

Picturehouse perfect for MyMovies

UK cinema chain Picturehouse and digital agency MyMovies have announced an exciting new two-way content deal, that sees the leading entertainment supplier become exclusive video content and technology provider for Picturehouses.co.uk, as well as offering third party syndication for distribution arm Picturehouse Entertainment's promotional assets across the MyMovies network.

Picturehouse continues to challenge the UK multiplex model, through a combination of mainstream blockbusters and quality crossover titles, as well as a consistently high quality cinema experience. Now online users can also enjoy a wealth of high quality trailers and clips, as well as exclusive star interviews and UK premiere reports, adding greater scope for consumer education and engagement throughout the purchase journey.

Built and delivered in HTML5, Picturehouse can now connect distribution with consumers on any screen, anytime and anywhere.

Gabriel Swartland, Head of Communications, said "rich media, and in particular video content, is an essential part of ensuring engagement across our channels, and we're very excited to be working with MyMovies, market leaders in content syndication, to help us deliver multi-platform video solutions to our customers".

Monica Chadha, Managing Director of MyMovies, said "Picturehouse have built their reputation on serving local communities with rich and diverse programming, so we're excited to be part of replicating this success for their rapidly expanding online community, serving users through multi-platform content delivery and converting this into serious commercial value".

About City Screen Ltd

City Screen is the owner and operator of **Picturehouse Cinemas**, Britain's largest circuit of independent cinemas. Formed in 1989 to challenge the modern multiplex, City Screen provides cinemas in city centre locations to serve local communities and offer a broader range of films. City Screen now owns and operates 20 cinemas, with their latest, the Hackney Picturehouse, having opened in 2011. Their 21st cinema, Dukes @ Komedia, opens in Brighton in December 2012. City Screen also programmes an additional 36 venues independently operated throughout the UK. The company draws on more than 18 years' experience in tailoring diverse and commercially successful programmes spanning arthouse and independent features, world cinema and quality mainstream titles, as well as short films and touring seasons. City Screen prides itself on being at the forefront of digital cinema and other business and technical developments, such as pioneering a wide variety of live "Screen Arts" cinecasts of performance-arts events, including theatre from the National Theatre and opera from the New York Metropolitan Opera and Royal Opera House, plus regular filmmaker Q&As. Sister company **Picturehouse Entertainment** is a recently established distribution outfit that has enjoyed great success with its releases to date: Jean Becker's *My Afternoons with Margueritte*, the record-breaking Werner Herzog 3D documentary feature, *Cave of Forgotten Dreams*, Jean-Pierre Améris' *Romantics Anonymous*, Sundance favourite *Liberal Arts* and the box-office hit *The Imposter*, which was recently nominated for 6 BIFA awards.

About MyMovies

Since its launch in 1998, MyMovies has become the market leader in providing entertainment video solutions across movies and video games ensuring brands and content owners connect with relevant audiences across multiple platforms and devices.

They work with content owners to get their most powerful marketing assets - trailers and AV content - rapidly distributed to exactly when and where people want to watch them. Backed by strong editorial, high production values and top talent access, their business delivers trailers, movie shows, premiere reports and star interviews, with supporting metadata and imagery, to in excess of 25 million people a month.

MyMovies are known for connecting audiences to the best content and lead the way in maximising video performance and revenue. For further information, please visit <http://about.mymovies.net/>

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