



ALTERNATE CONTENT

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*MORE PEOPLE and MORE
MONEY*

Giovanni Cozzi
A small version of the 'EMERGING PICTURES' logo, featuring the stylized 'E' and the words 'EMERGING PICTURES' in a light blue, outlined font.



About Emerging Pictures

Founded in 2001 in New York, with the goal to expand the exhibition and distribution of independent- international films and special (ALTERNATE) content via the efficiencies of digital cinema technologies

Emerging Pictures Today

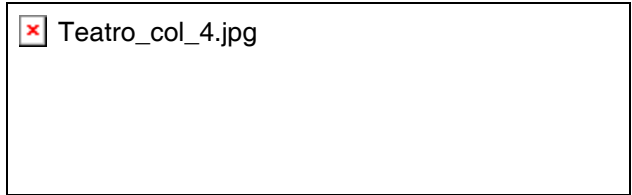
- NORTH AMERICA : Digital Cinema Network : 65 Locations connected to network. 340 Independent / International Movies Delivered to date. 36 Operas , 20 Syndicated Festivals/ Series.
- INTERNATIONAL: DIGITAL CINEMA Agents/Distributors for Productions from 7 of Europe's leading Opera and Ballet companies – shown in more than 100 cinemas in UK, Australia, Norway, Sweden, Italy, Spain to date .
- TECHNOLOGIES
Encoding , subtitling and delivery in all formats DCI DCPs , LIVE via Satellite and i-cinema connections directly into theaters without shipping drives

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OPERAS And BALLET



➤ OPERAS



- TEATRO ALLA SCALA - LA SCALA, MILAN
- ITALY'S GRAND OPERA THEATERS : PARMA, BOLOGNA, FLORENCE, VENICE
- SALZBURG FESTIVAL
- VALENCIA PALAU DE LES ARTS

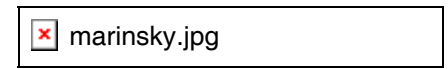


➤ BALLET

- BOLSHOI , Moscow
- MARIINSKY KIROV, St. Petersburg



**PALAU DE LES ARTS
REINA SOFIA**





Syndicated Festivals/Series

- FULL FRAME DOCUMENTARY FESTIVAL

with  expect the world!
nytimes.com



- Audiences in 15 Cities see titles contemporaneously to the main festival and vote for National Audience Award Prize

- UNDISCOVERED GEMS



- Films with Best Festival/ Critics reviews but no distribution : Audience in 15 cities grade the films and winner gets \$50k and distribution contract.

- AUSTRALIAN FILM FEST — with Wine Tasting

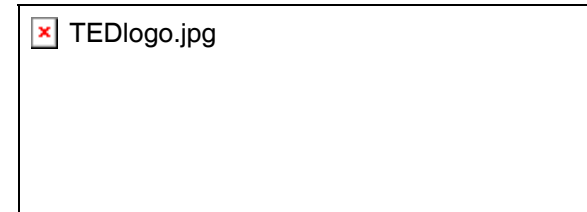
- CLASSICS SERIES: HITCHCOCK IN HD





Special Events

- TED – Technology Entertainment and Design Conference . LIVE Talks by the world’s best minds on new ideas that can change the world
- Solar ECLIPSE seen LIVE from ANTARCTICA – in High Definition
- Rock Concert . Bruce Springsteen & the E Street Band





Alternate Content: Benefits

- New Audiences
- More tickets – Higher Prices
- New Schedules : Better Occupancy during weekdays
- New Press Coverage
- New Revenues from local sponsors

>>>>> ***NEW REVENUES***

BUT.....

***IT REQUIRES WORK, LOCALLY , BY THE
CINEMA***





Alternate Content: What Works

- FOCUS ON SERIES

- Sell series tickets – and/or special memberships
- Develop mailing list and keep in touch with each group separately

- LOCAL MARKETING

- Local Press releases / media campaigns
- Cross Promotions with Media and other groups

- CREATE A PARTICIPATORY EXPERIENCE

- It's not just about the show , it's about interaction at **YOUR** Cinema – Program introductions, audience input – talk/interact with your audience and they will come back





Alternate Content: What Works

- LOCAL MARKETING:

- Market **YOUR CINEMA** as the place that offers **MORE** to audiences
- **Specialized Public Relations** : get subject experts to help with press releases that explain new programs with expertise . Reach specialized writers.
- **Cross promotions with local Media** : Ex: Radio Stations – In Spain, YELMO works out simulcast of live operas with the national classic radio , which promotes the cinema shows.
- **Cross Promotion with local Opera Theater** - to promote cinema shows to their list- do not schedule same operas on same nights as them – put an ad with their shows on screen .
- **Cross Promotion with Local Ballet Schools** – set schedules so that they can suggest to their students to attend



Alternate Content: What Works



Contests – Raffles – interact with audiences

- Get audiences to fill out cards with e-mails for drawings for prizes, DVDs , free tickets , trips etc >>> build mailing list

Use all Your Screens and spaces

- **Show trailers / slides** on all screens in complex for 30 days before each program. Posters and postcards in lobbies

Etc etc.

>>>> For Alternate content, Cinemas must undertake its own Marketing activities >>>>

DO NOT SPEND BIG MONEY ON OTHER MEDIA UNLESS YOU HAVE A BIG SPONSOR >>> so – *get a Sponsor - but check that content company allows it*





Alternate Content : What works Alternate times >> Better Business

- **New schedules – better weekday offerings**

Special Interest Groups will come when **YOU** set the program Schedule >>>> CINEMAS do not NEED Alternate Content on Saturday Evenings. (Although, of course , it gets good results then as well)

- **Best increase in business** : Weekdays Evenings – but also Weekday Afternoons (Seniors/Pensioners) and Weekend Mornings (Saturday / Sunday 11- 12 – for Seniors + Parents with Children)- all times that cinema has low occupancy

- Example : Opera on Thursday Evening (Spain) , and Wednesday Afternoon or Sunday at 11 (California starts at 10 a.m.)
- Ballet : Sunday Morning Mothers+ Daughters at 11.
- Documentary evenings – ex. Tuesdays (if no Football no TV) or when best for University Professors and Students and /or other special affinity groups.





Alternate Content: What Works - Numbers

- **Operas sell 2X or more than Concerts**
- **Big Name International Brand Theaters sell better**
 - Ex: Metropolitan and La Scala sell 3 or 4 X other opera theaters like Venice or Florence.
- **Big and New Titles sell better:** Ex: La Scala's Don Carlo (Verdi) 2009 is 3X better than Venice's La Rondine (Puccini) 2007 or Lady Macbeth from Mtensk (Shostakovich) 2008.
- **National Theaters sell well :** Ex . Madrid's Teatro Real as big in Spanish Cinemas as La Scala.





Alternate Content: What Works - Numbers

LIVE vs On Digital Server and Opera vs. Ballet

Opera: LIVE OPERA is More Per Show but Not More per Cinema

Ex: La Scala Don Carlo in US- Averages

LIVE : \$4500 for ONE SHOW

On Server : \$4320 for 2 SHOWS .

Cinemas with Digital Servers showed 2 x BUT....

>>>> at their choice of time





Alternate Content: What Works - Numbers

LIVE vs. On Digital Server and Opera vs. Ballet

Ballet : Only available on Digital Server :

In Spain , **the Mariinsky Kirov's " Nutcracker "** (90 minutes)
averaged 90 people per show on a Thursday evening – **ONE**
showtime taken from Film

vs.

La Scala's Don Carlo Live (230 Minutes) with 175 people per show
on Sunday afternoon – **TWO** showtimes taken from films

**>>> IT IS NOT OBVIOUS WHAT IS BETTER >> ONLY YOU CAN
TELL FOR YOUR CINEMA**





Alternate Content: What Works – Higher Prices

- ***Special Program – Higher Price***

Opera tickets sell in average at 2.5 times the price of a film ticket but still less than ½ the price of a local opera ticket Ballet averages 1.5 film ticket (need discounts for children)

- ***Discounting does not mean bigger audiences***

Ex. : In US , 3 cinemas discounted the tickets to be close to movie prices – these were the worst performing theaters – it takes more than lower prices to get the numbers.

- ***Sell – Market Series***

Opera , Ballet , Festival audiences are used to buying all series tickets or all program passes >>> market all titles together-in posters, ads, programs -trailers



Alternate Content = New Audiences= More Business

- Opera audiences are not same as “Scream 2 “ or Batman “ audiences : Opera/ Music fans + Local Opera Members etc .
- Documentaries –special interest groups for each title.
- Science/ Conferences - University Professors and Students, Science / Astronomy associations.
- Rock Music – Young and Middle age Audiences wanting to feel young





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