

## 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.

- EU films accounted for 56% of the total globally programmed films during the project period (September 2019 - August 2020).
- MUBI Releases and MUBI Spotlights included the EU titles *PAIN & GLORY*, *PORTRAIT OF A LADY ON FIRE* and *WOMEN AT WAR*.
- Our new section *LIBRARY*, launched in May 2020, offers more content to explore for all MUBI subscribers, including TVOD and PVOD titles.
- Examples of programming featuring European content included: *For Ever Godard: A Retrospective* (UK, INT, LIBRARY), *Modern Masterpieces* (LIBRARY), *Women with a Movie Camera* (LIBRARY), *Close-Up on Michael Haneke* (INT), *From France with Love* (INT), *Comedies by Sophie Letourneur* (US).

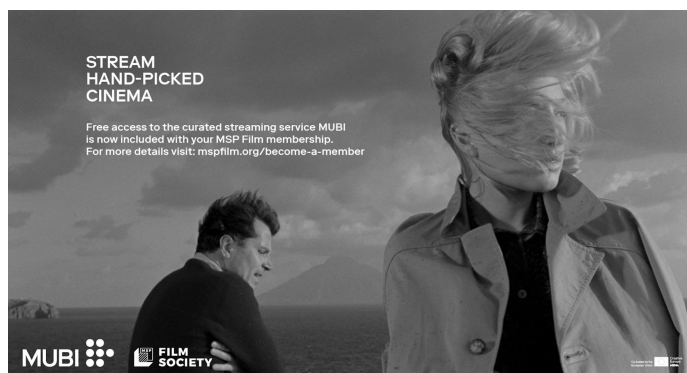


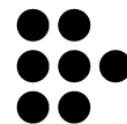
### Partnerships

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:

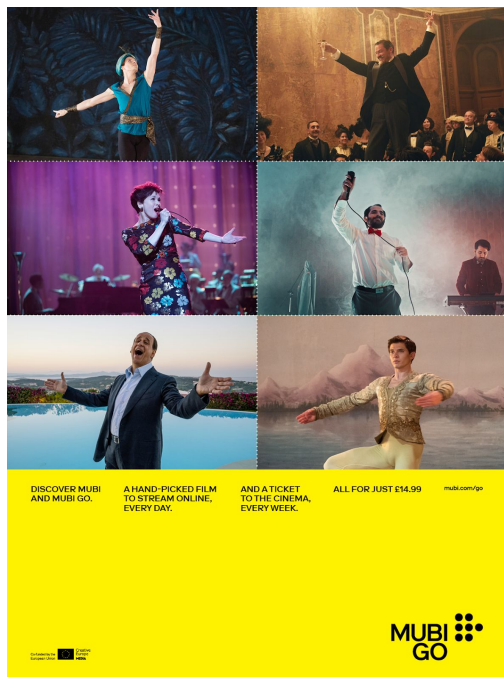
- Cinema collaborations with Yorck Kino (DE), The Lexi (UK), Northwest Film Center (US) and hundreds more
- Institutional partnerships such as Royal Academy, Arthouse Theatre Day, Film at Lincoln Center, Frankfurt Book Fair
- Festival partnerships with Locarno in LA, Cabiria Festival, Premiers Plans-Angers, Human Rights Watch Film Festival, Istanbul Film Festival
- Brand activities with Filmspotting, ALTYAZI, Ion Cinema
- Sponsoring of **125** YouTube video essays and Podcasts, including *The Discarded Image*, *CinemaTyler* and *ScreenPrism* — the latter bringing more than **3,000** trialists to MUBI.





## MUBI GO

MUBI GO is now fully up and running since September 2018 in the UK. Due to COVID-19, our cinema going initiative unfortunately had to be paused until the end of the project's timeframe.



- MUBI GO offers MUBI subscribers a free ticket to a film chosen by MUBI programmers in partnering cinemas. MUBI GO expands the viewing options available to our subscribers while staying true to our curatorial focus. The feature is entirely complementary to the MUBI streaming service.
- *Gamechanger* award winner at the Screen Awards 2019, a new category celebrating innovations in the audience experience.
- Highly committed to promoting the diversity of viewing options in cinemas, with the aim to select a minimum of 50% European titles (based on/subject to availability, distributor consent and national release spread of each title). From all MUBI GO films, this year **18%** were female directed films. **40%** were foreign language films.
- MUBI GO's value in the UK and Ireland has been widely recognised. Building on this success, preparations for expansion were executed in the US and Germany, which we

look forward to picking up in the coming months.

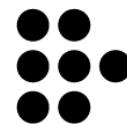
- MUBI GO has been promoted through our partnership with Time Out, wide social media support and newsletter outreach, as well as on an international level via industry events such as Arthouse Convergence, Berlinale International Film Festival, Toronto International Film Festival and UKCA.

## Paid Social

This year, with activities moving digitally, more focus was put on our paid media strategy. As a marketing tool, it's here we saw the highest reach and engagement. Via the various paid media campaigns supporting MUBI Releases, programming, editorial and our brand campaign activities in the summer of 2020, we could reach a more international audience located in Latin America, Asia and the rest of Europe, supporting our mission of a global outreach.

- Between September 2019 and August 2020, our paid social activity reached approximately **180 million** users, which generated around **110k** trialists.
- Until March 2020, we invested **€24,678** on MUBI GO related campaigns, reaching more than **1,5 million** users.



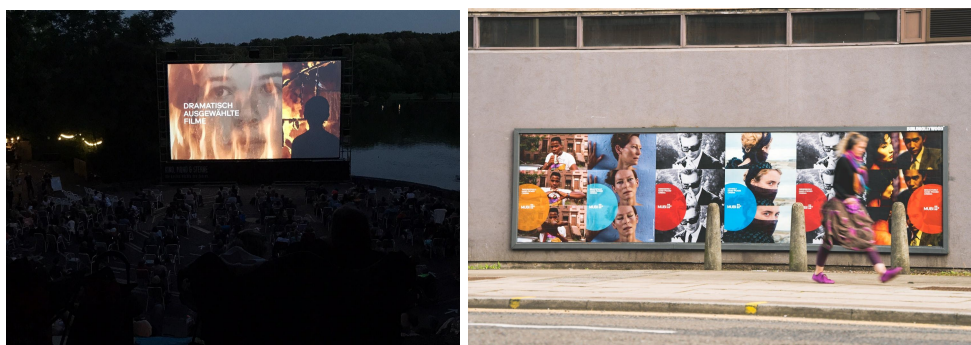


- MUBI Releases such as PORTRAIT OF A LADY ON FIRE (Céline Sciamma, 2019) and THE FALL (Jonathan Glazer, 2019) were among the most successful campaigns, confirming an appetite for fresh and short content from users.
- Via organic posting, our top performing post of all times was related to Charlie Chaplin, reaching more than **38 million** users. Overall, we shared a total of **8.1k posts** across the project.
- Our following on social media continued to grow, with Instagram reaching new heights with a growth of **180%** during the project's time frame. A total of **359k** new followers joined our global channels.

## Brand Campaign

In July 2020, we increased brand awareness of MUBI with a highly-targeted, multi-touchpoint brand campaign across selected territories: Brazil, Germany, India, Mexico, UK, US and Turkey.

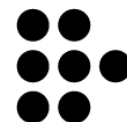
- Activities included: drive-in cinema Autocinema Coyote, open-air cinema with Mobile Kino Berlin, Vidiots virtual Trivia Nights, editorial partnership with Piaui Magazine and more.
- Executed across **6 countries**, the campaign generated almost **30 million** impressions and drove more than **15k** new trial starts, mainly through paid digital media. This was due to COVID-19 which forced the campaign to focus deeper on digital initiatives.
- The best performing territory was **Turkey**, accounting for over 50% of trials coming in, many of which came from a high-reaching influencer campaign. Brazil was second with 2.8k trials and Mexico was third with 1.3k trials, demonstrating the potential of new audiences to be unlocked internationally.



*Left: open air cinema in Munich with partner Kino, Mond & Sterne. Right: brand creative, used across the campaign, here in the UK during our OOH activity.*

## User Engagement

With the launch of LIBRARY, we have been able to see engagement growth in territories such as Brazil, Mexico, Canada and Germany, which provides an exciting prospect for continuing to target potential film lovers in countries beyond the key ones.



During the project's time frame:

- THE FALL (Jonathan Glazer, 2019) and OLLA (Ariane Labed, 2019) were among our top performing social posts, resulting in both short films appearing in the top 10 films most viewed.
- 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.
- **529** articles were posted on our editorial publication Notebook, of which 146 were related to 'Now Showing' (ie. directly linked to programmed films), an increase of **35%** YoY.

## Impact Assessment

2020 was a remarkable year for MUBI, where unprecedented market conditions — due to the global pandemic and subsequent lockdown — and the rollout of new features provided the opportunity for rapid growth.

- The various MEDIA-funded campaigns were directly responsible for over **121,151** 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, beyond the key territories.
- We estimate that the additional subscribers directly attributed to the MEDIA-funded campaigns will generate **€6.5 million** in incremental revenue over their lifetime.
- Total subscribers grew by **151%**. Our focus will be on retaining as many of these new subscribers as possible.
- Our cinema going initiative MUBI GO was paused, though online, LIBRARY provided new offerings and marketable opportunities, including more Specials, titles via TVOD and PVOD.
- Audience research, including a global MUBI 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 support of Creative Europe, we have been able to reach more global audiences with promotions and marketing, and understand reach and engagement with our content better.

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*For more information about MUBI's participation in the Creative Europe - MEDIA Programme of the European Union visit:*

<https://creativeeurope.mubi.com/>

