

**F.C.B.**  
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**FCB**

## **Press release**

### **Main cinema chains in Belgium lift the boycott of Alice in Wonderland**

Just like their colleagues in Great Britain, Italy en the Netherlands, the Belgian exhibitors have been convinced by Disney to follow this experiment in the commercialisation strategy while at the same time the distributor promises that this will be an exception and not the rule.

The threat of not showing the film on more than 85% of the screens in Belgium and the boycott that followed has shown an extraordinary solidarity within the cinema sector that fights to maintain the industry alive. The support received from the true cinema goers stands in stark contrast with the lack of interest of the political world who seem not to care about an activity that brings liveliness and culture to the towns..

The exhibitors remain convinced that shortening the release window for DVD's has a serious negative effect on the economic value of the film in the theaters. They will remain wary of the future evolution and of the possible deterioration of an economic model that for quite some years has made it possible that the creation and showing of independant European films existed next to the US productions.

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