



REIMAGINING CINEMA

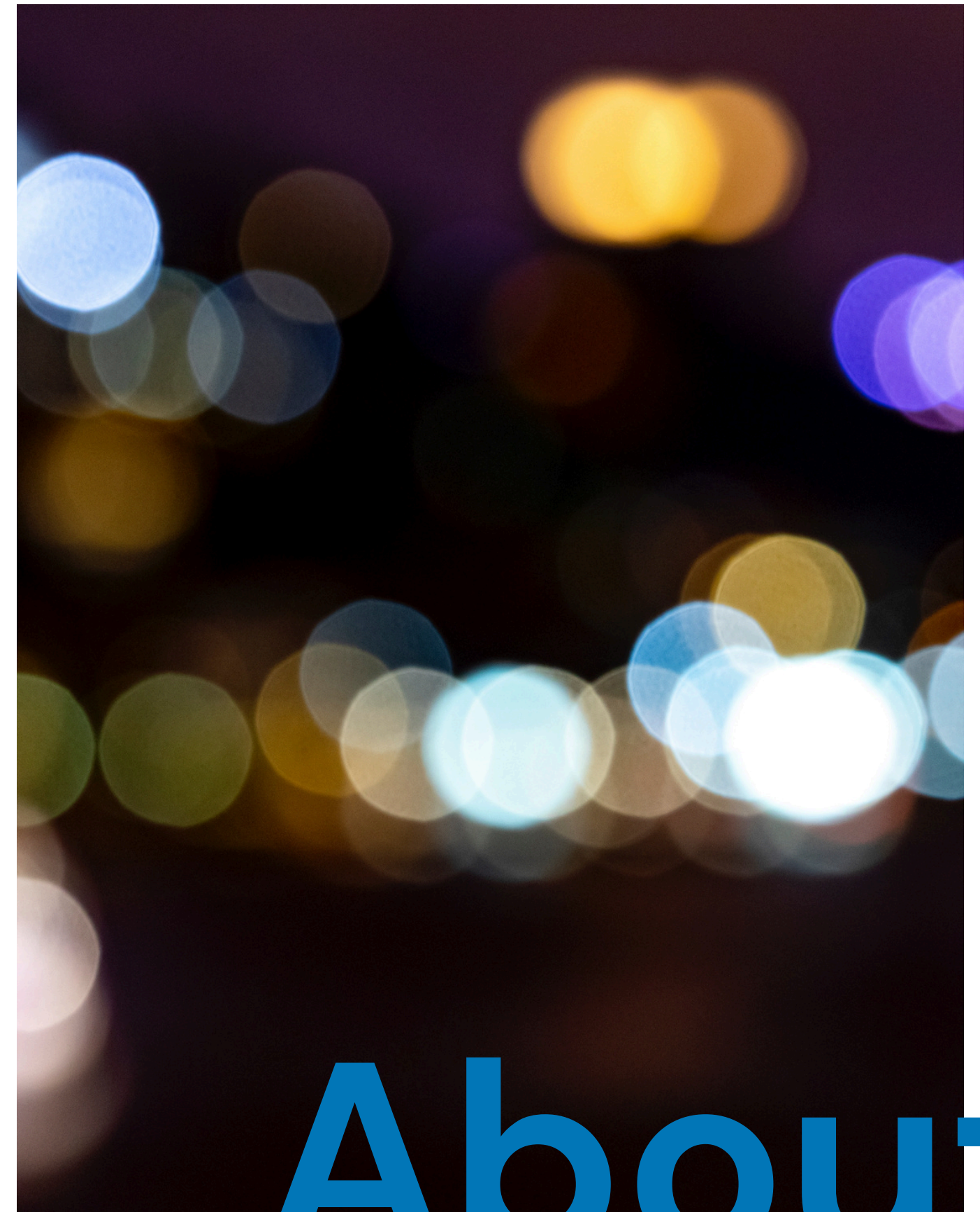
CinemaNext is the largest cinema exhibition services company in EMEA, providing smart, comprehensive solutions across the board, from projection equipment, audio systems, central systems, premium cinema solutions like Sphera, cinema outfitting, content management, 3D projection systems & glasses, TMS, digital signage, screens to consulting services and incorporating hospitality at the design stage with Le Studio.

CinemaNext is introducing a new consultancy service in partnership with Mustard Studio to add strategic business services aimed at new and existing clients who want to grow and broaden their offerings. This new offer enables cinema operators to have a one-stop solution for a seamless and integrated approach to their business development.

Founded in 2020, Mustard Studio works in the cinema and film sector. It uses strategy, creative knowledge, and experience to build brands, audiences, campaigns, and cinemas.

The following pages detail these new services. If you want to enhance your business with our expertise, we encourage you to book a consultation with us.

Simply contact uksalesteam@cinemanext.com to get started.



About

PACKAGES FOR CINEMAS LOOKING TO EXPLORE NEW AUDIENCES

As the entertainment and hospitality sector evolves, providing a first-class guest experience and consistent audience development has never been more critical to attracting new people to your cinema. Cinemas can adapt by creating multi-purpose auditoriums, allowing programme and event flexibility and creating a genuine destination location.

This package combines our expertise to examine your building and offer and explore new ways of increasing income.

PACKAGE 1 / EVOLVE

Our entry package outlines the benefits of a multi-purpose space with the minimum technical requirements to 1) outfit one auditorium and 2) market it to new audiences. The services will give you a superior vision with minimal outlay to understand how your space can be configured. This package is beneficial if you are thinking about making some changes but are unsure where to start.

- Top Line vision for tech
- Audience engagement strategy
- Captive market overview

PACKAGE 2 / DIVERSIFY

Package 2 is aimed at cinema operators and owners who have decided to make some changes to their auditoria set-up or configurations to target different audiences. Examples might include hosting music, gaming, or virtual events, and the tech spec includes seating and lighting and potential topline costs. Accompanying this would be a brand spec with an audience overview for the area, case studies, and marketing strategies. This provides a comprehensive overview of the project and ensures that a detailed SWOT analysis has been conducted.

- Top Line vision for tech
- Lighting + seating configurations
- Audience engagement strategy
- Captive market overview
- Localised audience research
- Marketing strategies
- Case studies

BESPOKE / TRANSFORM

A bespoke package curated explicitly for the cinema operator and to support them as they undertake the auditorium or building changes. Our aligned timelines and strategy will build pre-launch audiences, create channels and connect communities, meaning the new offers will already be amplified before the opening.

PACKAGES FOR HOSPITALITY VENUES ADDING CINEMA TO THEIR OFFER.



These packages are designed for hospitality venues that need support in operations, programming and marketing.

We can support the cinema with a full-time programme of new and current releases and events, a more tailored programme of activity targeted at specific audiences or specialist services such as kids club/accessible screenings of a mixture of all.

Services include:

- Booking films + events
- Distributor liaison + terms
- Marketing support + copywriting
- Strategy + analysis

PACKAGES FOR LOCAL CINEMAS.



PACKAGES FOR COUNCILS + LOCAL AUTHORITIES.

For councils developing an anchor building or complex within their community, we can provide a fully integrated feasibility study with key information, including market intelligence, operational costs and an in-depth analysis of years 1-5. For councils providing more than a shell building, equipment maintenance costs can be included.

This approach can help a council identify its ideal cinema tenant and ensure that it is market-ready for operators.

PACKAGES FOR COMMUNITY CINEMAS.

If you are creating a community cinema or have one already that you want to expand, then we can provide you with support and suggestions to create a sustainable model. For example, we can help you source quality second-hand equipment and advise on diversifying income to improve your business model.

Find out more about CinemaNext's premium cinema solution [Sphera](#), and [Le Studio](#), a boutique cinema concept.