**AUDIENCE INSIGHTS**

Understand your audience and how it evolves over time.

**TARGETED CAMPAIGNS**

Connect with your audience pre- and post-film release.

**INCREMENTAL BOX OFFICE**

Measure campaign effectiveness with detailed ROI reporting.

MEET YOUR AUDIENCE

Access the audience of leading exhibitors across your country through world-leading technology that allows you to target millions of active moviegoers¹ using demographic, behavioural and transactional insights.



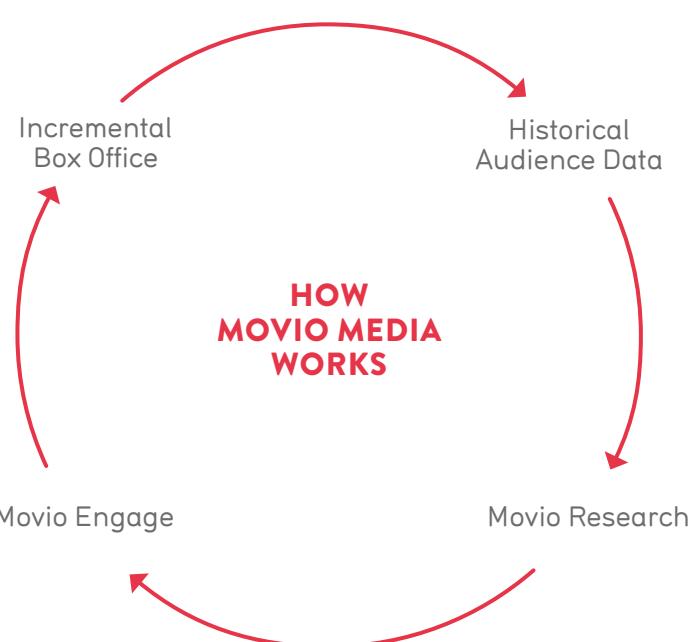
15m+

ACTIVE U.S.
MOVIEGOERS¹



33%

OF U.S CINEMA
EXHIBITORS²



1. who have transacted within the last 12 months.

2. of the Large Cinema Circuit (20+ screens).

UNDERSTAND YOUR AUDIENCE

Movio Research is the definitive film market research platform with real-time data, describing the demographics, behaviours and movie viewership history of millions of cinema loyalty members³. Proprietary sampling is performed ensuring the age and gender distribution of the resulting population is consistent with the general movie-going population as per industry standards⁴. Let us show you what is actually happening throughout your film's theatrical run.



SEGMENT

Proprietary Similarity Rating™ algorithm identifies best fit 'comp' audiences⁵.



PROFILE

Access rich audience profiles and behavioural analysis as soon as tickets go on sale.



VISUALISE

Understand Audience Evolution™ trends for films showing and historical titles.

ACTIVATE YOUR AUDIENCE

Movio Engage helps you understand what motivates moviegoers supporting informed budget, research, marketing and media decisions. Connect directly with the most avid moviegoers pre- and post- release to build awareness and demand for your movie using rich media campaigns rewarding their actions.



ENGAGE

Connect with your most likely audience, drive brand awareness, motivate actions.



SURVEY

Obtain moviegoers' opinions and combine with their behavioural profile for unrivaled insight.



MEASURE

Measure incremental revenue from actual transactional responses against control groups.

MOVIO

Movio is the global leader in marketing data analysis and campaign management for cinema exhibitors, film studios and distributors. 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 of over 34 million customers.

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3. cinema loyalty members aged 14 and over throughout USA

4. as described in the MPAA Theatrical Market Statistics 2014 report.

5. Movio Media's Similarity Rating measures the audience similarity between a pair of movies under consideration using actual movie viewership history.