

PRINTS & ADVERTISING FUND

Premiere Satellite Event

Case study

Another Year

Distributor: Momentum Pictures

Release Date: 5th November 2010



The UK premiere of *Another Year* took place on Monday 18th October 2010, as the BFI London Film Festival's *Mayor of London Gala Screening*.

The UK Film Council made a £150,000 P&A Award to Momentum Pictures for the wider distribution of the film.

As part of this, a portion was allocated to expand the UK premiere from the London Film Festival's *Mayor of London Gala*. Using satellite transmission, footage from the premiere and the subsequent question and answer session (Q&A) was beamed to 33 sites in Greater London and across the UK, who also screened the film to paying audiences.

The objective was to increase the publicity impact of the premiere and to build audience word-of-mouth for the film, ahead of its nationwide release on 5th November.

Momentum Pictures worked with ITV to deliver the event and it cost approximately £13,000.

Momentum Pictures' Report

Overall the event went very well. There was an unfortunate technical glitch early on where we lost all power to broadcast at the very start but this was quickly resolved and we managed to get going again quickly. Aside from a handful of timing issues in individual locations most cinemas received the stage intro and following Q&A perfectly.

Given this took place before our campaign started, the commercial results were of course wildly varying and largely dependent on the level of on-site support each cinema offered in promoting it. For example Clapham, Exeter, Uckfield and Islington all sold out but some of the more mainstream regional sites struggled badly.

The film took nearly £12,000 of box office on the night, representing about 1,700 people (the full breakdown of sites is detailed below).

In conclusion we were delighted with the event. The capacity in Odeon Leicester Square is 1,600 so we roughly doubled the size of the LFF audience and took it to the regions. From what we understand a £12,000 gross compares favourably with other satellite event screenings and the additional exposure received in the regions was extremely valuable.

Audience and cinema feedback was also very supportive (selected comments are provided below) suggesting that the event had the desired impact in building positive word-of-mouth. We view the event as a highly effective piece of publicity that also generates income. We would definitely consider doing a similar event in the future on a commercial basis although the range of results demonstrates how critical on-site



| Event Budget | Cost |
|--------------|---------------|
| Hardware | £6698 |
| Crew | £5480 |
| Transport | £810 |
| Tape Stock | £72 |
| TOTAL | £13060 |

support is for one-off paid screenings prior to release.

The BFI London Film Festival's Verdict

One of the cornerstones of a successful festival is the bringing together of film-makers with audiences and providing some insight into the making of the film.

It was clear from the feedback that the public really enjoyed the onstage interview with Mike, Ruth, Lesley and Jim; learning more about the idiosyncratic nature of a Mike Leigh film and the extent of improvisation which goes into creating the characters.

It was great to be able to share the festival experience with audiences beyond the Odeon Leicester Square and to give film enthusiasts throughout the country a flavour of the Festival.

This initiative also formed a key part of our remit to enhance the profile of the Festival outside of London. We hope that by giving audiences in the regions a small snapshot of the Festival that it will pique their curiosity and either prompt a visit to London in the future or at least awaken an interest in films which might otherwise go under the radar.

Next year if we can find the right film we would very much like to repeat the exercise. With the benefit of more time, we would work with all the cinemas to promote the initiative, and aim to play the film to full houses throughout the country.



Photocall at the premiere, with director Mike Leigh, members of the cast and the Mayor of London Boris Johnson

Feedback from participating cinemas

"Isn't this wonderful, we're very lucky to have this type of event available to us and general feedback was very positive"

Cinema City Norwich

"All customers here very positive about the night"

Little Theatre Bath

"The general consensus here was that technical glitch aside, all went very smoothly. The audience appeared to be very happy with the event overall"

Phoenix Oxford

"Audience enjoyed it immensely"

Picturehouse Greenwich

"After the Q&A, I spoke to the public as they left asking how the film was and they said it was wonderful and brilliant. One member of the public said that the live Q&A was fascinating: to hear how the film was made by the director was great. I added that this was indeed an exclusive preview, as the film is not officially released until two weeks time. They felt privileged at this point. Overall the whole thing was a smooth operation from our end and we hope more of these events happen in the future".

Screen Winchester

"Punters loved it"

Picture House Uckfield

"Apart from the known problems on the night the only thing that would have helped would be to have the satellite info earlier. Having many live events on a weekly basis we tend to get the info around a week early - this gives us time to prep for the event and schedule people in for tests"

Manchester Printworks



| Cinema | Circuit | Admissions | Box Office |
|----------------------------|-------------|--------------|---------------|
| Islington | Vue | 171 | £1,476 |
| Picturehouse Clapham | City Screen | 129 | £932 |
| Picturehouse Exeter | City Screen | 120 | £873 |
| Picturehouse Greenwich | City Screen | 111 | £742 |
| Picture House Uckfield | Independent | 104 | £1,040 |
| Regal Picturehouse Henley | City Screen | 88 | £636 |
| Little Theatre Bath | City Screen | 87 | £538 |
| Phoenix Oxford | City Screen | 82 | £588 |
| FACT Liverpool | City Screen | 80 | £579 |
| Harbour Lights Southampton | City Screen | 77 | £557 |
| Cinema City Norwich | City Screen | 74 | £528 |
| Glasgow Renfrew St | Cineworld | 62 | £278 |
| Westfield | Vue | 53 | £369 |
| Picturehouse York | City Screen | 52 | £373 |
| Leeds Light | Vue | 51 | £291 |
| Fulham Rd | Cineworld | 47 | £268 |
| Screen Winchester | City Screen | 41 | £379 |
| Cardiff | Cineworld | 37 | £148 |
| Didsbury | Cineworld | 35 | £181 |
| Birmingham Broad St | Cineworld | 27 | £100 |
| Reading | Vue | 24 | £166 |
| Belmont Aberdeen | City Screen | 21 | £149 |
| Nottingham | Cineworld | 20 | £85 |
| Edinburgh Omni | Vue | 19 | £124 |
| Kingston | Odeon | 16 | £102 |
| Cheltenham | Cineworld | 12 | £54 |
| Sheffield | Cineworld | 12 | £45 |
| Guildford | Odeon | 12 | £76 |
| Tunbridge Wells | Odeon | 11 | £92 |
| Manchester Printworks | Odeon | 4 | £31 |
| Oxford George | Odeon | 3 | £22 |
| Showcase Bristol De Lux | Showcase | 2 | £14 |
| Derby De Lux | Showcase | 0 | £0 |
| Total | | 1,685 | 11,836 |