**BtM WP4 Interview Guide:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**[1] What do understand by the term ‘specialised’ film?**

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**[2] What audiences are important to your organisation, and what approach do you take to develop and/or sustain them?**

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**[3] How is funding distributed in relation to ‘specialised film’ and its audiences?**

*Include discussion about how the UK compares with other countries.*

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**[4] How does your organisation interact with others around film?**

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**[5] What are the main challenges in developing and/or maintaining a profile for specialised film in the UK theatrical market?**

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**[6] What impact (if any) do video-on demand services have on ‘specialised’ film, and in what ways can organisations utilise them?**

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**[8] What do you personally get out of watching films in the different ways you have described?**

*If they answer “escapism” follow up to get more detail - What do you mean by escapism? Do different types of films offer different experiences of escapism?*

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**[9] How do you find out about the films you want to watch? And what influences your choice to watch a particular film?**

*Trailers / Reviews / Social Media / Word of mouth / TV or radio / Newspapers or magazines etc. Influences can include moods or emotions.*

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**[10] How important is film for you and why? And how does this compare to other art forms or cultural activities?**

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**[11] What role do you see film playing culturally and/or politically?**

*This could be personal, in the interviewee’s own life, their knowledge, beliefs and outlook etc or more widely social – related to a specific local area, or national or internationally, or for a specific group of people they identify with or political ideas or current issues*

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**[12] How do you think where you live influences what you watch? And what do you think about the access to film locally?**

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**[13] Do you think watching films has shaped your sense of identity? And in what ways?**

*If required, follow up by relating this to place and where people live as well.*

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**[14] Did you participate in any of these events or programmes [local FILM HUB funded activity], what was your experience of them like?**

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