



**Company**  
Cineworld



**Industry**  
Entertainment



**Solution**  
Digital ID app



**Implementation**  
API and SDK

Cineworld is a leading UK multiplex cinema chain and its acquisition of Regal Entertainment Group has created the second largest cinema business in the world, operating in 10 countries; Bulgaria, Czech Republic, Hungary, Ireland, Israel, Poland, Romania, Slovakia, the United Kingdom and the United States.

## How one of the world's biggest cinemas is modernising its age-checks

### Challenge

The current film classification system rates different films depending on their content. This means some are age restricted, and only appropriate for those over a certain age. It's also likely that there will be restrictions in place for the bar or any gaming machines at the premises.

Staff are legally required to check the age of customers if they have any doubt that they're not old enough to watch an age-rated film. Typically, they would ask customers to show an official ID that includes a photo and date of birth - this could be a passport or driver's licence. But not everyone owns or has access to these documents - some might not be old enough to drive and others may not own a passport. For those with a passport, there's still the chance that their parents would rather not send them to the cinema with it in their pocket, in case it gets misplaced or stolen.

With a rising quality of fake IDs available, it's also increasingly difficult for cinema staff to confidently and accurately check people's age, putting them at risk of non-compliance. These fake IDs create further conflict between customers and staff - a customer could be unhappy that they're being blocked from entering a film, and staff are likely to feel upset that they're being lied to.



*"With an increase in recent years in the number of films classified at '15' but with a broader youth appeal, the issue of proving age is getting increasingly challenging. The introduction of digital ID is a trusted and robust way of checking ID and will support our staff, who are often on the frontline of any resulting customer frustration."*

**Kelly Drew** - Operations Director at Cineworld

## Solution

Cineworld now accepts Digital ID apps (Yoti and EasyID), giving young people aged 13 and upwards, a safer, more convenient way to prove their age. With their ID on their phone, important ID documents can now be left at home.

Once customers have created their Digital ID, they can show cinema staff their verified age without sharing any other personal details. A Digital ID card, which shows their age and photo, can also be presented to cinema staff. For security and anti-spoofing purposes, there is a hologram on the card that moves when the phone is tilted. For further confidence, the cinema staff can scan the QR code on the card.



*“For many wanting to get into a ‘15’ or even ‘18’ certificate film, proving their age — without a passport or driving licence to hand — can be incredibly difficult and an understandable source of frustration when they are turned away from the cinema. This new partnership offers a straightforward and modern way to alleviate many of those issues.”*

**Phil Clapp** - CEO at the UK Cinema Association

## Results

Digital IDs are helping to reduce the challenges many cinemas face when checking ages. With most young customers using their phones on a daily basis and knowing how to download an app, the process of using a Digital ID has become an extremely simple and relatable one for them.



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