

Beijing Encourages Remodelling of Old Factories into Cinemas

The Beijing city government encourages the film industry to remodel old factories into multiplex theatres at the recently-closed 8th Beijing International Film Festival. A RMB 1 million subsidy will be given to each project.

The Bureau of Press, Publication, Radio, Film and Television in Beijing, Beijing State-owned Cultural Assets Supervision and Administration Office, and Bank of Beijing jointly published the Beijing Film and TV Policy.

Beijing, the nation's creative hub of media planning, production, promotion, distribution and global communication, dominates the country's film and television production in terms of studio count, scale and output. 7,612 licensed film and television production firms, which account for 48% of the country's total, operated in Beijing as of late 2017. Enterprises above designated size generated RMB 86.72 billion. Beijing was ranked first nationwide for 1,289 screenplays (synopsis) filed public notice and 350 films were produced annually. The capital city saw 25 cinema circuits, 209 theatres, 1,420 screens (17 IMAX) and 204,000 seats. The box office totaled RMB 3.395 billion.

Sources reveal that Beijing plans to amass 300 cinemas by 2020, expanding its cinema network coverage to the outskirts and highlighting the linkage system of "investment, loan and reward" to promote financial integration and film development. The programme will subsidize the building of cinemas within the Fifth Ring Road in Beijing and those in townships in the greater Beijing area; convert old factories, malls and warehouses into cinemas; transform old theatres into multiplex cinemas; and construct HD format cinemas. The existing policy allows for a maximum RMB 1 million subsidy be granted to the construction of commercial cinema circuits in outskirt suburbs.

Beijing strives to develop its film industry with a number of concessionary policies, which have substantially helped enterprises relieve financing difficulties and accomplish success. In 2017, the bank loan lending cost for film enterprises was reduced by 40%, while the interest rate was slashed to 3.69%. A total of 248 cultural and creative enterprises successful obtained loan capital from banks; 75 film and television enterprises obtained loans from financial leasing companies.