PRACTICAL INNOVATION AND BEST PRACTICE

Europa Cinemas Conference in Bucharest

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WHAT IS LA TOILE ?

The VOD platform of the cinemas. Thought for the public as an extension of their favorite cinema.

- One-stop solution: technical solution, marketing, right negotiation
- Curation strongly connected to the cinema program
- Powerful loyalty tool
- New source of income
CASE STUDY : NETFLUX

- LUX cinema in Caen (France)
- VOD platform branded with the image of the cinema
- 4 thematics by month linked with the cinema program
WHY SHOULD CINEMAS DO VOD?

‣ With LA TOILE the cinema remains **THE** place of cinema, Offline and Online

‣ Even at home the spectator stay connected with his cinema

‣ LA TOILE allows to reinforce the relation with the spectator and to know better his desires, thanks to the treatment of the datas which are collected by the service

‣ An innovative way to highlight the film releases

‣ It allows the spectator to deepen the theme of a movie or the filmography of an author
SOME NUMBERS

- Launched in September with the 5 most innovative cinemas in France
- 30 cinemas in the end of 2017 will propose the service
- More than 20 thematics in the end of the year

ECVI

- 4 countries: France, Germany, Netherlands, Norway
- VOD services for cinemas adapt to the local market
- Sharing knowledge and datas
- About the connexion between VOD and cinemas
- Comparing life cycles of films