



CineEurope 2013
THE MISSING MILLIONS

Mark de Quervain
Action Marketing Works Ltd

ENGAGE – REWARD – DISCOVER - *ACTION*



A Test For You!

**Count how many times
the players wearing
white pass the ball**



Approx. **50%** POPULATION
NEVER GO TO THE CINEMA
(10% Population can't/unable to go)

Attendance Per Head Of Population
is a measure of the
PENETRATION OF CINEMA GOING
in a country and
NOT the frequency of actual cinema goers

US 3.9 UK 2.8, Norway 2.4,
Netherlands 1.8, Poland 1.0

Actual average among all
cinema goers is around

6.5x per annum
6.8x in US (Nielsen)



Approx. **11%** POPULATION DRIVES

50% OF CINEMA
ATTENDANCES

FREQUENT CINEMA GOERS
Go approx.
12+x per year

**Limited Opportunity For
Growth in frequency**

Increase spend on retail and upgrading yes!
Very active and highly engaged



Approx. **23%** OF THE
POPULATION DRIVES

46% OF CINEMA

ATTENDANCES

UK: 13.1m people = 79m admissions

NB: % dependant on Country Per Cap
Lower Per Cap = Lower %

OCCASIONAL CINEMA GOERS
They go around

6x per year
20 Hours Leisure Time Per Year

Big Potential For Growth

Quite Engaged - Cinema not big part of their lives
but are reachable via current comms (Top 30)



Approx. **10%** OF POPULATION DRIVES

Less than **4%** OF CINEMA

ATTENDANCES

UK: 6m people = less than 6m admissions

**INFREQUENT CINEMA
GOERS**

They go less than
1x per year

Big Potential For Growth

Barely Engaged - Cinema not really part of their
lives at all but can still be reached...just!



Typically the **TOP 30** Movies
Drives Average **54%** GBO
Multiplex **69%** GBO

Outside the **TOP 30** – Only Frequent
Cinema Goers are left to support
remaining **400+** movies – The long
tail!

After **TOP 10 Movies**

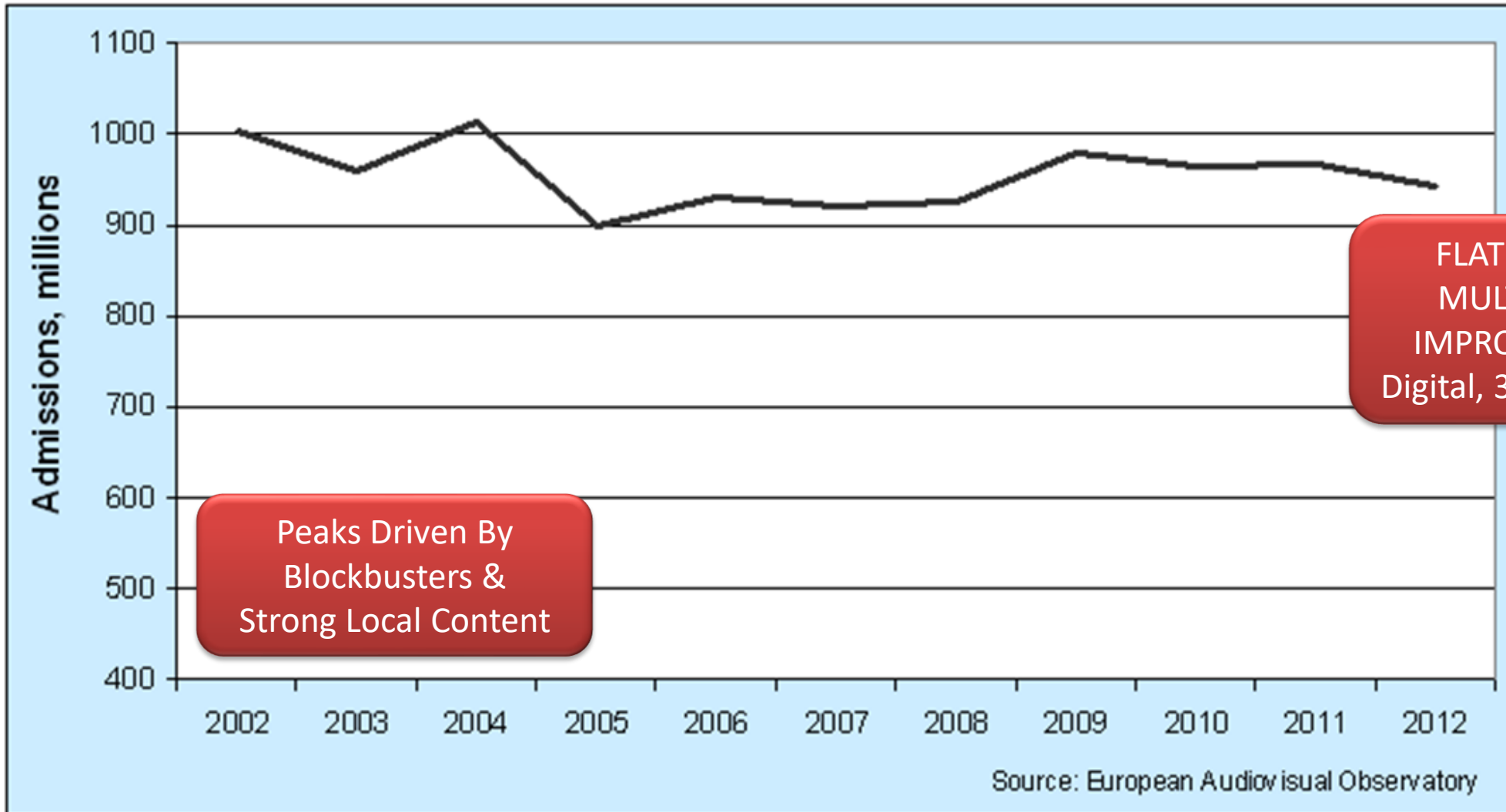
Approx. **25%** of cinema goers have
used up all their annual cinema visits
and won't visit again for another year

UK cinemas goers reduces from
26m to 19.4m people

Big Upside In Helping Existing
Cinemas goers
DISCOVER films they would
like that we current show



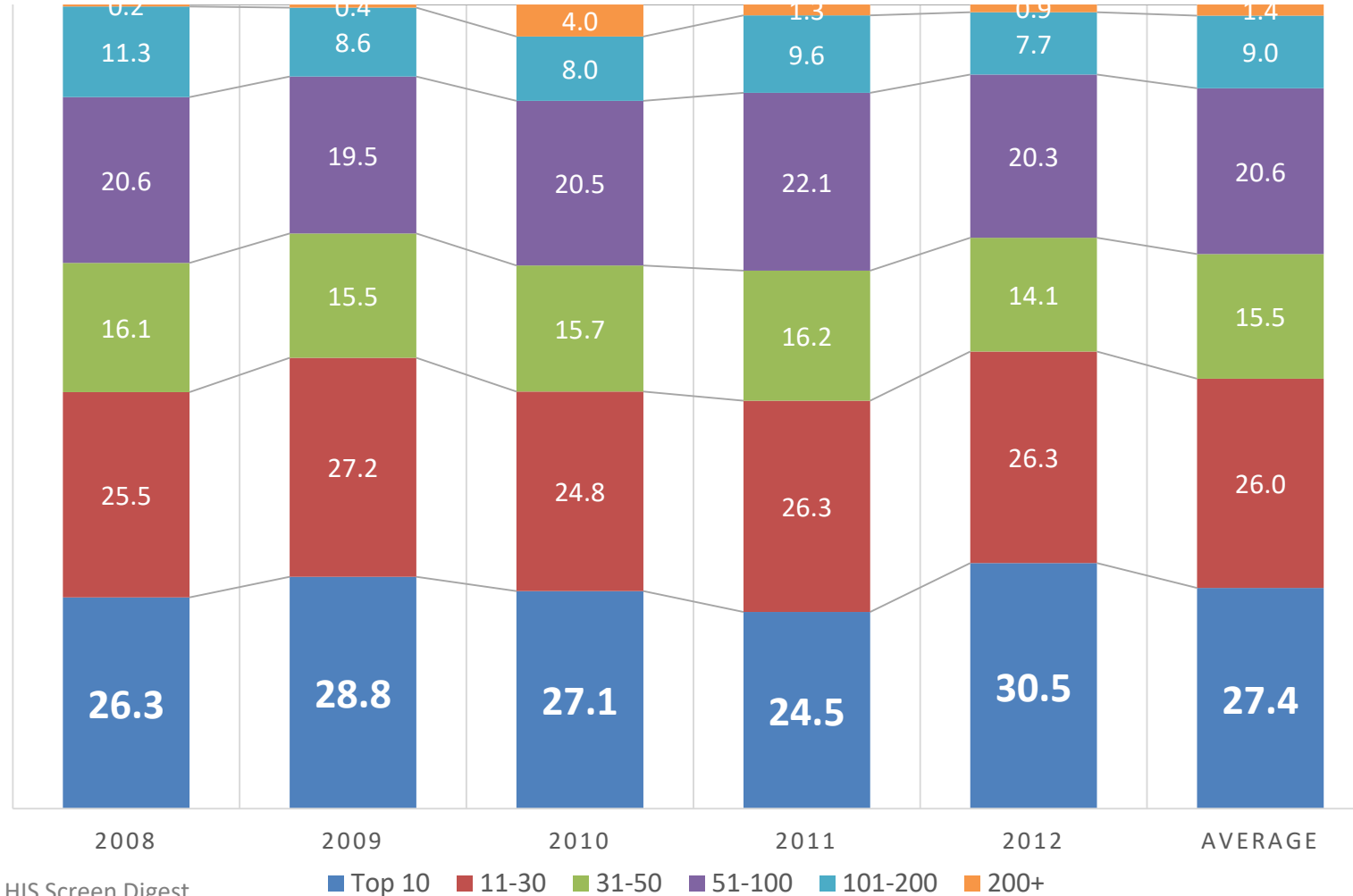
Flat Admissions





No movement in share of GBO

Between film bands outside of the top 10 films



We are too dependant on the top 10 movies to have a good or bad year

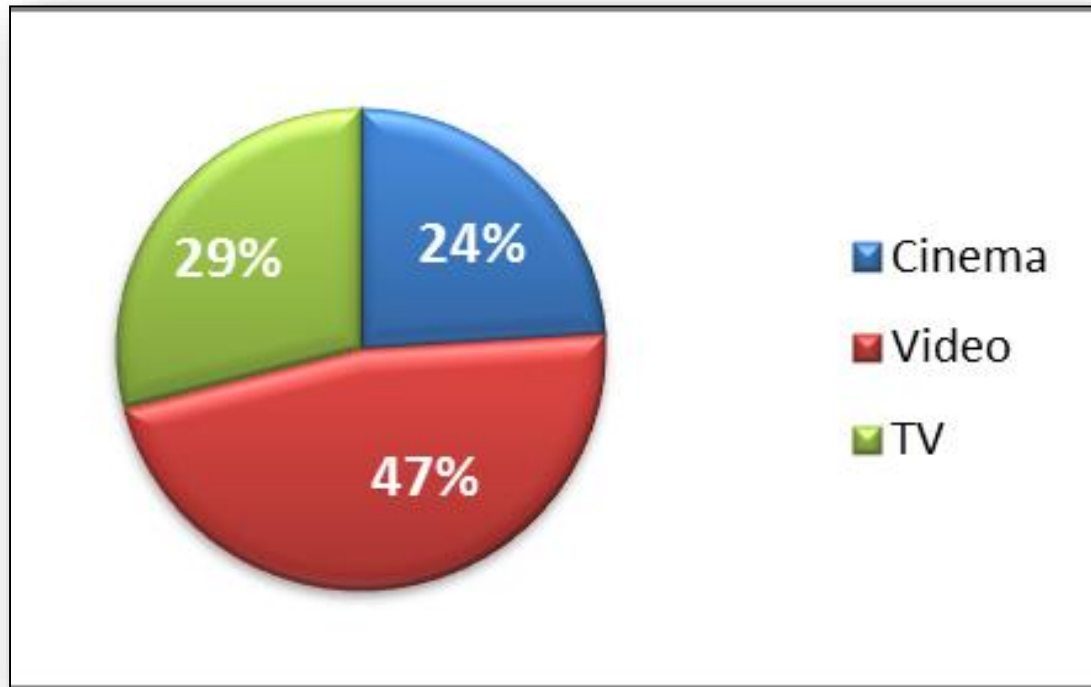


UK Revenue from Feature Films – 2010

A Healthy Cinema Industry Drives Other Film Consumption

UK Total film revenue £3.1billion

British Video Association/More Than A Support Act/Oxford Economics



54% Film Video Consumption
Is from people who **DON'T GO TO THE CINEMA** = **BIG OPPORTUNITY FOR US!**

25% Of People Consume Film
ONLY at the CINEMA = **BIG OPPORTUNITY FOR THE VIDEO INDUSTRY**

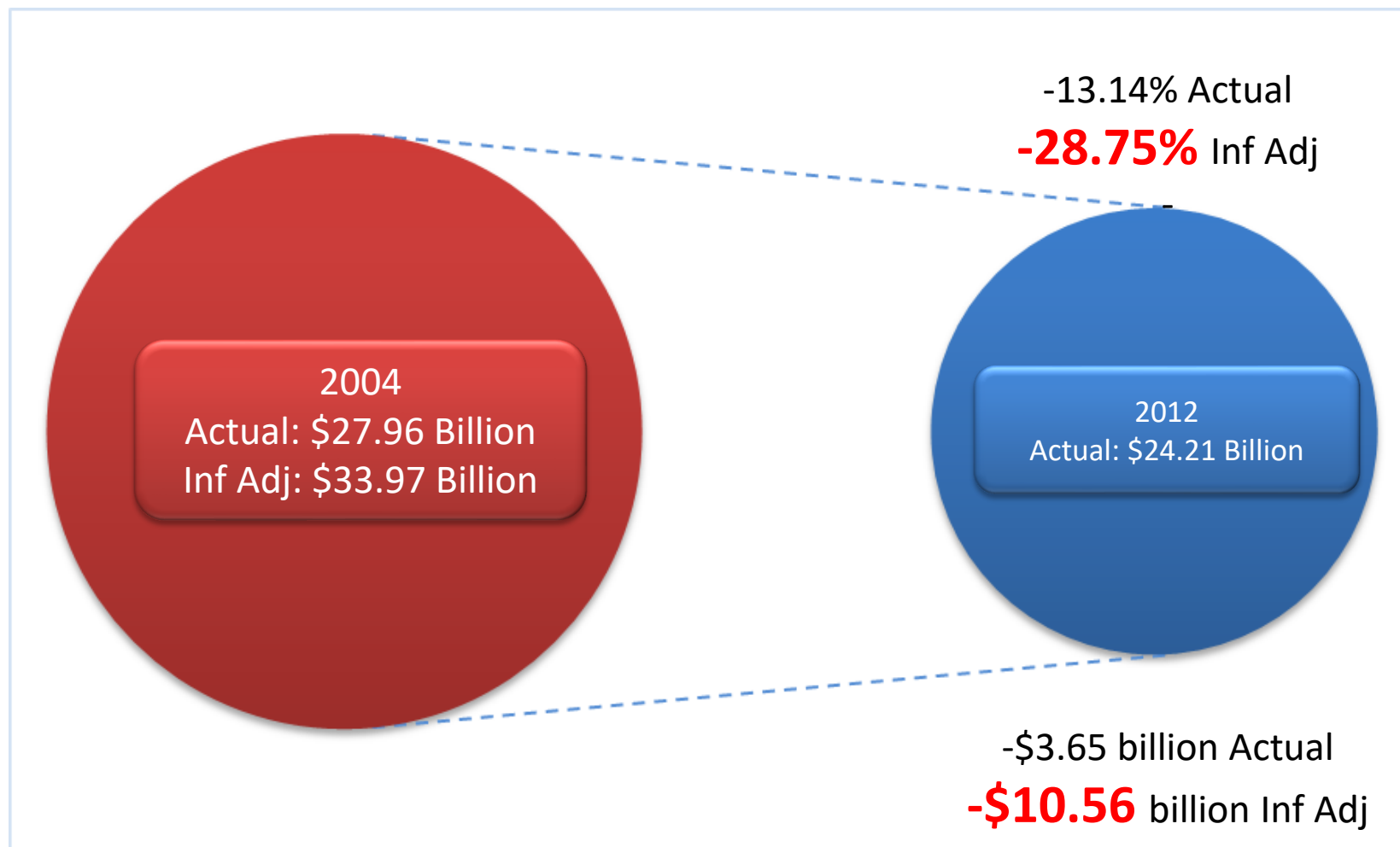
SOURCE: British Video Association//Kantar Worldpanel 2013



Total US Film Market 2004 vs 2012

Inflation Adjusted 21.5% (www.usinflationcalculator.com)

| |
|-----------------------|
| VHS retail movies |
| VCD retail movies |
| DVD retail movies |
| BD retail movies |
| VHS rental movies |
| VCD rental movies |
| DVD rental movies |
| BD rental movies |
| Cinema |
| TV TVOD movies |
| TV SVOD movies |
| Digital retail movies |
| Digital rental movies |
| Digital subs movies |

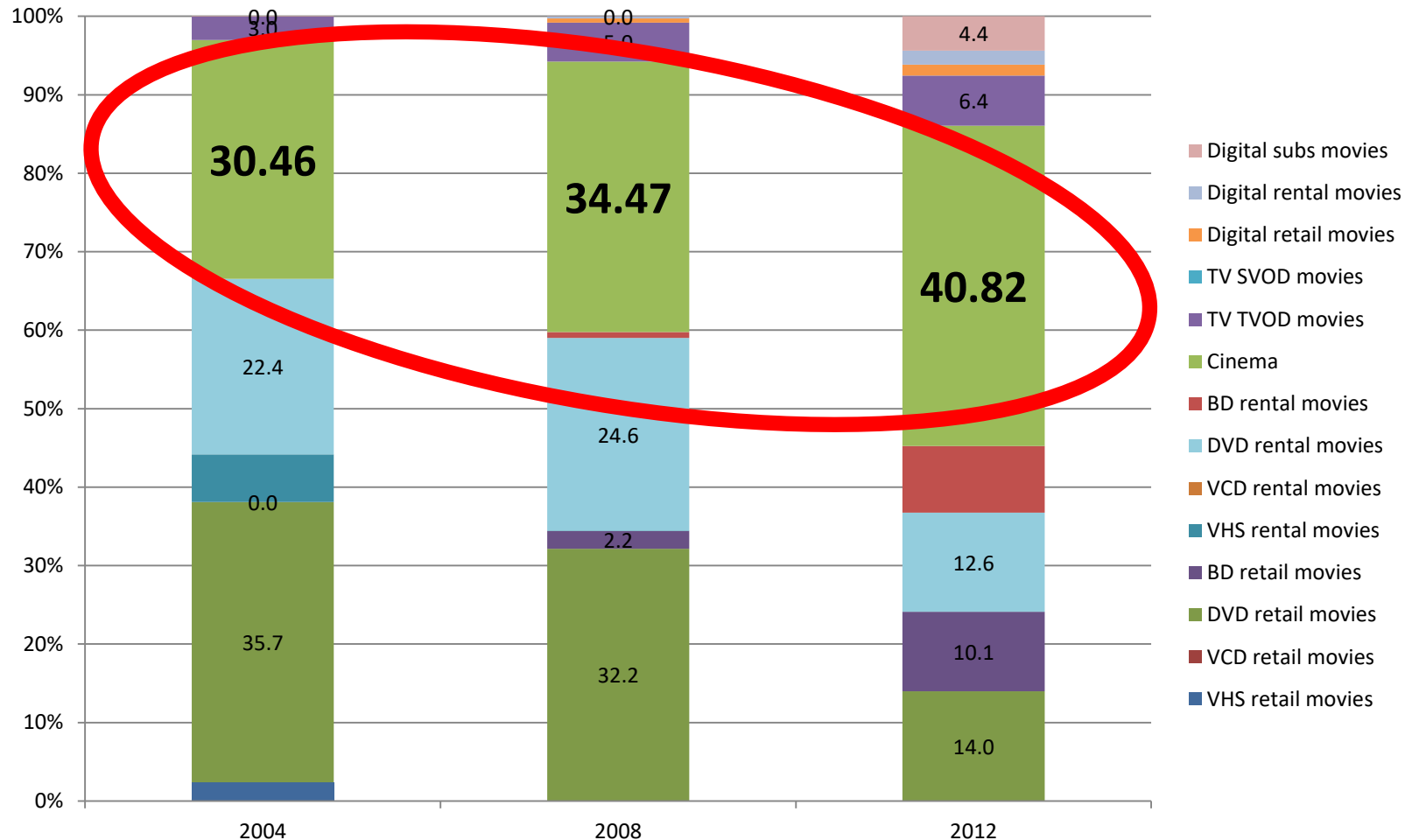




Cinema Share

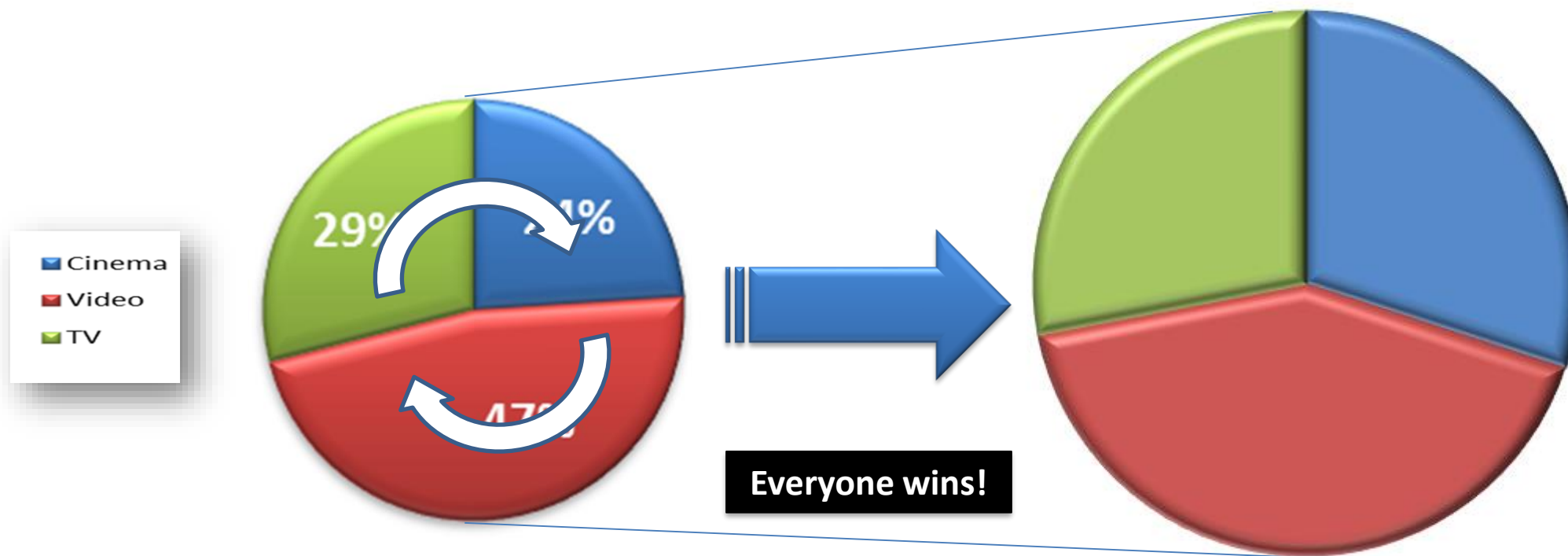
Increasing in shrinking market (US)

Actual Increase
2004 to 2012
+34%





We Need to Work Together
Across ALL Platforms To Drive Cinema Admissions
and Overall Film Consumption



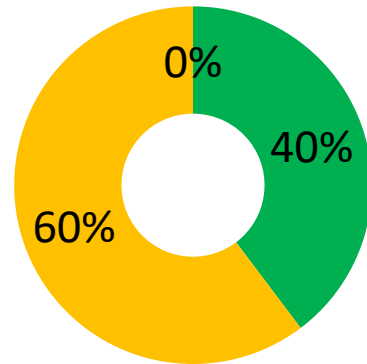


Film/TV Activities

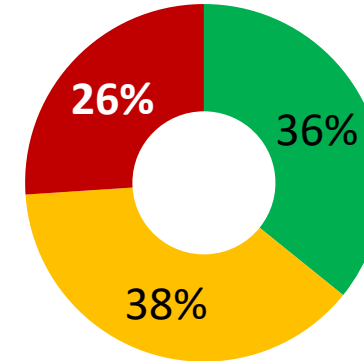
Never access unauthorised

Ever access unauthorised

Proportion of film/TV access events



- Authorised paid-for
- Authorised free
- Unauthorised



FREQUENT CINEMA
GOERS ARE THE
BIGGEST PIRATES
RISES

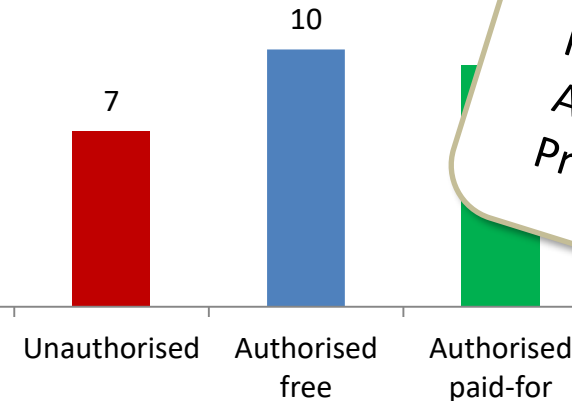
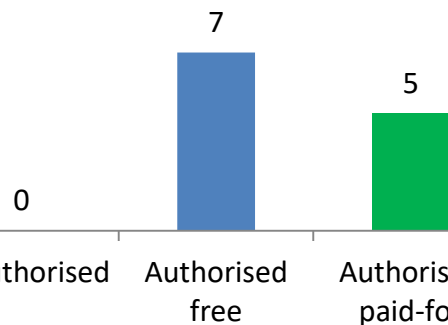
To 50%
among 16-24 y/o's

No. film/TV access events pm

(Downloading, buying,
renting, buying gifts, sharing,
watching film/TV, cinema)

12

26



Dec. 2012

Source UK Industry Trust 2013

Key Factors
Improve Accessibility of
ALL Film Information &
Pricing from all sources

Q4.3. On average how often do you do each of these activities?
Base: All 16+ ever access unofficially (n=737), All never access unofficially (n=1597)



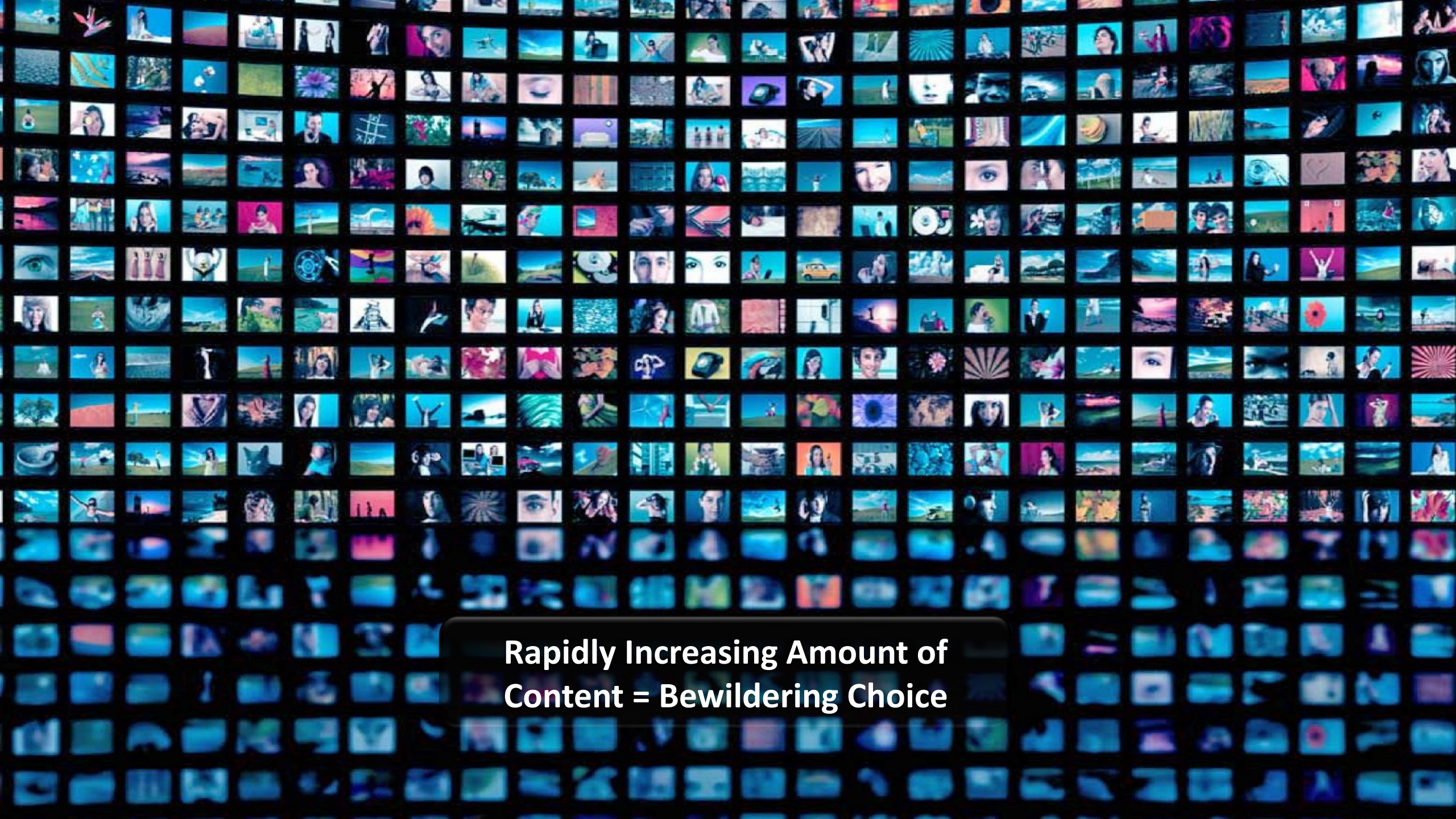
THE WAY WE ARE!



*.....Time for a new car – I
fancy an Audi A6....*



We only notice
what we are
tuned into



Rapidly Increasing Amount of
Content = Bewildering Choice





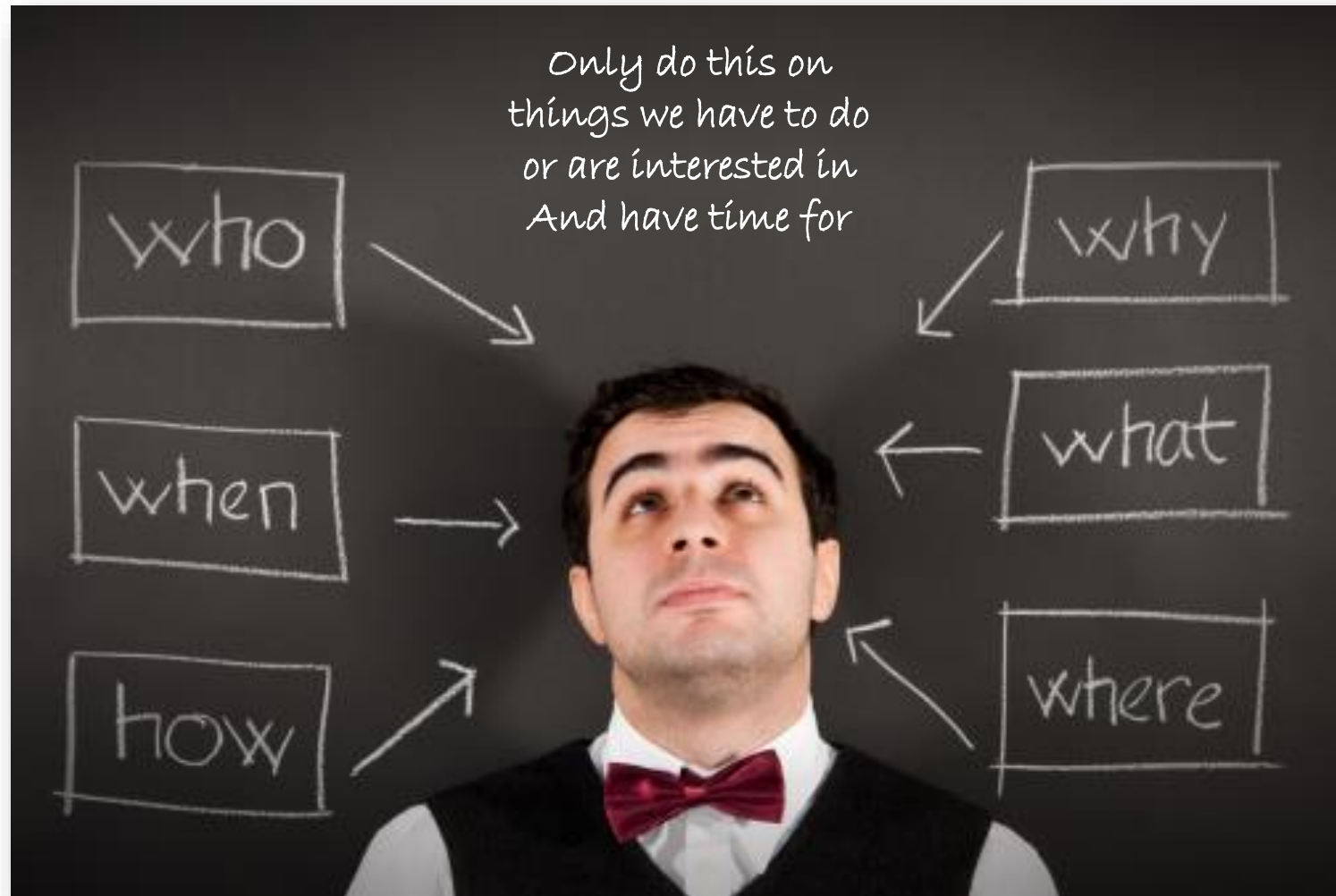


Too much stuff - Incoming





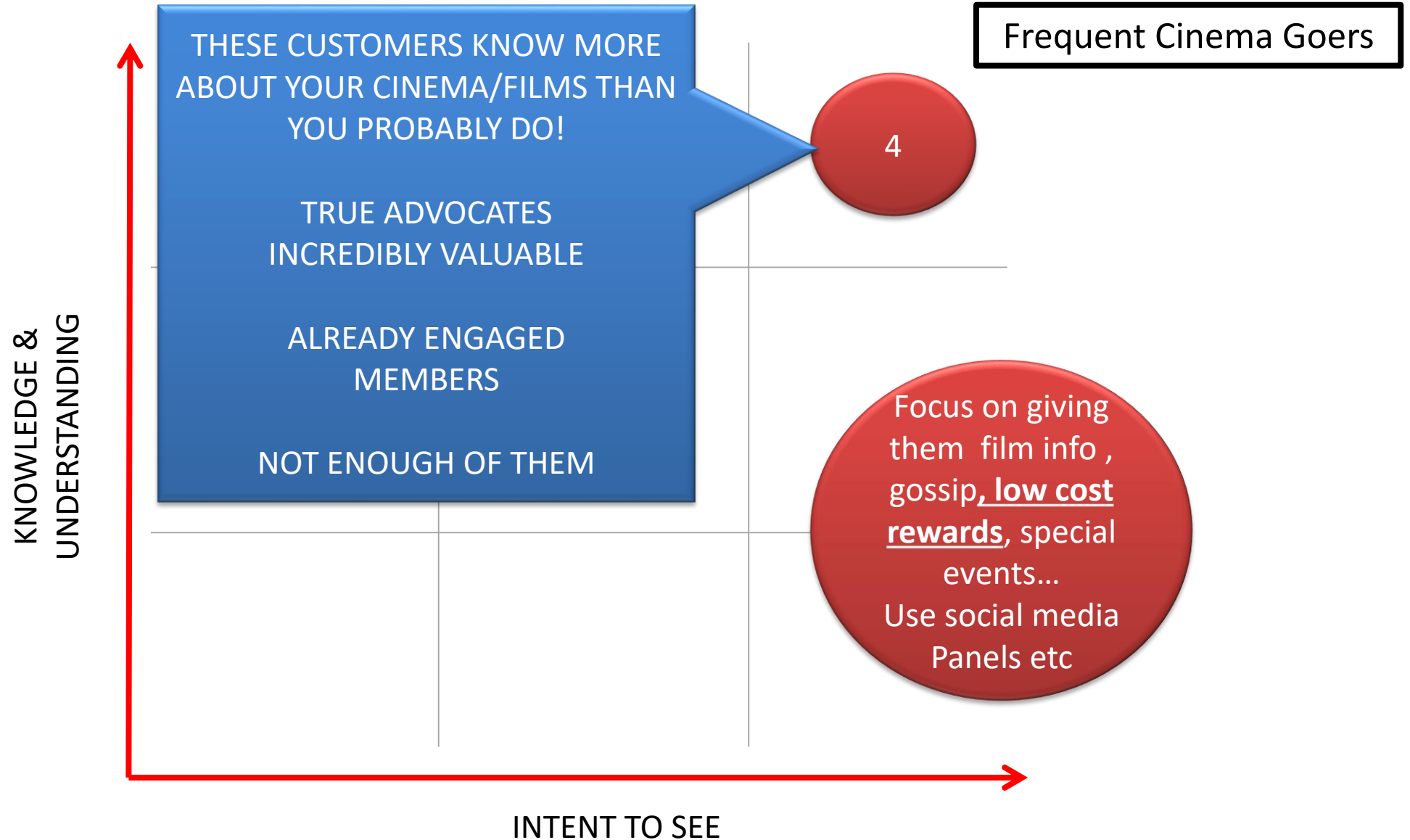
Not enough time to process

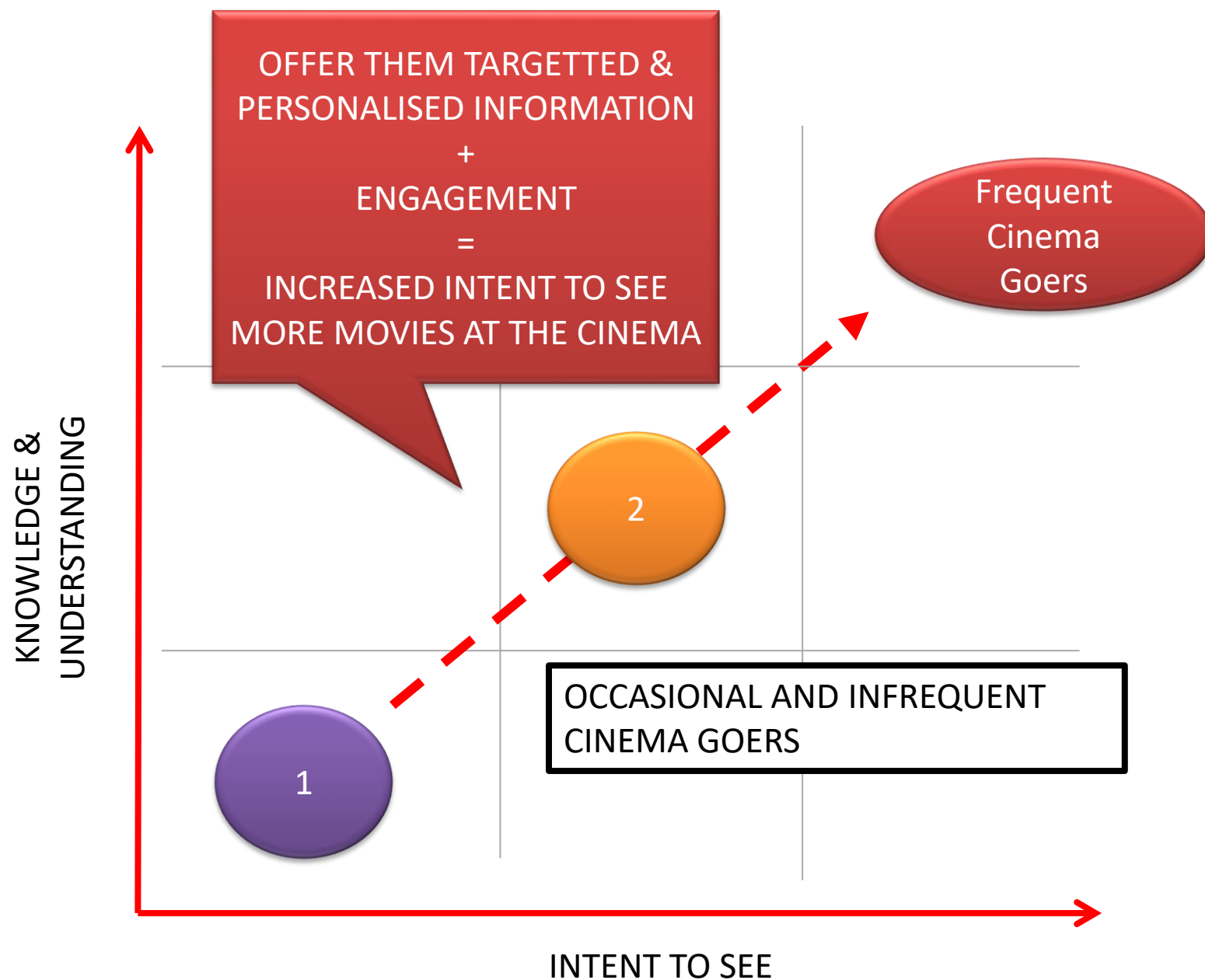




What was I
doing again?









DISCOVERY....



FILMASTER | entertainment personalized



PLEASE WELCOME BORYS MUSIELAK



PERSONALIZE COMMUNICATION, GROW YOUR AUDIENCE!



borys@filmaster.com | [@michuk](#)

FLAT ATTENDANCE

A woman with long dark hair, wearing a white patterned blouse, sits in the middle of a vast, empty theater. She is looking off to the side with a thoughtful expression, her hand resting near her face. A light-colored fedora hat sits on the seat next to her. The theater is filled with rows of red upholstered seats with wooden frames, receding into the distance under dim lighting.

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FLAT ATTENDANCE

Lack of Awareness



borys@filmaster.com | [@michuk](https://www.instagram.com/michuk)

FLAT ATTENDANCE

A woman with long dark hair, wearing a white patterned blouse, sits alone in a vast, empty theater. She is looking off to the side with a thoughtful expression, her hand resting near her face. A light-colored hat sits on the seat next to her. The theater is filled with rows of red upholstered seats, creating a strong sense of isolation and solitude. The lighting is dim, focusing on the woman against the sea of empty seats.

Lack of Awareness
Growing Content

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FLAT ATTENDANCE

A woman with long dark hair, wearing a white patterned blouse, sits alone in a vast, empty theater. She is looking off to the side with a thoughtful expression, her hand resting near her face. A light-colored hat sits on the seat next to her. The theater is filled with rows of red upholstered seats, creating a strong sense of isolation and solitude. The lighting is dim, focusing on the woman against the dark background of the empty seats.

Lack of Awareness
Growing Content
Crowded Market

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FLAT ATTENDANCE

A woman with long dark hair, wearing a white patterned blouse, sits alone in a vast, empty theater. She is looking off to the side with a thoughtful expression, her hand resting near her face. A light-colored hat sits on the seat next to her. The theater is filled with rows of red upholstered seats, creating a strong sense of isolation and solitude.

Lack of Awareness
Growing Content
Crowded Market
Less Time

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FLAT ATTENDANCE

A woman with long dark hair, wearing a white patterned blouse, sits alone in a vast, empty theater. She is looking off to the side with a thoughtful expression, her hand resting near her face. A light-colored fedora hat sits on the seat next to her. The theater is filled with rows of red upholstered seats, creating a strong sense of isolation and solitude. The lighting is dim, focusing on the woman and the hat.

Lack of Awareness
Growing Content
Crowded Market
Less Time
Increased Pricing

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FLAT ATTENDANCE

Quality Content Lost In The Noise!

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RECOMMENDATIONS: 75% SALES

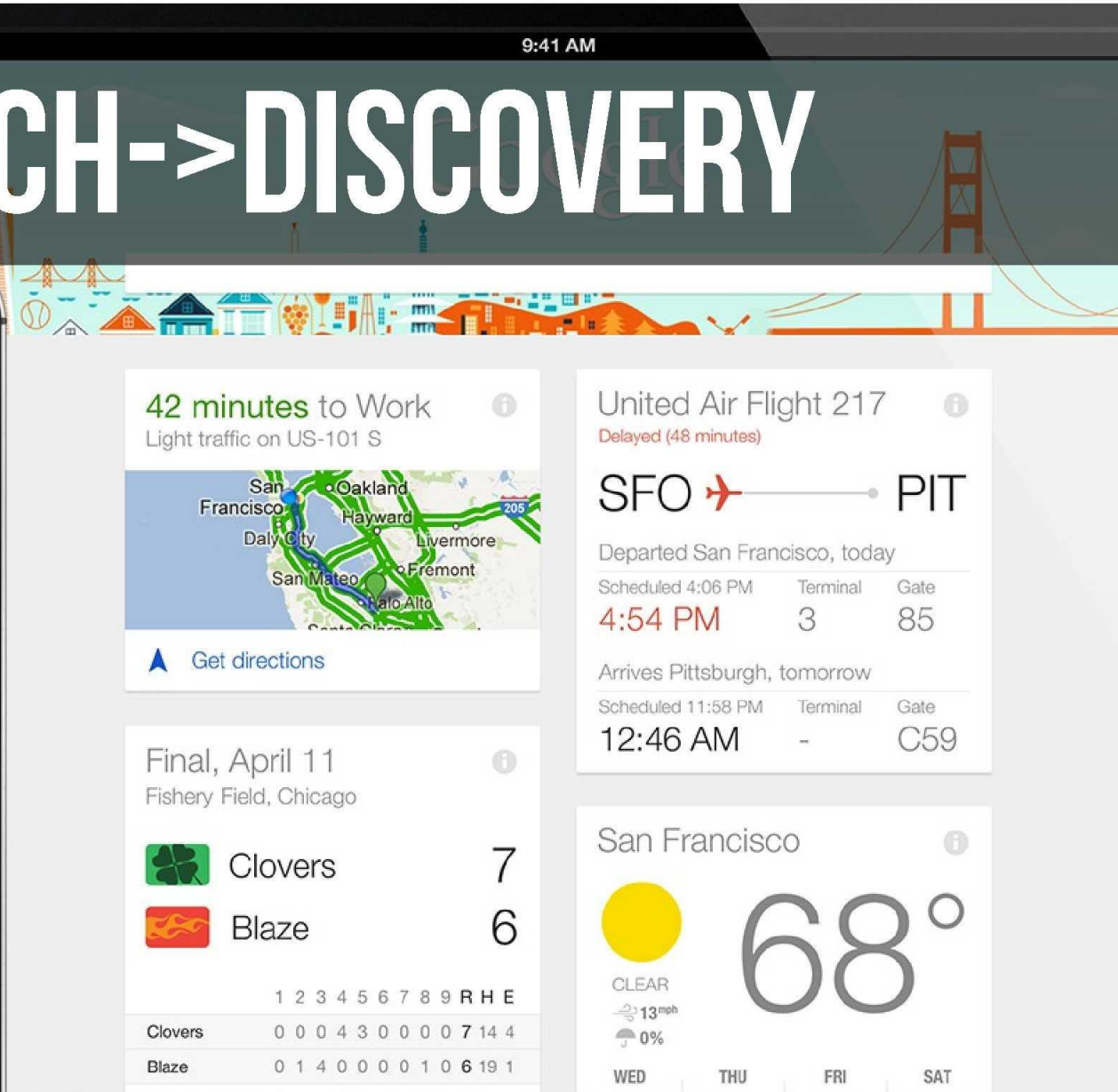
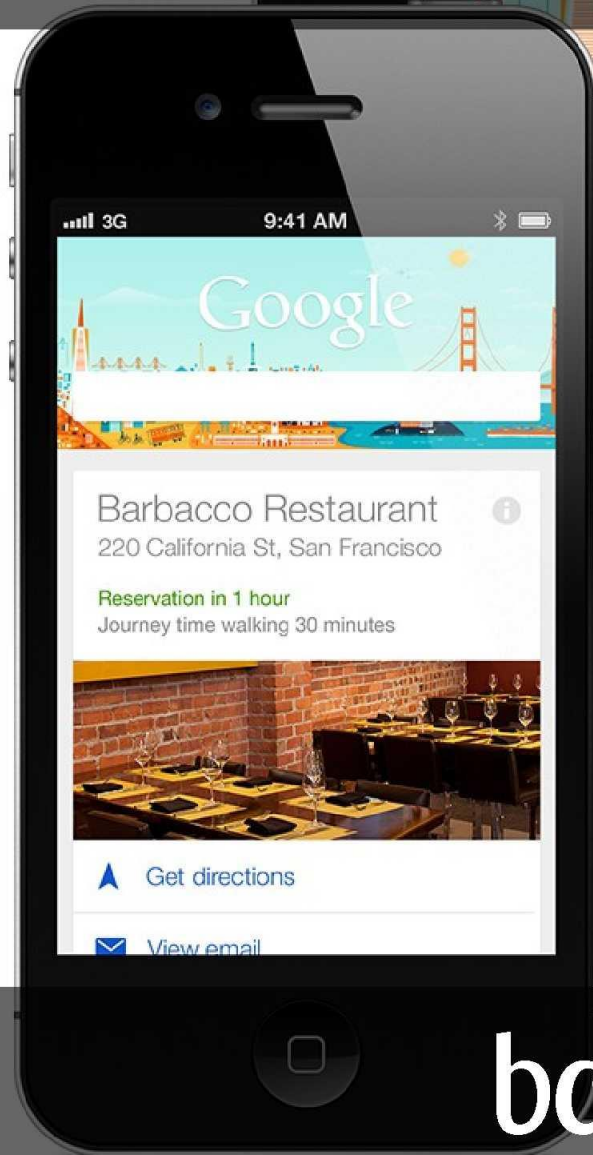
NETFLIX

Source: <http://www.pcmag.com/article2/0,2817,2402739,00.asp>


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SEARCH->DISCOVERY



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A man with dark hair and glasses, wearing a dark suit, light blue shirt, and dark tie, is shown from the chest up. He is holding a black smartphone to his right ear with his right hand and has his left hand raised with fingers spread. His mouth is wide open in a shout or scream, and his eyes are wide. The background is a blurred city street with buildings.

“I’m really excited
when I get an email
from my cinema
exhibitor”
- said no one, ever.

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FILMASTER helps cinema exhibitors understand your customers and communicate with them personally.



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SAMSUNG

50%

viewership growth



Cinemas

3-5%

attendance growth



viewership growth

23%

ProSiebenSat.1



EMPIRE
CINEMAS

ProSieben: Nasebands Hochzeit!



USE CASE: EMPIRE CINEMAS

Empire Cinemas Weekly Film Quiz

12 seconds left...

Who was the director of The Boondock Saints [1999]

Troy Duffy



Zack Snyder



Steven Soderbergh



YOUR PROGRESS



1 / 10

Top Rated Games More



Recommended Games More



People You May Know See All



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USE CASE: EMPIRE CINEMAS

Empire Cinemas Weekly Film Quiz

5 seconds left...

Which actor appeared in Desperado [1995]

Keanu Reeves



Samuel L. Jackson



Danny Trejo



YOUR PROGRESS

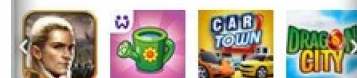


2 / 10

Top Rated Games More



Recommended Games More



People You May Know See All



Lukasz Ludkowski
1 mutual friend
Add Friend



Kushtrim Xhakli
1 mutual friend
Add Friend



Lorenz Aschoff
1 mutual friend
Add Friend



Bryce Keane
1 mutual friend
Add Friend



Tytus Dobrzynski
1 mutual friend
Add Friend



Ewa Lalik
1 mutual friend
Add Friend

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USE CASE: EMPIRE CINEMAS

Empire Cinemas Weekly Film Quiz



You scored **50** points!

Thank you for playing the quiz. The results will come via email and Facebook, so please check out this page on Thursday!

You can improve your chances to win the tickets by performing one of the below actions.

GET MORE POINTS!



Rate 6 movies
to receive 10 additional
points per movie



Publish info
about this quiz on your
wall (+20 points)



Invite your friends
and get 15 points for
each accepted invitation

Now showing at Empire Cinemas



Top Rated Games More



Recommended Games More



People You May Know See All



Aleksander Mokrecki
1 mutual friend
[Add Friend](#)



Matt Edmund
[Add Friend](#)



Cole Edmund
1 mutual friend
[Add Friend](#)



Przemysław Aleksander Jakubowski
1 mutual friend
[Add Friend](#)



Artur Jabłoński
[Add Friend](#)



Christina Tsakona
[Add Friend](#)

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USE CASE: EMPIRE CINEMAS

Empire Cinemas Weekly Film Quiz



You scored **60** points!

Thank you

to please

Please enter your e-mail address.

We will use it only to notify you if you are a lucky winner.

zdzisiekrol@wp.pl

You can

one of

- ☒ I agree to the [terms of service](#) of Empire Cinemas Weekly Film Quiz (required)
- ☒ I would like to receive weekly film times/ e-mail newsletter for my local EMPIRE Cinema(s).

Good luck!

SAVE

Rate 6 movies
to receive 10 additional
points per movie

Publish info
about this quiz on your
wall (+20 points)

Invite your friends
and get 15 points for
each accepted invitation

Now showing at Empire Cinemas



Top Rated Games More



Recommended Games More



People You May Know See All



Lukasz Ludkowski

1 mutual friend

[Add Friend](#)



Kushtrim Xhakli

[Add Friend](#)



Lorenz Aschoff

1 mutual friend

[Add Friend](#)



Bryce Keane

1 mutual friend

[Add Friend](#)



Tytus Dobrzynski

[Add Friend](#)



Ewa Lalik

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USE CASE: EMPIRE CINEMAS

Empire Cinemas Weekly Film Quiz

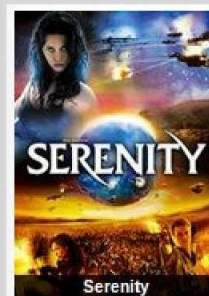
Rate the films you have seen before. Skip if you haven't seen it.
You get extra 10 points for each rated film!



SKIP



SKIP



SKIP



SKIP

DONE



Top Rated Games More



Recommended Games More



People You May Know See All



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USE CASE: EMPIRE CINEMAS

GET MORE POINTS!



Rate 6 movies
to receive 10 additional
points per movie



Publish info
about this quiz on your
wall (+20 points)



Invite your friends
and get 15 points for
each accepted invitation

Now showing at Empire Cinemas



Like



Buy
ticket



Like



Buy
ticket



Like



Buy
ticket

Coming soon



Like



Like



Like

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USE CASE: PATHE

Pathé.nl – De nieuwste film x

www.pathe.nl

Mobiel | Mijn Pathé | Klantenservice | Vacatures | English | Unlimited | Business

WILL SMITH JADEN SMITH


AFTER EARTH

PATHÉ BIOSCOOP PATHÉ THUIS

KOOP TICKETS

Films ▾ Bioscoopagenda ▾ Specials & Events ▾ Bioscopen ▾ Unlimited

Titel, acteur, ... 🔍




OR


FIND YOU PERFECT MOVIE MATCHES & WIN 5 FREE TICKETS

PayPal


Winkel overal veilig en snel.



Spotlight



Prijsvraag Man of Steel
Win o.a. een lifesize standbeeld van Man of Steel.



Stichting Bio Vakantieoord
Pathé steunt stichting BIO Vakantieoord, jij toch ook?

Top 10

- 1 After Earth
- 2 The Hangover 3
- 3 Star Trek Into Darkness
- 4 Fast & Furious 6
- 5 Only God Forgives
- 6 The Great Gatsby
- 7 Spijt

Blog [Toon alle](#)

Trailer: The LEGO Movie

Nafesa Rasoolbaks

Nieuwe poster + trailer 'Runner, Runner'

Nafesa Rasoolbaks

Muziek: 'Ooh La La' – Britney Spears (De Smurfen 2)

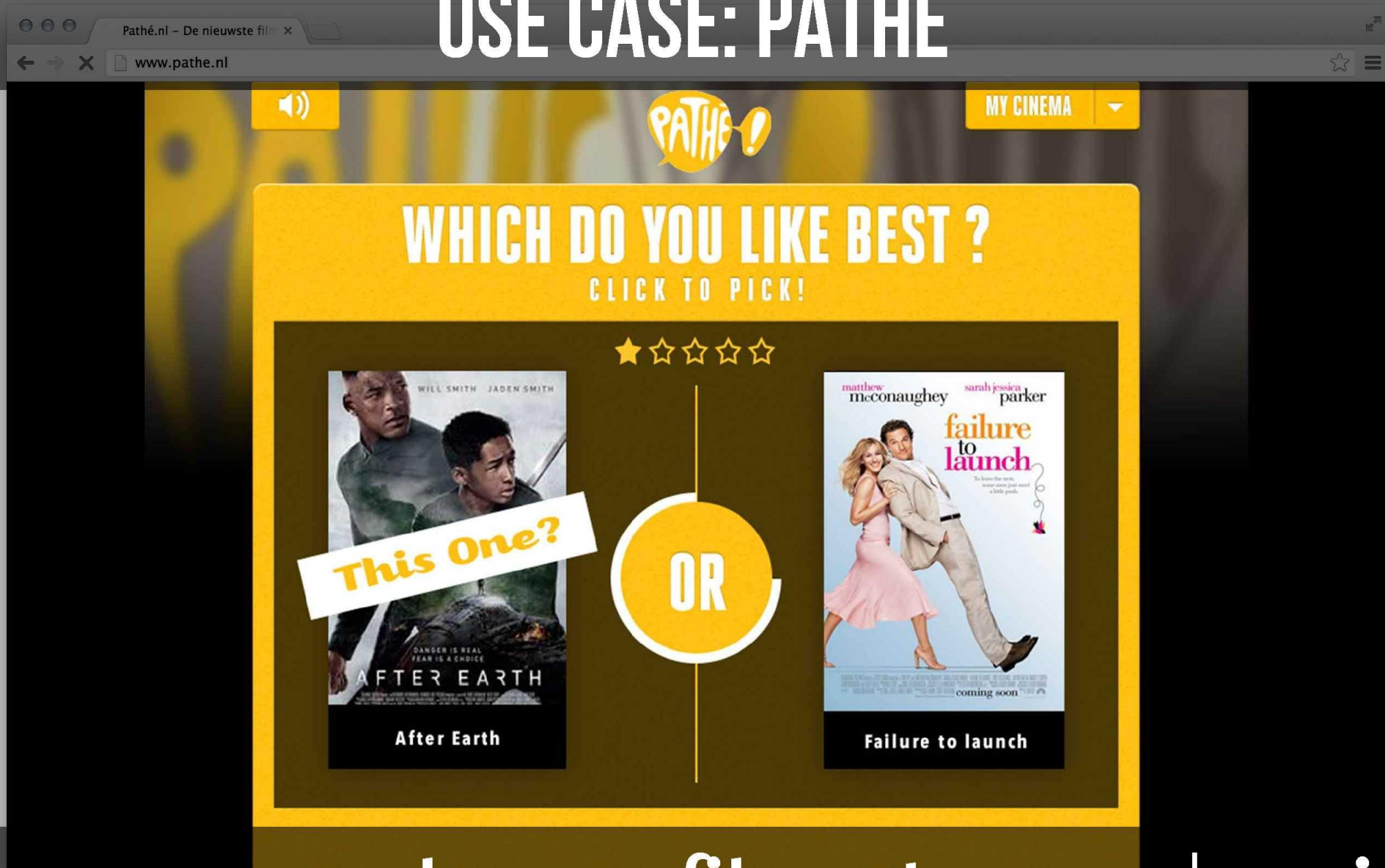
Nafesa Rasoolbaks

Nieuwe trailers: Elysium, Don Jon en 300: Rise of an Empire

NU IN DE BIOSCOOP

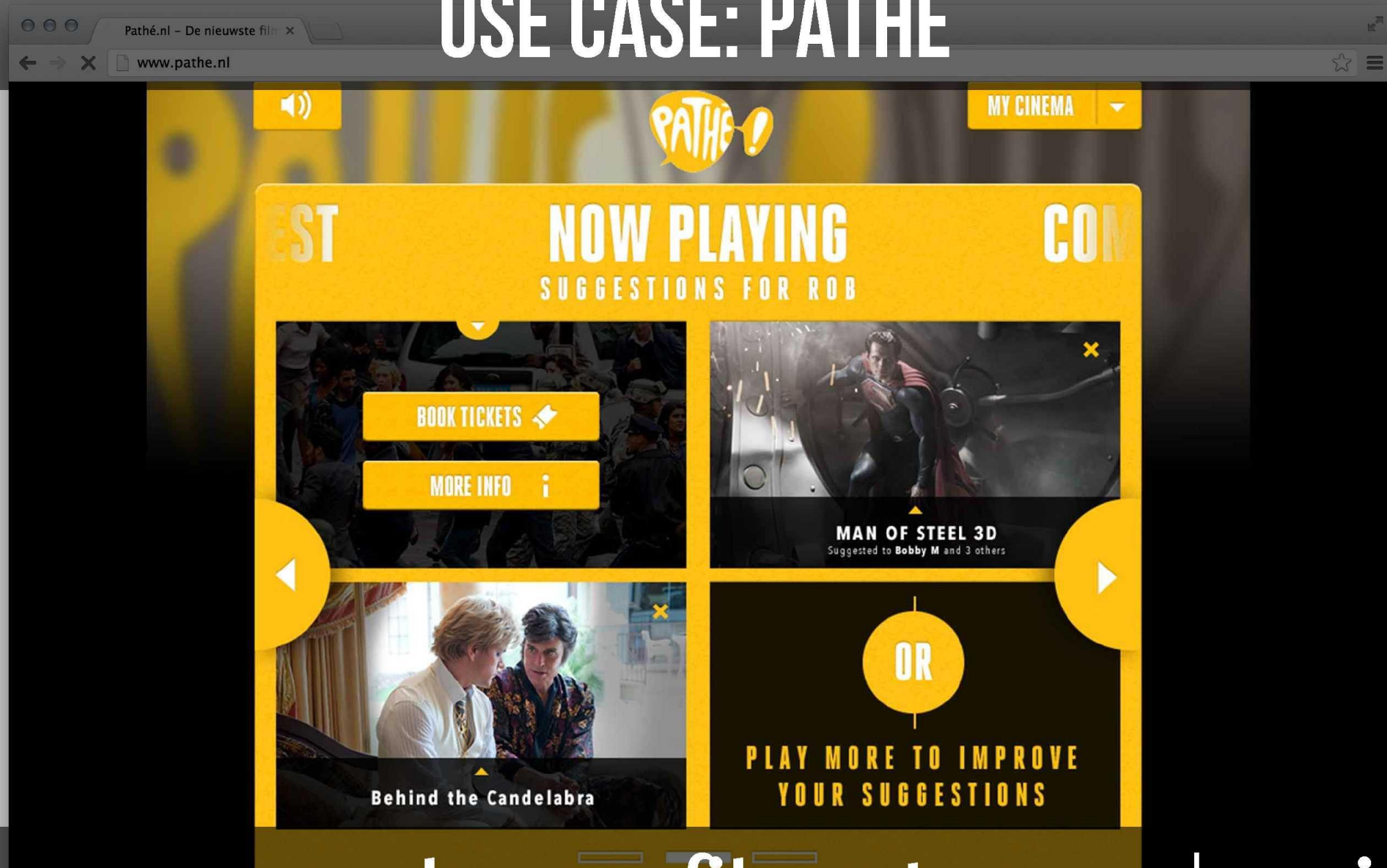
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USE CASE: PATHE



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USE CASE: PATHE

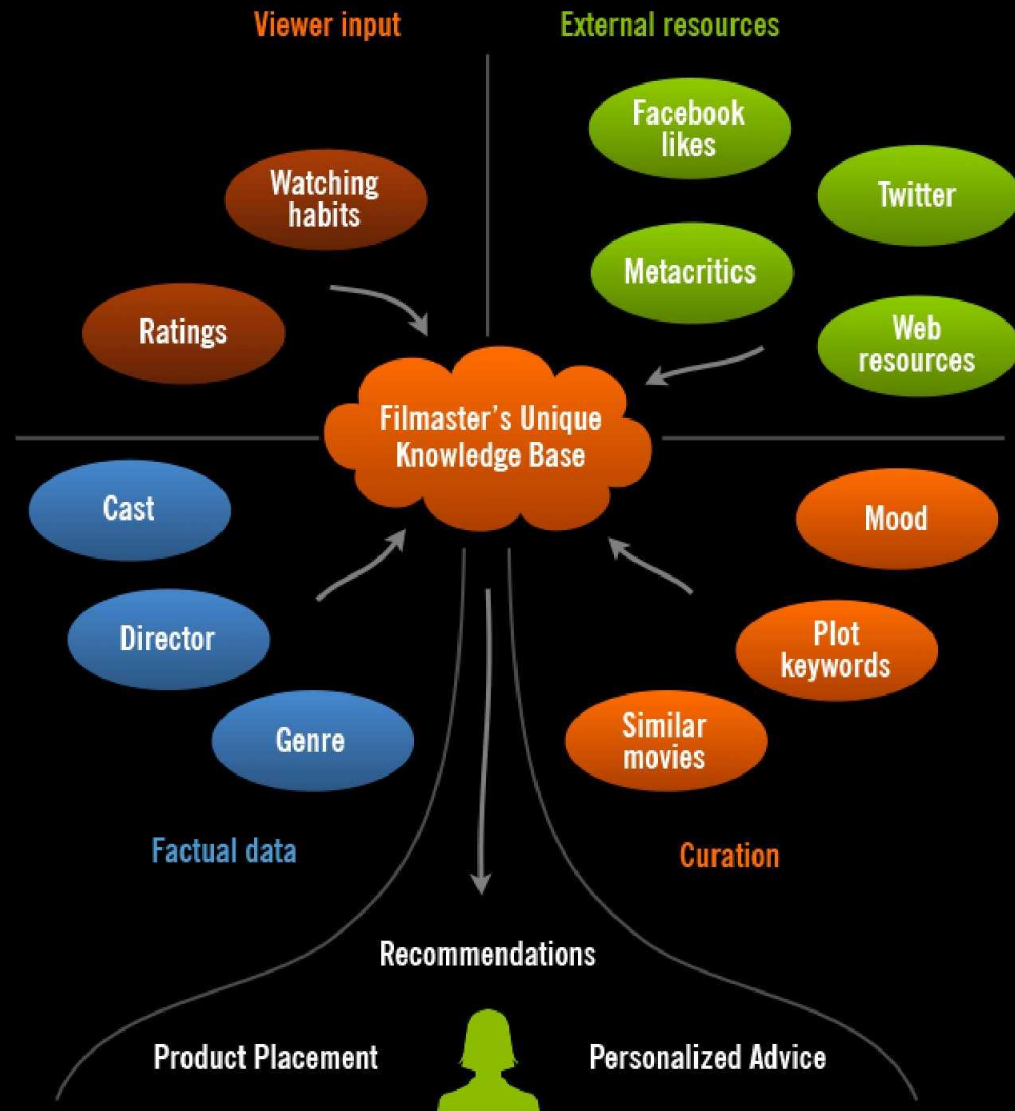


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| | LOYALTY PROGRAMME | FILMASTER |
|-----------------------|--------------------------|--------------------|
| COST | Expensive | Affordable |
| RESOURCE | High | Low |
| DATA GATHERING | Takes years | Instant |
| IMPACT | Frequent goers | Everyone |
| BREAK EVEN | with 30-50% growth | with 0.5-1% growth |

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HOW DOES IT WORK?



Easy deployment
No software
installation

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| | | |
|--------------|--------------|---------------|
| 200-450 Yes | 25-199 Maybe | 0-24 No |
| Total: 5 607 | Total: 9 501 | Total: 12 382 |

Analytics

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THANK YOU

DEMO:

[FILMASTER.COM/CINEMA-DEMO](https://filmaster.com/cinema-demo)

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Swing into spring.

NO PAPER, NO GLASS, NO CANS.
Just a can of recycled paper.

Metroline



We are in the Fast Lane

Infrequent and Occasional Cinemagoers are in the Slow & Middle Lanes

We are in danger
of leaving some
of our customers
behind





Latent Demand - Significant

| Seen | (N) | | Wished had Seen | |
|---------|-----|--------|-----------------|-------|
| | 703 | | | 453 |
| Film 1 | 35% | 246.05 | 14% | 63.42 |
| Film 2 | 29% | 203.87 | 3% | 13.59 |
| Film 3 | 28% | 196.84 | 3% | 13.59 |
| Film 4 | 23% | 161.69 | 13% | 58.89 |
| Film 5 | 21% | 147.63 | 10% | 45.3 |
| Film 6 | 18% | 126.54 | 10% | 45.3 |
| Film 7 | 17% | 119.51 | 10% | 45.3 |
| Film 8 | 17% | 119.51 | 9% | 40.77 |
| Film 9 | 16% | 112.48 | 5% | 22.65 |
| Film 10 | 13% | 91.39 | 3% | 13.59 |
| Film 11 | 13% | 91.39 | 7% | 31.71 |
| Film 12 | 12% | 84.36 | 8% | 36.24 |
| Film 13 | 11% | 77.33 | 5% | 22.65 |
| Film 14 | 10% | 70.3 | 9% | 40.77 |
| Film 15 | 10% | 70.3 | 7% | 31.71 |
| Film 16 | 10% | 70.3 | 6% | 27.18 |
| Film 17 | 9% | 63.27 | 6% | 27.18 |
| Film 18 | 9% | 63.27 | 4% | 18.12 |
| Film 19 | 9% | 63.27 | 6% | 27.18 |
| Film 20 | 8% | 56.24 | 10% | 45.3 |
| Film 21 | 8% | 56.24 | 9% | 40.77 |
| Film 22 | 7% | 49.21 | 6% | 27.18 |
| Film 23 | 7% | 49.21 | 6% | 27.18 |
| Film 24 | 7% | 49.21 | 5% | 22.65 |
| Film 25 | 7% | 49.21 | 4% | 18.12 |
| Film 26 | 6% | 42.18 | 3% | 13.59 |
| Film 27 | 6% | 42.18 | 5% | 22.65 |
| Film 28 | 6% | 42.18 | 4% | 18.12 |
| Film 29 | 5% | 35.15 | 3% | 13.59 |
| Film 30 | 5% | 35.15 | 1% | 4.53 |

*If everyone watched a film they wished had seen
at the cinema*

33% more admissions

(Top 30 movies)

**Now imagine how much latent
demand there actually is among
cinema goers who don't know
enough about films and what there
is to see, when and why?**

waze

Guided Tour

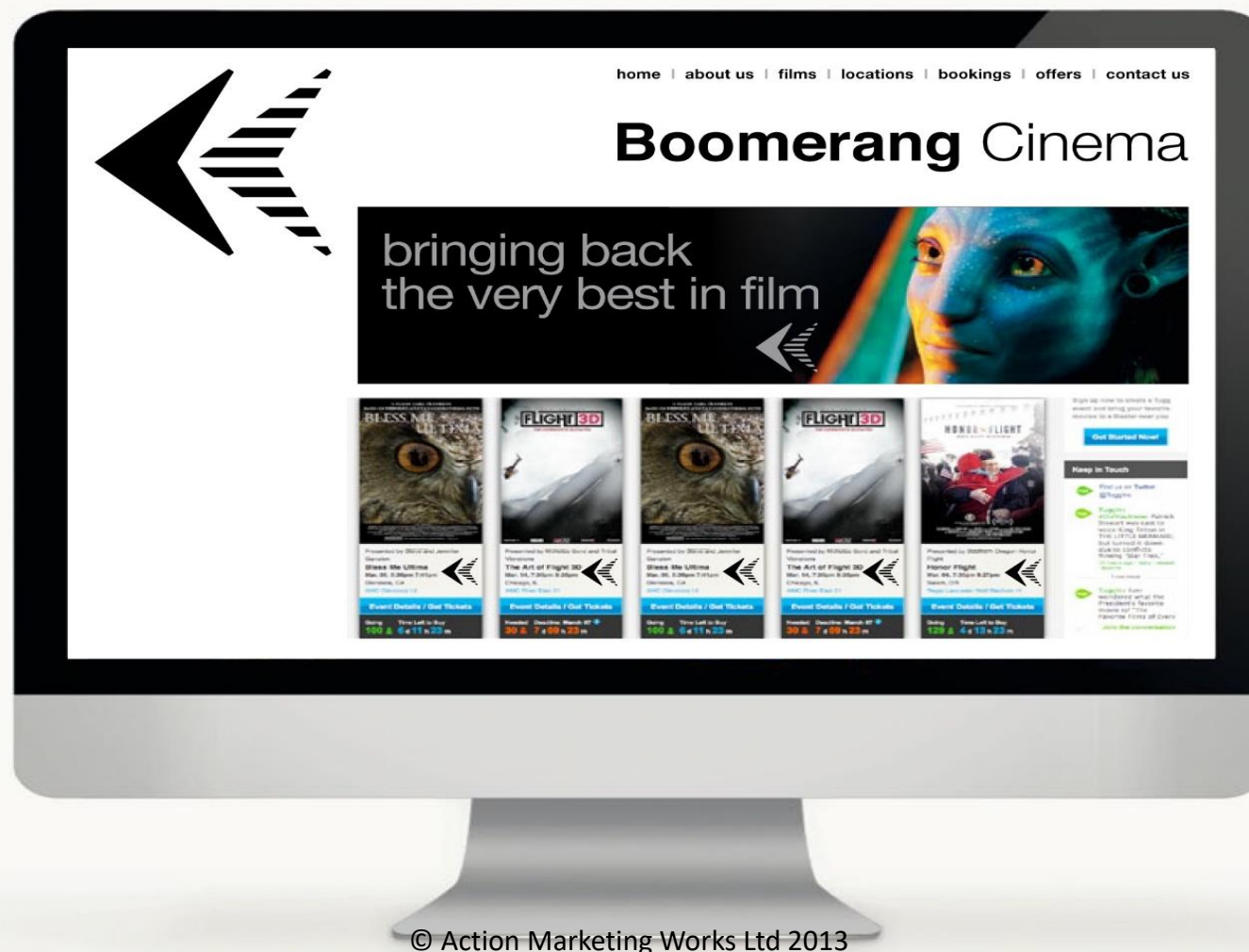


Boomerang Cinema[®]

- 40 weeks / annum
- Mon / Tues Eve
- 1-2 Shows / week
- 6 Week Cycle

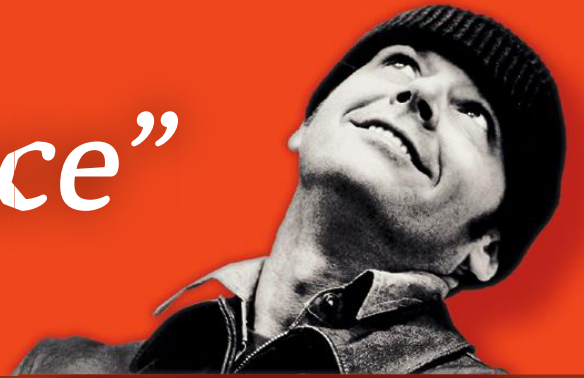
Link with DVD
Window

Possible link with
ULTRA VIOLET



We *Want* Cinema

“I’m a marvel of modern science”



McMurphy - One Flew over the Cuckoo's nest

Reel Cinemas - Bedford
09-09-2013

The movie theatre is yours
wewantcinema.com



We *Want* Cinema

www.amstelfilm.nl

www.wewantcinema.com

marieke@amstelfilm.nl



bring your favourites to the big screen

Cinema trailer

We *Want* Cinema



bring your favourites to the big screen

Achievements

- ✓ May 2012: Website online (NL)
- ✓ October 2012: Official launch the Netherlands
- ✓ > 60 successful events
- ✓ 14 venues in NL
- ✓ > 1.500 titles in catalogue
- ✓ Award: Global Creative Business Cup
- ✓ Digital Innovation Award, CineEurope



Creative
Business
Cup



"By combining the full potential of the capacity in cinemas, new technology and social platforms, they have created a scalable solution" (Jury)

bring your favourites to the big screen

Service latent demand...



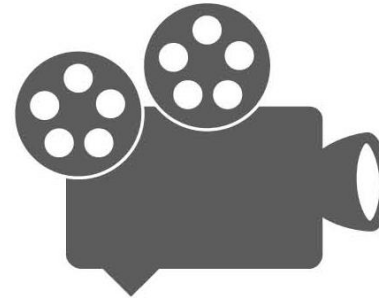
Choose a film

More than 1000 films



Promote your event

Enough tickets sold?



Showtime!

Your favorite film shown
in the movie theatre



bring your favourites to the big screen

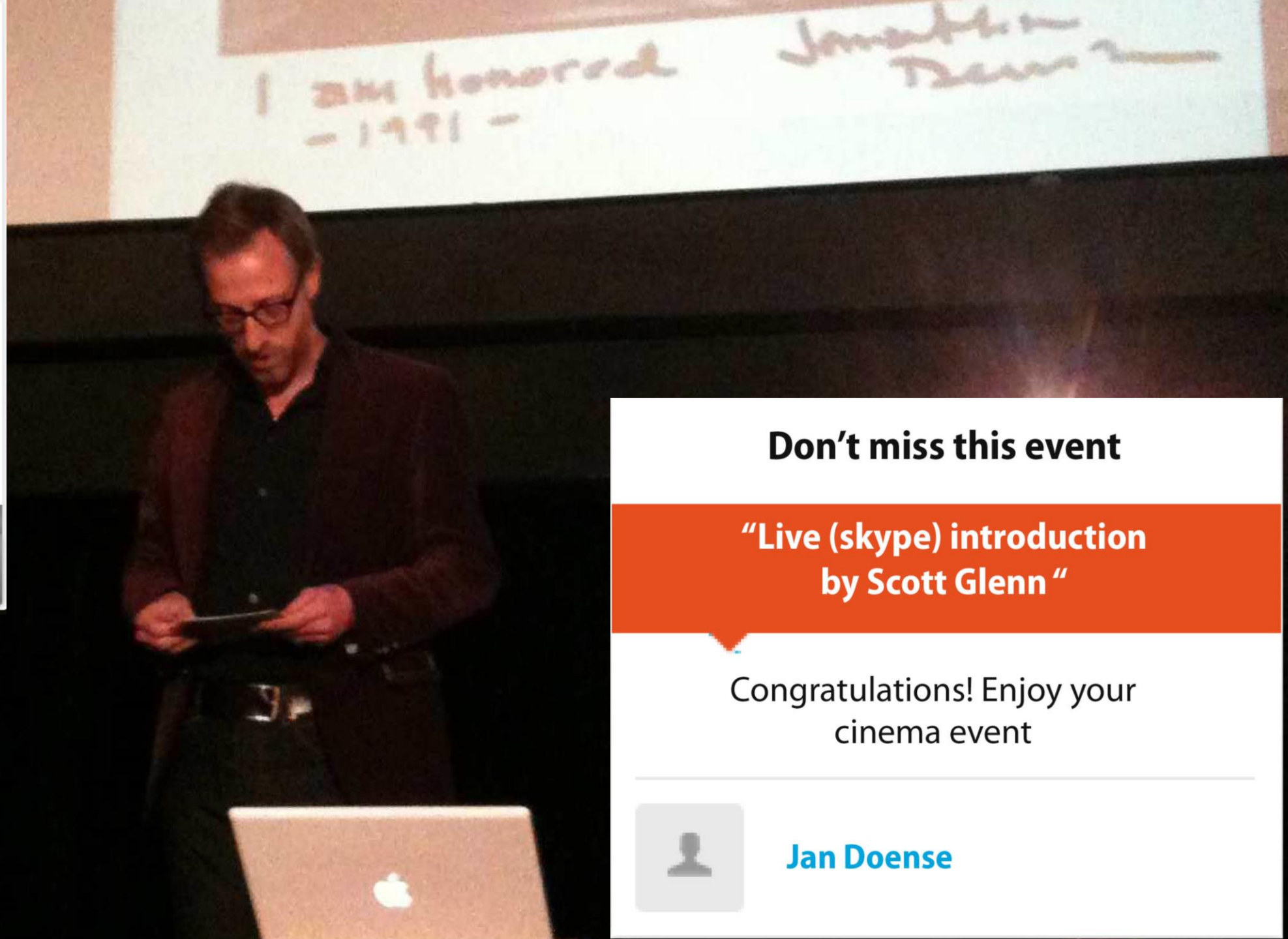


JUL
18

De Uitkijk
Amsterdam

21:00

EVENT GESLAAGD



Don't miss this event

"Live (skype) introduction
by Scott Glenn"

Congratulations! Enjoy your
cinema event



Jan Doense

**NOTHING
LIKE CHOCOLATE**

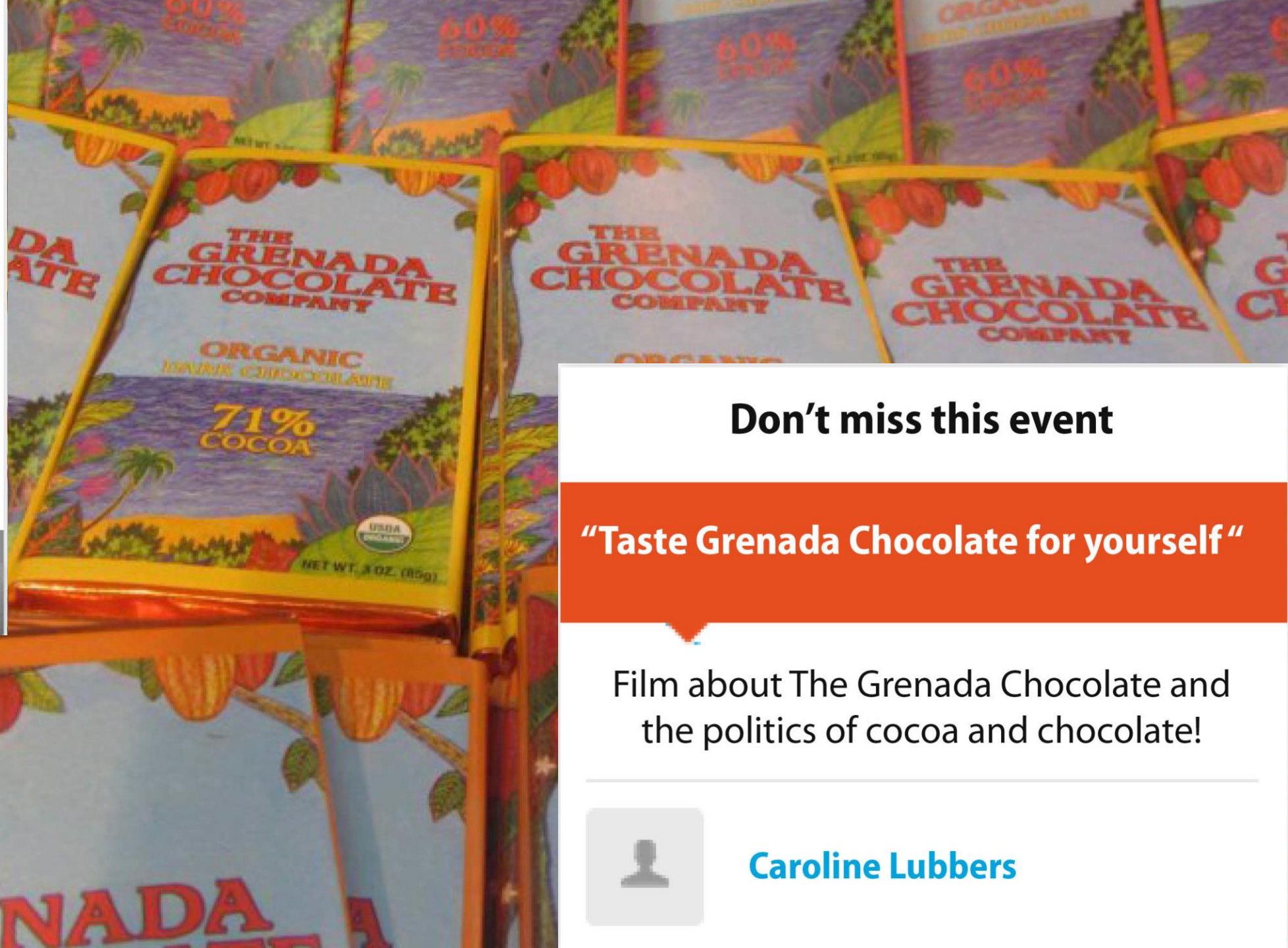


**Okt
18**

**De Uitkijk
Amsterdam**

@ 21:00

EVENT GESLAAGD



Don't miss this event

"Taste Grenada Chocolate for yourself"

Film about The Grenada Chocolate and
the politics of cocoa and chocolate!



Caroline Lubbers

The We Want Cinema Concept

- ✓ Anyone can create an event, book the first tickets and invite friends
- ✓ When enough people buy a ticket the event will take place
- ✓ One-stop-shop which re-establishes the relationship between audience, theatres and content (owners)
- ✓ Optimizes the capacities in cinemas
- ✓ (Re)creates a theatrical window for content owners
- ✓ Shifts the market from push to pull



bring your favourites to the big screen

Events

DE FRANSE FILMHIT VAN HET JAAR
NOMINÉES 16 FILM-ET-RECHERCHES NATIONALES



Intouchables
François Cluzet Omar Sy
Hij speelt met Omar Sy de rol van Philippe, een man met een fysieke handicap die samen met een rijk man leeft.

MRT **EYE**
17 Amsterdam
⌚ 21:30

27 tickets over

KOOP TICKETS



SULLY

MRT **Concordia**
21 Enschede
⌚ 18:45

33 tickets nodig binnen 3 dagen

KOOP TICKETS



THE GRUDGE

MRT **JT**
22 Hoogeveen
⌚ 16:00

35 tickets nodig binnen 3 dagen

KOOP TICKETS



Blue Velvet

MRT **EYE**
24 Amsterdam
⌚ 21:30

33 tickets nodig binnen 3 dagen

KOOP TICKETS

bring your favourites to the big screen

Platform – Promotion



bring your favourites to the big screen

Promotion - Groups

We *Want* Cinema
beta

Marieke Jonker

[Home](#) [Events](#) [Groepen](#) [Hoe werkt het?](#)



[SLUIT JE AAN BIJ GROEP](#)

Er zijn vast veel leuke events die je kunt tippen aan jouw groep! Bekijk het [overzicht van events](#) om een passende te vinden.

Groepsleden



We Want EYE

Events:



MEI 17 EYE Amsterdam
10:30
EVENT VERLOPEN



JUN 16 EYE Amsterdam
10:30
EVENT VERLOPEN



JUN 25 EYE Amsterdam
19:00
[KOOP TICKETS](#)

[ALLE EVENTS](#)

Films:



Time slot management

Bioscoopbeheer

Voeg de nieuwe tijdstippen toe waarop de zaal te boeken is voor WeWantCinema-voorstellingen. Als u de tijden opgeslagen heeft, kunt u deze pagina sluiten.

Kies een datum

| Februari 2013 | | | | | | |
|---------------|----|----|----|----|----|----|
| Ma | Di | Wo | Do | Vr | Za | Zo |
| | | | | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | | | |

← TERUG

Beschikbare tijden op 17 februari 2013

🕒 11:00 - 13:30

verwijder

Voeg een nieuwe begintijd toe:

12:00

☐ Herhaal iedere zondag t/m: kies dag ▼ kies maand ▼

OPSLAAN

We **Want** Cinema

For programmers

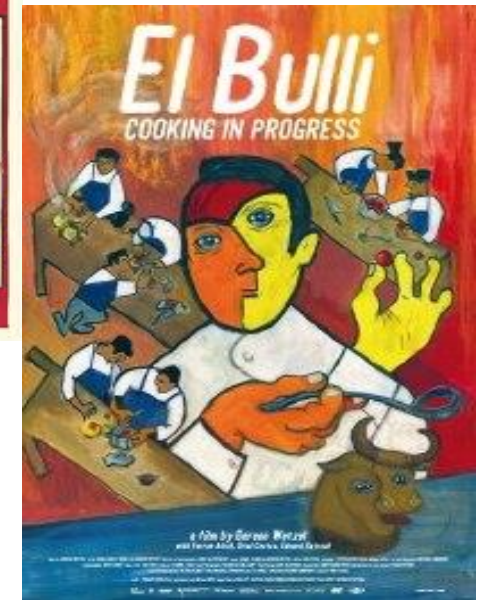
Classics



Unique national product

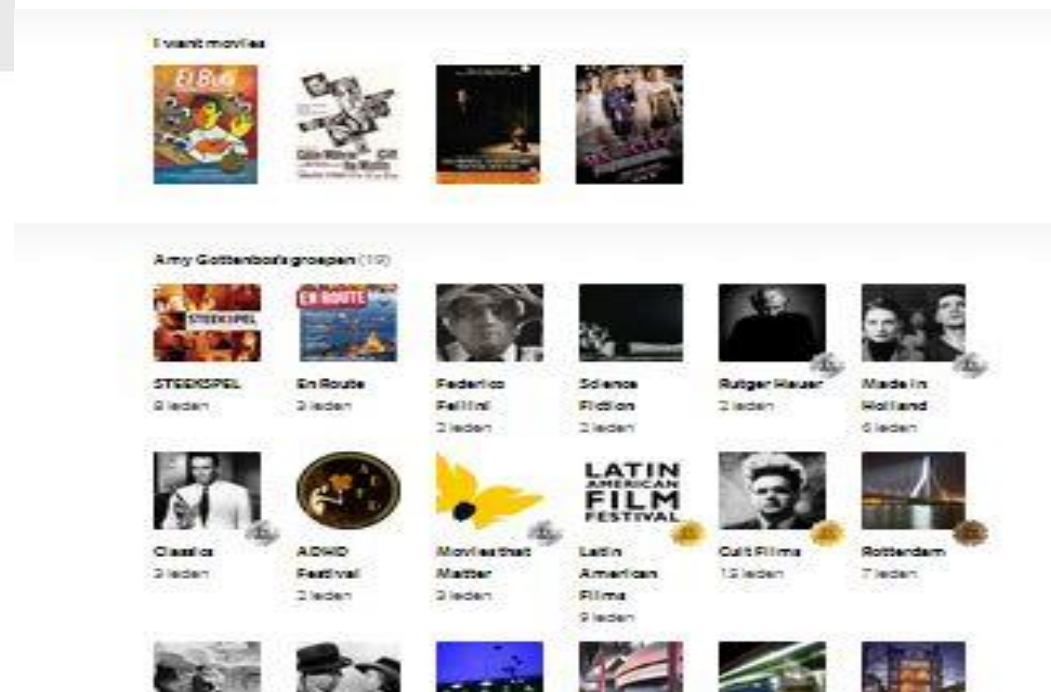
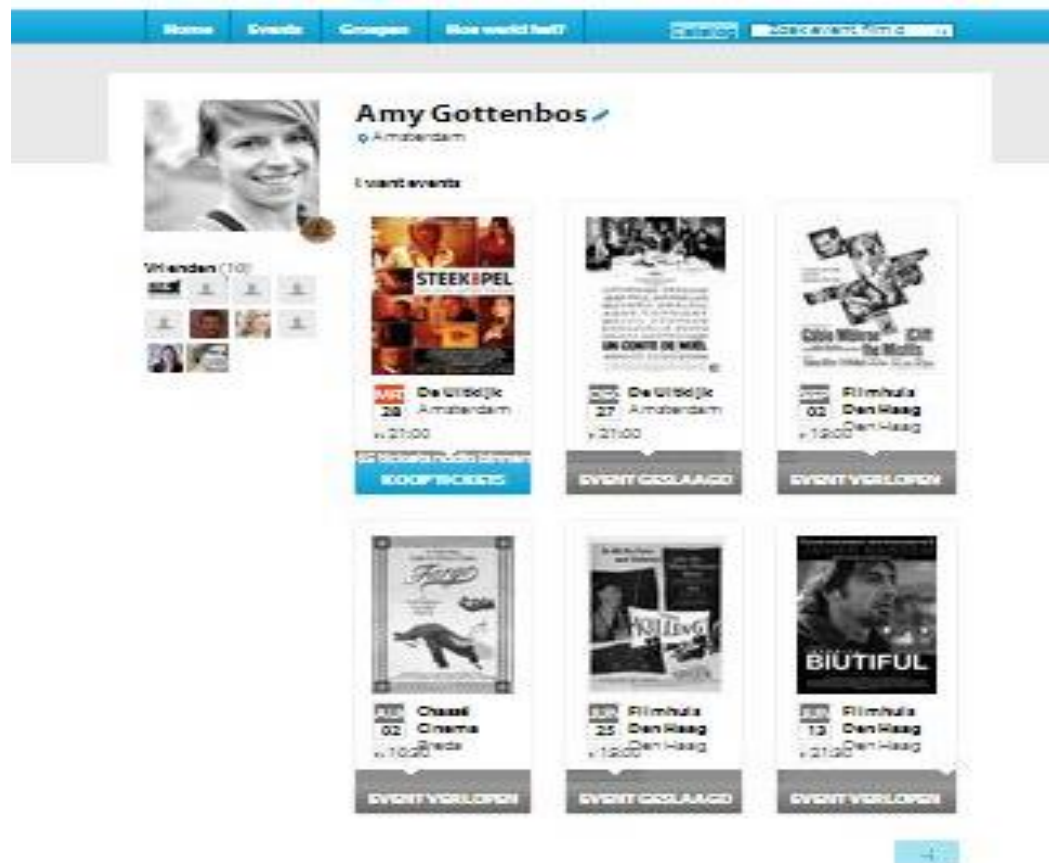


Theme based prog.



We *Want* Cinema

Gathering data



Website Cinemas

WE WANT CINEMA

JIJ PROGRAMMEERT!

We Want Cinema is het nieuwe online platform waarop je samen bepaalt wat er draait in de bioscoop. Niet langer maakt de bioscoop de programmering, die bepaalt je zelf!

Nieuwe en oude films, documentaires en samengestelde programma's. Wat jij wilt zien, wanneer jij het wilt zien. Iedereen kan een event aanmaken, het eerste kaartje boeken en vrienden uitnodigen om mee te gaan. Aanhaken bij een groep gelijkgestemden of een bestaand event kan ook. Als er voldoende mensen een kaartje kopen gaat het event door. Zo simpel is We Want Cinema.

Promoot je eigen event
Voor elk event moet een minimaal aantal kaarten verkocht worden. Dus vraag je vrienden, collega's en burens via Facebook, Twitter of e-mail om mee te doen door een kaartje te kopen voor jouw event of het event waarbij je wilt aansluiten. Promoot je event door een leuke persoonlijke belofte te doen! Ook kan je via de Want-knop aan elkaar laten zien wat jouw favoriete events en films zijn.

Kijk voor meer info en om te beginnen met programmeren op:
www.wewantcinema.com

Voor hier voor de [filmcatalogus](#)

FOTO'S

START NU JE EIGEN EVENT

Het online platform waarop je samen bepaalt wat er draait in de bioscoop.

Uitgelicht in 't Hoogt

STEELSPEL
Eerste publieksfilmpremière
@ 17:30 van Nederland

39 tickets nodig

TICKETS EN INFO

the movietheatre is yours
www.wewantcinema.com

| | | | | |
|----|-------------------|---|----------|---------------------|
| 12 | 21:00 dinsdag | The Master (DUP) Paul Thomas Anderson (VS 2012) | Cinema 3 | Koop tickets |
| 12 | 21:30 dinsdag | Paradies: Liebe Ulrich Seidl (OO/FR/DU 2012) | Cinema 2 | Koop tickets |
| 12 | 21:45 dinsdag | Kill List Ben Wheatley (UK 2012) | Cinema 4 | Koop tickets |
| 13 | 10:30 woensdag | Paradies: Liebe Ulrich Seidl (OO/FR/DU 2012) | Cinema 1 | Koop tickets |
| 13 | 10:30 woensdag | Picknick met Taart: Het dappere vosje Mascha Halberstad, Tom van Gestel, Mercedes Marro (SP/BE/NL 2012) - Fantastisch Kinderfilm Festival - Kinderprogramma | Cinema 4 | Koop tickets |
| 13 | 12:15 woensdag | Ernest en Célestine Vincent Patar/Stéphane Aubier (FR 2012) - Kinderprogramma - Nieuwe kinderfilms | Cinema 3 | Koop tickets |
| 13 | 13:15 woensdag | The Master (70mm) Paul Thomas Anderson (VS 2012) | Cinema 1 | Koop tickets |
| 13 | 14:00 woensdag | Ice Dragon Martin Högdahl (DK/ZW 2012) - Kinderprogramma - Nieuwe kinderfilms | Cinema 3 | Koop tickets |
| 13 | 14:00 woensdag | De wonderwinkel van Mr. Magorium Zach Helm (VS 2007) - Fantastisch Kinderfilm Festival - Kinderprogramma | Cinema 2 | Koop tickets |
| 13 | 14:30 woensdag | Kinderen van Waterland Ben Bontang (NL 1990) - Fantastisch Kinderfilm Festival - Kinderprogramma | Cinema 4 | Koop tickets |
| 13 | 15:15 woensdag | De meester van Mikael | Cinema 2 | Koop tickets |

We Want Cinema

Het online platform waarop je samen bepaalt wat er draait in de bioscoop.

Uitgelicht in EYE

STEELSPEL
Eerste publieksfilmpremière
@ 21:45 van Nederland

51 tickets nodig

TICKETS EN INFO

the movietheatre is yours
www.wewantcinema.com

EYE is museum van de maand februari

We *Want* Cinema

Share knowledge

- PR meetings each half year
- Meetings for programmers
- International meetings



We *Want* Cinema

Guerilla action: most wanted film



We *Want* Cinema

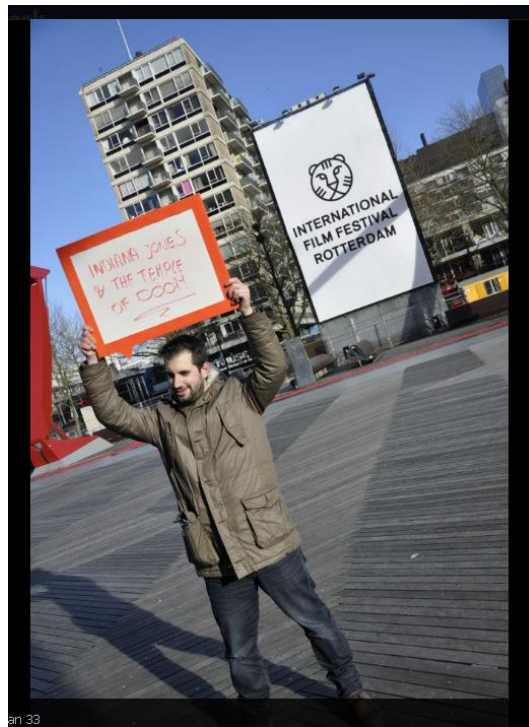
Guerrilla action: what do you want to see?

TEXT Filmsmaak van het IFFR publiek

1 februari 2013
19:25:45 AM

Tijdens het Internationaal Film Festival in Rotterdam wordt het We Want Cinema festival opgezet en vragen we ons de internationale voorkeuren van het festivalpubliek. Dit festival wordt hetgeen dat publiek wil zien tijdens het festival. Het festival wordt hetgeen dat publiek wil zien tijdens het festival. Het festival wordt hetgeen dat publiek wil zien tijdens het festival.

De festivalstaf heeft de festivalstaf van het IFFR publiek, wat zijn voorkeuren van het festivalpubliek?



an 33



We *Want* Cinema

Get people engaged.



bring your favourites to the big screen

“I think this is the beginning of a beautiful friendship”



Rick - Casablanca

Thank you!

marieke@amstelfilm.nl

bring your favourites to the big screen





Where's Wally?

WALLY



Where's Wally? Illustrations © 1987/2012 Martin Handford

WALKER
BOOKS
www.walker.co.uk





User Experience Design

Thank you

bobby@iu-hq.com | iu-hq.com

Please Almost !

Welcome Bobby Mutraporn



Independents United 

**What's the
BIG question?**



**How do we cut through
all the noise?**



I'm ^{Not} Bobby Mutraporn
from Independents United

bobby@iu-hq.com | iu-hq.com

Independents United



ASOS
discover fashion online

BBC

DIAGEO




GUINNESS
Stout

dressipi

method.
for the love of clean™

Harrods

L.K.Bennett
London

**Absolute
Radio** 

VUE®

**DOING
Something**.CO.UK
*"dating's more fun
when you're doing something"*

Defining
Purpose and
Voice

**We seek to build brilliant businesses
by doing things differently**

Creating Great
Content



People talk about Gamification

What is it about Air Miles?

10 trillion frequent flier miles are sitting in accounts, unused

Enough to travel to the moon and back
19.4 million times

Enough of all the theory already.

Show me some real stuff!



WOMEN | MEN

FREE DELIVERY WORLDWIDE >

£9.95 - UNLIMITED NEXT DAY DELIVERY FOR 1 YR
UK ONLY (EXC. NORTHERN IRELAND)

10% STUDENT DISCOUNT

ASOS

Summer Sale

Every retailer would be having a Sale

Every retailer will be shouting as loud as they could about their Sale

How could we cut through the noise?

We created a digital queue for the ASOS Sale



We created a digital queue for the ASOS Sale
and then let you elbow your way to the front
by playing a series of games



but we knew
we could
do more...



EXCLUSIVE SALE PREVIEW

Elbows at the ready!
Here are the ways to jump the queue:



FRIENDS = BENEFITS

Recruit friends now >



OOH WHAT
A LOVELY PAIR

Match-make now >

CONFESSIONS OF
A QUEUE JUMPER



**Tell us what you'd do
to jump the queue >**



SALE SHOUT OUT!

Tweet now >

**played
370k times**

**Check your queue position on
your exclusive Sale preview ticket**

750k
invites sent

EXCLUSIVE SALE PREVIEW

Elbows at the ready!
Here are the ways to jump the queue:



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CONFESSIONS OF
QUEUE JUMPER

Tell us what you'd do
to jump the queue >



SALE SHOUT OUT!

Tweet now >

**Check your queue position on
your exclusive Sale preview ticket**

17k
confessions sent

EXCLUSIVE SALE PREVIEW

Elbows at the ready!
Here are the ways to jump the queue:



FRIENDS = BENEFITS

Recruit friends now >



OOH WHAT
A LOVELY PAIR

Match-make now >

CONFESSIONS OF
A QUEUE JUMPER



**Tell us what you'd do
to jump the queue >**



SALE SHOUT OUT

Tweet now >

35k tweets

**Check your queue position on
your exclusive Sale preview ticket**

**Added over 200k Facebook page Likes
in 4 days**

**Delivered the most successful Sale
launch ever when doors opened**

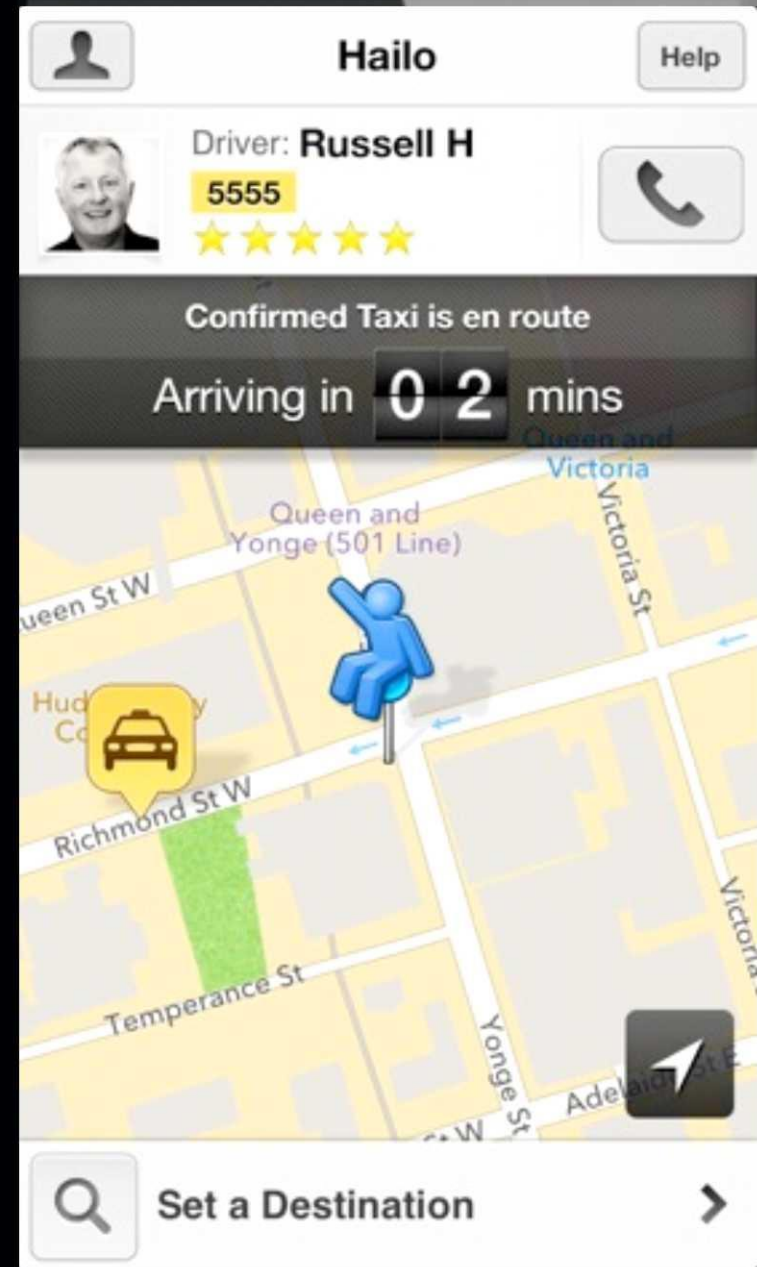
A black and white photograph of a street scene. In the foreground, a vintage car is parked on the left. A person is standing next to the car, partially obscured by the text overlay. In the background, there is a large building with many windows. The text "What have you done for me lately?" is overlaid in white on an orange background.

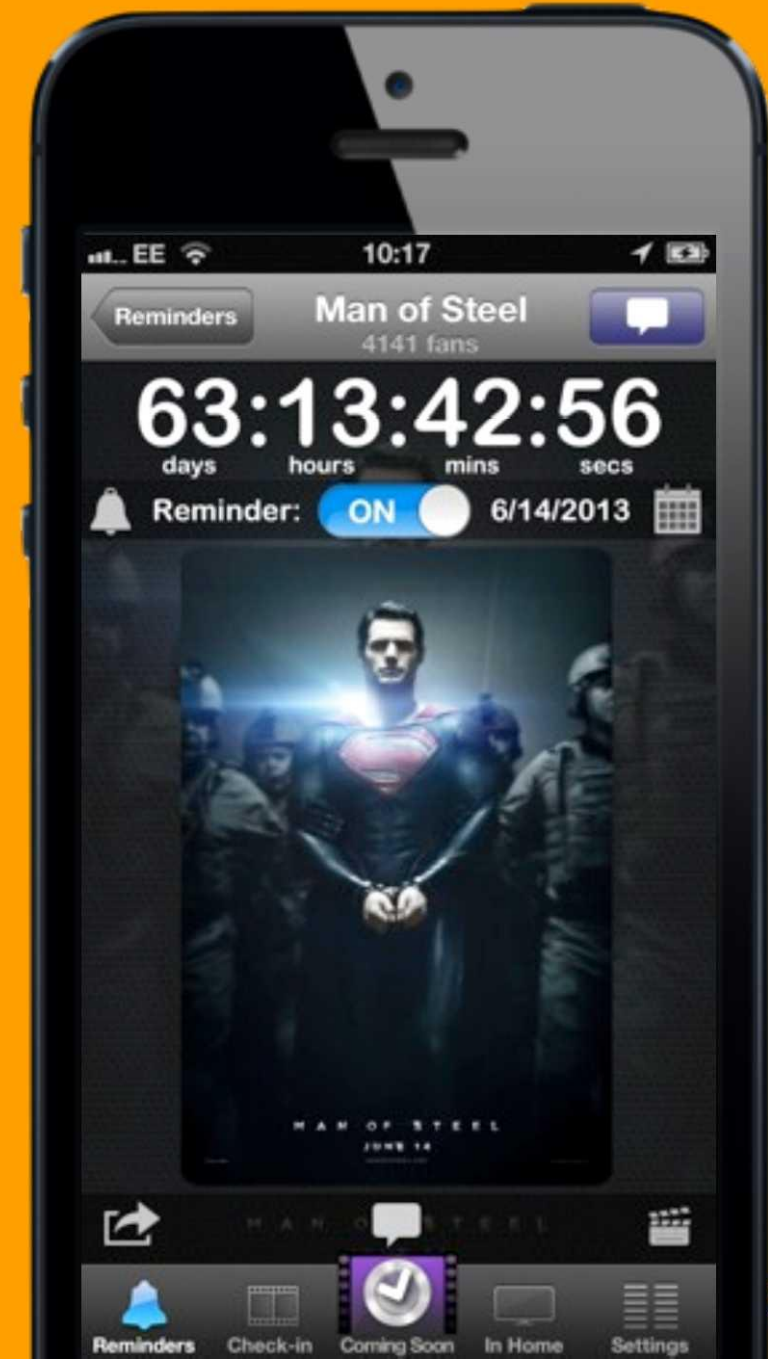
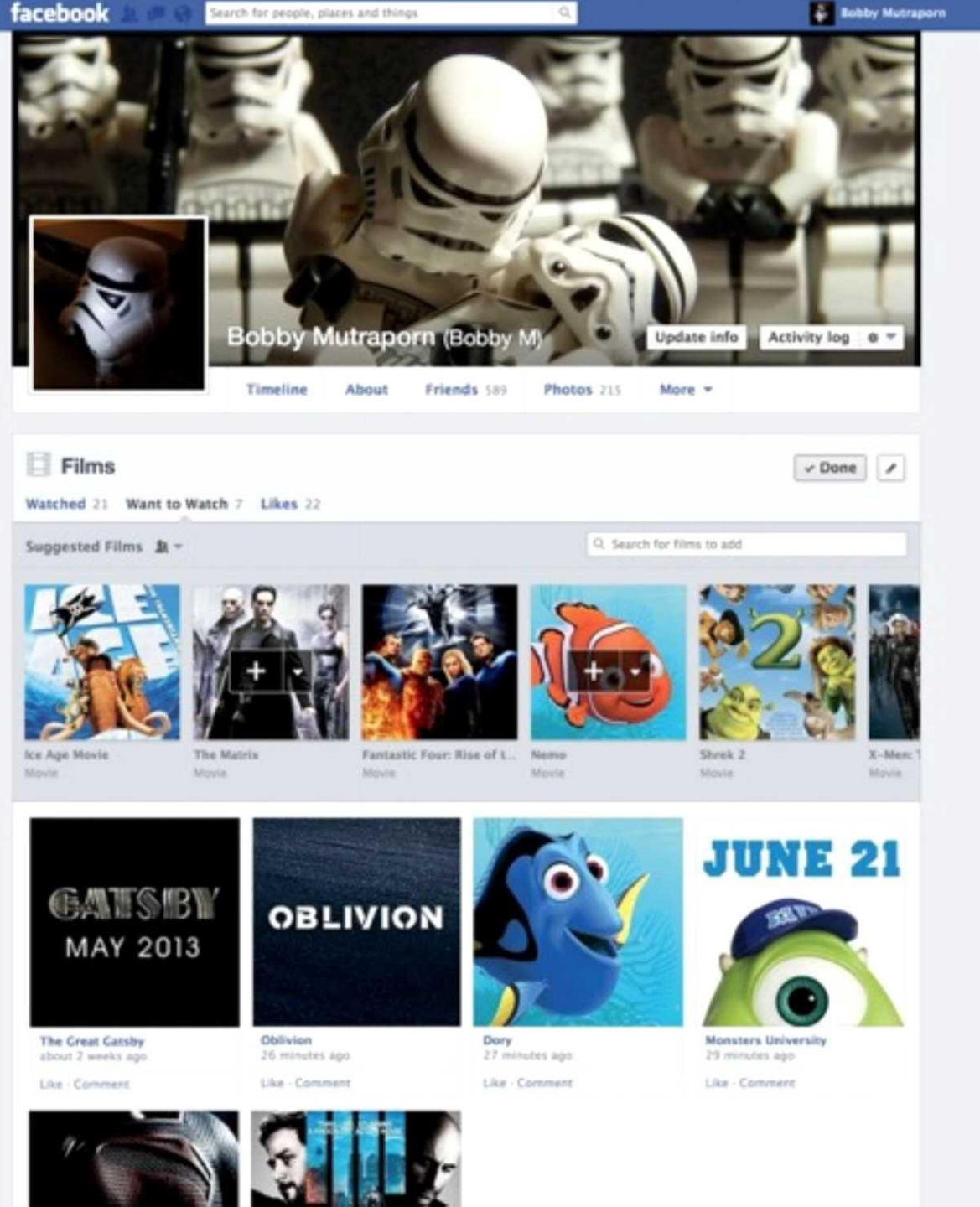
**What have you done
for me lately?**

Book a taxi to pick you up in 2 clicks

It knows where you are

Gives you real time info on
where your driver is and how
long he will take





Cool, so what now?

Cool, so what now?

Where's the hidden value in what you're doing?

Cool, so what now?

Where's the hidden value in what you're doing?

Is there a different (more fun) way to ask people to do what you want them to?

Cool, so what now?

Where's the hidden value in what you're doing?

Is there a different (more fun) way to ask people to do what you want them to?

Think about this stuff for ongoing parts of your business - where could it really make a difference?

Thank you

bobby@iu-hq.com | iu-hq.com

Independents United





Summary

- We need to change the current status quo
- We need to work together more and less in our silos
- We need to work across film platforms
 - Boomerang Cinema
- We need to utilise the right marketing tools to drive intent and action through engagement. All available NOW!
 - Personalised Recommendation (Filmaster)
 - Gamification & Social Media (Independents United)
 - Crowd Sourcing (We Want Cinema)
- We need to be more customer centric

"You've got to start with the customer experience and work back towards the technology - not the other way around" .. Steve Jobs

ENGAGE ... REWARD ... DISCOVER ... ACTION.....



THANK YOU!

Please give me your business card if you would like a copy of these presentations

Mark de Quervain

Managing Director – Action Marketing Works Ltd