

Oversubscription

All Escapes screenings are oversubscribed by 70% (or lower, for select screenings). We usually see a significant drop-off in attendance for free screenings, and so this policy is in place to ensure that as many people can benefit from Escapes events as possible.

In the unusual event that your attendance does exceed capacity for a screening, cinema staff should let audience members know that the event is oversubscribed, as communicated in the emails sent to them prior the event. Cinema staff can apologise on behalf of Escapes for not being able to accommodate everyone. Please feel free to use the line below:

"Escapes is a new initiative to encourage people to enjoy their local cinema with free tickets to films. We want Escapes events to have a good turn out, so as many people can benefit from them as possible. When tickets are free, we usually find that many people don't show up on the night, so we offer more tickets than seats to allow for no shows. We are sorry, on behalf of Escapes, that you were unable to get a seat this time, the event has been more popular than we expected. We hope you will join us for the next Escapes event. "

If any audience members wish to escalate the complaint, please pass on the following email address for further assistance: support@cinematik.app.

Claiming Ad Revenue

You can generate revenue as usual by playing an ad reel in front of your Escapes screening.

For those who use DCM: please make sure that you log the screening on your Movie Line Up. You will also need to share admissions data with DCM, and they suggest you do this by running the number of attendees through your POS system after they have been checked in for the screening.

For those who use Pearl & Dean: please make sure that your Escapes screening is included in the line-up information that you share with them, and please also be sure to share your admissions data with Pearl & Dean.

Please note: the admissions numbers you report to DCM / Pearl & Dean must match those that you report to us at Cinematik. Please report your admissions as soon as possible after your screening, directly to us at Cinematik, alongside DCM / Pearl & Dean.

Piracy

Most Escapes screenings will be previews of soon to be released films. With this in mind, we urge you to be extra vigilant in regards to piracy at your screening, including doing spot checks in-screen for any camcorder or recording equipment. The film also needs to be screened from a secure projection booth that cannot be accessed by members of the public. Escapes are pleased to be able to offer preview screenings to such a wide footprint of cinemas, but we need your cooperation to ensure there is no threat of piracy to the film.