



WELCOME
To Targeted TV
For Movie Studios:

Theatrical & VOD Releases

For more information contact: Shelley Stansfield
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Extensive experience increasing movie turnout and home viewing

CREATING OPTIONS FOR MOVIE STUDIOS

National DMA media analysis, planning and buying

ZIP level media analysis, planning and buying

Ticket sales analysis by distributor/MVPD

Timed national rollout across several weeks/months

Limited release coordination

Data driven (1st & 3rd party) targeting for VOD success

Multicultural planning and buying



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Theatrical releases

When filling seats, experience counts

THEATER LOCATION TARGETING

Mapping of all locations, radius, drive times

Focus on multicultural areas

CONSUMER TARGETING

Genre or fan-based audience segments applied

3rd party data or 1st party data (sales)

Network/Daypart indexing

ACTIVATION:

Automated inventory selection creates maximum scale and cost efficiency

Traffic and stewardship to ensure weekly communication goals are met

ATTRIBUTION

By theater, ZIP code-level impression exposure can be matched to granular box office data

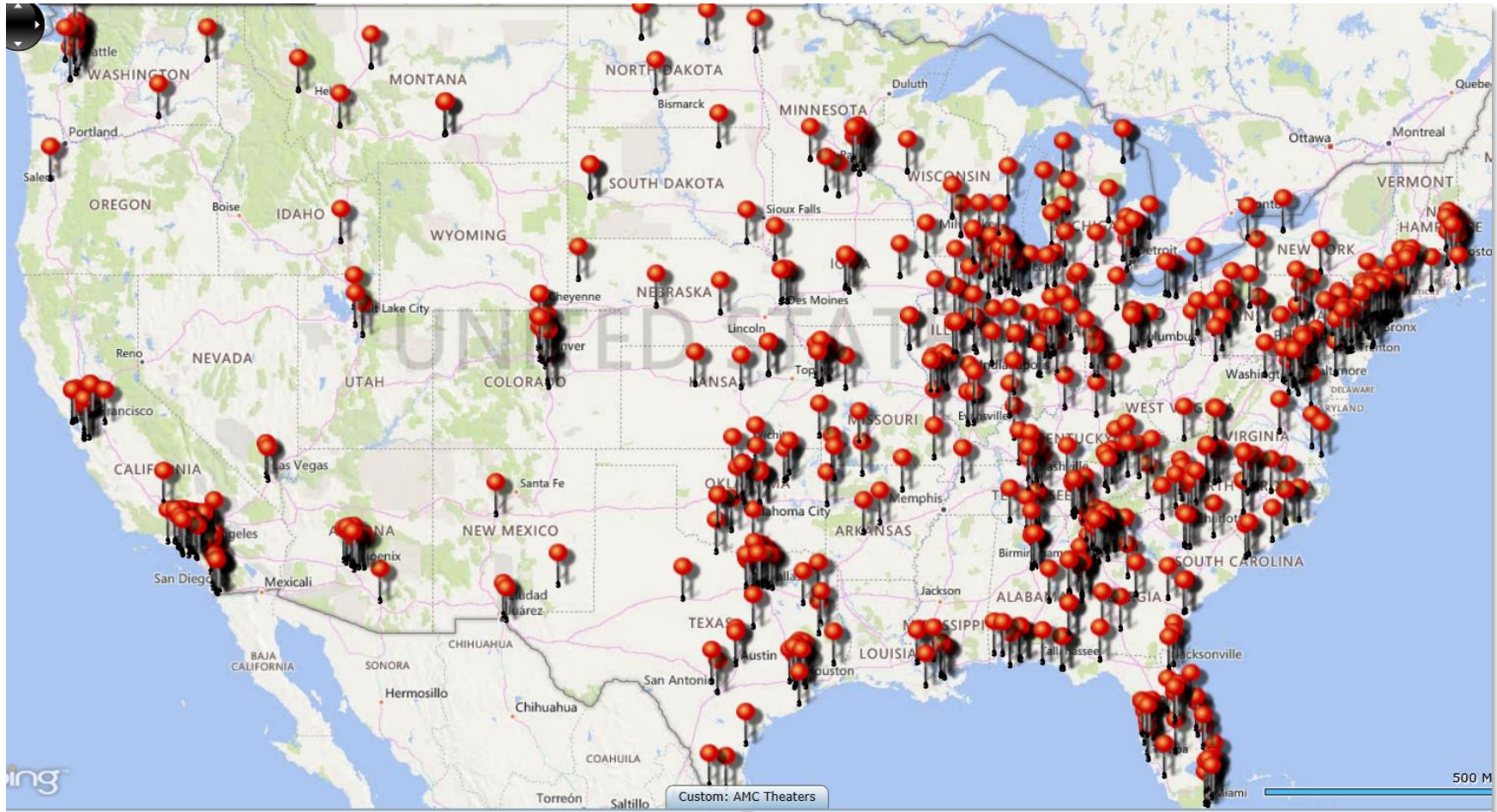


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Theatrical Locations



649 AMC theater chain locations, with a 3 mile radius applied, creates a 18.8M TV HH targeted universe, or 16% of US TV HHs

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AUDIENCE DATA SEGMENT APPLIED:

Experian (3rd party)

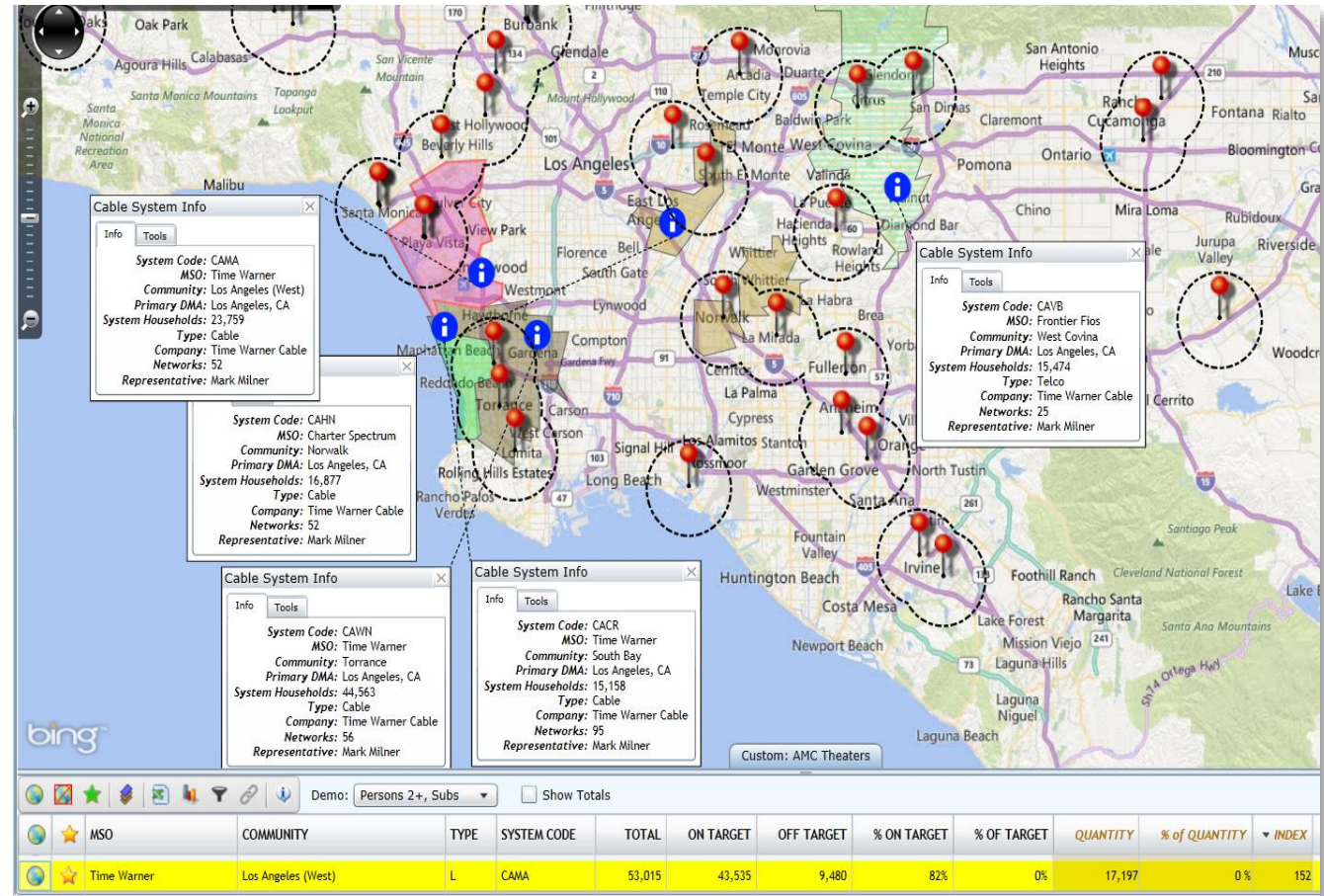
Opening Weekend Movie Goer (Extremely Likely OR Highly Likely OR Very Likely)

AND

Comedy and Romantic Comedy (Extremely Likely OR Highly Likely OR Very Likely)

CONCLUSION:

In this group, the top 20 systems indexed from 420 to 223, averaging *almost 3 times* as many likely movie goers for this audience and those locations.



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Home Viewing (VOD)

Track spend by investment partners

LOCATION OF AVAILABLE TARGETING

Mapping by MVRP, DMA, Zone/System, ZIP

CONSUMER TARGETING

Genre or fan-based audience segments applied

3rd party data or 1st party data (sales)

Network/Daypart indexing

Maximizing weekend exposure

Cost analysis to find universes with lowest TCPM

ACTIVATION:

Automated inventory selection creates maximum scale and cost efficiency

Traffic/stewardship to ensure weekly media goals are met

ATTRIBUTION

DMA or cable system-level exposure can be matched to granular VOD reporting data



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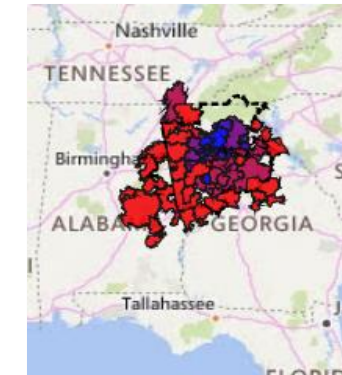
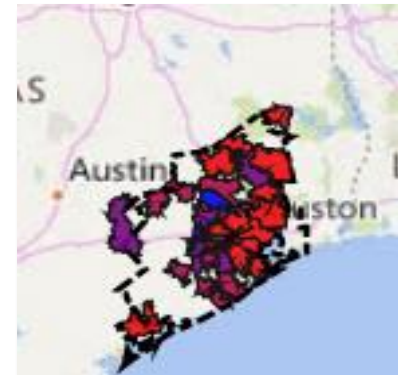
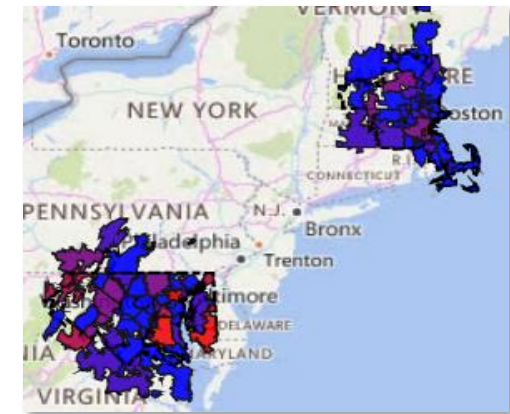
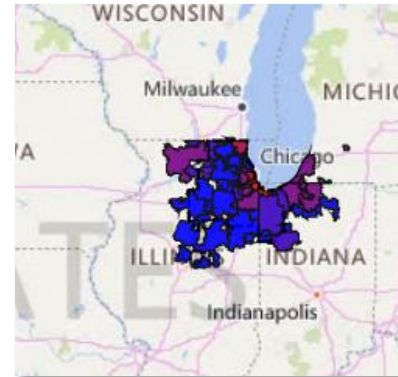
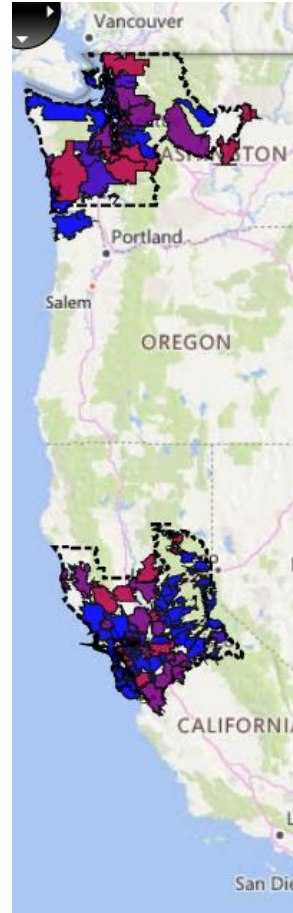
AUDIENCE DATA SEGMENT APPLIED:

Experian (3rd party)

Avid Movie Watcher on Television
(Extremely Likely OR Highly Likely
OR Very Likely)

CONCLUSION:

In this group all cable systems are not equal. Targeting at sub-DMA levels for VOD prospects is extremely valuable to reduce waste and increase viewing.



SAMPLE: Ten Comcast markets showing individual cable zones indexed with Experian for VOD prospects

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What you gain...

Fast audience segment evaluation

Large Scale

Media Efficiency

Activation Services

Stewardship/Reconciliation

Measurement and Attribution



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