



PRACTICAL INNOVATION AND BEST PRACTICE

Europa Cinemas Conference in Bucharest

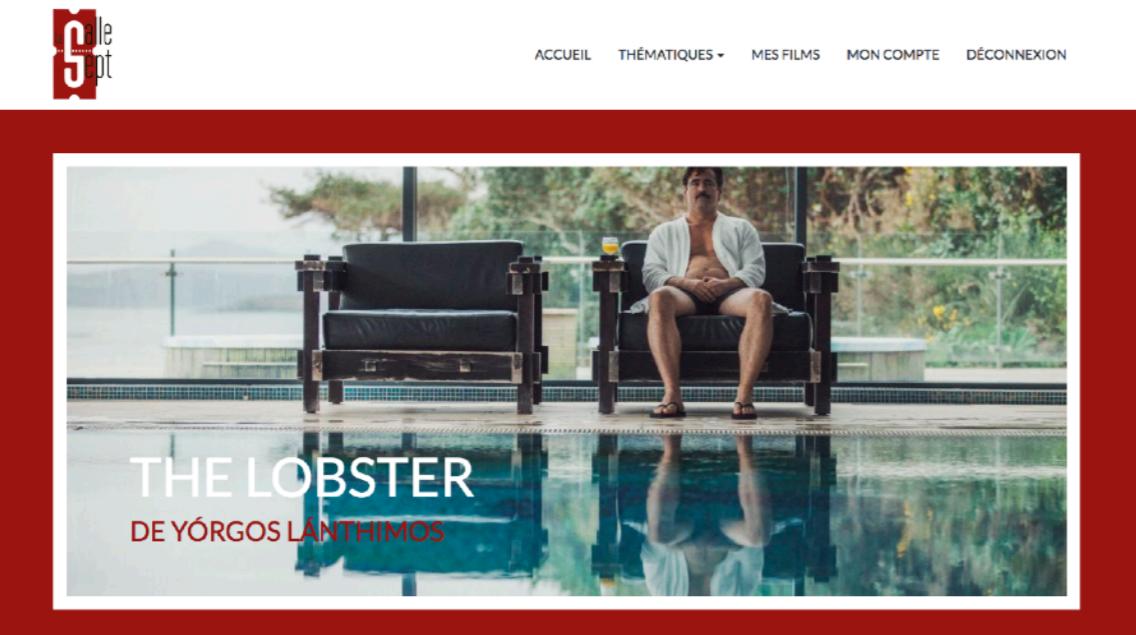
November 2017

Joséphine LÉTANG, Founder & Managing Director, CARBEC MEDIA - LA TOILE

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



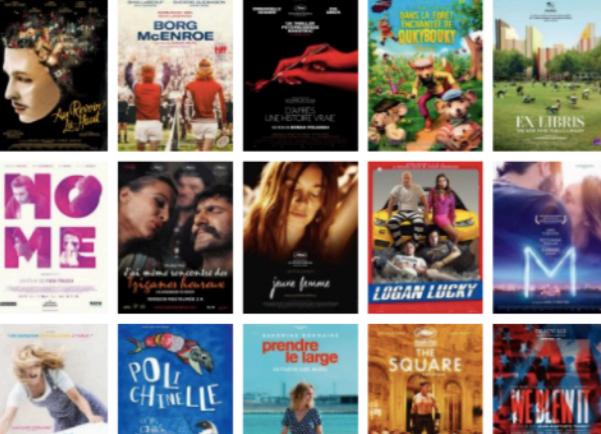
CASE STUDY : NETFLUX

- ▶ LUX cinema in Caen (France)
- ▶ VOD platform branded with the image of the cinema
- ▶ 4 thematics by month linked with the cinema program

 **Cinéma LUX**
3 salles | Cafétéria | Boutique | Vidéoclub
Recherche & Découverte | Patrimoine & Répertoire | Jeune Public
Europa Cinémas

Accueil | Le Cinéma LUX | A l'affiche | Animations | Jeune Public | Plus de LUX | Hors les murs | Prestations

A l'affiche cette semaine



RESERVER EN LIGNE
Achetez vos places en ligne et présentez-vous directement à l'entrée de la salle avec vos justificatifs.
Pour les rendez-vous spéciaux, trouvez les liens de réservation dans les infos pratiques de chaque animation.

Evénements



ACCUEIL THÉMATIQUES MES FILMS MON COMPTE DÉCONNEXION



LE GRAND SOIR
DE BENOÎT DELÉPINE, GUSTAVE KERVERN, AVEC ALBERT DUPONTEL



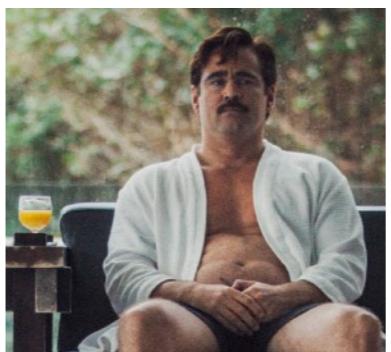
ACCUEIL THÉMATIQUES MES FILMS MON COMPTE DÉCONNEXION



ZOMBILLENIUM
de Arthur de Pins et Alexis Ducord
En salles le 18 octobre

► WHY SHOULD CINEMAS DO VOD ? **LA TOILE** CINÉMA À LA DEMANDE

- ▶ 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

