

YOUNG AUDIENCE INTERNAL REGULATIONS 2016

1. Supported Young Audience Initiatives

We take into consideration the following initiatives:

- programming of films,
- school screenings,
- festivals with screenings for young audiences,
- animations and/or workshops related to screenings,
- active participation in collective programmes.

By Young Audience we understand primarily spectators – children and adolescents – up to the end of high school (18 years of age). Exceptionally, we can extend this classification to young students enrolled in universities.

A cinema that only targets a public of students (over 18 years of age) cannot be supported for young audience initiatives because we view these young adults as the normal audience of a cinema. However, a close cooperation with an university (screenings in the cinema that are part of a university curriculum, creation of a programme of films by a teacher who brings the students to the cinema in order to view it, presentation of students' own film creations) can be taken into account and supported if it adds diversity to an already existent programming aimed at younger public (children and adolescents).

2. Summary sheet

- Displays **comments on the Young Audience initiatives and general policy towards youth** of member cinemas which have submitted a Young Audience report

These comments are more extensive if the results in terms of admissions are not representative enough of the personal involvement of the cinema. The Young Audience initiatives which do not involve a screening do not appear in the list of initiatives but are mentioned in the comments.

- **Meaning of abbreviations** in the Young Audience box on the **Summary sheet**: displayed between brackets after the name of the Young Audience initiative, they provide details concerning its regularity, nature and targeted age group.

2+/week : several times a week

weekly : once a week

2+/year : twice or more/year

holidays :

0-4 : 0-4 years (pre-school)

4-11 : 4-11 years (primary school)

12-15 : 12-15 years (secondary school)

15-18 : 15-18 years (high school)

18-25 : 18-25 years (university)

school scrgrs : school screenings

reg. evt : regular screening for children

fest. : festival

coll. pg : local, regional, national programme

debates : debate/meeting

3. Evaluation of Young Audience reports

The evaluation of the Young Audience activities of a cinema is based upon **quantitative and qualitative criteria**, as mentioned in the Young Audience Guidelines.

A **minimum threshold of non-national European films** is required each year in order to be eligible for support:

- For single screens: 3 non-national European films
- For cinemas with 2 to 7 screens: 4 non-national European films
- For multiplexes: 7 non-national European films

Ceiling of 1€ per Young Audience admission to European films

The amount of the Young Audience support attributed cannot exceed 1€ per admission to European films, all Young Audience activities combined.

The Young Audience evaluation grid: see Annex 1

This grid, listing the quantitative and qualitative criteria for each cinema, is used as reference to calculate the amount of support proposed.

Several supporting documents allow the reports to be evaluated in their context:

- **Young Audience averages per country** (see Annex 2, available for the Validation Committee in April)

For each country, the **national average of Young Audience results** in the network is calculated. These averages take into account only the agreements for which we have received a Young Audience report. They represent a scale of evaluation of the results of each cinema in its respective country.

When taking into account the national averages, a certain flexibility will be observed for single screens, for which it is difficult to attain the same numbers as multi-screen cinemas.

- **Country sheets** (projected)

The general context of each country is also taken into account: review of national and regional policies, collective programmes organized in the respective country, etc...

The support will be allocated totally or partially (25%, 50%, 75% of the contractual amount), according to the results of the cinema (see Young Audience evaluation grid in Annex 1).

ANNEX 1 to Internal Regulations Young Audiences Evaluation Grid 2016

| A. QUANTITATIVE EVALUATION CRITERIA | Points (scale) | Points max. |
|---|----------------|-------------|
| 1. Number of films | | |
| Number of ENN films equivalent to national average | 1 | |
| Number of ENN films above the national average | 2 | |
| Very important number of ENN films | 3 | 3 |
| 2. Number of programmed screenings per screen* | | |
| Number of screenings/screen equivalent to national average | 1 | |
| Number of screenings/screen above national average | 2 | |
| Very important number of screenings/screen | 3 | 3 |
| 3. Regularity of actions | | |
| Monthly | 1 | |
| Weekly | 2 | 2 |
| B. QUALITATIVE EVALUATION CRITERIA | | |
| 1. Diversity of actions | | |
| One type of action | 1 | |
| Two types of actions | 2 | |
| Three types of actions and more | 3 | 3 |
| Two age groups targeted | 1 | |
| Three age groups and more targeted | 2 | 2 |
| 2. Promotion and animation | | |
| Animation and promotion of screenings: regular offer | 1 | |
| Animation and promotion of screenings: exceptional work | 2 | 2 |
| 3. On-line communication | | |
| Website with special page dedicated to Young Audiences | 1 | |
| Regular use of social networks, great number of subscribers | 1 | 2 |
| C. CINEMA'S OWN INVESTMENT | | |
| Actions primarily hosted by the cinema | 1 | |
| Actions both hosted and initiated by the cinema | 2 | |
| Actions primarily initiated by the cinema | 3 | 3 |
| MAXIMUM TOTAL OF: | | 20 |
| <i>Bonus 1: number of admissions very high or in net increase</i> | 1 | 1 |
| <i>Bonus 2: work of coordination and network-facilitation</i> | 1 | 1 |
| <i>Bonus 3: workshops of film education (without screening)</i> | 1 | 1 |
| TOTAL DEF | | |

* For mini-networks and common agreements, the ratio is calculated from the number of screens of the cinemas presenting a YA report, and not from the number of real screens.

| Grading scale | | Final support for the cinema | Ceiling (check box if applicable) |
|---------------|-----|------------------------------|--------------------------------------|
| Points | % | | |
| 18 and more | 100 | | |
| 15-17 | 75 | | |
| 10-14 | 50 | | |
| 5-9 | 25 | | |
| 0-4 | 0 | | |

Comments on the initiatives (mini-networks, etc.)