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UNIC STATEMENT ON THE PREMIUM VIDEO ON DEMAND WINDOW

UNIC (International Union of Cinemas) notes and strongly supports today's statement by the National Association of Theatre Owners regarding the recent decision by the US Federal Communications Commission to approve the use of Selectable Output Control technology, and the resultant coverage in US national media about the potential introduction of a premium Video on Demand window into the marketplace.

UNIC represents exhibitors from 18 European territories. As such its members work with different film release patterns and release windows, the latter being shorter in some countries than others, and regulated to a greater or larger degree from territory to territory. However all share US colleagues' concern about the potentially damaging impact of media speculation about the recent FCC decision and join them in calling on colleagues in the industry to ensure that discussions arising from that are conducted in a disciplined manner.

The UNIC position on the issue of release windows remains unchanged. It recognizes that attempts to develop new business models in the film industry are an inevitable feature of a dynamic sector. However, whether as a response to increasingly fragile DVD income or in an attempt to thwart piracy, such developments should not occur at the expense of the one part of the value chain which undoubtedly works – theatrical exhibition.

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UNIC (International Union of Cinemas) represents exhibitors from 18 countries (Germany, Austria, Belgium, Denmark, Spain, Finland, France, United Kingdom, Greece, Hungary, Ireland, Israel, Italy, Norway, The Netherlands, Switzerland, Turkey and Sweden) with more than 28.000 screens and 800 millions admissions per year. Companies such as AFM, Europalaces, Kinopolis Group, Mars Entertainment Group, UGC, Utopolis Group, Vue are also members