

## 2017 YOUNG AUDIENCES GUIDELINES

### A. OBJECTIVES

- ♦ To encourage exhibitors to offer programming and special activities designed to attract Young Audiences to European films, in view of creating new audiences for their cinemas.
- ♦ To encourage policies of cinema education in network film theatres through regular work involving European, primarily non-national, films.

### B. FUNDED ACTIVITIES AND EVALUATION CRITERIA

#### 1. Type and quality of activities

“Young Audience activities” are considered to be initiatives set up by exhibitors aimed specifically at young cinema-goers. The Young Audience support is focused on developing children’s and adolescent’s taste for cinema. A cinema’s policy aimed at young adults (university students) can be considered an extension of this activity.

**Film Programming:** the films that are part of the regular screenings and specifically made to stand out as intended for Young Audiences will be taken into account. Young Audience films shown as part of the cinema’s general programming with no special promotion or simply subject to reduced prices do not count for the support.

**School screenings:** screenings intended for schoolchildren with special conditions (prices, group welcome, special show times). These screenings can be organised at the exhibitor’s initiative or at the request of teachers and schools.

**Screenings for very young children:** screenings intended for children up to 6 years or age, under special conditions (prices, group welcome, show times), lasting exceptionally between 30 and 60 minutes (one film or a programme of shorts). These screenings can be organised at the initiative of the exhibitor or in partnership with kindergartens.

**Festivals with screenings for Young Audiences:** as part of festivals or special events, screenings particularly dedicated to Young Audiences will be considered as Young Audience activities.

**Workshops around films:** special support is given to workshops for young people organised in addition to the screening of films (workshops for making short videos, writing, etc.).

#### 2. Evaluation

A cinema’s offering for Young Audiences is evaluated both in quantity and in quality. The evaluation takes into account the national context and the exhibitor’s personal investment.

## 2.a. Quantitative evaluation criteria:

- **Number of non-national European films programmed :**

A minimum number of non-national European films for the entire year is required in order to be eligible for the 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.

- **Number of European screenings scheduled:**

A minimum number of screenings for the entire year is required in order to be eligible for the support.

For single-screens: 12 screenings

For cinemas with 2 to 7 screens: 16 screenings

For multiplexes: 25 screenings.

- **Regularly scheduled activities:** it is preferable to space activities out over a period of several months rather than plan them all at one time.

If the minimum number of screenings or the minimum number of non-national European films is not reached, no support will be given.

## 2.b. Qualitative evaluation criteria:

- **Diversity of activities** (type of activities planned and the age groups concerned)
- **Promotion and animation** (promotional documents and introduction/discussions around screenings)
- **Online communication** (page dedicated to Young Audiences on website, active use of social networks)
- **Exhibitor's own investment** in terms of initiatives and cooperations

## 2.c. Bonuses

- Admissions very high or in net increase
- Organizing of workshops for film education and audio-visual practices (with or without screenings)
- Sharing of initiatives, coordination and network-facilitation that can benefit other exhibitors

## National context:

Members of the Validation Committee will evaluate a cinema's results by comparing them with what all the network member cinemas in the country were able to achieve. The national context will also be taken into consideration for every country (involvement of state authorities in cinema education, distributor's offers).

## C. AMOUNTS AND DISTRIBUTION OF SUPPORT

**A maximum of 20% of the amount attributed annually under one agreement can be used to support Young Audience initiatives. It ranges from €3,000 to €5,000 depending on the number of screens covered (see detailed guidelines).**

The amount of the support will be attributed in its entirety or partially (25%, 50%, 75%), depending on the cinema's results.

**The support cannot exceed €1 per European film ticket recorded as being for Young Audiences.** All tickets for Young Audiences screenings will be counted.

The Young Audiences support is independent of the support given to the theatre strictly for its programming.

Concerning the distribution of support among mini-networks, the breakdown of support for Young Audiences initiatives must be proportional to the activities set up by each cinema and divided according to the number of European screenings.

## D. PROCEDURE

To be eligible for the support, exhibitors in the network are invited to send a Young Audiences report to Europa Cinemas that includes:

- A Young Audience questionnaire duly filled in, together with a presentation of their Young Audiences policy,
- Information about every Young Audience initiative to allow us to count the total European film shown as part of this category. This information (name, type, frequency, etc.) should be included in the section available for that purpose in the exhibitor's Member Zone,
- **To be taken into consideration, at least one document must be provided to justify every activity, more if possible. If no such documentation is provided, no support will be given.**

**List of documents that can serve as proof of such events:**

- special publications for Young Audiences (brochures, Youth pages in the cinema programme, flyers),
- mailings sent to the target audience (schools, teachers, child care givers and activity leaders),
- internet pages for Young Audiences,
- notes addressed to distributors informing them of the Young Audiences screenings,
- promotion items that appeared in the press, media or social networks.

## E. DECISIONS

Young Audiences funding will be granted to exhibitors after an in-depth review of their Young Audiences activities during the Validation Committee taking place in April. Members of the Validation Committee will take into account the quality of the programming, the admissions to the activities set up for young audiences, as well as the exhibitor's commitment, according to the criteria described above and **within the limits of the budget granted to Europa Cinemas by the European Commission.**

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