



## MARKET ANNOUNCEMENT

25 November 2015, Vista Group International Ltd, Auckland, New Zealand

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### **Movio's *Movio Media* Marketing Solution and Research Platform for Film Studios and Distributors Attains Significant Benchmarks in First Seven Months**

Movio, the leader in marketing data analysis, insights, and campaign solutions for theatrical exhibitors, studios and film distributors, reports that *Movio Media*, its marketing solution and research platform, has attained significant benchmarks since its launch in April, 2015.

The *Movio Media* platform has evolved from a customer engagement platform to a new industry-leading market research platform. *Movio Media* aggregates data across a region, currently with Movio's North American exhibition customers, to provide film distributors and studios comprehensive market data on the behaviour of moviegoers, crucial audience insights and innovative campaign solutions. Over 14 million avid moviegoers over the age of 14 are profiled in this database from 31% of North American screens of the Large Cinema Circuit (cinemas over 20 screens), representing 4.6% of the U.S. population.

The *Movio Media* platform comprises both research and marketing solutions. The *Movio Research* sampling is performed so that the age and gender distribution of the resulting population is consistent with the general movie-going population described in the MPAA Theatrical Market Statistics 2014 report. The *Movio Engage* feature allows the studio to connect directly with the most avid moviegoers pre- and post- release, helping marketers to understand what motivates ticket buyers and to build awareness and demand for the movie by connecting directly with targeted email campaigns which reward ticket-buying actions.

To date, six Hollywood studios have contracted with Movio for either *Movio Research*, *Movio Engage* or both: A24, 21st Century Fox, Paramount, Sony, Universal and Warner Bros., as well as screen advertiser NCM. Movio has executed numerous targeted marketing campaigns for these studios on such high level films as "Hunger Games: Mockingjay, Part 2." Studios have benefited from unique open and click through rates which far exceed industry standards and incremental box office ranging between 30% and 60% when compared against a similar group of moviegoers who did not receive the campaign.

Movio increased its presence at key North American film industry summits and in the important trade publications and online outlets throughout the year.

1. Movio Co-Founder and Chief Executive Will Palmer introduced *Movio Media* at MASSIVE: The Entertainment Marketing Summit presented by VARIETY in April, 2015.



2. Movio presented the exclusive, thought-leading white paper 'What Women Want: Unlocking Box Office Revenue' at TheGrill, the leading annual conversation about the convergence of entertainment, media and technology. TheGrill is presented by entertainment industry online outlet The Wrap. The white paper resulted in wide media coverage by leading film industry media outlets such as [Box Office Magazine](#), the official print publication of the National Association of Theater Owners (NATO).
3. Movio released demographics and behavioural insights on buyers of advanced tickets for "Star Wars: The Force Awakens", which resulted in wide US and European media coverage including *The Hollywood Reporter*, *Deadline.com*, and The Wrap (over 40 outlets covered the story).

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**About Vista Group International:**

Vista Group International (Vista Group) is a public company, listed on both the New Zealand and Australian stock exchanges (NZX/ASX VGL). Vista Group provides cinema management, film distribution and customer analytics software to companies across the global film industry. Cinema management software is provided by Vista Entertainment Solutions, the core business of the Group. Movio (data analytics), Veezi (cloud-based SaaS software for the Independent Circuit Market), MACCS (film distribution software) and Numero (box office reporting software for film distributors and cinemas), products leverage the success of this platform into other parts of the film industry; from production and distribution, to cinema exhibition through to the moviegoer experience. It is estimated that in excess of a billion cinema tickets are processed every year through Vista products. Vista Group has over 250 staff across six offices in New Zealand (Auckland headquarters), Australia, the USA, the UK, the Netherlands, and China. Website: [www.vistagroup.co](http://www.vistagroup.co)

**About Movio**

Movio is the global leader in marketing data analytics and campaign management software for cinema exhibitors, film distributors and studios. A company of Vista Group International Ltd (NZX/ASX: VGL), Movio's mission is to revolutionise the way the film industry interacts with moviegoers. Movio maintains real-time, authoritative data on the loyalty activity and transactions for many of the world's biggest cinema chains and captures the behaviour of over 32 million active cinema loyalty members worldwide. Movio Cinema, our flagship product, holds comprehensive marketing data covering 24.5 percent of cinema screens of the Large Cinema Circuit globally (24,000 screens). Movio Media aggregates data across a region to provide film distributors and studios comprehensive market data on the behaviour of typical moviegoers, crucial audience insights and innovative campaign solutions. Movio operates in North America, Latin America, Europe, Middle East, Australia, New Zealand, China, and South East Asia.