

The logo for 'moviepilot' is displayed on a dark blue rectangular background. The word 'movie' is written in a white, lowercase, sans-serif font. The word 'pilot' is written in a yellow, lowercase, sans-serif font, positioned to the right of 'movie' and slightly overlapping it.

## **Support your local Cinema (SyIC)**

Putting independent cinemas on social media steroids

November 2010

# Moviepilot.com



Movie Recommendation service

Largest Community for film in Germany (>2 Mio users)

Bringing together films with audiences

Starting international versions

SyIC project – funded by MEDIA

# SyIC – Cinema smartphone apps



Individual customized apps

Mobile window on the cinema's social activities

Includes Twitter, Facebook streams

- Information
- Direct communication
- Personalization
- Building loyalty

5 Pilot cinemas by Christmas 2010

Roll-out to 30-50 cinemas in 2011

# SyIC – Social media blog

The screenshot shows the homepage of the 'support your local cinema' website. At the top right, there are links for 'Sign Up' and 'Sign In'. The main logo features a smartphone icon with 'SYIC' on it and the text 'support your local cinema'. Below the logo is the tagline 'Bringing new audiences to arthouse cinema in Europe via digital & social media'. A navigation menu includes 'Home', 'Blogs', 'Resources', 'My Page', 'About Us', and 'Groups'. A large photo of a cinema audience is featured with the caption 'Coming to you from... Europa Cinemas Conference 2010'. To the right of the photo is a welcome message: 'Welcome to Support your local Cinema' with 'Sign Up' and 'Sign In' links. Below the photo, there are two sections: 'Currently 42 partners in 9 countries' with a map of Europe, and 'Support your local Cinema on Twitter' with a tweet from 'Supporty|Cinema' and the 'MEDIA' and 'EUROPA CINEMAS' logos. A 'mp' logo is also visible at the bottom right of the screenshot.

In association with Europa Cinemas

Place for resources, discussion, case studies, links, etc.

If you want to take part in the discussion about social media and cinema:

[www.supportyourlocalcinema.com](http://www.supportyourlocalcinema.com)