



## AUDIENCE INSIGHTS

Movio Cinema's AI-driven segmentation tool, Audience Insights, automatically predicts which movie a member is most likely to see, using Movio's proprietary Machine Learning Propensity Algorithm™.

### How It Works

Effortlessly choose relevant Now Showing or Coming Soon movies and Audience Insights will automatically visualize audience distribution, based on the movie that each member is most likely to see.

The underlying Propensity Algorithm™ builds a model from a member's actual moviegoing history as well as traits observed from other members with similar behaviors. This makes Audience Insights more precise than genre or demographically-based group creation methods.

### Methodology

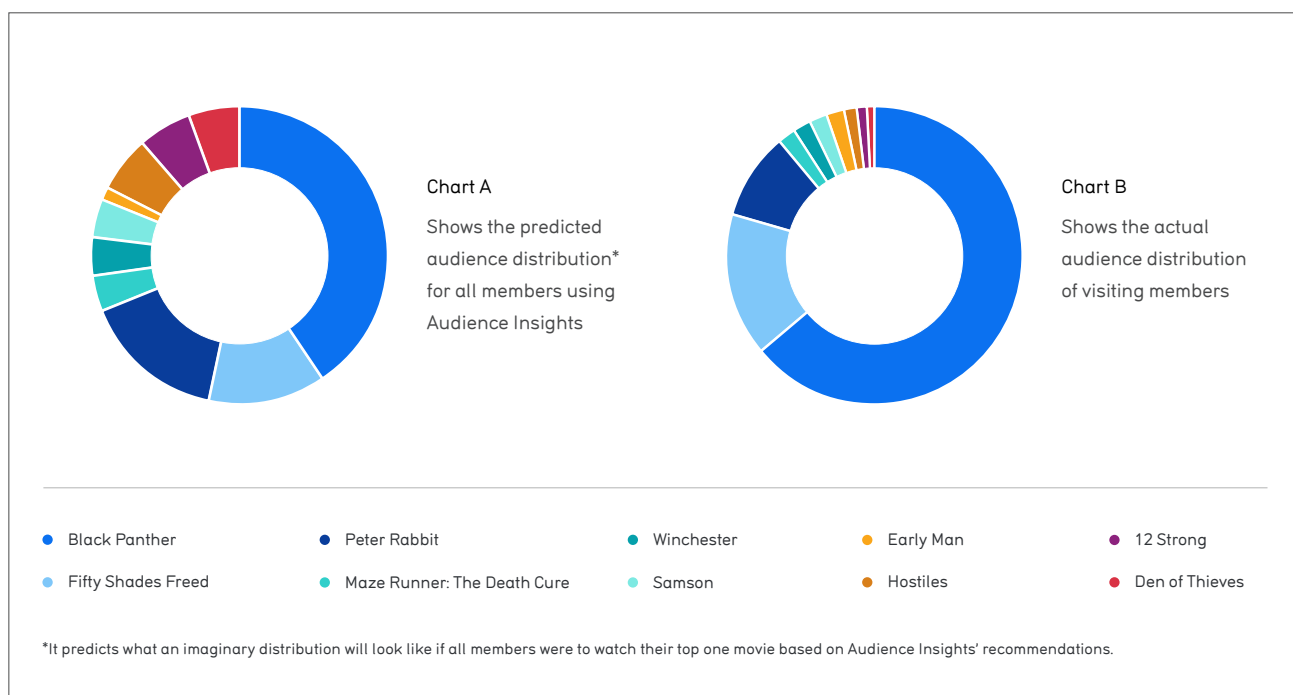
We wanted to test which movies the Audience Insights module would recommend to members during the first week of *Black Panther*. We looked at 10 movies that would be in cinemas at the start of that week.

Using historical data, the Propensity Algorithm™ ranked these 10 movies for each member, based on the propensity scores they received.

### Step-By-Step

- Select Movies**  
Effortlessly identify which titles to promote
- Display Audience Distribution**  
Automatically visualize audience distribution for selected movies
- Refine Your Audience**  
Easily add or remove movie titles and segment by moviegoer value
- Save Your Audience**  
Quickly export the list of moviegoers to Group Builder or Campaigns

# RESULTS



When we compared the predicted audience distribution using Audience Insights with the actual audience distribution for the opening week of *Black Panther* commencing 16 Feb 2018, we found the following:

## 55%

Of visiting members saw their top 1 recommendation

## 68%

Of visiting members saw a movie in their top 2 recommendations

## 78%

Of visiting members saw a movie in their top 3 recommendations

## Conclusion

We ran similar experiments for multiple weeks and the results collected from each week are consistent.

- At a macro level, Audience Insights provides valuable marketing insights by precisely predicting the audience propensity distribution of movies selected each week.
- At a micro level, the personalized recommendations are consistently accurate and relevant.

By using Audience Insights, you can send highly relevant and targeted communications to maximize campaign effectiveness.

Please note that creating a relevant comp model of a new release is crucial for getting a reasonable audience distribution prediction. Diversity is as important as accuracy at this stage as we often want to boost the visitation rates of 'smaller' movies. A more diverse distribution will give 'smaller' movies more campaign recipients. You can see this chart as a recommendation of optimal campaign resource and effort assignment.