



POSITION PAPER: ACCESSIBILITY

Exhibition's Commitment to Accessibility

Motion picture exhibitors around the world are dedicated to cinema access for individuals with disabilities. All guests, regardless of need, should feel welcome in attending our cinemas and should have the opportunity to experience a movie on the big screen. Further, people with disabilities form a large, and potentially growing, segment of the global population. Therefore, aside from it being the right thing to do, exhibitors recognize that guests with disabilities and their family members represent a significant amount of business. Exhibitors have demonstrated a commitment to accessibility and have made strides in increasing accessibility across various population sectors.

Exhibitors across the globe have implemented innovative models for increasing accessibility to all patrons, often on a voluntary basis. In many cases, these voluntary solutions make government regulation unnecessary. However, when the government chooses to act, the best solutions have incorporated input from both exhibitors and individuals with disabilities.

Exhibitors across the globe have worked to increase access through improved technology solutions, alternate screening models, discussions with advocacy groups, and dialogue with governmental and regulatory bodies, while also ensuring that solutions are readily achievable both from a technological and availability perspective. However, in some territories, regulators have pushed for specific solutions without an understanding of whether the proposed requirements were technologically feasible or whether there were alternate models that could fully address the needs of consumers. This is particularly troubling where the regulation is not accompanied by suitable information to support or understand the basis of the requirements or the full understanding of the preferences of the community sought to be served and the industry seeking to serve.

As the exhibition industry expands globally, there is a need to learn from the challenges and successes of fellow exhibitors. Though national governments create regulations, global information sharing and technology solutions can help guide governments and advocacy groups to solutions that are achievable, cost effective, and sensitive to the needs of consumers. The Global Cinema Federation may also advocate for the global exhibition community to international government institutions, standards bodies, and other industry partners when proposed solutions in one territory could impact exhibitors on a wider scale. In this way, the Global Cinema Federation can better advocate for common issues and help contextualize emerging issues as global problems.

The global exhibition industry is always looking for new ways to increase access to all guests. Through the Global Cinema Federation, exhibitors worldwide can gain key



information about successful innovative access solutions for guests with disabilities, global regulations, and key partners across the globe.

Position of the Global Cinema Federation

The Global Cinema Federation will be guided by the following principles when addressing accessibility issues:

1. Cinema owners have long provided innovative services to disabled guests on a voluntary basis, and we encourage exhibitors to continue to implement independent solutions that increase access to guests.
2. Historically, voluntary solutions adopted by exhibitors make government intervention and regulation unnecessary.
3. In cases where the government chooses to act, government processes to reform or adopt accessibility laws should involve exhibition representatives and the input of individuals with disabilities.
4. Cinema owners and moviegoers both benefit from government standards with dynamic and flexible mandates, including size of exhibitor where appropriate, rather than static requirements that hamper technological innovation and impose burdensome costs.
5. Technologists and distributors creating accessibility solutions should seek the input of exhibitors to ensure that these solutions are compatible, interoperable, complimentary, and affordable.
6. We encourage our distribution partners to continue to provide accessibility tracks on all motion pictures and trailers.
7. We encourage our distribution partners to notify theater operators of a film's accessibility files sufficiently in advance of a film's release to allow theater owners to advertise this information when ticket presales begin.

Education and Advocacy Opportunities

With the above principles in mind, the Global Cinema Federation has identified the following initial opportunities for education and advocacy on a global scale:

1. Create list of examples of worldwide regulations;
2. Compiling a list of existing and emerging technology solutions;

3. Collecting success stories on accessibility compromises/solutions from various regions; and
4. Pursuing meetings with stakeholders, such as technology companies and distributors, to develop awareness of the Federation and our common principles on accessibility.