



This initiative was created by AIM, UK. (See partners below) to work together, to promote the moviegoing experience SAWA would like to thank Carlton Screen Advertising, UK for this article for our members.

Big screen meets small screen

Eat Cinema is a newly created digital television channel that launched on Sky (UK) in February with a national advertising campaign across print, online, in-cinema posters and a thirty second on-cinema trailer.

This initiative is the first of its kind in the world and has been a collaborative effort between several key parties, all determined to promote the excitement and importance of the cinemagoing experience.

The Channel was created to be an essential guide for everything to do with cinema and encourage an increase in cinema attendance from light to medium cinemagoers. Broadcasting 24 hours a day, seven days a week, Eat Cinema screens behind the scenes footage, sneak previews, exhibitor profiles and promotions to interact and engage with the viewer. With the backing of all the major studios this channel will have access to an unparalleled amount of footage.

For a real taster of the type of programming, copy and paste this link into your browser : http://www.dmsukltd.com/hawk/eat_cinema/ Choose whether you want to view in high, medium or low definition when you click through.

The channel is complimented with the website eatcinema.com, where similarly, synopsis of films, details of nearest cinema and booking service will encourage consumer's interest in films and visiting an exhibitor that fits in with their needs. Stage 2 of the web-site development will enable a direct ticket booking system and a WAP service is also soon to follow.

The channel is a joint venture with the UK film industry body, AIM (All Industry Marketing) and digital TV company, Enteraction TV (etv). AIM is a UK film and cinema coalition established in 1984 with a membership including The Cinema Advertising Association (CAA), BAFTA, the Film Distributor's Association (FDA), the Cinema Exhibitor's Association (CEA) and the UK Film Council. etv will produce and manage the channel on behalf of the joint venture, having already launched eight digital TV channels in the UK.

