

## Changes to our Film Guide

### **Q: What is changing?**

A: From 9 September 2011, the way we programme films will change. Start dates for all new films, as well as one-off screenings, will be advertised, but some slots will be left free to enable us to play the most popular films for longer. We will continue to select a wide range of films to bring you an exciting and varied programme.

To allow us to do this, we will show some non-IMAX films in our IMAX cinema, in addition to in Pictureville and Cubby Broccoli cinemas, and use all three cinemas to bring you the best range of new and old cinema. We will include information on IMAX films in our film brochures, and will introduce a new look and feel to the guide later this year.

### **Q: Why are you making these changes?**

A: To enable us to respond to demand and play more popular films for longer. We can also be flexible to accommodate films and special events which become available at short notice, and to adjust our programme if release dates for films change.

### **Q: How will I know what's on each week?**

A: One-off screenings, special events, screenings associated with Film Extra courses and events, Senior Citizen Screenings, and Watch with Baby screenings will have fixed dates and times, and these will be published in the film brochure and on the website. Start dates of new films will appear in the film guide and times for initial runs of these films (first screenings) will also appear on the website.

All other film times will be published every Tuesday, with all times for the following Friday-Thursday. These times will be available direct by [signing up for our film newsletters](#), on our website, and in print via leaflets available at the box office.

### **Q: Can I still book in advance?**

A: Yes. Tickets for all initial runs, special events, Senior Citizen and Watch with Baby screenings will be on sale in advance. Every Tuesday when the remaining times are confirmed, tickets will be available to buy at the box office, over the phone and via the website.

**[www.nationalmediamuseum.org.uk](http://www.nationalmediamuseum.org.uk)**

**Box Office: 0844 856 3797**

(08.30 - 20.30 every day)

### **Q: Will I know which cinema a film is playing in?**

A: The weekly printed listings and the website listings will highlight which auditorium a film is playing in. Most new films will play in Pictureville. Information regarding which cinema a particular film plays in may be subject to change at short notice. Our friendly staff are always on hand to help with any questions.