



CineMovida To Boost Attendance By Connecting Audiences With Their Ideal Movie

French cinema chain is country's first to partner with Movio to personalise communications with moviegoers

24th September 2018, London – Movio has today announced a new three-year partnership with innovative French cinema group, CineMovida, to increase audience attendance across its cinemas nationwide.

The first roll-out of its kind in France, CineMovida will use 'Movio Cinema' - Movio's data analytics and campaign management product - to better personalise marketing communications and target customers with more relevant content, ultimately aiming to increase ticket sales and movie attendance by connecting audiences with their ideal movie.

Stephan Michè, Secrétaire Général, Groupe SNES – CineMovida commented: *"Our audiences are at the heart of everything we do and to be able to have a better understanding of their needs and preferences is invaluable. Movio's dedication to ensuring our implementation has run smoothly, along with their expertise and advice to help us get the most from the products, has been vital. We look forward to seeing what we can achieve together in the future."*

Movio Cinema provides actionable moviegoer behavioural insights and measurable campaign solutions for the cinema industry. Through combining big data with customer intelligence, Movio Cinema allows cinema marketers to build a detailed, comprehensive view of their audiences and execute a targeted, relevant and creative marketing campaign, in under 15 minutes.

While CineMovida will fully launch Movio Cinema in October alongside its new consumer loyalty programme, the cinema chain has already started using Movio to improve the personalisation of their weekly member e-newsletters with Movio Cinema's advanced segmentation tools.

Sarah Lewthwaite, Managing Director & SVP, EMEA, Movio commented: *"We are delighted to welcome CineMovida as our latest partner while we embark on this new journey into the French market. The French cinema industry is renowned for its creative vibrancy and with so many great films on the horizon, we look forward to working with CineMovida to connect moviegoers with the right films for them."*

About Movio

Movio, a Vista Group International (NZX & ASX: VGL) company, is the global leader in marketing data analytics and campaign management solutions, revolutionising the way the film industry interacts with moviegoers. With a global database of over 100 million moviegoers, 750 million behavioural and transactional records and more than 5000 movie titles, Movio supports the world's most comprehensive source of moviegoer data. The company's investment in data science and machine learning has produced market-leading technologies that redefine the possibilities of movie marketing. Movio empowers marketers to connect moviegoers with their ideal movie via online and offline channels, and link campaign data with actual ticket purchases to close the loop and measure campaign effectiveness.

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