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→ Vista Group's **vision** is for our digital ecosystem
to **connect the film industry** and
power the moviegoer experience →

Introduction

1. AI in our thinking
2. AI as product
3. AI as product(ivity)

A large, illuminated blue 'Y' logo is the central focus, set against a dark, blue-lit background. The room is filled with people, some of whom are visible in the foreground, looking towards the logo. The lighting is dramatic, with strong blue tones and shadows. The overall atmosphere is one of a high-tech or futuristic event.

AI in our thinking

AI: A people-first approach

“AI isn’t a tech change. It’s a cultural change.”

- Balancing innovation with governance
- Optimisation without fear
- Inspiration unleashed by education
- AI alongside people.

Organisations that follow a portfolio management plan to determine most AI use cases are 2.4 times more likely to reach 'mature' levels of AI implementation.

Gartner® analysis: AI-First Strategy Leads to Increasing Returns

Customer-centricity and systematic approaches to AI are emerging as key contributors to AI success ... 77 percent of mature organisations adopt an AI-first strategy, systematically considering AI for every use case.

Gartner® analysis: AI-First Strategy Leads to Increasing Returns

Balancing innovation with governance

- Managing excitement and outcomes
- Ensuring safe, efficient innovation
- Focusing on best returns
- Architectural governance team
- Responsible AI policy evolution.



Optimisation without fear



- Alleviate AI adoption fears
- Position AI as augmentation
- Keep pace with AI
- Guide employees' AI journey
- More AI change managers are essential.



Inspiration unleashed by education

- Clarify AI terminology usage
- Educate on diverse AI applications
- Emphasize continuous learning requirement
- AI's varied impacts on operations
- Ongoing change management required.



AI alongside people

- Demystify AI
- Ethical and sustainable considerations
- Philosophical shift
- Coexist with new tools
- People-centric AI adoption.



A large, illuminated blue 'V' logo is the central focus, set against a dark, blue-lit background. The scene appears to be a stage or a presentation area, with various pieces of equipment and lighting rigs visible above. In the foreground, the silhouettes of several people are visible, suggesting an audience or a group of people gathered around. The overall atmosphere is high-tech and modern.

AI as product

Not a moonshot

Not trivial or gimmicky

**But practical, business-oriented ways of
improving efficiency and delivering experiences**

Quick introduction of Movio EQ

The global leader in marketing data analytics and campaign management for the cinema industry

MOVIO CINEMA

Example campaign

Details 02 Audience 03 Design 04 Deploy

Back Continue

Home Campaigns Journeys Audience Reports Content Settings

Movies

0 potential moviegoers

+ Add filter

Q Add movies Clear all

+ Add block

OR

Include moviegoers

61,404 moviegoers

+ Add filter

Potential to churn this quarter: Most likely, Likey

+ Add block

Exclude moviegoers

0 moviegoers

There are no filters in this block yet.

+ Add filter

+ Add block

61,404 contactable moviegoers

Control group	1,049
Non-contactable moviegoers	60,771

Potential to churn this quarter

Most likely	18,781
Likely	35,453

Age

0 - 17	%
18 - 24	10

ST Scott True scott.true@movio.co

AI initiatives in market

- **Photobooth:** allows fans to craft their own original content, characterising themselves in the style of a particular film with unique, sharable images (Powster)
- **Similarity algorithm:** identifying similar movies based on audience, not content (Movio)
- **Propensity algorithm:** identifies the likelihood each moviegoer will watch an individual movie (Movio)
- **Campaign automation:** automatically insert the most relevant movie artwork in emails based on AI-based decisions (Movio)



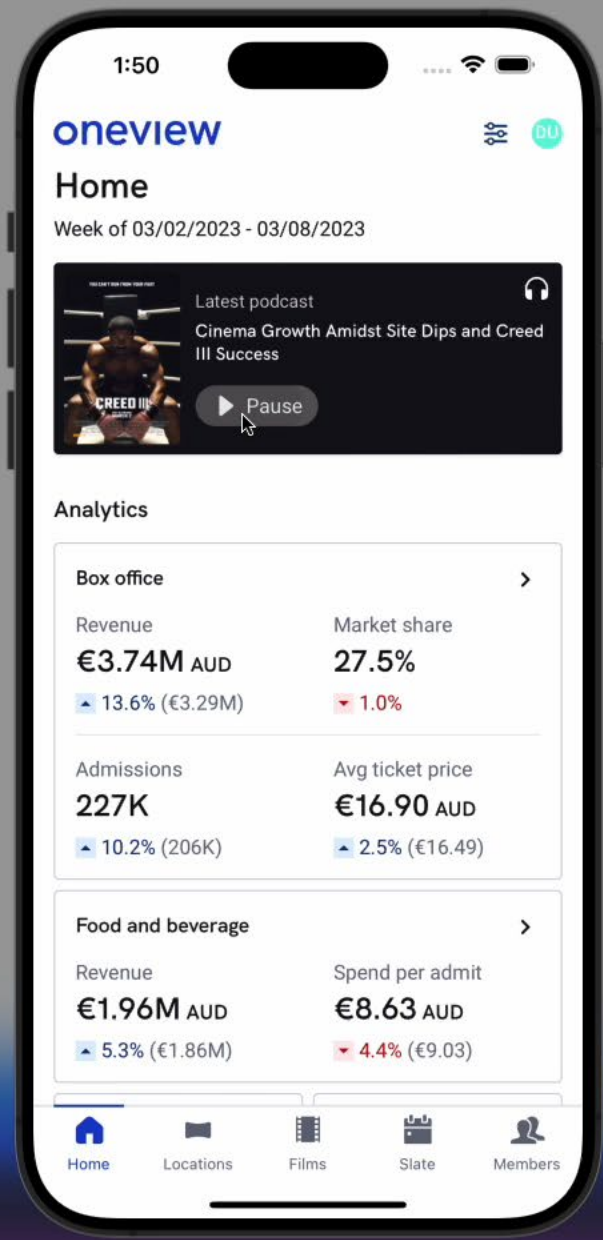
AI initiatives on the roadmap

Next (2024)

- **Oneview 'podcast':** AI-generated daily pod crafted for each client based on the most salient insights for their own business (Oneview)
- **First Draft:** autogenerate copy for promotional comms in exhib's own tone of voice. Companion to Campaign Automation (Movio EQ)
- **CLV / Churn:** predict which individuals will visit over coming period and how much they will spend for individual targeting and aggregated planning (Movio EQ)
- **Personas:** create custom persona-based segments on an exhibitor's membership database (Movio (EQ))

Later (2025)

- **Audience attendance forecasting:** predict likely audience levels on as per site/per movie basis to assist with scheduling, rostering, inventory, etc (Vista Cloud, Movio EQ, Numero)
- **Smart Pricing:** building upon pricing config overhaul, decision support on headline and promotional pricing to drive incremental attendance and returns (Vista Cloud and Movio EQ)

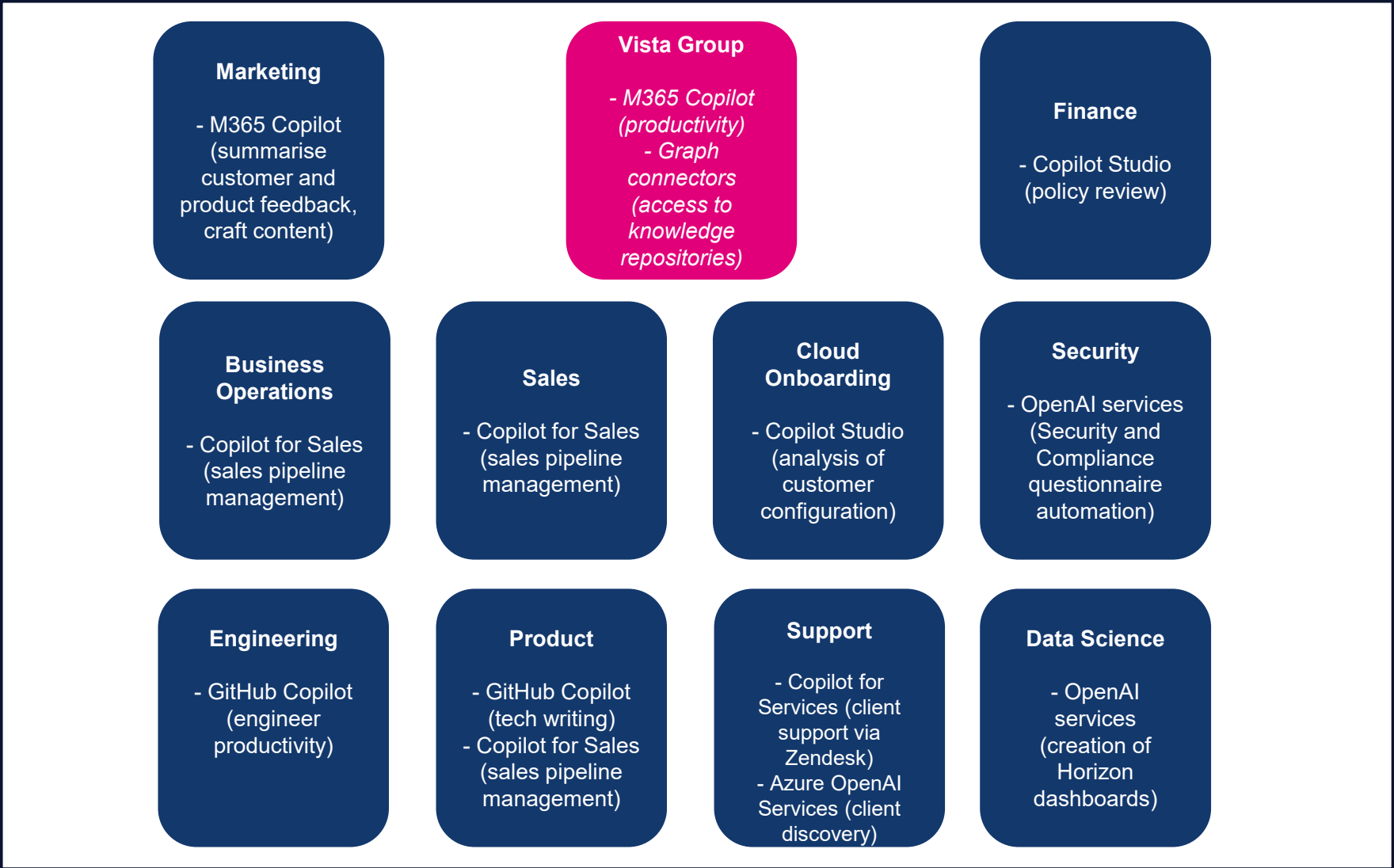


Oneview
Generative AI that
speaks your language

A large, illuminated blue 'V' logo is the central focus, set against a dark, blue-lit background. The room is filled with people, some of whom are looking towards the logo. The lighting is dramatic, with strong blue tones and shadows. In the foreground, the backs of several people's heads are visible, suggesting they are looking at the logo. The overall atmosphere is one of a high-tech or futuristic event.

AI as product(ivity)

Copilots and AI across Vista operations



Asynchronous working practices

Meetings with Teams Premium and M365 Copilot

- Move from “Presenteeism” to “Catch up afterwards”
- Minimise wasted time while enabling broader engagement and diverse contributions
- Optimise shared understanding via recap summaries and AI notes.





Questions