



4Bridge` Optimized Demand Management

Europa Cinema Conference – 20th November 2010

Digital technology not only transforms movie industry and projection, it also changes behaviour and expectations of the audience

Recent digital technology improvements are not only changing the face of cinema industry, but are also modifying audience behavior

The digital revolution shouldn't be restricted to movie theaters, it must be considered when designing sales and marketing strategies

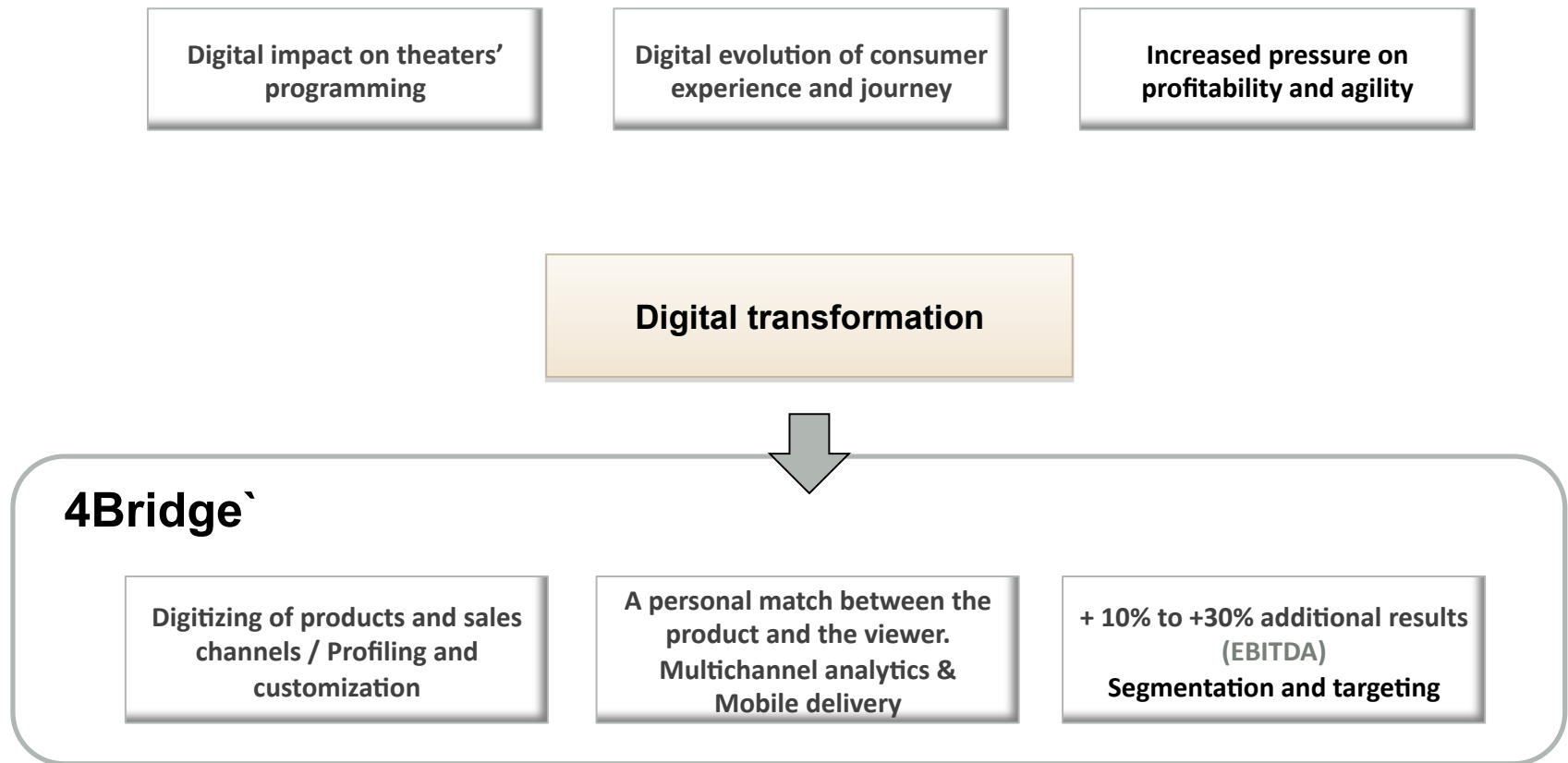
Consumers are changing : Turning to be more mobile, they also become more receptive to customized offers

Hence, there is no reason to believe, that revenue management and digital marketing best practices couldn't be as efficient in the cinema industry as it proved to be in other industries for the past twenty years.

These practices are designed to improve the financial efficiency all along the value chain

Those best practices will not only increase the audience, but could also give little known movies more opportunities to be watched

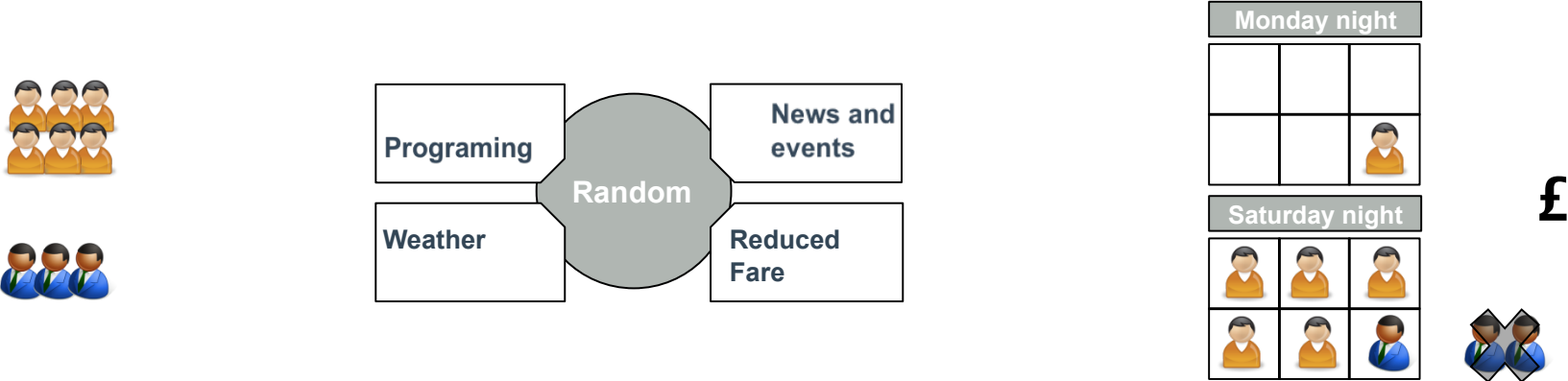
Digitizing not only impacts theaters screens. It raises new opportunities to operate an ultimate link between a movie and the audience



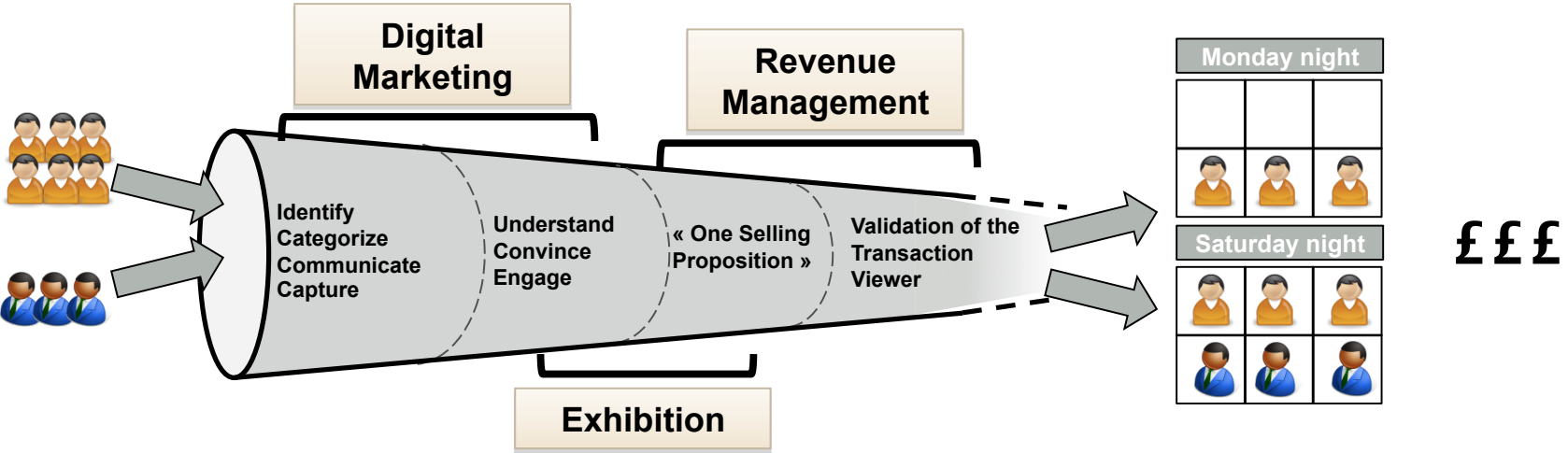
Optimized demand management is based on emotion, customers' cultural background, and emphasizes value of the product.

4'Bridge, a cockpit and tactics to switch from random intuitive management to Demand's supervision

Today
Random activity

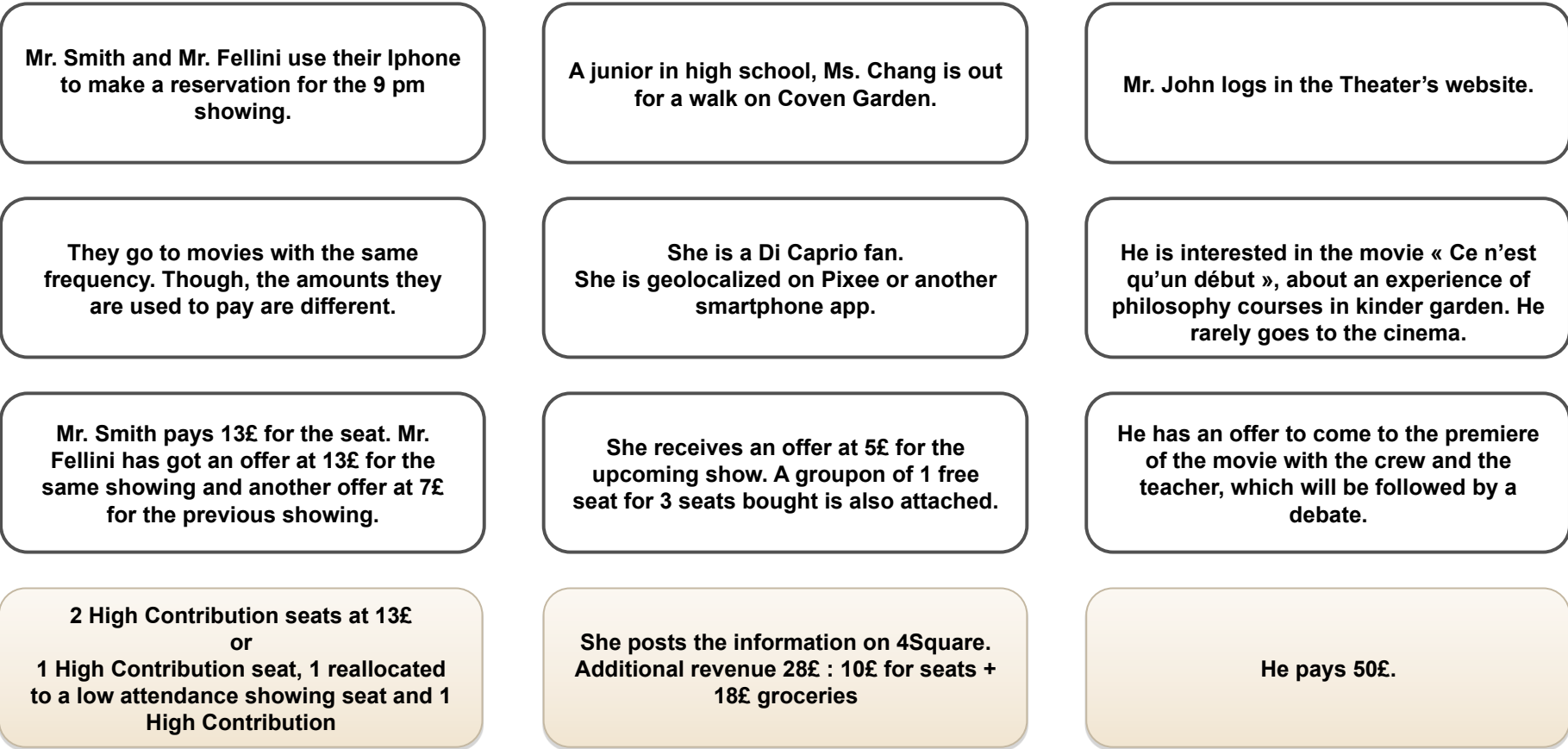


4Bridge'
Supervised activity



Optimized Demand Management increases the sales by 5 to 15% and the profits by 5 to 15%.

How to optimize revenues and profitability by using a sharp, multicriteria and predicting analysis method?



4Bridge platform analyses sales, environment, and forecasting data and proposes actions to optimize the sales, in volume and in profit