

CINELINK MOVIE SERVICE

The Cinelink Movie Service is a new and innovative system that will allow encrypted early release movie content to be shown via a portable media player onto a screen via a projector or television which has an HDMI port. HD Quality movies are available 6-8 weeks after initial release in UK Cinemas.



With this system, Units can legally show films that have recently been released into UK cinemas, significantly earlier than they are available on DVD, and create the shared experience of communal viewing, similar to visiting the cinema

The service is provided exclusively for an entitled audience of members of HM Forces, MOD civilians, their dependants and families who are based in remote locations, operational theatres or places unable to sustain digital cinema facilities.

Who's entitled to the Cinelink Movie Service?

There are 2 categories of entitlement:

Category 1 applies to serving personnel and dependants who are posted or deployed to remote or isolated locations, and where there is no local cinema within 5 miles or public transport. Examples of remote or isolated status include:

- Operational duty
- High intensity training/exercises
- Phase 1 & 2 Training
- Confined to Barracks
- Decompression
- Dependants where families are disadvantaged by geography
- Watch-keeping and/or long shifts confined to a named location
- Prolonged 'notice to deploy' or 'operational ready' state

Category 2 applies to MOD civilians and their dependants who are based in remote or isolated locations, and where there is no local cinema within 5 miles or public transport.

- Support for families whilst units deploy out of area
- Training colleges
- Embassy staff

What equipment is required?

Units need to supply either HD-compatible HDCP projection equipment or a television which has an HDMI port which should be set up in a room/space that is suitable for communal viewing. Additional equipment may be required to appreciate the HD quality picture and surround sound.

Once units have signed up to the service, BFBS Cinemas will despatch the Cinelink equipment which includes a set-top box, power cable, HDMI cable, ethernet cable, remote control and user instructions. Please note; the Cinelink equipment is leased to the Unit. It must be stored safely and securely when not in use, must not be lent to other users and must be returned to BFBS at the end of the agreement period.

How many movies are supplied and how are they received?

BFBS Cinemas will arrange for units to receive movies either on an encrypted USB stick or via download. The unit will receive up to 52 film titles per annum. BFBS will select the movies (see below) and films will be shipped/downloaded weekly as they become available. Negotiation and procurement of movies rests solely with BFBS. Procurement of movies from any other source is prohibited.

Movies will generally be available 6-8 weeks after initial release in UK Cinemas however this can vary earlier or later, depending on the movie studios.

BFBS will advise which film titles have been booked, along with despatch details for those Units receiving content by USB stick; movies will be despatched weekly to UK or BFPO addresses via recorded post. Movies will automatically be downloaded to Cinelink boxes that are connected to the internet.

All movies provided by BFBS are encrypted and will only play on an encrypted Cinelink movie player. Each title is licenced for 8 weeks and will play for unlimited screenings until the expiration date. Please note: Cinelink is not a video-on-demand service; it does not stream movie content over the internet; movies are downloaded and saved on the Cinelink player internal storage. Movies must be completely downloaded before they can play and once loaded the USB stick must be returned to BFBS.

How are movies selected?

BFBS Cinemas will select film titles based on their overall popularity and availability. We also welcome suggestions from Units for future film titles.

Family Service - Up to 52 films per annum selected for a family audience

Non-Family Service - Up to 52 films per annum selected for an older audience i.e. those on Operational Duty

Kids Service - Up to 12 films per annum selected for a matinee performance (U or PG)

All films rated by the British Board of Film Classification are eligible for consideration and release by BFBS. It is a requirement for you to abide by the age restrictions imposed by the BBFC and ensure that child admissions to film screenings take place in accordance with the film's age classification rating.

- 18 Suitable only for 18 years and over
- 15 Suitable only for 15 years and over
- 12A Maybe unsuitable for children under 12 who must be accompanied by a person of 18 years or over
- PG Maybe unsuitable for children under 8;
- U Suitable for all.

BFBS does not censor movies. All movies are procured in the original uncut and complete theatrical versions. Units may choose not to show a specific movie, but may not delete or edit any part of a movie chosen for exhibition.

How much does it cost?

The Cinelink Movie Service, fees and early release windows have been negotiated and licenced specifically for HM Forces, MOD Civilians and their dependants to exhibit non-commercial screenings within military establishments or premises that can be managed to permit only the entitled personnel. Non-commercial screenings are defined as screenings where no admission charge is made.

Category 1

Up to-52 films per annum
Available within 6-8 weeks of UK
release date
£5,000 plus VAT per annum
or
12 films per annum family only
package
£1,400 plus VAT per annum

Category 2

Up to 52 films per annum
Available 10 weeks of UK release
date
£6,300 plus VAT per annum
or
12 films per annum family only
package
£1,800 plus VAT per annum

These costs include the lease of the Cinelink viewing equipment (box, cables, remote control and user instructions).

Who pays for the service?

Units will need to secure funding for this service; possibly from welfare funds, grants, non-public sources e.g. PRI or local gain share, or profits from sales of food and drinks associated with movie screenings.

Units may not charge an admission fee to view the films, however, it is possible to recoup licencing fees, if required, via a 'Film Club' arrangement. More information about setting up and running a film club is available from BFBS Cinemas.

How do I apply for the Cinelink Movie Service?

Please complete the application form and return it to BFBS Cinemas, contact details below.

For more information or additional questions relating the service, equipment, agreement terms or to discuss setting up a film club contact BFBS Cinemas by email, cinelink@bfbs.com or telephone +44 (0)203 750 4666.