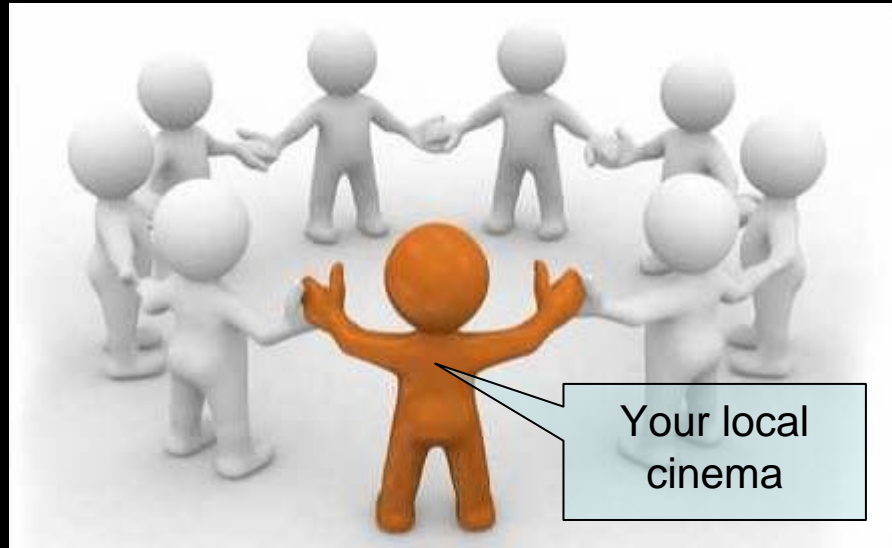


Digital Alfie

Exploring the potential of local
online communities for cinemas

Frauke Feuer, senior consultant, peacefulfish



http://blog.pedrocustodio.com/wp-content/uploads/2008/02/group_member_450px.jpeg

Let's get together – online and offline!

Agenda



- Introduction to the project
- Project tasks
- Update on current activities
- Offer to exhibitors at DigiTraining Plus

What is it about?



- Exploring the potential of local online communities for cinemas
 - Creation of local online communities for cinemas
 - Using the online community to explore customer demands, listen to customer preferences and develop activities and events together with the customer
- Showcasing the possibilities of integrated digital cinema (satellite, broadband, online, mobile)
 - Using these digital technologies to improve communication with customers and offer new experiences (e.g. live events such as film premieres, concerts, etc with feedback opportunities from the audience)

Why do we do it?



- Objectives:
 - Establish and improve digital customer relationship management (customer loyalty)
 - Evaluate new revenue streams based on online communities
 - Increase awareness for European content and the uniqueness of the cinema experience

When and Where?



- When does it run?
 - Jan 2010 to Dec 2011
 - Planned launch of communities in May/ June 2010
- Where does it take place?
 - Online and at the cinema partners' sites

Defining the tools



- Why social media and what can an online community gain you as an exhibitor?
- How can the online presence help with your local business?
- What do we mean by “online community”?

Benefits of online communities



- For cinema partners:
 - helps to establish a strong connection with your customers:
 - Enforces your position as the local expert for film
 - boost the impact of direct marketing campaigns
 - increases traffic to your website and to your cinema
 - eventually can generate more leads and new business
 - connects you with leaders in your field and helps build your credibility and reputation
 - increase your attractiveness for local and national advertisers and distributors
- For customers:
 - allows people to communicate and collaborate on subjects that matter to them
 - allows people to get recognized as a valuable person / as an expert in a specific field
 - their actions in the community generate fun and entertainment

What do we have in mind?



- Digital Alfie local online community
 - Portal focussed on films, alternative content and events offered by the local cinema
 - People can register and comment, rate, vote, discuss on local (film) topics (online community features)
 - The consortium together with the local cinema partner will push content to the community to animate people to interact with us and amongst themselves
 - Broadening the offer to the internet, while position the cinema visit as the most valuable experience

Who is behind it?



- Consortium

- peacefulfish, UK/DE: finance consultancy
- af83, FR: social media & cutting-edge web factory
- SiTec, AT: cinema and hospitality software solutions
- MobilEvent, FR: mobile marketing agency
- GlobeCast, FR: content management & delivery company



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AF83

SiTec

GlobeCast

MobilEvent

Cinema Partners



- 8 cinemas in France, UK, Germany, Austria and Finland

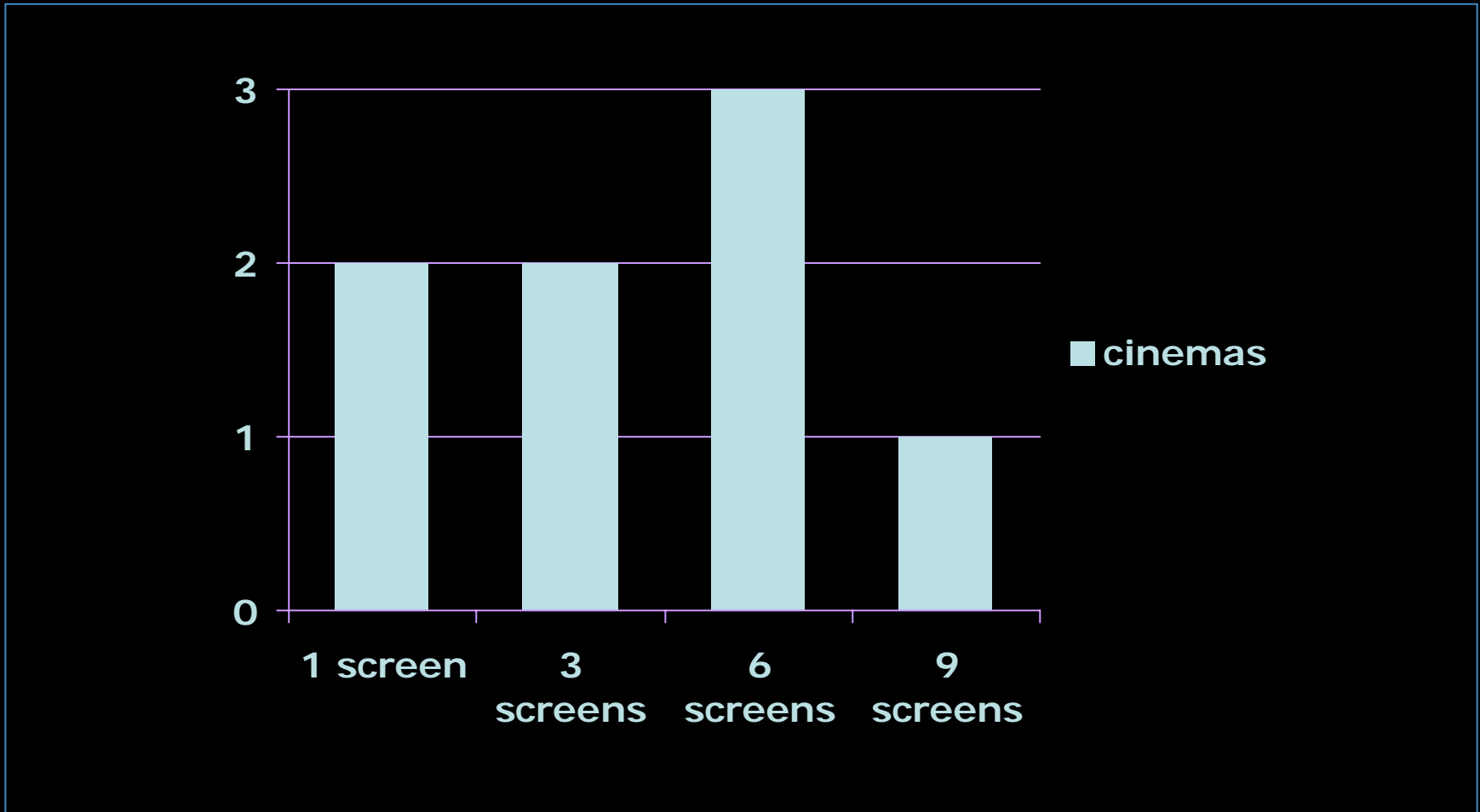


Project tasks



- Local site visits
- Cinema profiling
- Platform creation and integration
- Community animation: offline and online events
- Establish balance between effort and benefits

Update: screens



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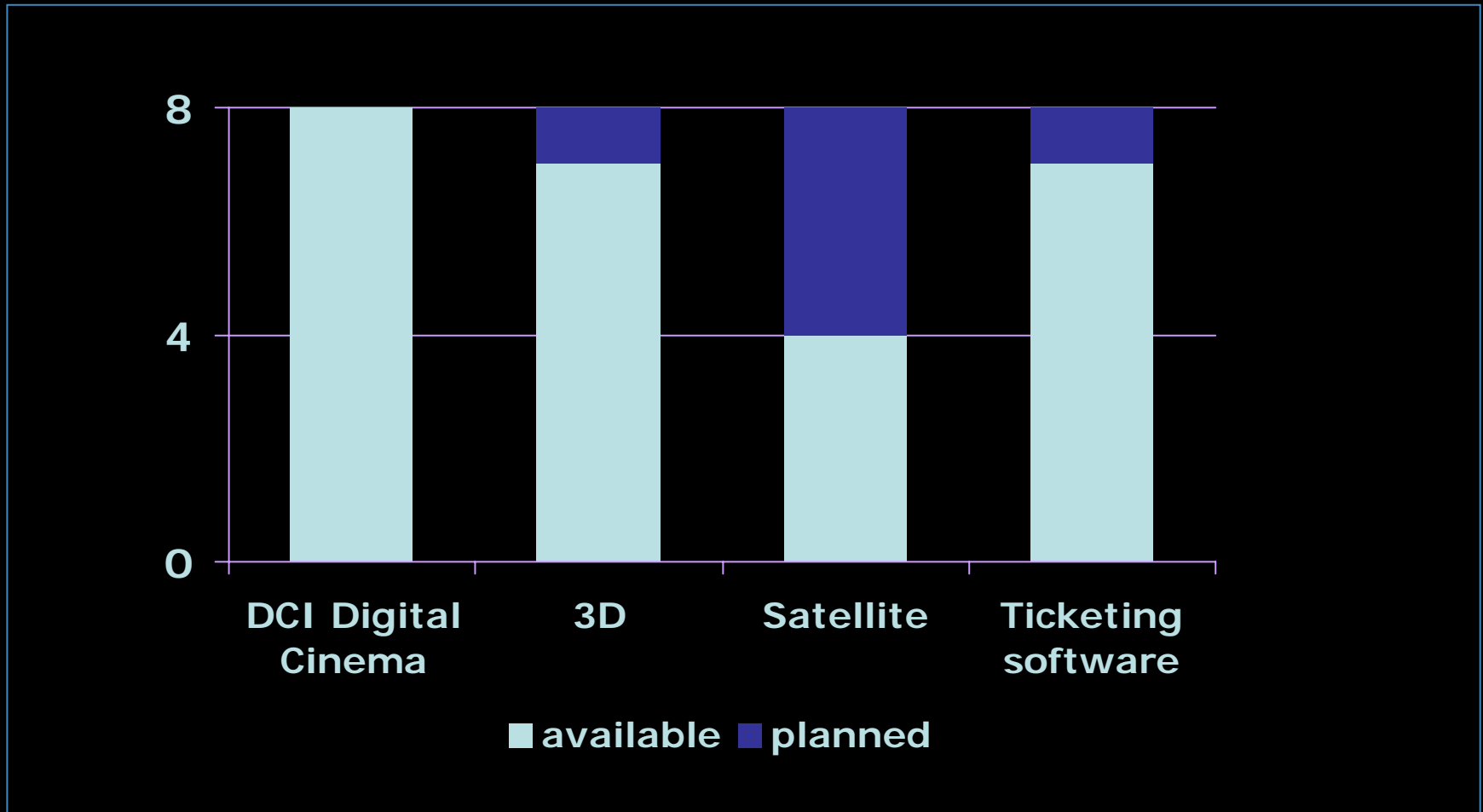
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MobilEvent

Update: equipment



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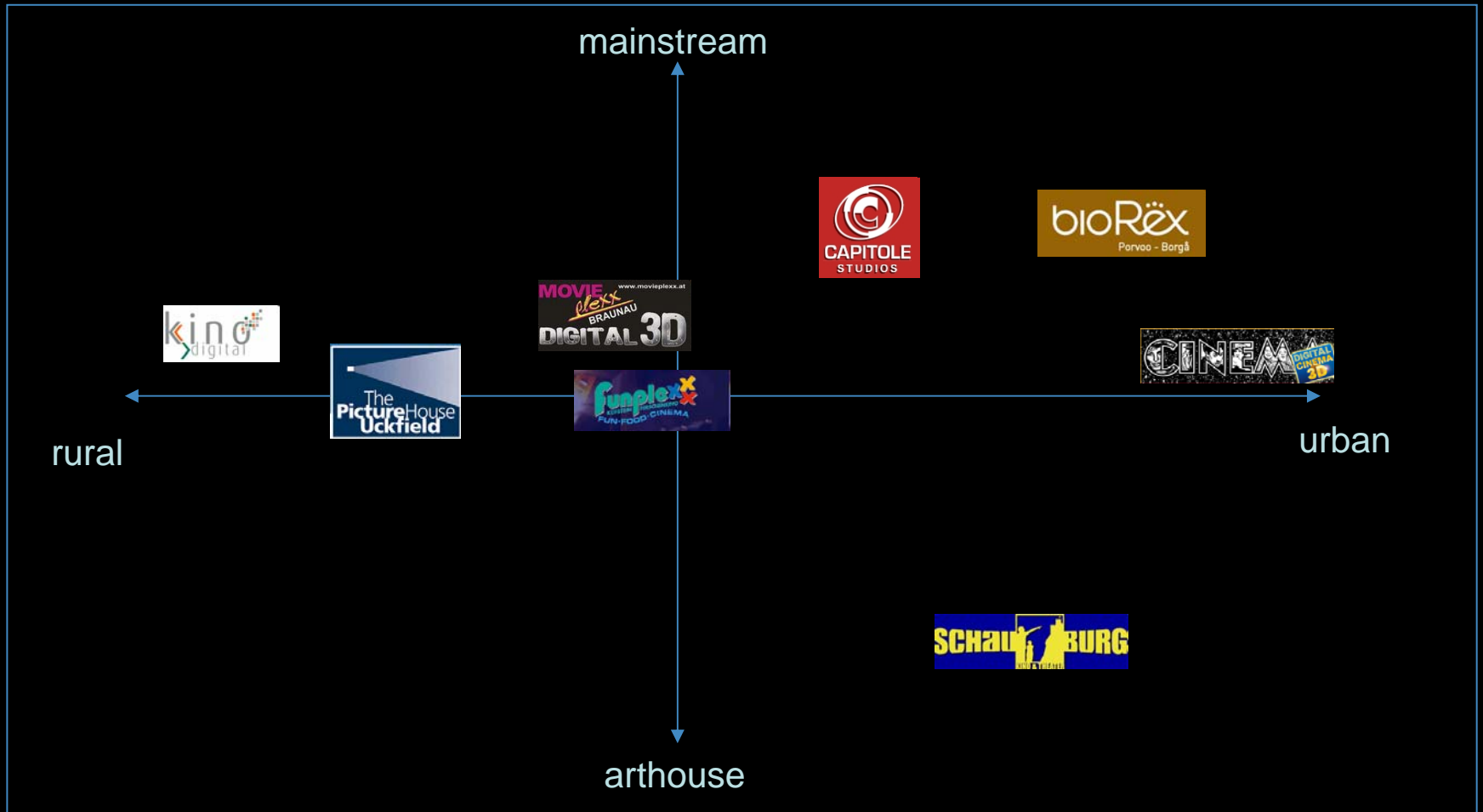
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Update: positioning



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How can you be involved?



- The more participating cinemas the better
- Several stages of participation possible
 - Live event participation
 - Online community participation
 - Project supporter (sharing and discussing ideas, contribute own experiences, ...)



Thank you!

For any questions or comments, please contact
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