

MUBI, Delivering European Cinema Globally

From September 2018, with the backing of Creative Europe's MEDIA funding programme, **MUBI** set out to expand the audience for European cinema and increase the accessibility of European films online via a variety of innovative and exciting promotional strategies.

Programming

Our diverse library of European content and our curatorial approach to programming formed the foundation of our offer to new audiences worldwide.

- EU films accounted for **57%** of the total globally programmed films (**1,688**) during the project period (September 2018 - August 2019).
- Our programmers scoured festivals across the globe to bring the freshest and most exciting titles to the platform, and we launched **7** new programming strands to showcase titles that are exclusive to the MUBI platform.
- This year, some new Specials featuring European content included : *Introducing Bertrand Mandico* (September 2018); *A Straub-Huillet Retrospective* (April 2019); *A Krzysztof Kieslowski Retrospective* (August 2019); *Pride Unprejudiced*, presenting bold and unique films that look at LGBTQ+ themes from a diverse range of genres and original perspectives (June 2019); and *Juliette Binoche: The Woman with A Thousand Faces* (June-August 2019).

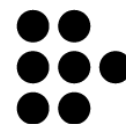


Partnerships

Through various partnerships, we have been able to reach audiences beyond our core consumer base and reinforce the availability and accessibility of our European content. These include:

- Sponsored YouTube video essays and Podcasts, including *Storytellers*, *Cinemasins* and *ScreenPrism* – the latter bringing **2,367** trialists.
- Year-round brand collaboration with *Little White Lies*, with whom we organised a special screening of Jean-Luc Godard's *The Image Book* at the Ciné Lumière in London (2 Dec 2018).
- New cinema relationships with Yorck Kino (Berlin) and Les Ecrans Cinema (Paris) added to the current roster: Alamo Draffhouse, Acropolis Cinema, Lexi Cinema, Barbican and Cube.
- Festival partnerships with New York Film Festival, GFF, Quinzaine Des Réalisateurs, Sheffield Doc/Fest, Portland International Film Festival, BFI Flare, HRWFF, Fantastic Fest, F.A.M.E., Frames of Representation, Oak Cliff Film Festival, Locarno in LA, Cinecity Brighton Film Festival, LSFF, Overnight Film Festival.
- Institutional screening events with the Royal Academy in London, where we screened Joanna Hogg's *Exhibition*, and Raul Ruiz' *Klimt*. We also supported the annual Art of the Real showcase at the Film Society of Lincoln Center.

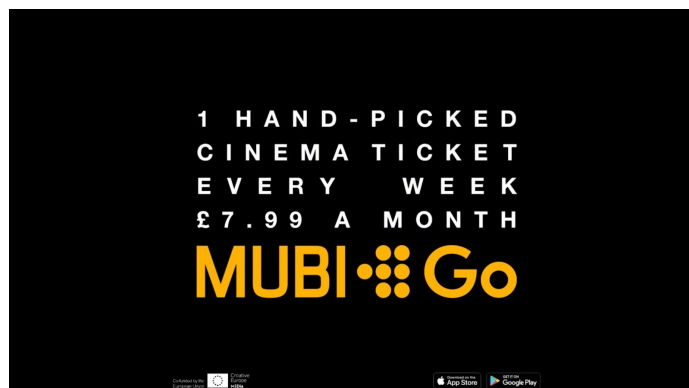




MUBI GO

Launched in September 2018 in the UK and in June 2019 in Ireland, MUBI GO is a new product that enables audiences to experience cinema-going in a new way by simplifying the process of choosing a film and booking tickets.

- Each week, MUBI subscribers can redeem a free ticket to a film chosen by MUBI programmers in partnering cinemas. MUBI GO expands the viewing options available to our subscribers while staying true to our curatorial focus.
- The feature is entirely complementary to the MUBI streaming service and included in the £9.99 p/m price.
- We are also committed to promoting the diversity of viewing options in cinemas. Among all MUBI GO featured titles, **25%** were female directed films and **25%** British films. We also aimed to select a minimum of 50% European titles (based on/subject to availability, distributor consent and national release spread of each title).
- MUBI GO has been promoted to a wide audience, including through in-cinema pre-roll ads across the UK. With a unique and compelling offer, accessible pricing, and exceptional film selection, we've seen that MUBI GO has the potential to grow our subscriber base significantly. Audiences, distributors, and cinemas alike are seeing the added value of the initiative.

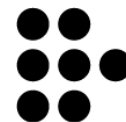


Paid Social

Facebook, Instagram, Search and YouTube campaigns were key to engaging a wider and more diverse audience and to exposing our European content through videos, trailers, editorial posts, and calls to action to sign up to the service and watch specific films or programming specials.

- Between September 2018 and August 2019, we spent **€304,441** and generated approximately **16k** new trialists from our Paid Social activity.
- We invested **€35,665** on MUBI GO related campaigns, reaching **975,499** unique users.
- The top performing creative for *Voilà Varda: Agnes Varda* (FR, Apr 2019) achieved an aggregate reach of **401,747**.
- Total reach across all campaigns/territories grew from **2,021,800** (last year) to **9,532,417** this year.
- In May 2019, we also launched our dedicated *Notebook* editorial campaign, which led to **110,083** landing page views, and a CPA under **\$20**.





Brand Campaign

In June 2019, we rolled out our summer Brand Campaign across the globe in specially selected cities: **Austin, Portland, Bristol, Manchester, Berlin** and **São Paulo**.

- We were able to work together with partners outside of the film sector, such as publications Aesthetica, Frieze and ArtForum, to grow brand awareness among new audiences. The creatives featured stop motion images/clips of iconic scenes from cinema.
- The campaign generated almost **20m** impressions and drove **4,115** trials which could be directly traced to the campaign.
- The highest number of new trialists at a city level came from São Paulo (**1,065**) and Berlin (**925**). The buys in these territories were highly efficient, illustrating the importance of expanding our efforts to new international territories where we can reach untapped audiences.



Above: *Out of Home* campaign in Manchester with our brand creative which was used across a variety of media channels.

User Engagement

Engagement with European films was high across the platform including works from emerging talent as well as established auteurs.

- The MUBI Special Discovery ***Pity*** by Greek director Babis Makridis (right) was the top EU film in terms of user engagement during the project's time frame. The film was released globally on 11 January 2019.
 - **10,372** views globally, **1,942** in the UK
 - Rated **2,210** times by users on the film database, including **105** written reviews
- Runner up in terms of views were the films of the strand *Voilà Varda*, celebrating the late Agnès Varda, including ***Lions Love***, ***Salut les Cubains***, and ***Diary of a Pregnant Woman***. The series played in January 2019, and was reprised in the UK and US in March.



