



BEIJING NEW UNITED FILMS CO.,LTD.
北京新影联影业有限责任公司

Beijing New United Films Co., Ltd. was established in 1996. It is jointly funded by Beijing Film Co., Ltd., China Film Co., Ltd., Shanxi Film Company and 18 state-owned cinemas, including the Capital Cinema. It is the first joint-stock provincial film distribution and exhibition enterprise in China. The aims of New Film Association Pictures includes film production, film distribution, uniting theater chains, uniting cinemas, marketing, ticketing and other links in the film industry chain.

Beijing New United Films Cinema chain is one of the earliest state-owned associations. Since its establishment, Beijing New United Films insists the concept of standard management and integrity in business, an excellent brand image has been built in the China film publishing industry and cinema terminal market. Ticket performance of single seat and hall comes out top in Beijing cinema chain market. They now own more than 130 alliance and self-supported cinemas, covering more than 14 provinces, cities and autonomous regions such as Beijing, Shanghai, Tianjin, Hebei, Shanxi, Heilongjiang and Shandong.

In recent years, Beijing New United Films has expanded in investing cinemas, cinemas have opened their business, covering Beijing, Tianjin, Hebei and Jiangsu. As a state-owned cinema chain, Beijing New United Films upholds the sense of political responsibility of state-owned enterprises and promotes the construction of Beijing Cultural Centers. It also gives full attention to social responsibilities, insists on prioritising social benefits, providing a comprehensive experience, upholding public welfare, organizing public benefits screening activities, and publicizing mainstream values.

The company expands business channel actively and enhances cinema chain business. It has shot The Dream Factory and Not to Leave without Seeing Each Other with joint investment from The Forbidden City Film Co., Ltd, starring “Spring Festival Films” as a precedent; main thematic films as The Days without Leifeng, Going to School with Dad on My Back, Ballet in the Flames of War, and so on have won many awards; Painted Skin, Assembly Bugle-Calls, Silent Witness, The Stolen Five Years, The House that Never Dies, IP Man, The Imperial Guards and Kubo and The Two Strings and other films of good ticket performance have all joined the investment, also Operation Red Sea and The Monkey King 3: Kingdom of Women invested in 2017 have an incredible result in 2018 Spring Festival.

After more than twenty years of forging, Beijing New United Films Co., Ltd. has built an excellent brand image and reputation through innovative spirit, contending pose and practical work ethic, and has as a result of this become one of the most influential and dynamic film companies in China.

In 2018, the company held and led operation of “Capital Star Art Film Theaters League”, backed by Beijing Committee Propaganda Department of CPC, Beijing Film Bureau and Beijing Performance and Arts Group. The group's aims are “developing and expanding main stream values, promoting culture confidence, leading public aesthetics”, screening art films in Beijing long term, developing film culture in Beijing and promoting and manifesting Beijing’s exemplary and leading function as a national cultural center.

北京新影联影业有限责任公司成立于1996年,是中国首个股份制省级电影发行放映企业,由北京市电影股份有限公司、中国电影股份有限公司、山西省电影公司和北京18家国资影院共同出资组建。业务板块涵盖制片、发行、院线、影院、营销和票务等电影产业链中的各环节。



其院线板块——新影联院线是最早成立的国资院线之一。自成立以来,始终坚持规范经营、诚信为本的理念,在全国电影发行业与影院终端市场树立了良好的品牌形象。单座、单厅票房始终名列各院线前茅,常年稳居北京电影市场院线票房首位。现拥有自营、投资、加盟影院近130家,辐射北京、上海、天津、河北、山西、黑龙江、山东等14个省市及自治区。近几年院线加大影院投资力度,多个自有影城先后营业,涉及北京、天津、河北、江苏等地。作为国资院线,新影联始终秉承国企的政治责任感,助力北京文化中心建设,充分发挥社会担当,坚持将社会效益放在首位,服务大局,开展公益、惠民放映,宣传主流价值观。

公司在夯实院线业务的同时积极拓宽经营渠道。与紫禁城影业联合投资拍摄《甲方乙方》、《不见不散》开创“贺岁电影”先河;主旋律影片《离开雷锋的日子》、《背起爸爸上学》、《战火中的芭蕾》等影片屡获殊荣;《画皮》、《集结号》、《全民目击》、《被偷走的那五年》、《京城81号》、《叶问2》、《锦衣卫》、《魔弦传说》等高票房影片均参与投资,2017年投资的影片《红海行动》与《西游记女儿国》在2018年春节档期大放异彩。

2018年,公司承办并主导运营了由中共北京市委宣传部、北京市电影局及北京演艺集团主办的“首都之星艺术影厅联盟”项目,该项目秉承“弘扬主流价值、坚定文化自信、引领大众审美”的宗旨,在北京地区长期进行艺术影片的放映活动,为彰显北京作为全国文化中心的示范引领作用、推进北京地区的电影文化发展不断助力。经过二十余载的锻造与锤炼,在公司党组织的领导下,新影联以创新的精神、争先的姿态、务实的工作,建立了良好的品牌形象与信誉,当之无愧的成为国内最具影响力与活力的影业公司之一。