

RESULTS OF THE PROGRAM TALES OF EUROPE 2021-2022

Key numbers for the 2021 bookings

- 3 in-person screenings: two in late 2021 and one in early 2022.
- 40 bookings, with 42 screenings, up from 10 bookings & 18 screenings in 2020
- 3 exhibitors booked the entire Tales of Europe selection for their virtual cinemas : SIFF Cinema, Cinema Arts Centre, and Jacob Burns Film Center
- 5 US States: Arizona, California, Massachusetts, New York, and Washington
- 2 venues offered in-person screenings: Scottsdale International Film Festival in Scottsdale, Arizona; Desert Film Society in Palm Springs, California.
- Total attendance for the in-person bookings was 148. Total attendance for virtual cinema was 508 (estimating an average of two people watched per view per industry standards).

Number of screenings

Out of the 40 bookings & 42 screenings, the Italian comedy-drama EASY LIVING screened the most with 6 bookings. AN IMPOSSIBLE PROJECT, THE DAZZLED, and GAMES PEOPLE PLAY had 4 bookings. The remaining selection was booked 3 times each. THE DAZZLED and EASY LIVING were booked for in-person screenings, while the remaining titles were booked for virtual cinema only.

Number of views per film

A SONG CALLED HATE: 50 views virtually
AN IMPOSSIBLE PROJECT: 52 views virtually
THE DAZZLED: 48 views virtually, 60 views in-person
DIGGER: 36 views virtually
EASY LIVING: 130 views virtually, 88 views in-person
FAITH: 18 views virtually
FEBRUARY: 24 views virtually
GAMES PEOPLE PLAY: 64 views virtually
LOLA: 34 views virtually
SONGS OF REPRESSION: 24 views virtually
SUMMER REBELS: 28 views virtually

Impact of Privio

Privio allowed Tales of Europe to share 240 screening links in an efficient and secure manner. Programmers were able to view screeners within the Privio platform, which utilizes Watermarks and other security verifications.

Breakdown between art house cinemas, festivals and institutions

- 5 art house cinemas/film societies organized event screenings / series with ToE films (Cinema Arts Centre, Desert Film Society, Jacob Burns Film Center, Martha's Vineyard Film Society, SIFF).

- 1 festival included Tales of Europe films in their line-up (Scottsdale International Film Festival).

Filmmakers participation

Based on feedback from 2020, and on the successes of the comparable Young French Cinema program by Unifrance, exhibitors were provided with pre-recorded virtual Q&As for select films.

- A SONG CALLED HATE: Q&A with director Anna Hildur interviewing two of the film's subjects
- EASY LIVING: statement from the directors, Orso and Peter Miyakawa and producer Riccardo D'Amico
- FAITH, Q&A: from IFF21 with collaborators of the late Valentina Pedicini, director of Faith
- LOLA: director's statement by Laurent Micheli

Full bookings list

Screening Date	Film Title	Cinema/Venue	Screening Format
10/29/2021	A SONG CALLED HATE	Cinema Arts Centre	VIRTUAL
10/1/2021	AN IMPOSSIBLE PROJECT	Cinema Arts Centre	VIRTUAL
10/15/2021	DIGGER	Cinema Arts Centre	VIRTUAL
11/12/2021	EASY LIVING	Cinema Arts Centre	VIRTUAL
10/1/2021	FAITH	Cinema Arts Centre	VIRTUAL
10/1/2021	FEBRUARY	Cinema Arts Centre	VIRTUAL
10/1/2021	GAMES PEOPLE PLAY	Cinema Arts Centre	VIRTUAL
10/1/2021	LOLA	Cinema Arts Centre	VIRTUAL
10/1/2021	SONGS OF REPRESSION	Cinema Arts Centre	VIRTUAL
10/1/2021	SUMMER REBELS	Cinema Arts Centre	VIRTUAL
10/8/2021	THE DAZZLED	Cinema Arts Centre	VIRTUAL
2/12/2022	THE DAZZLED	Desert Film Society	IN-PERSON
11/19/2021	A SONG CALLED HATE	Jacob Burns Film Center	VIRTUAL
11/19/2021	AN IMPOSSIBLE PROJECT	Jacob Burns Film Center	VIRTUAL
11/19/2021	DIGGER	Jacob Burns Film Center	VIRTUAL
11/19/2021	EASY LIVING	Jacob Burns Film Center	VIRTUAL
11/19/2021	FAITH	Jacob Burns Film Center	VIRTUAL
11/19/2021	FEBRUARY	Jacob Burns Film Center	VIRTUAL
11/19/2021	GAMES PEOPLE PLAY	Jacob Burns Film Center	VIRTUAL
11/19/2021	LOLA	Jacob Burns Film Center	VIRTUAL
11/19/2021	SONGS OF REPRESSION	Jacob Burns Film Center	VIRTUAL
11/19/2021	SUMMER REBELS	Jacob Burns Film Center	VIRTUAL
11/19/2021	THE DAZZLED	Jacob Burns Film Center	VIRTUAL
12/17/2021	AN IMPOSSIBLE PROJECT	Martha's Vineyard Film Society	VIRTUAL
12/17/2021	EASY LIVING	Martha's Vineyard Film Society	VIRTUAL
November 2021	EASY LIVING	Scottsdale Film Festival	HYBRID
3/4/22	A SONG CALLED HATE	SIFF	VIRTUAL
1/21/22	AN IMPOSSIBLE PROJECT	SIFF	VIRTUAL
3/11/22	DIGGER	SIFF	VIRTUAL
1/7/22	EASY LIVING	SIFF	VIRTUAL
2/11/22	FAITH	SIFF	VIRTUAL
2/25/22	FEBRUARY	SIFF	VIRTUAL
2/18/22	GAMES PEOPLE PLAY	SIFF	VIRTUAL
2/4/22	LOLA	SIFF	VIRTUAL

1/28/22	SONGS OF REPRESSION	SIFF	VIRTUAL
3/18/22	SUMMER REBELS	SIFF	VIRTUAL
1/14/22	THE DAZZLED	SIFF	VIRTUAL

Select Press Clippings and Social Media

Examples of cinemas' promotion of the series and individual titles :

<https://burnsfilmcenter.org/series/tales-of-europe/>

<https://mvfilmsociety.com/2021/12/tales-of-europe-easy-living/>

<https://mvfilmsociety.com/2021/12/tales-of-europe-an-impossible-project/>

Examples of Facebook events used by Cinema Arts Centre to drive audiences to virtual screenings :

https://m.facebook.com/events/147952664217395/?event_time_id=147952720884056&_rdr

https://m.facebook.com/events/361305775730630/?event_time_id=361305859063955&_rdr

General press about COVID-19 and film exhibitors

- Washington Post : <https://www.washingtonpost.com/arts-entertainment/2022/02/17/hornaday-cinema-risk-covid/>
- L.A. Times : <https://www.latimes.com/entertainment-arts/movies/story/2022-01-25/movie-theater-safety-during-covid-the-sequel-this-time-its-personal>
- CinemaSafe, the protocol established as best practices for how to reopen your cinema : <https://www.cinemasafe.org>
- Variety : <https://variety.com/2021/film/news/movie-theaters-box-office-2021-pandemic-omicron-1235142992/>
- IndieWire : <https://www.indiewire.com/2021/08/movie-theaters-covid-vaccination-requirement-us-1234656873/>
- IndieWire : <https://www.indiewire.com/2021/06/film-festivals-comeback-cannes-telluride-1234643074/>

The above articles highlight just a sample of the wide-ranging issues facing cinemas as they reopened, including audience attrition, operation safety, local and state public health regulations, and public perception.