

Virtual BORs & Reopening Programming

Moderated by Rebecca Fons
(FilmScene & The Iowa Theater)
Thursday, May 7, 2020

ART  HOUSE
CONVERGENCE

Returning to Cinemas Survey

- **Hollywood Reporter + Morning Consult [survey](#) - 2,200 Americans polled between April 22-26**
 - **50%+** would go to a theater within a month of their respective states meeting WH standards for reopening and if cinemas stagger seating and sanitize high-traffic areas.
 - **22%** would consider making a trip to a cinema within the same time period if a state reopens early.
 - **44%** would be more likely to see a movie if they were wearing protective face gear once WH standards are met.
 - **Ages 18-29** are most inclined to return to the cinema overall.
- **Cinemas can conduct similar surveys and include operations, programming and figurative temperature checks. Anyone done one yet?**
- **General mood seems to be reopening programming needs to be feel good, offer an escape, blockbusters, maaaaybe leaning into apocalyptic stories. Familiar, proven IP.**

Reopening Programming Opportunities

As of May 7, 2020

IFC “Indie Theater Revival Project” - free bookings of 200 library titles beginning May 29; fees waived in the first 30 days of reopening. 20 suggested retrospective programs can be programmed in whole or in part.

<https://www.ifcfilms.com/films/indie-theater-revival-project> Contact your rep.

Universal Repertory - titles offered at 30% vs \$100 for paid admission screenings and \$200 flat for non-admission screenings. 25 themed combo drives available including titles from Focus, DreamWorks, Illumination and Blumhouse with further discounts: 30% vs \$100 for first title from a combo drive, 30% vs \$75 for each additional title from the same combo drive, minimums capped at \$300 per combo drive. For non-admission combo drive screenings: \$100 flat for first title, \$75 flat for any additional titles from the same combo drive. REPERTORY.SALES@NBCUNI.COM

Searchlight - offering select titles beginning June 1, for a limited time, flat fee of \$125 per week. Includes JOJO RABBIT, THE SHAPE OF WATER, ISLE OF DOGS, LITTLE MISS SUNSHINE. Contact your rep.

Warner Bros - 5 tiers of WB Classics. Tier 1 available now, dates TBD for Tier 2-5. Films offered on consolidated 8 combo drives to reduce print traffic. Each combo drive holds approx. 5 titles per drive; if only 1 of those 5 films is booked, the theatre will still receive all 5 titles on that combo drive. Program's pricing is based on how many of the titles are booked at any given location and whether it is DCP or Blu-ray/DVD. Terms have been temporarily reduced for this program.

<https://wbclassics.warnerbros.com/>

Reopening Programming Opportunities

As of May 7, 2020

STX - titles available at 30% with no guarantee. <https://www.stxentertainment.com/>. Contact your rep.

Paramount - “Back to the Big Screen” and rep title offerings. Offering negotiable and “reasonable” terms. Roxanne_Schmitt@paramount.com or your rep.

Warner Bros - offering 5 tiers of WB Classics. Tier 1 available now, dates TBD for Tier 2-5. Films offered on consolidated 8 combo drives to reduce print traffic. Each combo drive holds approx. 5 titles per drive; if only 1 of those 5 films is booked, the theatre will still receive all 5 titles on that combo drive. Program’s pricing is based on how many of the titles are booked at any given location and whether it is DCP or Blu-ray/DVD. Terms have been temporarily reduced for this program. <https://wbclassics.warnerbros.com/>

Other distributors on the call?

Reopening Programming ****DRAFTS!****

FilmScene (Iowa City, IA)

Music Box (Chicago, IL)

Ragtag (Columbia, MO)

A	B	C	D	E	F	G	H
SHOWTIMES JUNE 19 - 25, 2020 ***draft***	Friday, June 19	Saturday, June 20	Sunday, June 21	Monday, June 22	Tuesday, June 23	Wednesday, June 24	Thursday, June 25
	<u>CHAUNCEY</u>	<u>CHAUNCEY</u>	<u>CHAUNCEY</u>	<u>CHAUNCEY</u>	<u>CHAUNCEY</u>	<u>CHAUNCEY</u>	<u>CHAUNCEY</u>
	Theater 1	Theater 1	Theater 1	Theater 1	Theater 1	Theater 1	Theater 1
	3:00 - GRAND BUDAPEST HOTEL	11:00 - Children's title TBD	11:00 - Children's title TBD	7:00 - GRAND BUDAPEST HOTEL	7:00 - SINGIN IN THE RAIN	5:30 - GRAND BUDAPEST HOTEL	3:30 - Children's title TBD
	7:00 - SINGIN IN THE RAIN	3:00 - SINGIN IN THE RAIN	3:00 - SINGIN IN THE RAIN			10:00 - Grindhouse title TBD	7:00 - SINGIN IN THE RAIN
		7:00 - GRAND BUDAPEST HOTEL	7:00 - GRAND BUDAPEST HOTEL				
	Theater 2	Theater 2	Theater 2	Theater 2	Theater 2	Theater 2	Theater 2
	DARK	DARK	DARK	6:00 - PORTRAIT OF A LADY ON FIRE	6:00 - PORTRAIT OF A LADY ON FIRE	6:00 - PORTRAIT OF A LADY ON FIRE	6:00 - PORTRAIT OF A LADY ON FIRE
	<u>PED MALL</u>	<u>PED MALL</u>	<u>PED MALL</u>	<u>PED MALL</u>	<u>PED MALL</u>	<u>PED MALL</u>	<u>PED MALL</u>
	Scene 1	Scene 1	Scene 1	Scene 1	Scene 1	Scene 1	Scene 1
	DARK	DARK	DARK	DARK	DARK	DARK	DARK
	The Screening Room	The Screening Room	The Screening Room	The Screening Room	The Screening Room	The Screening Room	The Screening Room
	8:30 - CAMP	DARK	DARK	8:30 - CAMP TBD	8:30 - CAMP TBD	8:30 - CAMP TBD	8:30 - CAMP TBD
	Rooftop	Rooftop					
	8:00 - JAWS	8:00 - JAWS					

Virtual Programming During Reopening

- Opportunities to mirror programming virtually and in person.
- With an “all hands on deck” reopening probability, challenges and opportunities to offer both.

Virtual Cinema Box Office and Trends

- Wendy Lidell, Kino Lorber

Distributor Expectations During Reopening??

- Exclusivity for new titles and repertory
- Theatrical windows
- Run requirements