

# Cinema

## Description:

Cinemas are places designed for the exhibition and enjoyment of film. Cinemas pay film studios an up-front fee for the right to showcase their film to a mass audience. The UK has had a great impact on modern cinema and has one of the most respected film industries in the world. Cinemas are now considered to be among the most sociable of environments for people to enjoy films.

## Personal testimony:

Most people agree that films are best seen on the big screen, so UK cinemas continue to invest thousands of pounds in bringing audiences the latest box office blockbusters. Copyright infringement is very damaging for all cinemas as it deprives us of the revenue required to cover our own costs – i.e. paying for the rights to screen the films, providing comfortable environments for film-lovers to enjoy films and the income to invest in cutting-edge technology such as digital 3D.

Phil Clapp, Chief Executive,  
Cinema Exhibitors' Association

## Industry facts

Some people mistakenly think that cinemas pocket the whole of the ticket price as profit, but cinemas have to pay a fee to exhibit a film (so that those who made the film get paid for their creative work) as well as paying for running costs like staff wages and property rents. In 2008 alone, the cinema industry lost around £183m to copyright infringement. That's the same as 33 million cinema tickets being taken without being paid for. Not only does this mean financial losses for cinemas, but those who made the film go unrewarded. Lost sales from people buying, downloading or streaming unauthorised content have a direct impact on the quality and quantity of films likely to be produced in the future. The result is that we'll have less chance to enjoy the films we love on the big screen, because cinemas have no choice but to show a smaller range of films.

