

MUBI, Delivering European Cinema Globally

Thanks to the support of the MEDIA - Creative Europe programme, **MUBI** continued its mission to broaden reach and global audience by creating various access points to increase the accessibility and discoverability of European films online.

Programming

Our diverse library of European content and our curatorial approach to programming formed the foundation of our offer to new audiences worldwide.

- From October 2020 - September 2021, **569** films and **131** programming strands/series on MUBI were EU focused
- In November 2020, we merged the NOW SHOWING and LIBRARY sections of our product so that all films available to watch can be found within a single destination, allowing for greater discovery across a wider selection of titles.
- MUBI Releases and MUBI Spotlights included the EU titles MALMKROG, MARTIN EDEN, THE HUMAN VOICE, SORRY TO BOTHER YOU and FOUR ROADS.
- Examples of programming featuring European content included: *Independent Women: The Pioneering Cinema of Márta Mészáros*, *The Splendour of Truth: The Cinema of Gianfranco Rosi*, *Eric Rohmer: Comedies & Proverbs*, *Voilà Varda*, and *Phantoms Among Us: The Films of Christian Petzold*



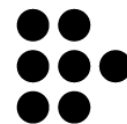
Partnerships

During the course of the year, we explored refreshing and innovative ways to reach audiences across the globe and connect them to the best of film.

These partnerships included:

- Cinema partnerships such as with Cine Tonalá (MX), Music Box Theater (US), and MK2 (FR)
- Institutional partnerships such as Pompidou Museum (FR), Film at Lincoln Center (US), and CICAÉ
- Festival partnerships such as Filmfest Munich (DE), Flying Broom Festival (TR), and FICUNAM (MX)
- Brand Partnerships such as EnFilme (MX), Altyazi (TR), and CinemaSins (Global)





MUBI GO

MUBI GO is our cinema-going initiative that enables audiences to enjoy films in a new way by bringing online audiences to the physical cinema.

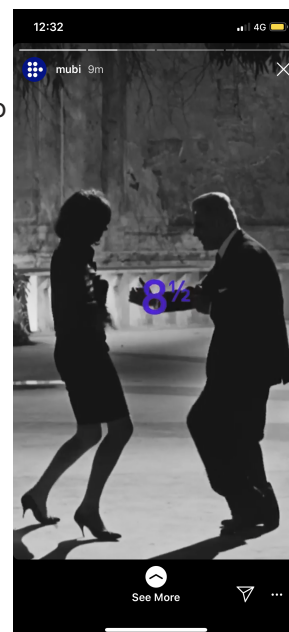


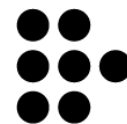
- MUBI GO relaunched in the UK in May 2021, after a period of closure due to Covid-19, and plans to relaunch in India are underway.
- New York City served as the launch pad for MUBI GO in the US, starting in October 2021. Preparation for expansion to new markets continued throughout the year including Germany and Mexico.
- With MUBI GO, we are highly committed to promoting the diversity of viewing options in cinemas, with the aim to select a minimum of 50% European titles (subject to availability, distributor consent and national release spread of each title). From all MUBI GO films in the UK, this year **33%** were female directed films and **20%** were foreign language films.
- Marketing activities include paid and organic social push, OOH and email campaigns, as well as media packages with *Time Out* and *Little White Lies*.

Paid Social

Our various paid digital campaigns continued to play a key role in bringing new users to the platform this year. These campaigns support MUBI Releases, programming, editorial and our brand creative, and leveraging our in-house data to reach cinephile audiences all across the world.

- Between October 2020 and September 2021, our paid social activity on Facebook and Instagram reached approximately **150 million** users and generated over 100k conversions.
- During the project period we reached **700k** users with the promotion of MUBI GO on paid media, resulting in more than **6k** app downloads.
- MUBI Releases such as NIMIC (Yorgos Lanthimos), END OF SUMMER (Jóhann Jóhannsson), BEGINNING (Dea Kulumbegashvili) and SWEAT (Magnus von Horn) were among the most successful campaigns, confirming an appetite for fresh content
- Our following on social media continued to flourish — Instagram in particular, with a growth of **73%** of our global IG Following during the project's time frame (reaching a total of **728k** followers).

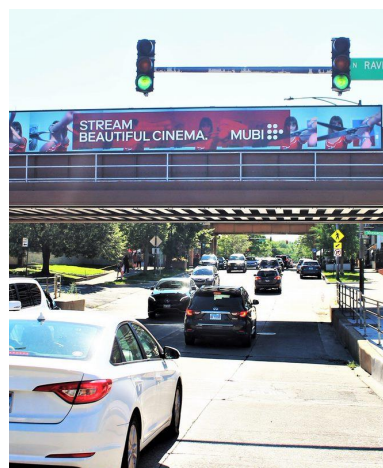




Brand Campaign

We launched two multi-territory brand campaigns in 2021 across all priority markets; Brazil, France, Germany, Italy, India, Mexico, Turkey, UK & US.

- Campaigns consisted of diverse local activations including OOH, print, digital display campaigns, influencer buys, podcast reads, organizational partnerships, event sponsorships, cinema pre-roll ads, etc.
- Activities included: ads in Cahiers du Cinema, Cineforum and Times Literary Supplement; OOH activity in London, Chicago and Mexico City; partnerships with Filmfest Munich, Music Box Theater, and Autocinema Coyote.
- The Spring campaign generated almost **350 million** impressions and drove more than **26k** new trial starts. Digital activity accounted for much of the growth, driving over 80% of impressions and trials.
- Our activity in Turkey was incredibly successful, accounting for 38% of total trials.



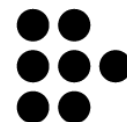
OOH placements in Central London (Left) and Chicago (Right) featuring brand creative used throughout the campaign globally

User Engagement

With the expansion of content available and increased volume of newer titles and exclusive releases, we continue to see strong engagement across Now Showing and Library titles.

During the project's time frame:

- EU titles NIMIC (Yorgos Lanthimos, 2019) and TRIPPING WITH NILS FRAHM (Benoit Toulemonde, 2020) were both among the **top 10** most viewed films.
- 9 out of 10 films in this top 10 were part of a programming strand, such as MUBI Release, Viewfinder, Brief Encounters, Luminaries demonstrating the importance of our curatorial voice.
- **469** articles were posted on our editorial publication Notebook, of which **118** were related to 'Now Showing' content (ie. directly linked to programmed films).



Impact Assessment

2021 was a period of significant global growth for MUBI, with particularly strong increases in our member base across newer priority markets like Turkey, Brazil and Germany. Growth in subscribers and awareness was driven through a variety of marketing initiatives, from multi-territory Brand activations to campaigns supporting our exclusive MUBI Releases and programming strands, as well as targeted sales/promotions throughout the year.

- The various MEDIA-funded campaigns were directly responsible for nearly **100k** new paid subscribers (tracked via unique promo codes or link clicks) and had a significant impact on organic growth by increasing awareness of MUBI globally.
- We estimate that the additional subscribers directly attributed to the MEDIA-funded campaigns will generate **€4.8 million** in incremental revenue over their lifetime.
- Total subscribers grew by **70%**. We will continue to focus on retaining as many of these new subscribers as possible.
- January-February 2021 was a period of particularly rapid growth due to the success of multiple promotional campaigns at the beginning of the year, such as a New Year's '3 months for €1' offer and MUBI's 14th Birthday which we celebrated by making the entire platform free for 24 hours around the world.
- Audience research, including a global MUBI subscriber survey, provided further insight into demographics, value points and awareness drivers. It confirmed our international and editorial/content-driven focus is an effective strategy in order to increase reach and engagement across the board.
- Thanks to the generous support of Creative Europe, we have been able to reach wider audiences with promotions and marketing than ever before, expanding to new markets, and continuing to work towards our goal of connecting film lovers across the globe with beautiful cinema.

Contact

Efe Cakarel
Founder & CEO
efe@mubi.com

Jason Ropell
Chief Content Officer
jropell@mubi.com

Jon Barrenechea
VP, Distribution
jon@mubi.com

Lilly Riber
VP, Marketing
lriber@mubi.com

For more information about MUBI's participation in the Creative Europe - MEDIA Programme of the European Union visit:
<https://creativeeurope.mubi.com/>

Co-funded by the
European Union



Creative
Europe
MEDIA