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**UK CINEMA ASSOCIATION PARTNERS WITH SHOWTIME ANALYTICS
ON KEY DATA PROJECT FOR MEMBERS**

London, 25 October 2017: The UK Cinema Association has today announced plans to partner with Showtime Analytics in a ground-breaking project intended to open up approaches around data analysis to its wider membership.

Following a well-received industry conference in February which explored the role of data analytics in providing cinema operators with greater insight into their performance in terms of marketing, retail, film programming and pricing, the Association was approached by a number of its smaller operator members asking for support in accessing relevant services in this increasingly important area.

Having confirmed interest amongst an initial group of members representing over 100 cinema sites, the Association then launched an exercise to find a suitable partner company capable of delivering appropriate data analytics support.

The culmination of that process was the announcement today that the Association would work with Showtime Analytics to begin developing a menu of services for interested operators in relevant areas.

Welcoming today's announcement, UK Cinema Association Chief Executive Phil Clapp said:

"Showtime Analytics have established a strong track record of delivery when it comes to data analytics in the cinema sector, and have already impressed with their understanding of the challenges presented by working with a diverse range of companies.

This is a hugely exciting project for the Association and we look forward to welcoming more members on board as the potential benefits on offer from this work become increasingly apparent."

Richie Power, Chief Executive of Showtime Analytics, added:

"We are delighted to be partnering with the UK Cinema Association on this data analytics initiative.

'Big Data' and data analytics have often been seen as complicated and

inaccessible to smaller enterprises - we hope that this partnership will allow us to de-mystify these concepts and we look forward to working with the Association members to deliver practical and tangible results for its members.”

Notes for editors

UK Cinema Association

The UK Cinema Association (UKCA) represents the interests of over 90 per cent of UK cinema operators by number and market share. The Association membership ranges from single screen/owner-managed sites to the largest circuit and multiplex operators.

Showtime Analytics

Showtime Analytics is a data analytics product and services company focussed on the Cinema Industry. Founded in Dublin, Ireland in 2014, Showtime has created an Industry wide data integration platform which collects, stores and models the ever-growing number of cinema data sources, allowing all cinema stakeholders to collaborate through the use of data.

Further information

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