



## **VUE ENTERTAINMENT, A VUE INTERNATIONAL COMPANY, AND MOVIO PARTNER TO CREATE A SINGLE CUSTOMER VIEW**

### **Largest Cinema Exhibition Group in Europe Selects Best-In-Class Marketing Platform *Movio Cinema* for its UK and Ireland Cinema Locations**

**London, UK; February 22, 2016** – [Movio](#), the global leader in marketing data, analysis, insights, and campaign solutions for theatrical exhibitors, studios and film distributors, has signed [Vue Entertainment \(Vue\)](#), a leader in the premium cinema sector, for its *Movio Cinema* platform. Vue is part of Vue International, one of the largest cinema group outside the United States. Implementation will begin in February at all Vue cinema locations in England and Ireland. The announcement was made today by Sarah Lewthwaite, Movio’s Strategic Partnerships Director for the EMEA Region, and Dominic Rowell, Commercial Director at Vue.

“*Movio Cinema* will make an important contribution to the business creating an ecosystem that will leverage a real-time, single customer view from multiple sources” said Dominic. “This approach will enable our product and marketing teams to improve our customers’ experience, drive value and engagement, and distinguish the Vue brand.”

*Movio Cinema* makes it faster and cost-efficient for cinema exhibitors to analyse their data and execute personalised campaigns to their customers. The seamless integration with Vista’s industry-leading cinema management system - Vista Cinema, already operational in Vue locations, allows theatres to measure campaign effectiveness and ROI in real time.

“We’re thrilled that Vue Entertainment will be working with *Movio Cinema* to enhance its Digital experience,” said Ms. Lewthwaite. “Vue is one of the world’s true innovators in the cinema experience and we’re honoured that they’ve chosen *Movio Cinema* to reach even higher levels of excellence.”

“*Movio Cinema* is a well proven marketing data analysis and campaign management solution in the industry,” offers Roland Jones, Executive Director of IT at Vue.

### **About Vue Entertainment (UK)**

Vue Entertainment (Vue) is a leader in the premium entertainment cinema sector in the UK. Committed to continued growth and development of its premium entertainment 'big screen' experience, Vue delivers the best choice of content, combined with the best technology in the best environment.

Vue has 84 state of the art cinemas throughout the UK and Ireland, with 804 screens. This includes 265 3D screens, 11 Extreme Screens, 7 Gold Class screens, 3 Scene Screens and Bars and 2 IMAX screens where Vue project every film in Sony Digital Cinema 4K for ultra high definition pictures with four times more detail. With a total of 154,062 seats, 98% of which are stadium seating, Vue's innovative development programme has led the way in the UK. Vue Westfield London (February 2010) and Vue Westfield Stratford City (September 2011) remain the first and third highest grossing cinemas in the country.

Vue Cinemas around the UK offer a range of content, in addition to highly anticipated blockbusters, with event cinema titles including opera, ballet, musicals, national theatre, live streaming of sporting events and concerts through to hosting Gaming championships and dedicating multiple screens to eGaming arenas.

Vue was founded in the UK following the acquisition of the Warner Village Cinemas in 2003 and is part of the largest cinema group in Europe, Vue International.

### **About Vue International**

Vue International is one of the largest cinema group in the world outside of the US and a leader in the premium entertainment cinema sector.

From its inception in May 2003, Vue became a worldwide operator and developer of modern, innovative multiplex cinemas. The Group has grown organically and through strategic acquisition owning some of the most respected cinema operations in Europe. The company has led the way in consolidation in the cinema market and is one of the fastest growing cinema groups in Europe.

Since 2012 Vue International has acquired Apollo Cinemas, CinemaxX, Multikino, Space Cinemas and JT Bisocopen. As the largest cinema group in Europe spanning ten countries with 209 sites, 1,859 screens and 8,500 staff, Vue International is widely recognised as the most innovative and technically advanced exhibitor in the industry.

Committed to continued growth and development of its premium entertainment big screen experience, Vue delivers the best choice of content, combined with the best technology in the best environment.

<http://www.myvue.com/about-us>

### **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 52 percent of cinema screens of the Large Cinema Circuit in North America (17,000 screens) and 25 percent globally (24,700 screens). Movio Media aggregates data across North America to provide film distributors and studios comprehensive market data on the behaviour of typical moviegoers, crucial audience insights and innovative campaign solutions. The Movio Media technology offers the most powerful and most accurate real-time film market research platform in the United States. Movio operates in North America, Latin America, Europe, Middle East, Australia, New Zealand, China, and South East Asia.

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