



DATA AND ANALYTICS – INVITATION TO ENGAGE

The UK Cinema Association is looking to secure an arrangement with one or more industry partners through which its members can access appropriate data and analytics services.

Background

In Spring 2017, the UK Cinema Association held its latest member conference - *Unlocking Data and Technology: driving the big screen* experience. The first day of the event sought to explore the potential offered by better use of data and analytics to improve approaches around cinema marketing, retail, programming and audience development. In doing so it drew on the experience of a number of companies operating in the space, as well as individual cinema operators.

Discussions on the day confirmed a significant level of interest amongst Association members in pursuing this further. At the same time, it was apparent that many - particularly smaller - operators were concerned both about the possible costs of doing so, and whether they had sufficient infrastructure and expertise to engage in this area of activity.

With that in mind, the UK Cinema Association has canvassed its members to ascertain current levels of interest in establishing some form of framework arrangement, whereby a menu of relevant services could be offered by one or more suppliers. Members would be free to take up some or all (or none) of the services on offer, depending on their area of interest and available resources.

Expressions of interest stage

In order to assess the likely size and shape (in terms of the operating models) of any eventual grouping, the Association undertook an informal 'expression of interest' stage. Drawing on discussions at the Spring conference, the following were suggested as areas where better use of data and analytics might provide benefit to cinema operators:

- **marketing** – in particular support in building, organising and exploiting a database of cinema customers to allow better marketing and engagement;
- **programming** – in particular the use of data and analytics to support better understanding of current audience likes/wants so as to inform film programming;
- **retail** – in particular to support analysis of retail patterns within each cinema operation in order to maximise income from concessions; and
- **pricing** – in particular the use of data and analytics to inform better pricing, driving increased revenue and occupancy.

In response, the Association received positive responses from at least 35 operator

companies representing 100 sites/300 screens, indicating that they would be interested in being part of any discussion.

While the possibility of a further recruitment exercise to boost take-up amongst its membership remains open, the Association considers this current level of interest sufficient to progress this proposal.

Next steps

The Association now wishes to begin a structured bilateral discussion with one or more prospective partners who might be interested in providing some or all of the above services to interested members.

In taking this forward, the Association will follow the following principles:

- that – practicalities allowing - any proposal must be one which is open to all Association members who wish to participate. Equally there is no expectation on any member that they will do so;
- that after the necessary scoping and organisation work has been done by the Association, those who stand to benefit will support and resource the further development of the proposal. This may necessarily mean that any grouping is ultimately established independently of the Association, as previously done with projects of similar scale; and
- that there must be a competitive process by which any supplier or suppliers are ultimately identified.

The Association sees this as an iterative process, in which it will look to involve a core of interested members in shaping proposals seen to have potential.

In responding to this invitation, prospective partners are asked to provide sufficient material – including case studies and/or references as appropriate – that allow the Association to come to a decision on their ability to deliver in any or all of the four areas identified, namely the provision of data and analytical services to inform more successful marketing, programming, retail operations and/or pricing.

Prospective partners should note that the level of existing infrastructure – including customer databases and box office systems - will vary across the membership from very basic to reasonably comprehensive. It will therefore be a necessity that partners are able work across a broad spectrum of existing provision, additionally being able to source or supply cost effective solutions, where necessary, to bring some systems up to a suitable level.

Equally, the financial resources available to different members to support their engagement with this agenda will vary significantly. Potential partners will also be expected to show flexibility in this regard.

Initial expressions of interest – including the attached pro forma or providing the information requested in a similar form - are requested by Friday 11 August 2017 and should be sent to phil.clapp@cinemauk.org.uk

Having considered initial responses to this exercise, the Association may – if it considers more than one of these to offer a viable way forward – undertake a more detailed tender process to which relevant interested parties will be invited to respond.

EXPRESSION OF INTEREST - DATA AND ANALYTICS

Company name	
Company address	
Lead contact	
Contact email	
Contact tel. no.	
<p>List of services provided (please indicate against which of the stated areas of interest you would look to deliver (cross-referring to any submitted case studies or other evidence as appropriate).</p>	<p>Marketing [Y/N]</p> <p>Programming [Y/N]</p> <p>Retail [Y/N]</p> <p>Pricing [Y/N]</p>

References (for all or each of the areas above)	<ol style="list-style-type: none">1.2.3.4.