



# SHIFT72

POWERING THE WORLD'S DIGITAL ENTERTAINMENT

**SXSW.**

**HIFF** HAWAII  
INTERNATIONAL  
FILM FESTIVAL



  
FESTIVAL DE CANNES



**HGTV**

**Choice**<sup>TV</sup>

**CINANDO**  
More than just a database

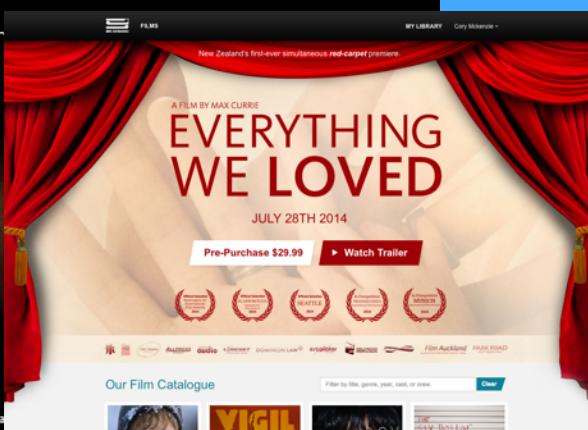
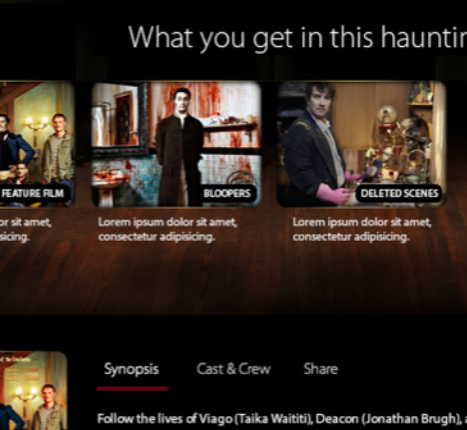


## Breaking the 90 day window



- Available on VOD 17 days after it drops below 300 screens.
- 2-4% share of the digital revenue during 90 day window.
- Boycott from other big chains limited theatrical reach.
- Paramount failed to make the VOD share enticing enough.

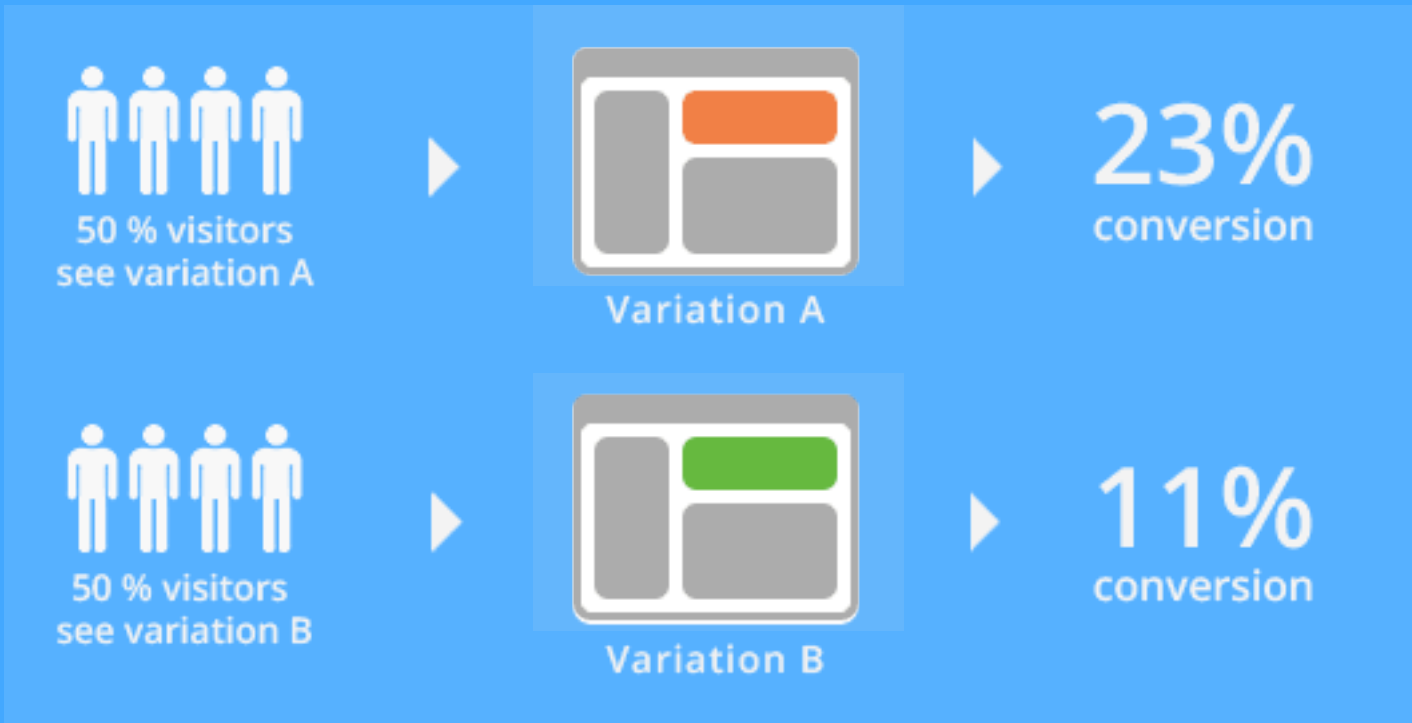




## Partnering is crucial

- Pre-sales work.
- Does not dilute theatrical.
- Reduces piracy.
- Charged more than the theatrical ticket.
- When done in partnership with theaters it works.
- Deals need to be more in-line with theatrical splits.

# Online it is all about Clicks & Conversions



Average conversion rate online is around 1.5%

amc & IMAX

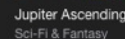
tickets on sale now



AMCEntertainment.com/IMAX





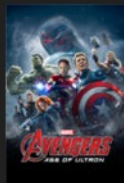


# Sci-Fi Action

Bestsellers



Imaginaerum by Nightwish  
Sci-Fi & Fantasy



Avengers: Age of Ultron  
Sci-Fi & Fantasy



Starship Troopers 2: Hero of the...  
Sci-Fi & Fantasy



Cowboys & Aliens  
Action & Adventure



Sucker Punch (Extended Cut)...  
Action & Adventure



Interstellar (2014)  
Sci-Fi & Fantasy



Push (2009)  
Action & Adventure



The One  
Action & Adventure



Krull  
Sci-Fi & Fantasy



Dark Angel  
Action & Adventure



Ender's Game  
Sci-Fi & Fantasy



The Avengers  
Action & Adventure



Percy Jackson: Sea of Monsters  
Action & Adventure



Stargate: Continuum  
Sci-Fi & Fantasy



Guardians of the Galaxy  
Action & Adventure



After Earth  
Sci-Fi & Fantasy



Hardwired  
Action & Adventure



Gravity  
Action & Adventure



Bloodrayne: The Third Reich  
Action & Adventure



I, Frankenstein  
Sci-Fi & Fantasy



Star Trek Into Darkness  
Sci-Fi & Fantasy



Iron Man: Rise of Technovore  
Anime



Hellboy  
Action & Adventure



Hulk  
Action & Adventure



Troll Hunter  
Action & Adventure



Avatar (2009)  
Action & Adventure



Total Recall (2012)  
Sci-Fi & Fantasy



Star Wars: Return of the Jedi  
Action & Adventure



X-Men  
Action & Adventure



Bunraku  
Action & Adventure



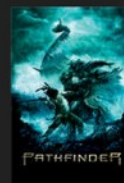
The Twilight Saga: Breaking Dawn...  
Action & Adventure



Snow White & the Huntsman  
Action & Adventure



Battleship  
Action & Adventure



Pathfinder  
Sci-Fi & Fantasy

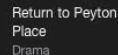


Aeon Flux  
Sci-Fi & Fantasy



10,000 BC  
Action & Adventure







**Circle of Lies**  
Drama

Becoming Jane  
Drama

Charlie St. Cloud  
Drama

Yentl  
Musicals

**The Age of Adaline**  
Drama

Mr. Jones  
Drama

Gone With the Wind  
Drama

**The Last Song**  
Drama

## Emily Bronte's Wuthering Heights Drama

Tyler Perry's  
Temptation:...  
Drama

**Deep in the Heart**  
Drama

Step Up 4: Miami Heat  
Drama

**All the Pretty Horses**  
Drama

**Pay It Forward**  
Drama

**Far From Heaven**  
Drama

Pride & Prejudice  
(2005)  
Romance

**Days of Thunder**  
Drama

The New World  
Drama

**City of Angels**  
Romance

Days of Heaven  
Drama

San Francisco  
Drama  
Drama

## Perfect Drama

Albela  
Bollywood

## Something to Talk About

Sense and  
Sensibility  
Drama

The French  
Lieutenant's...  
Drama

6 Years  
Drama

Breezy  
Drama

Red Knot  
Independent

Civil Love  
Drama

Death Defying  
Acts  
Drama

Jab Tak Hai Jaan  
Bollywood

Fear  
Thriller

O Kadhal Kanmani  
Regional Indian

## Anna and the King

### Romance

**The Best of Me**  
Drama

**Underworld**  
Action & Adventure

### When a Stranger Calls

Werewolf: The  
Beast Among U...  
Thriller

**Ghostlight**  
Horror

**Drag Me to Hell**  
Horror

Mama  
Thriller

**The Omen**  
Horror

**The Hills Have Eyes (2006)**  
Horror

June  
Horror

**The Vatican Tapes**  
Horror

Legion (2010)  
Horror

**Slither (2006)**  
Horror

The Lazarus Effect  
Thriller

**The Last Exorcism**  
Horror

## The Fog

Shame the Devil  
Thriller

The Levenger  
Tapes  
Horror

The Final  
Destination  
Horror

Ravenous  
Horror

The Last Light: An Irish Ghost Story  
Horror

Stigmata  
Thriller

## The Unleashed Horror

**Mirrors 2**  
Horror

The Unborn (2009)  
Thriller

Repentance  
Horror

**Jessabelle**  
Horror

The Ward (2010)  
Horror

Red Mist  
(Freakdog)  
Horror

Grace: The Possession  
Horror

Dracula (1979)  
Horror

Annabelle  
Horror

Wer  
Horror

The Devil's  
Rejects  
Action & Adventure

Let Me In  
Thriller

Hannibal (2001)  
Horror

Breaking At the  
Edge  
Horror

# You Need To Be On Page One



On average, 71.33% of searches result in a page one organic click.