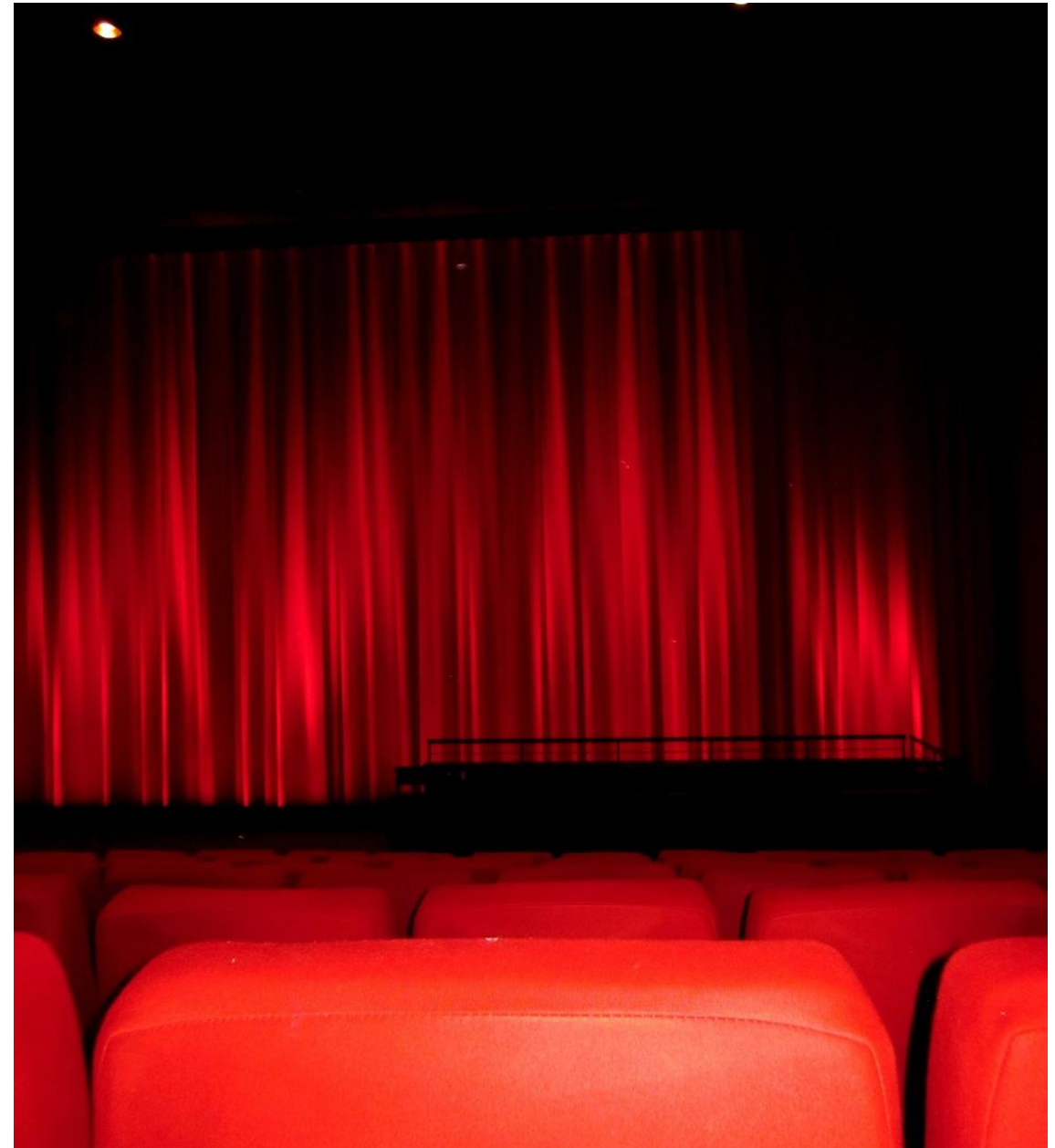
- National Cinema Days

From one-day celebrations to biannual week-long festivals

Under patronage of film funds, Ministries..



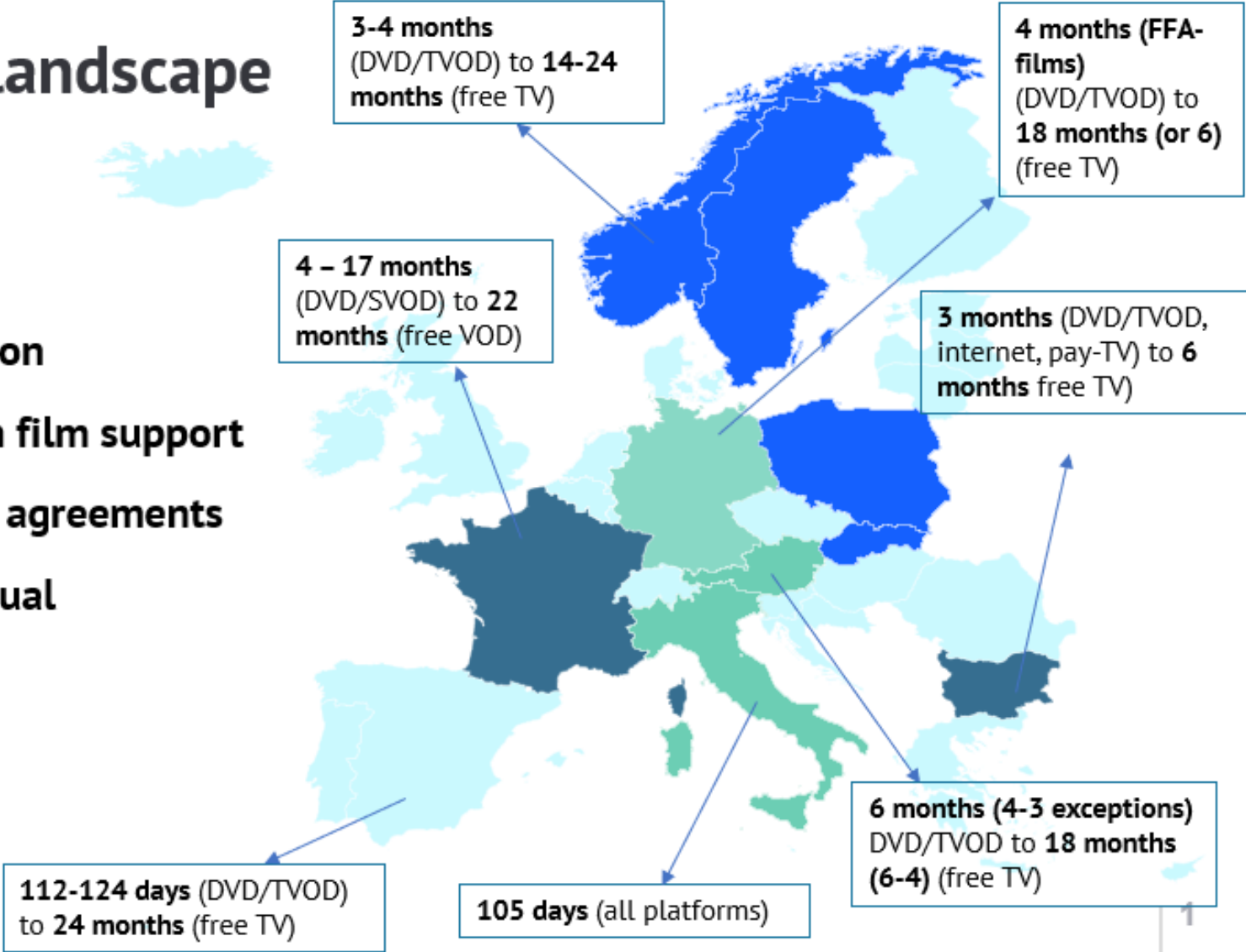
Territoriality and theatrical exclusivity



Main trends in selected European countries

A diverse landscape

- Legislation
- Rules on film support
- Industry agreements
- Contractual



**State aid
and
public support**



Public film policies and cultural diversity

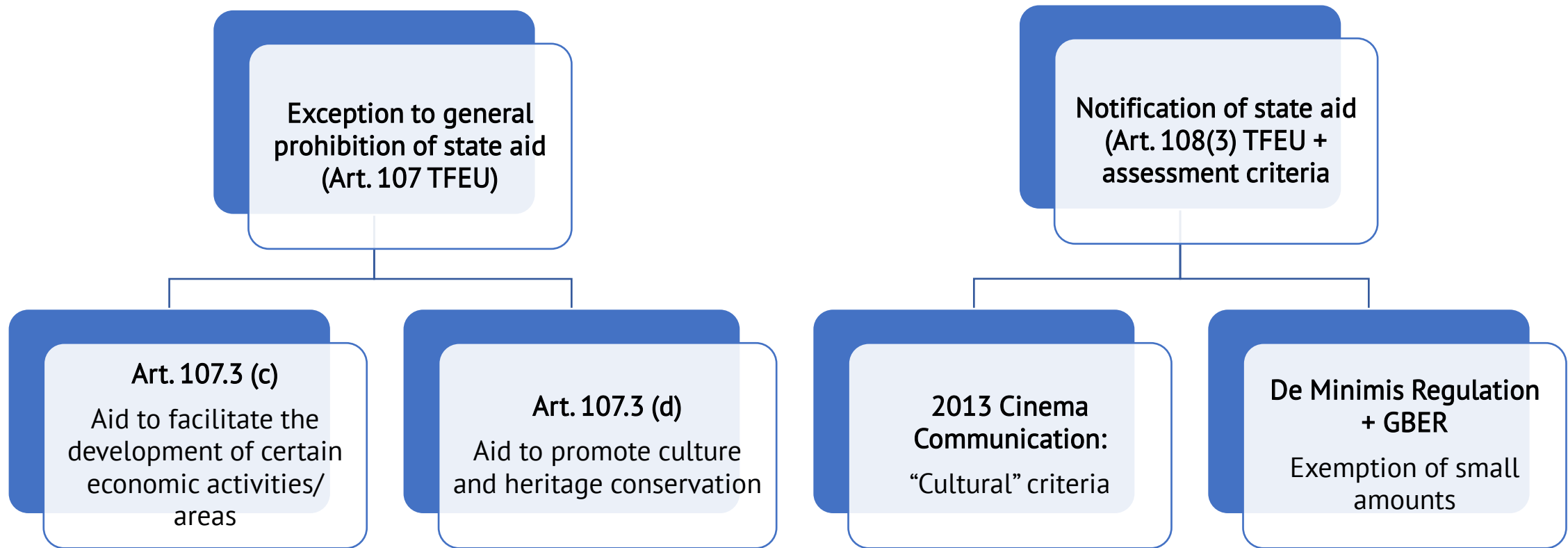
- **From cultural exception to cultural diversity**

Culture, with its unique significance and role means that it cannot be treated merely as other commercial goods or services.

- **2005: UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expression**

Sovereign right of countries parties to formulate and implement their cultural policies and to adopt measures to protect and promote the diversity of cultural expressions and to strengthen international cooperation.

State aid and EU competition law



National approaches to public support

- **Support to exhibition**

Automatic / selective; for equipment / modernisation / digitalisation, national / local; for state-funded cinemas / all cinemas; subject to programming obligations; tax credit, VAT reduced rate..

- **Support to arthouse cinemas**

Arthouse classification, linked to film programming / diversity / local-EU-independent-high quality films, national / local

- **Support to international distribution**

Tax credits with priority on international distribution/independent distribution; additional support to cover distribution costs in regions of linguistic minorities or films produced in minority languages; subsidies for distribution of domestic films abroad...

- **Support to audience and festivals**

R&D and audience development; creation of film hubs to promote networking and sharing of best practices; monitoring audience; festival / events; educational programmes

- **Global approaches: digitalisation, diversity, sustainability, accessibility**

Supranational approaches

- **EU Creative Europe programme – MEDIA strand**
 - Selective and automatic aid schemes to distributors and sales agents
 - Aid scheme to improve the transnational distribution of non-national European films
- **Europa Cinema (MEDIA-funded):**
 - Network of European cinemas
 - European festivals to increase audience in non-national European films and circulation
 - Subtitling + audience developments initiatives
 - Audience Development & Innovation Labs to exchange best practice and collaborate
- **Eurimages (Council of Europe)**
 - Support to cinemas not éligibles under MEDIA (Armenia, Canada, Georgia, Switzerland, Ukraine, Türkiye)
- **Special Cinema Days and Nights**
 - European Arthouse Cinema Day

Thank you for your attention!



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