

Movies Anywhere Overview



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People love movies

“Borderline obsessed”

“Escape & unwind”



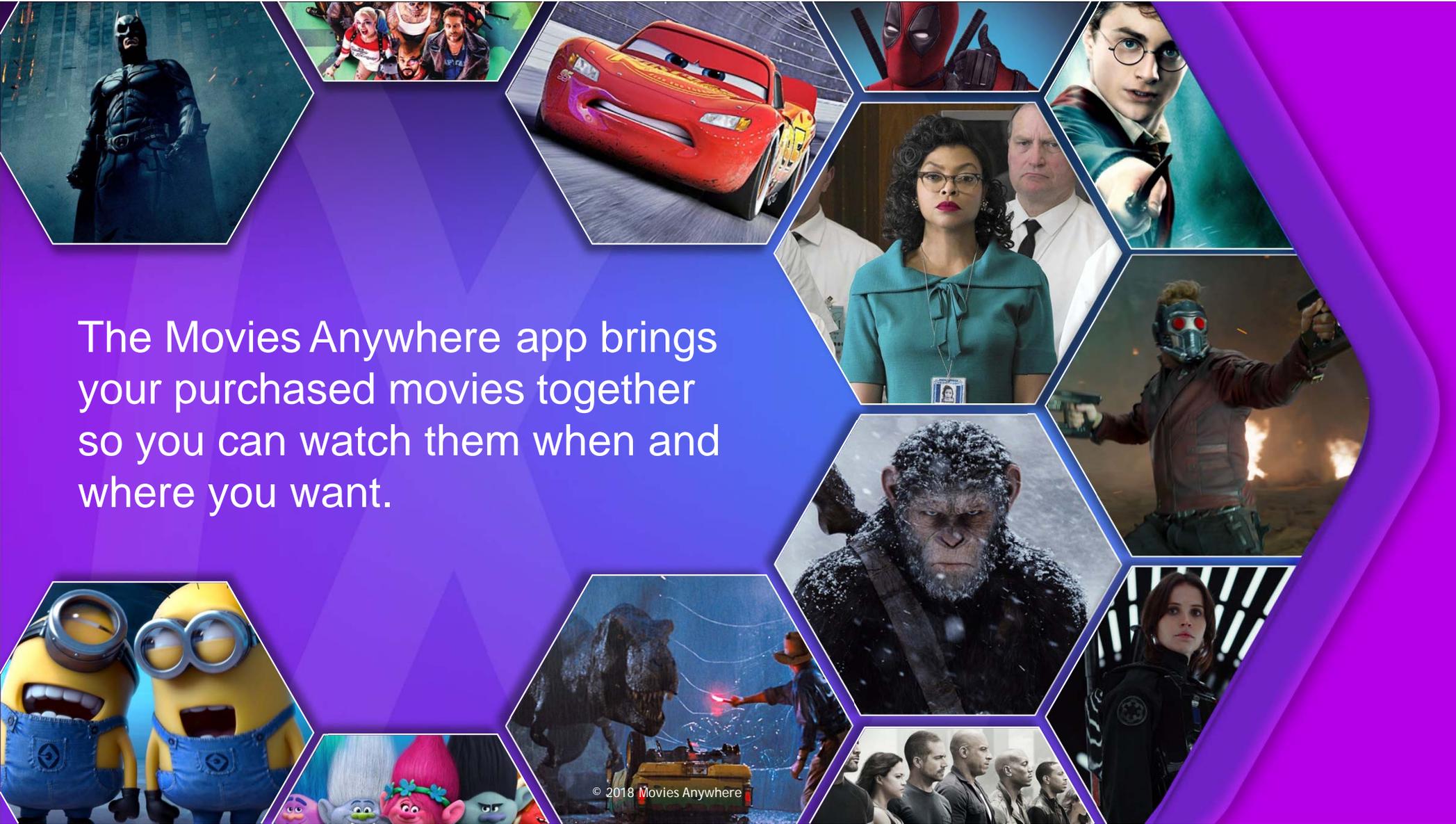
“I love movies!”

“Watch again & again”

“Attached to the characters”

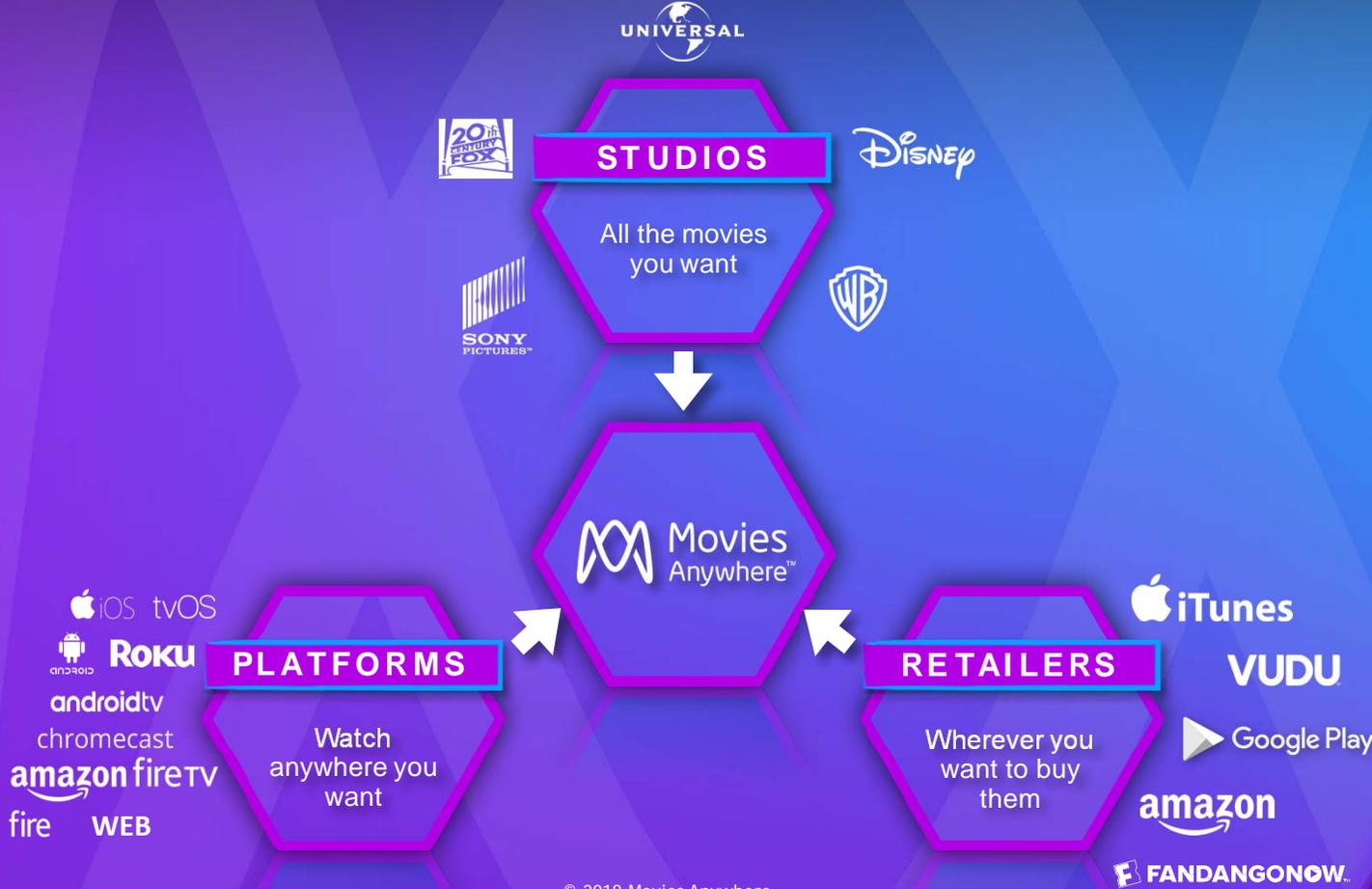
Consumers are investing in bringing the theater experience to the living room.





The Movies Anywhere app brings your purchased movies together so you can watch them when and where you want.

Movies Anywhere provides interoperability with the help of participants in 3 areas:



App Overview



Your Movies, Together At Last.

App Name:

Movies Anywhere

Genre:

Movies & Entertainment

Content:

~7500 Feature Films & Extras

Platforms:

iOS, Android, Kindle Fire,
tvOS, Android TV, FireTV, Roku,
Desktop and Mobile Web

Release Date:

October 12, 2017

Business Model:

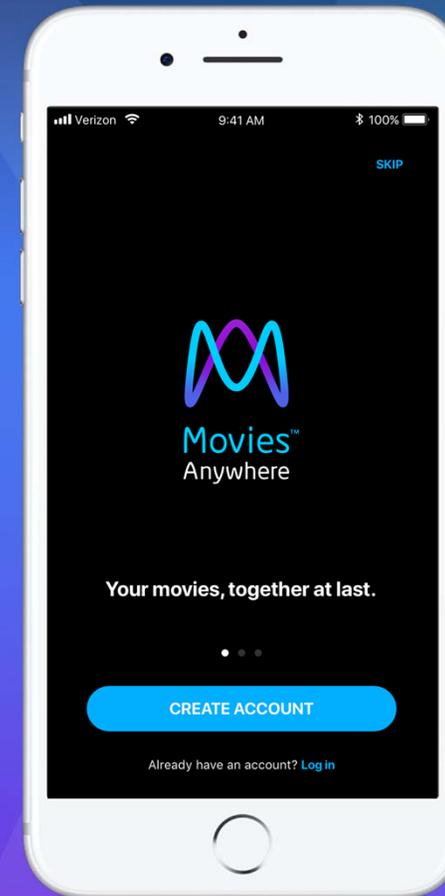
Free to Download

Supported Language:

English

Market:

United States

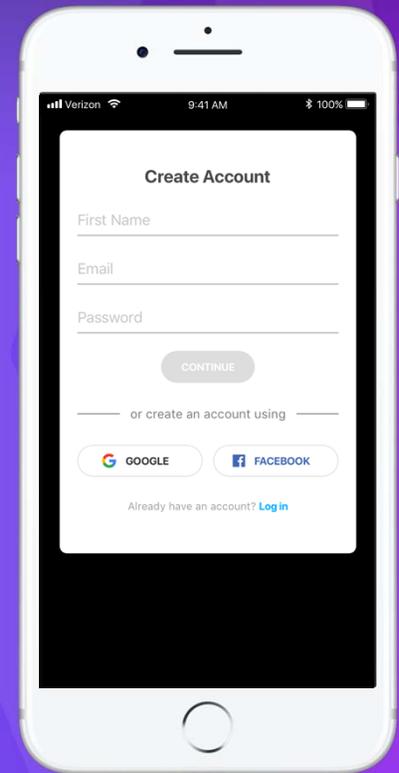
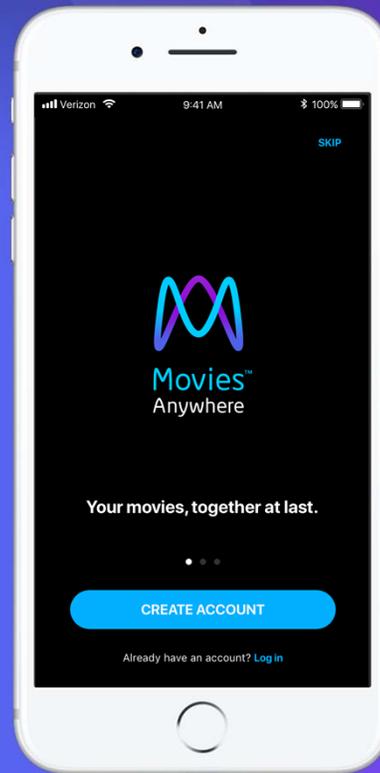
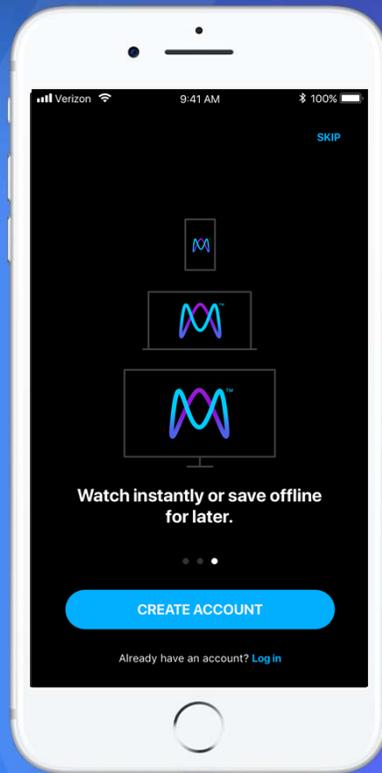
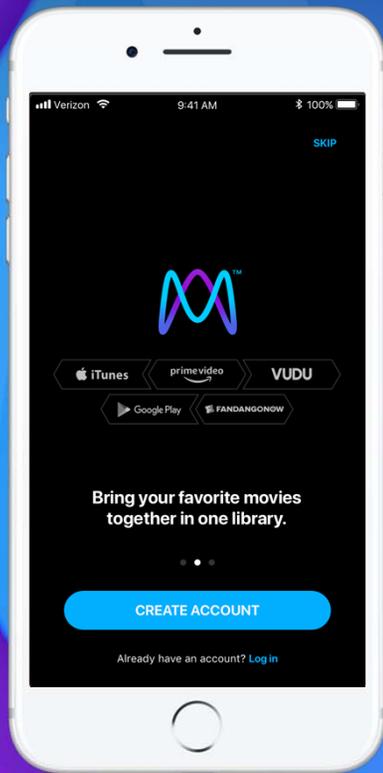


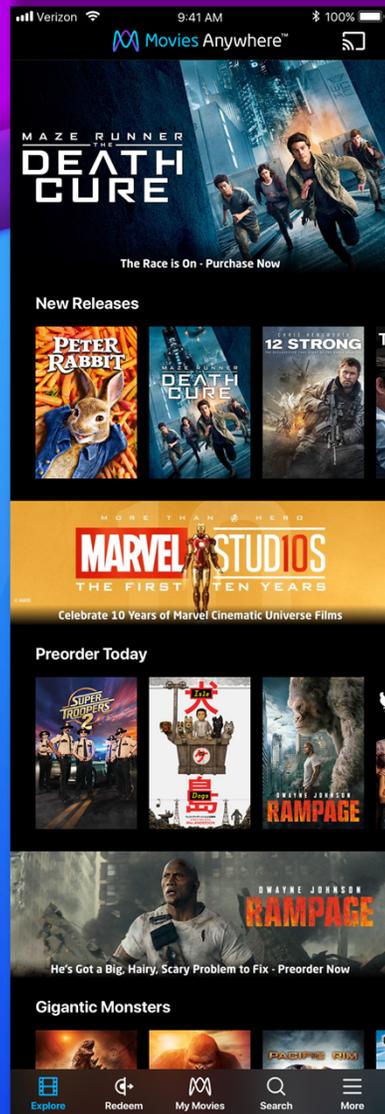
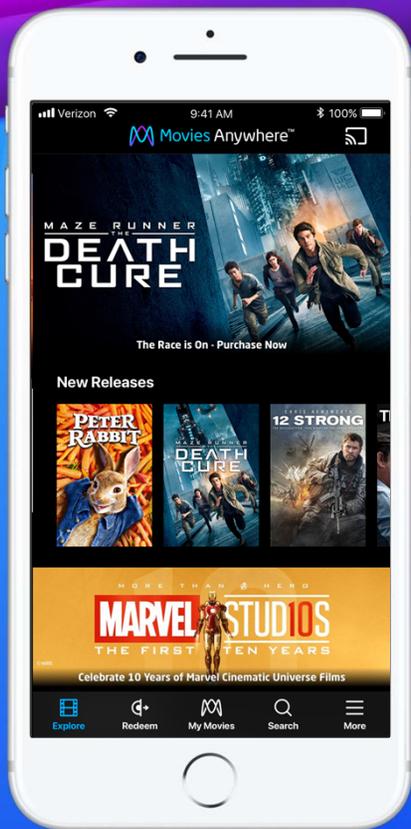


Product Walk-Through



Welcome & Sign Up



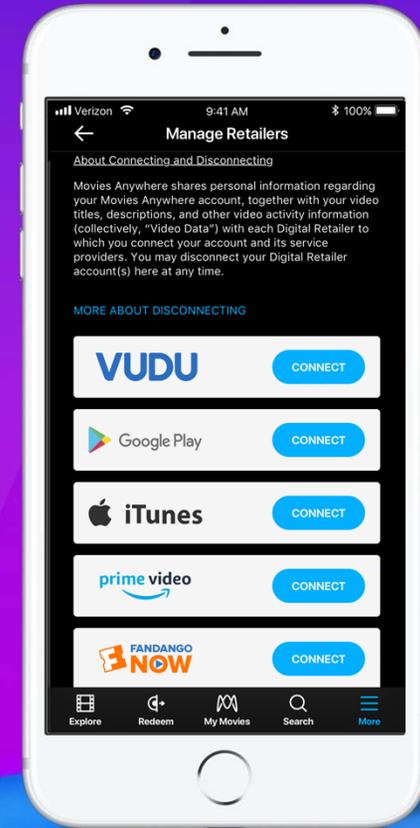


Explore Page

- Movies Anywhere Home Screen
- Personalized for each user profile
- Ability to promote movie titles throughout their lifecycle (theatrical to in-home)
- Features marketing promotions

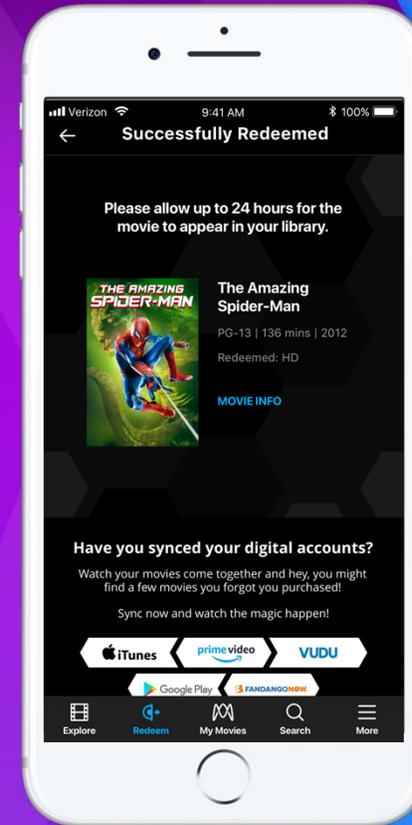
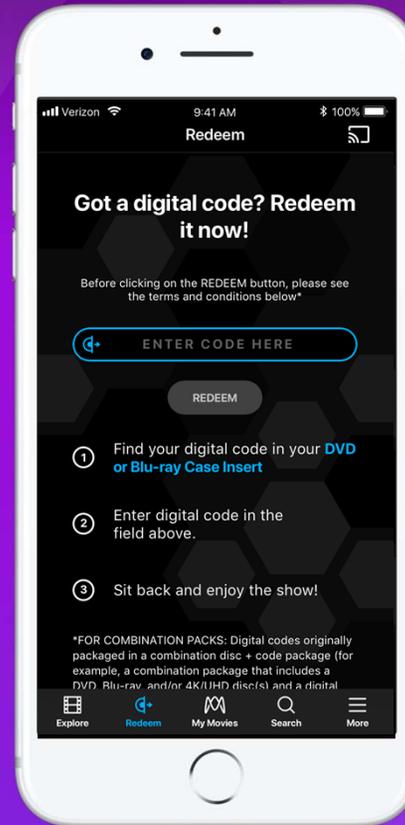
Retailer Account Linking

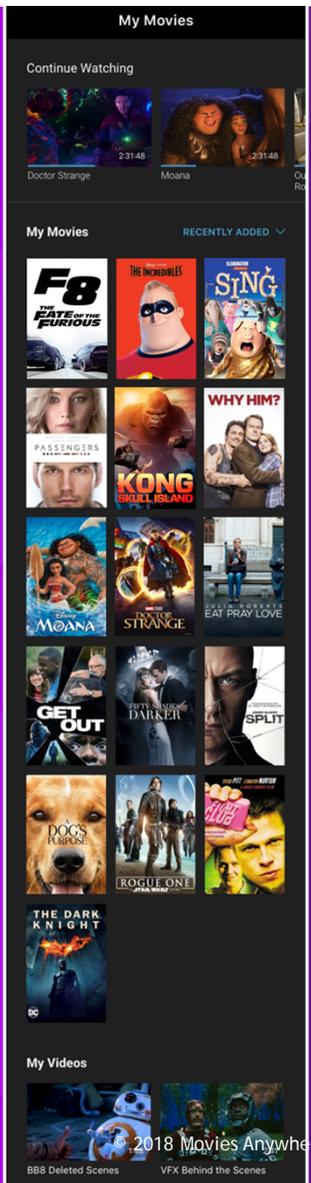
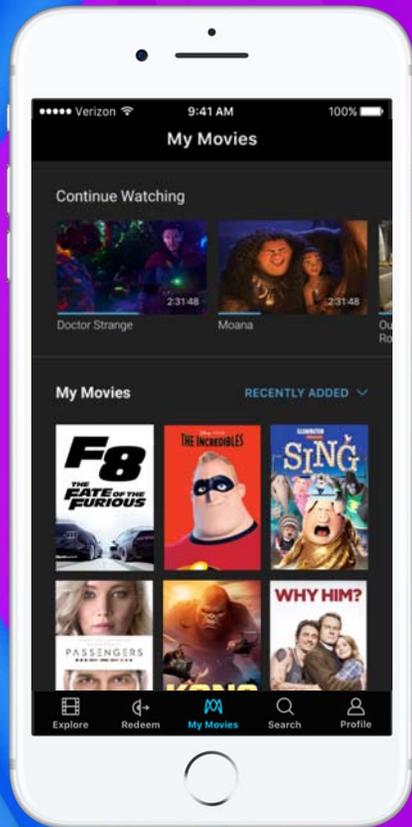
- Syncs retailer accounts to bring purchased movies together in one library
- Ability to select default retailer upon linking



Redeem Page

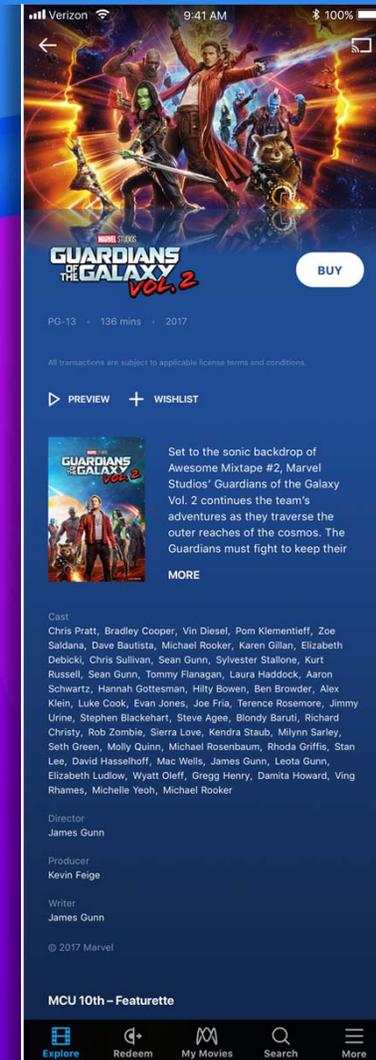
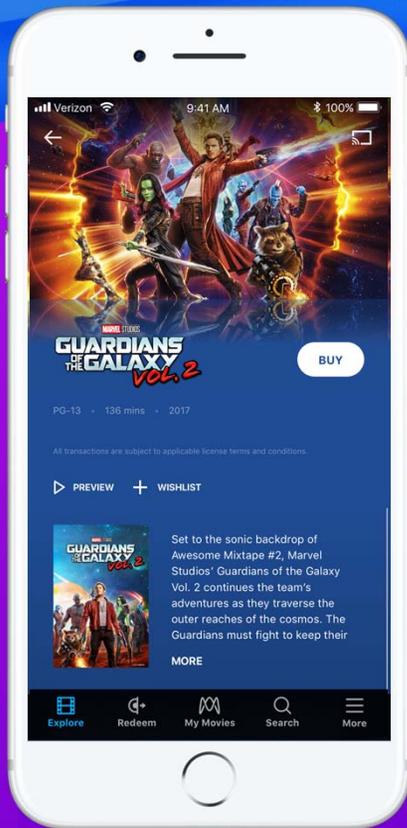
- Comprehensive code coverage
- Ability to fulfill through Movies Anywhere





My Movies Page

- Showcases users' digital movie collections
- Sortable and customizable by profile
- Continue watching



Movie Details Page

- Comprehensive movie data
- Bonus materials
- Ability to preview, wishlist, pre-order, purchase, download, and stream
- Recommendations

THANK YOU

