

INFORMATION ON DVD SCREENINGS

Following is some information about screening DVDs and forming a 'film' club. The term 'film' is used here interchangeably with DVD. Essentially you form a club where members come together to see films.

Screening of videos and DVDs, either films or cartoons, in public or as a group audience requires a non-theatrical licence. It is breaching copyright to hire or purchase videos or DVD's from rental outlets or any other retailer for screenings taking place outside of the home. The licence is booked from a UK/ Irish distributor who holds the rights to screen DVDs non-theatrically in Ireland. access CINEMA books DVDs through this distributor who does not deal directly with individual groups. access CINEMA has entered into a commercial agreement with distributors for the hire of films. The showing of DVD's is considered non-theatrical hire (ie. it does not take place in a commercial cinema). There is a flat hire fee per individual screening of between €76- 130 plus VAT.

There are also some restrictions on advertisements in a local/national newspaper or on television. If you intend to advertise in this way please speak with access CINEMA and we can give you further information.

In Ireland the showing of films is subject to the Censorship of Film Acts and uncensored films cannot be shown to members of the public. In your case some of the DVDs you show will have been certified by the Censor, some will not and some will be in the process of being certified. However, these are certified for home use and not for public screening. So consequently you will *still* have to form a club in order to show films and also to achieve non-theatrical hire status for DVDs. This cost of membership is up to you and can be a nominal charge but legally you are not entitled to sell tickets at the door. Members however can bring guests (usually between 2 and 4). The operation of a membership system must be seen to be conducted on a genuine basis and not merely as a device for circumventing restrictions on booking and showing films.

By dealing with the access CINEMA you become a member of the organisation. Usually people get associate membership when they begin and later become full members. Membership – there is no membership fee involved – means we book and organise despatch of DVDs to you. You also get access to our expertise and we keep you informed on developments within film exhibition - please check our website for news updates. Charges for booking and despatch of DVDs are €15.00 per DVD (€7.00 if you are a voluntary group not funded by local authorities or other funding agencies). The organisation also charges a modest affiliation fee after a period of time once your group is established.

We will issue **VAT invoices** at bi-monthly intervals throughout the screening period.

We are concerned to continually evaluate and monitor our performance but cannot do so if we are not aware of audience figures. We have introduced a system here where we ask for audience figures after each screening so we have some idea of the impact of our activities. We stress that this is not an audit of your activities, it is not compare and contrast, nor do figures on their own indicate the value of the cultural or arts activity. However without audience figures we have no baseline for improvement so we ask you to co operate with us.

Equally important is an emphasis on the quality of the film exhibition / screening encounter for the audience. access CINEMA is concerned that screenings take place in the best possible technical surroundings, both in terms of projection and sound. We are more than willing to help in any way we can to improve the way in which an audience receives cultural cinema, which is critical to their experience of the artform.

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