

Next Generation DVD Retailing

Movie Zyng



What if you could work with a retailer who would:

- **Merchandise every title you offer.** Or carry only your titles if you wish. You can even co-brand the store if you like.
- **List titles quickly and properly.** With metadata, trailers and images that don't just describe – they help sell.
- **Engage aggressively** on title launches, including pre-sell windows, digital dates, social media campaigns, affinity marketing, and more.
- **Collaborate** on promotions, run friends and family discounts, recruit and manage affiliate traffic for your titles.
- **Shared website analytics** to jointly refine marketing efforts for maximum impact.
- Process orders in minutes, ship that day or the next, and **never out of stock.**
- Offer 800 # customer service. Yes, a real live person!
- ***And, once the sale is made, share the crown jewels with you. Yes, we mean traffic and customer information.***

Wouldn't you want to work with that retailer?

That Retailer is Movie Zyng:

- Robust, full function e-commerce platform.
 - Operates as a wholly owned subsidiary of Allied Vaughn
 - Seamlessly integrated with AV metadata management, manufacturing, and fulfillment systems.
 - Co-brand capable. Curated micro-stores to a content provider's catalog, or even an individual title. 100+ stores currently operating.
 - Google Analytics reports, your own Facebook pixel.
 - Email, and #800 customer service. Personal touch.
 - Fully integrated with Shareasale's affiliate network. Movie Zyng administrates and absorbs the cost of standard affiliate commissions.
 - Traffic and customer information!
- It's like having your own ecommerce store, but without the heavy lifting. Leaves time to collaborate on traffic generation. Movie Zyng powers the best practice marketing today's DVD retailing requires.
 - Movie Zyng provides this while maintaining the level of royalties you'd earn from a sale through any other reseller.

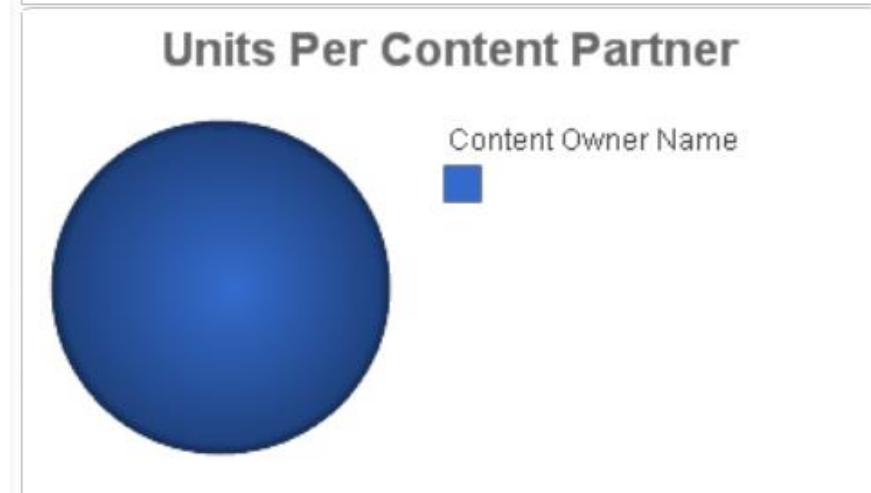


Customer Success – Movie Zyng is already moving the sales needle:

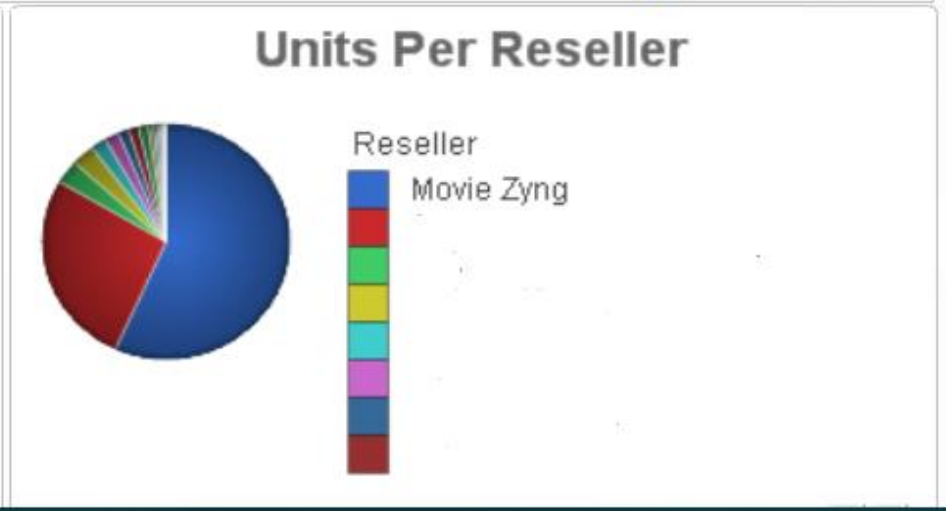
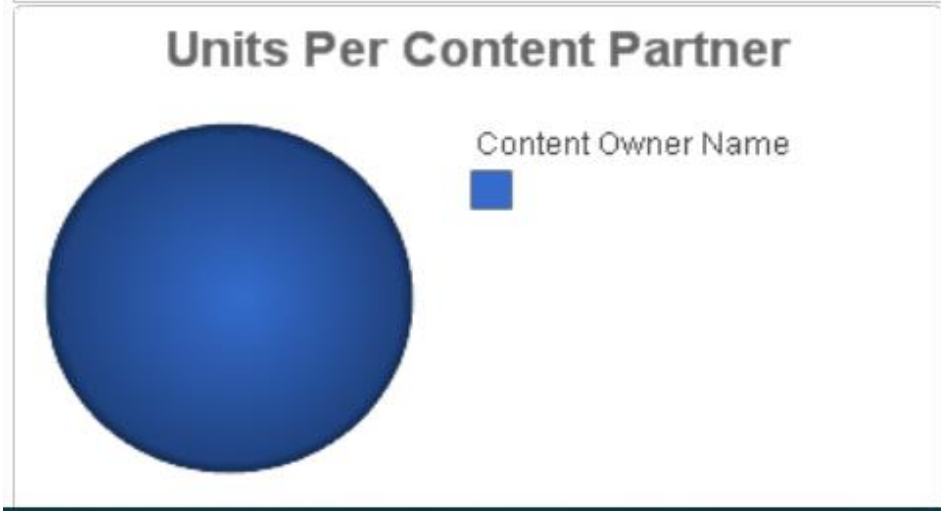


- Giant Interactive
 - www.moviezyng.com/giant.aspx
 - Web store for all Giant MOD titles.
 - Collaborative marketing work with film makers on title launches. Presell windows, PR, F&F coupons, email campaigns, social media, shared analytics, etc.
- Different Flowers – Indie Film
 - www.moviezyng.com/differentflowers.aspx
 - Presell windows with PR, social, F&F promotions, wholesale discount program. Companion to exclusive retail promotions, Netflix and Family Video rental pitches.
 - Activities quadrupled sales over conventional launch.
- Niche Documentary Film
 - Presell windows, PR, Social, F&F promotions, affiliate marketing, wholesale and referral discount program.
 - Activities quintupled sales over conventional launch.

Title Launch activities created launch sales boost that couldn't be achieved through conventional retailers



We then used the Movie Zyng launch success to convince resellers to put energy behind the title – creating added sales.



Working with Movie Zyng –Your Role as a Content Provider:



- Commit to collaborate with Movie Zyng and Allied Vaughn on title launch marketing.
- Activate and collaborate on Title Launch Playbook timelines and activities.
 - Launch plan for key titles.
 - Target customer identification.
 - Reviewer and influencer identification and activation.
 - Presell windowing.
 - Drafting opportunities – digital, theatrical.
 - Talent and other stakeholder engagement and social support.
 - Identify referral and affiliate traffic opportunities.
 - Friends and Family reach-outs and time sensitive promotions.
 - Kick starter reach-outs and promotions if appropriate.
 - Post links with traffic back to Movie Zyng store.
- Rinse and repeat with new titles, leveraging existing customers for elevated starting point.



Action Steps:

- Engage with your AV Content Representative.
- Movie Zyng deployment call with Blair Zykan
Blair.zykan@alliedvaughn.com
- Supply your desired co-branding banner.
 - .jpg or .png
 - 300-400 pixels wide by 120 pixels high
- Movie Zyng store built and curated.
- Identify the first titles for executing Title Launch Playbook.