POWERING THE WORLD’S DIGITAL ENTERTAINMENT
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.

Breaking the 90 day window
Partnering is crucial

- Pre-sales work.
- Does not dilute theatrical.
- Reduces piracy.
- Charged more then 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%
Your poster is your shop-front. Design for clicks. Stand out from everyone else in your genre, do not copy. Optimize for each VOD platform. This is not your poster.
You Need To Be On Page One

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