



MATTHEW LIEBMANN

GLOBAL PRESIDENT OF MOVIO CINEMA

Matthew oversees worldwide strategy and operations of Movio's flagship product, Movio Cinema.

BACKGROUND

For almost 25 years, Matthew has focused on the entertainment and media sector, with a track record of helping cinema exhibitors adapt to advancing technology and changing guest expectations.

Prior to joining Movio, Matthew spent much of his career in cinema exhibition and whilst at Hoyts Cinemas Australia designed, launched and ran the Hoyts Rewards loyalty program, which was awarded best loyalty program in Australia in 2012 by the Australian Marketing Institute.

Matthew was a leading entertainment and media consultant at PwC Australia, as well as the founding author of the *Australian Entertainment and Media Outlook* and a media spokesperson on sector matters.

He also served two full terms as a director on the Board of Screen Australia, the Australian Federal Government's key funding body for the Australian screen production industry.

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I have always wanted to help cinema exhibitors thrive and for their guests to have a first-rate experience.

Movio allows me to make this ambition a reality on a global stage. ”

AWARDS

2012 Australian Marketing Institute Awards for Marketing Excellence – Loyalty Programs category for Hoyts Rewards

SPEAKING ENGAGEMENTS

Korean Film Council (KOFIC) 2017
Global Forum SAWA 2016
CineShow 2016
Script To Screen Summit 2016

ABOUT MOVIO

With 56% of the cinema screens of the Large Cinema Circuit (cinemas with over 20 screens) currently engaged in North America as well as 29% globally, Movio maintains real-time, authoritative data on customer transactions for many of the world's biggest cinema chains and captures the behavior of millions of active moviegoers worldwide.