MAXIMISE REVENUE
● No more wasteful showtime sites
● Eliminate ineffective campaigns (boost the ones that work!)
● Increase catalogue sales - all your films available in one place
● Direct marketing can compliment above the line to drive more sales for less cost

BUILD LONG TERM VALUE
● Build a significant Audience Database: incremental growth over each release builds value and ultimately lowers the cost per acquisition of each new customer
● Become audience-oriented - address your consumer wherever there are (through data and consumer behaviour insights)
● Optimise SEO - audiences find you and your content

BECOME A NIMBLE DATA POWERHOUSE
● Pivot quickly between theatrical and home ent - easily experiment with PVOD/day & date, direct sales etc
● Make data-driven decisions about distribution in a new flexible, hybrid environment

CREATE NEW EFFICIENCIES
● No more manual updating of streaming links or showtimes
● One dashboard for all your analytics and reporting
● Visibility of all your releases - showtimes and streaming - in one place

MARKETING BEST PRACTICE:
Develop a winning long term marketing engine

Riga Workshop
April ‘22
● Management Consultant / 3rd Time Entrepreneur

● Worked in Strategy & IT transformation projects for FMCG clients including Johnson & Johnson & Unilever

● Passionate about finding smarter and automated ways to solve problems

OLIVER FEGAN
CEO at usheru

Offices in Ireland | USA | UK
WE BRING **DATA-LED WEB SOLUTIONS** TO A RANGE OF PARTNERS
WHAT’S THE SOLUTION?

LONG TERM DATA FOCUS
Bring all your movies under one roof with custom designed pages & urls for each movie, and solutions to cover each release window.

COMING SOON:
Start early, build awareness & capture demand to convert later

IN THEATERS NOW:
Maximize ticket sales & sell tickets directly to consumers with fully branded movies experiences

WATCH AT HOME:
Showcase all your movies and where to watch them internationally

DATA CAPTURE/ AUDIENCE BUILDING
Power your own TVOD transactions and watches using uPlay

- Total Catalogue showcase
- Showtimes
- Full theatrical ticketing
- Movie specific design
- Streaming Discovery across SVOD / PVOD / TVOD
- Your own onsite player
- Build community & first party data
- Consumer products
MARKETING WORKSHOP
An Introduction to

- Industry Trends
- eCommerce Lessons
- Practical Tips
- Quick Fixes
- Success Stories
1. What trends are impacting how we reach audiences?
THE CURRENT DATA LANDSCAPE

Cookiepocalypse

Privacy Movement

Direct to Consumer

Window Smashing
WHAT ARE THE LIKELY IMPLICATIONS?

- No more third party tracking
- Building look a like audiences more difficult
- Third party re-targeting not possible
- Campaigns will be more expensive
HOW CAN WE MITIGATE AGAINST IT?

Think long term

Think direct to consumer

Think first party data

Think relationships
2. What can the entertainment industry learn from the very best of eCommerce?
PURE eCOMMERCE PLAYERS HAVE, FOR A LONG TIME, BEEN......
FOCUSED ON THE CUSTOMER JOURNEY TO THEIR BRAND / PRODUCT
NURTURED THEIR CUSTOMERS THROUGH THOSE JOURNEYS
UNDERSTOOD THE WANTS & DESIRES OF THE CUSTOMER
ACKNOWLEDGED WHAT THEY ARE COMPETING WITH FOR CUSTOMERS’ TIME & SPEND
3. NOW LET’S GET PRACTICAL
THE MOVIE MARKETING JOURNEY:

Interest → Intent → Transaction → Relationship
HIGH LEVEL MARKETING GOALS:

- Maximise sales efficiently
- Create a movement
- Build fan relationships to grow repeatable business

Measure the impact...
MAKE SURE YOU ARE SET UP TO WIN

- **SET-UP**
  Optimal set-up is key (website, pixel, tags, snippets etc)

- **BUILD**
  Decide the best advertising platforms and what campaigns

- **TRACK**
  Every customer click should be tracked (website & campaigns) to capture ‘intent signals’

- **REACT**
  Reach in real-time to what’s working. Monitor & play
YOUR WEBSITE IS YOUR DIGITAL SHOP WINDOW

- **One destination** for your whole catalogue.
- **Your audience hub.**
- **Your eCommerce engine**
- **Your testing ground**
- **Your marketing destination**
Berlin, Deutschland

- KINO CENTRAL BERLIN (0.47KM)
- KINO CENTRAL OPEN AIR (BERLIN) (0.54KM)
- CINESTAR KINO IN DER KULTURBRAUEREI - BERLIN (2.18KM)
  Schönhüser Allee 36 10435 → Siehe Karte
  So 17. Apr. 11:15

JETZT BUCHEN

- CINEMAXX BERLIN (2.46KM)
- MOVIMENTO KINO (3.54KM)
- TONI & TONINO KINOS (4.46KM)
TEST MARKETING ASSUMPTIONS EARLY FOR A 10X RETURN ON INVESTMENT

- Demographics
- Messaging / Creative
- Interest Groups
- Channels

€100 goes a long way
Test 20 x €5 campaigns

“Men who like UK political dramas”

E.g. Male 18-24, Male 25-34, 35-45
Interests e.g. Politics,
Likes e.g. Labour Party
Comparison films e.g. The Iron Lady, Official Secrets
TAGGING CAMPAIGNS

www.filmwebsite.com/?s=camainsource&camaigntype
KEY MESSAGE:
OWN THE AUDIENCE

Don’t build it on Facebook and let them charge you to communicate with fans
My kids told me they like slightly sweeter than my recipe below, but I'll
4. A QUICK INDUSTRY FIX
Google search results for "the batman RIGA".

Find results on:
- EDreams
- Tickets
- Facebook

Cinemas:

CINAMON AKROPOLE ALFA
4.4 ★★★★★ (3.8K) - Movie theater
Brīvibas iela 372, in AKROPOLE Alfa

Apollo Kino Plaza
4.7 ★★★★★ (196) - Movie theater
Mākušu iela 71, in the Riga Plaza
€3,000 per year to solve this
5. BEST PRACTICE
SUCCESS STORIES
HACK YOUR FIRST 10,000 TICKET SALES

1. Ireland - Bring your grandparent to the cinema
2. US - Irish community focused - sports clubs, pubs, tv personalities
3. Active Retirement Groups
4. New Zealand - Grassroots movement led to $500k sales
THANK YOU

Oliver Fegan

ofegan@ushetu.com

Take the MARKETING SCORECARD CHALLENGE today
Introducing DIGITAL ESSENTIALS PRICING
AFFORDABLE, SIMPLE & LINED-UP TO YOUR RELEASE SCHEDULE

- NEW “Essentials” Website with integrated DATA & ANALYTICS, real time cinema showtimes and VOD links
- For Partners that understand the advantage of CHANGE.
- Removing the investment barrier for INNOVATION.

OUR COMMITMENT

- Design options to suit your brand & films with NO upfront costs.
- Branded Film Pages for your new films
- Film promotion costs matched to P&A cycle.
- Integrated real time Data & Analytics tools to grow your audiences.

NEW "Essentials" Website
integrated DATA & ANALYTICS,
real time cinema showtimes
and VOD links

For Partners that understand
the advantage of CHANGE.

Removing the investment barrier for INNOVATION.
<table>
<thead>
<tr>
<th>ITEM</th>
<th>DETAILED DESCRIPTION</th>
<th>WHAT’S INCLUDED</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Content Discovery</strong>&lt;br&gt;platform development fee</td>
<td>Develop the platform for all movies&lt;br&gt;Link up your catalogue&lt;br&gt;Set up usheru standard analytics&lt;br&gt;Fan database infrastructure</td>
<td><strong>Templated version available at no initial cost</strong></td>
</tr>
<tr>
<td><strong>New release movie pages</strong></td>
<td>Minimum commitment per year</td>
<td><strong>5 releases</strong>&lt;br&gt;(with cinema showtime redirection)</td>
</tr>
<tr>
<td><strong>Included in annual contract</strong></td>
<td>Back catalogue including streaming&lt;br&gt;Languages&lt;br&gt;usheru Analytics&lt;br&gt;Design&lt;br&gt;Content&lt;br&gt;First Party Audience Data</td>
<td><strong>Up to 50 films</strong>&lt;br&gt;1 language&lt;br&gt;Standard&lt;br&gt;Templated&lt;br&gt;Home Page&lt;br&gt;In Cinemas&lt;br&gt;Coming Soon&lt;br&gt;Watch at Home (up to 50 films free)&lt;br&gt;Legal Pages (T&amp;C, Privacy etc)&lt;br&gt;Contact Us&lt;br&gt;Brand Sign Up&lt;br&gt;Movie Sign up</td>
</tr>
</tbody>
</table>
## MOVIE PAGE PRICING

<table>
<thead>
<tr>
<th>Detailed Description</th>
<th>Price Per Release</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Standard Release (1 territory/1 language)</strong></td>
<td>€560</td>
</tr>
<tr>
<td>A non-branded web page with automated showtimes + streaming links</td>
<td></td>
</tr>
<tr>
<td><strong>Release + Branded Page</strong></td>
<td>€1,200</td>
</tr>
<tr>
<td>The above + a branded page complete with film assets, branding and a custom URL</td>
<td></td>
</tr>
<tr>
<td><strong>Release + Branded Page + Competition</strong></td>
<td>€1,600</td>
</tr>
<tr>
<td>The above + a competition. Great for building early buzz and first party data</td>
<td></td>
</tr>
<tr>
<td><strong>Minimum releases on first year</strong></td>
<td>5 x Branded page level or higher</td>
</tr>
<tr>
<td>The minimum number of branded pages a year to unlock the free platform build</td>
<td></td>
</tr>
<tr>
<td><strong>Extra territory</strong></td>
<td>€500</td>
</tr>
<tr>
<td>The cost to add showtimes for additional territories for automated showtimes</td>
<td></td>
</tr>
</tbody>
</table>
# OPTIONAL EXTRAS

## One off extras

<table>
<thead>
<tr>
<th>Optional Extra</th>
<th>Detailed Description</th>
<th>Once off price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Custom Page Design</td>
<td>Once off cost to design and implement additional custom pages such as a Team page or About Us Page</td>
<td>€307</td>
</tr>
<tr>
<td>Custom movies page (Tagged)</td>
<td>Create collections of movies for campaigns such as Female Directors or Award Winning Films</td>
<td>€307</td>
</tr>
<tr>
<td>Social Feed Development</td>
<td>Connect your social media content directly from your website</td>
<td>€205</td>
</tr>
<tr>
<td>News Feed Development</td>
<td>Incorporate press releases and your latest news into your site</td>
<td>€435</td>
</tr>
<tr>
<td>uPLAY TVOD player</td>
<td>uPLAY is the in-built player from usheru where movies are hosted on Vimeo and payment takes place on your site</td>
<td>€5,000</td>
</tr>
<tr>
<td>Premium Custom Website Design</td>
<td>Upgrade your website to with a bespoke design for a premium feel and fan experience with our Creative Director</td>
<td>From €10,000</td>
</tr>
</tbody>
</table>

## Monthly extras

<table>
<thead>
<tr>
<th>Monthly Extra</th>
<th>Detailed Description</th>
<th>Monthly price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back catalog (Extra movie)</td>
<td>Maintenance of automated streaming data for historic titles.</td>
<td>€1 per title</td>
</tr>
<tr>
<td>Extra Language</td>
<td>Adding international languages to the platform</td>
<td>€154</td>
</tr>
<tr>
<td>Premium Analytics</td>
<td>Upgrade to our premium analytics platform</td>
<td>€154</td>
</tr>
<tr>
<td>Social Feed Maintenance</td>
<td>Maintenance of Facebook, Instagram and Twitter feeds</td>
<td>€20</td>
</tr>
<tr>
<td>News Feed Maintenance</td>
<td>Maintenance of the News feature as showcased above</td>
<td>€41</td>
</tr>
<tr>
<td>Client Success Manager support</td>
<td>The support of our client success team to help optimise marketing campaigns to achieve up to a 10x marketing spend saving (based on cutting out wasteful marketing in real time)</td>
<td>€500</td>
</tr>
</tbody>
</table>
LET'S SET YOU UP WITH A DEMO

Get in touch and discover ESSENTIALS

Oliver Fegan
Ceo & Co-founder

ofegan@usheru.com