





Alternative Content – Opportunities for Exhibition

Christine Costello

ABOUT... MORE2SCREEN

- Alternative content distribution to digital cinemas
- Founded in 2006
 - Former CEO of Pearl & Dean Cinema Advertising UK & Ireland
 - VP of SAWA - Global trade body for Cinema Advertising 7 yrs

- Clients include:

Universal Music Group Sony BMG Music

ODEON Cinemas Utopia Cinema Group

- Partnership with **igig.tv** - the first company to distribute music concerts in cinemas in the UK



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Ground We'll Cover...

- **Activity UK and Europe 2007/08**
- **How it works –the business models**
- **Case Studies**
- **Key factors for a successful Event**
- **Questions & Answers**

Activity in UK/Europe 2007

| Content | Comments | # Events | # Dates | Live | Pre-Recorded | Month Screened |
|---------|----------|----------|---------|------|--------------|----------------|
|---------|----------|----------|---------|------|--------------|----------------|

Popular Music

| | | | | | | |
|----------------------------|----------------------------|---|---|-----|-----|-----------|
| Stax 50th Anniversary | Doc + Concert + Q&A | 1 | 2 | | Yes | Aug, Sept |
| David Gilmour (Pink Floyd) | Concert + Live Q&A | 1 | 1 | Yes | Yes | Sept |
| The Who | Doc + Live Q&A | 1 | 1 | Yes | Yes | Oct |
| Bob Marley | Concert + Q&A | 1 | 2 | | Yes | Jun |
| Genesis Concert | Live from Dusseldorf | 1 | 1 | Yes | | Jun |
| Kylie Minogue | Premiere + Live Red Carpet | 1 | 1 | Yes | Yes | Oct |
| Take That | Live Concert | 1 | 1 | Yes | | Dec |

Opera

| | | | | | | |
|-----------------------|----------------|---|--------|-----|-----|------------|
| Met Opera of New York | | 6 | 1 or 2 | Yes | | Dec - Apr |
| Glyndebourne | Opera Concerts | 3 | 1 or 2 | | Yes | Sept - Nov |

Activity in UK/Europe 2007

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|----------------------|-------------------------|----------------|-----------------|------|--------------|----------------|
| Live Q&As | | | | | | |
| Sunshine Director | Danny Boyle | 1 | 1 | Yes | Yes | Apr |
| The Golden Compass | P Pullman | 1 | 1 | Yes | Yes | Dec |
| Lust Caution | Ang Lee | 1 | 1 | Yes | Yes | Dec |
| Sport | | | | | | |
| Formula 1 Grand Prix | | 3 | 1 | Yes | | Jul Sept Oct |
| Rugby World Cup | Every Match | 32 | 1 | Yes | | Sept – Oct |
| Comedy | | | | | | |
| Russ Noble | Live Comedy Performance | 1 | 1 | Yes | | Nov |
| Gaming | | | | | | |
| Big Screen Games | | 30 (weekly) | 2 (per week) | | Yes | Jun - Dec |

Roles and Responsibilities

Distributor or content provider

1. Provides marketing assets (poster, trailer, synopsis and images)
2. Pays for physical production and delivery (digital encoding or DVD duplication or satellite link) Sub titling by negotiation
3. Ensures all rights cleared and for compliance

Exhibitor

1. Promotes event(s) with trailers, in foyer, online and e-marketing
2. Ensures content is screened to a high technical standard (visual and audio)
3. Creates appropriate 'event' experience

Business Models

1. Classic Revenue Share

Exhibitor agrees a net revenue share of box office with distributor

2. Auditorium Hire

Distributor agrees fixed fee for auditoria hire

3. Sponsorship Funding - Free Entry

Sponsor underwrites the project financially

Exhibitor is guaranteed income to cover opportunity cost of event

Or ...a mix of all the above

Case Study:

Robbie Williams Live from Berlin-2005



- 28 Screens/18 Markets
- Mobile streaming of live clips/Lead sponsor T Mobile
- 28000 people watched the show

Success criteria met:

- Raised brand equity of artist
- Break even achieved
- Enabled artist to maximise impact with a limited tour
- Innovate and entertain

Case Study:

50 years of Stax Records Pre release DVD 2007



**EXCLUSIVE 50TH
ANNIVERSARY
STAX SCREENING**
At selected cinemas nationwide throughout August and September.

**RESPECT YOURSELF:
The Stax Records Story**

For more information see
www.advancewarning.org

in association with
MOJO **BOSE**

presented by
MORE2SCREEN **lgp.tv**

DOUBLE FEATURE
RESPECT YOURSELF
The Stax Records Story - Documentary

STAX

FEATURE
THE STAX VOLT REVUE TOUR
Full concert from Oak Grove 1967

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Case Study:

'Thriller Nights' Exclusive 25th Anniversary previews



- Late night screenings at Odeon Cinemas February 8th & 9th 2008
- Digitally enhanced version
- Campaign boosting album into number 3 position in the UK chart
- PR included

GIGWISE.com

msn. music

METRO

“The reaction was great. Cheers and applause could be heard after the screening so the guests had a great time” “Quad poster was stolen by eager fans!”

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Case Study: Live Sport

FIFA World Cup Football Germany 2006

- 200+screens
- 470,000 admissions
- 'Turnover would have been much worse had we not shown World Cup'



Rugby World Cup UK Screenings 2007

- Live and HD
- Free admission with voucher
- Funded by sponsor



Key Factors

For A Successful Cinema Event

- Special content
- Rights clearance
- 8-10 weeks min planning time
- Good marketing, PR and sponsorship
- Technical expertise
- Distributors understand cinema process and are trusted suppliers

Thank you

christine.costello@more2screen.com

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