

MOVIO

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VISTA GROUP COMPANIES, MOVIO AND NUMERO, LAUNCH 'BEHIND THE SCREENS' INDUSTRY PODCAST

Podcast Will Showcase Unique Industry Insights, Experience and Thought Leadership

Auckland, NZ; Los Angeles, CA June 29, 2021 – [Movio](#), the global leader in marketing data analytics for the cinema industry, and [Numero](#), the powerful box office collection and reporting platform, today announced that they will produce *Behind The Screens*, a new weekly podcast providing actionable insights on the moviegoers behind the box office numbers. Interview segments with Vista Group studio and exhibition partners, data scientists, colleagues and others will also feature.

Hosted by industry experts and lovers of all-things-cinema, Matthew Liebmann, Chief Operating Officer, Movio and Simon Burton, Chief Executive, Numero, the data-driven podcast will be available every Tuesday. Each episode will begin with a discussion of the past weekend's box office performance and a unique analysis of key audience trends. *Behind The Screens* will highlight box office information supplied by Numero and maximize the big data technology of Movio to provide accurate and predictive information that the entire cinema ecosystem will find indispensable.

"There are already some great industry podcasts out there but we believe *Behind The Screens* fills a gap by providing insights on the people in the seats - the **cinema-going audience**," said Liebmann. "We'll use Numero's box office data and Movio's audience and propensity data to really drill into moviegoers. Who are they, what have they watched and most importantly what are they most likely to watch next?"

"We have Vista Group companies working with different data sets across the industry and that puts us in a unique position to provide timely insights each and every week," added Burton. "Our hope with sharing these insights, especially those built around likely moviegoers, is that they can be used by studios, distributors and exhibitors to influence their strategies in order to build and capture every potential box office dollar."

Behind The Screens will launch w/c 28th June and will be initially available on Spotify, Apple Podcasts and at movio.co/resources/podcast.

About Movio

Movio is the global leader in marketing data analytics and campaign management solutions, revolutionizing the way the film industry interacts with moviegoers. Movio is the world's most comprehensive source of moviegoer data and has products designed specifically with the challenges of movie marketing in mind. Movie lovers at heart, it's our mission to connect everyone with their ideal movie.

About Numero

Numero provides an aggregated Box Office reporting platform, giving film studios, distributors and cinema exhibitors clean, fast, effective information. Designed and developed primarily for film studios, distributors and cinemas, the platform delivers accurate box office numbers using proprietary infrastructure and

technology, as well as pre-built and custom reports for consistent and accurate performance tracking. Numero is built off the Big Data technology of Movio.

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