

From: Owen Foreman
Sent: 20 August 2013 17:31
To: CineworldCityScreen
Subject: Cambridge Cinemas
Importance: High

Hello

Regarding the suggestion that either Cineworld or The Picture House should be sold as a result of the recent merger:

- a) The audience for both these cinemas is to a large extent a different group of people as a result of the differences in films shown.
- b) Closing /Selling the Picture House is likely to do little more than either remove or reduce the opportunity to see less mainstream films.
- c) Selling Cineworld will have the total opposite of reducing prices as many of us who frequent the cinema make use of their unlimited card and instead would see a dramatic increase in costs.

By all means explore means of ensuring that the current happy medium between the two cinemas in Cambridge remains, but selling either would be an unwelcome decisions for customers of either cinema!

For reference:

https://www.facebook.com/ArtsPicturehouse?hc_location=timeline (you'll need to scroll the timeline for overwhelming customer views opposed to either being sold)

<http://www.takeonecff.com/2013/picturehouses-the-competition-commission>

<http://www.takeonecff.com/2013/picturehouses-under-threat-of-closure>

and a search of the Cambridge Picture House and Cambridge Cineworld twitter accounts will also reflect the view that selling either would neither achieve the goal of lower costs to the consumer or be in our interests.

I understand the finding in looking at it from a distance, but it shows a staggering misunderstanding of the love of both Cinemas in Cambridge by audiences of both

Regards

O Foreman

PS. Regardless of which of the parties' cinemas is sold, any purchaser would need to demonstrate its suitability, including by having an appropriate business plan to run a successful cinema as an effective competitor. Please see our [merger remedies guidelines](#) (2) for more information about the remedies process."

Is where the problems lies as although both cinemas in the same regional area they aren't actually in competition given the difference in programming. I seriously don't understand why you haven't just suggested that 90% of output within Cambridge must be unique to each cinema (which is essentially is right now). Selling Picturehouse removes the buying power that the group has and increases prices while reducing programming for Art House style films. Selling Cineworld send prices rocketing for mainstream cinema as the Unlimited Card option is removed. What cost me approx £180 over the past year would cold me well over £500 if that Unlimited option was removed...