



R U B E Y ENTERTAINMENT

ONE NIGHT ONLY™
series event

CASE STUDIES

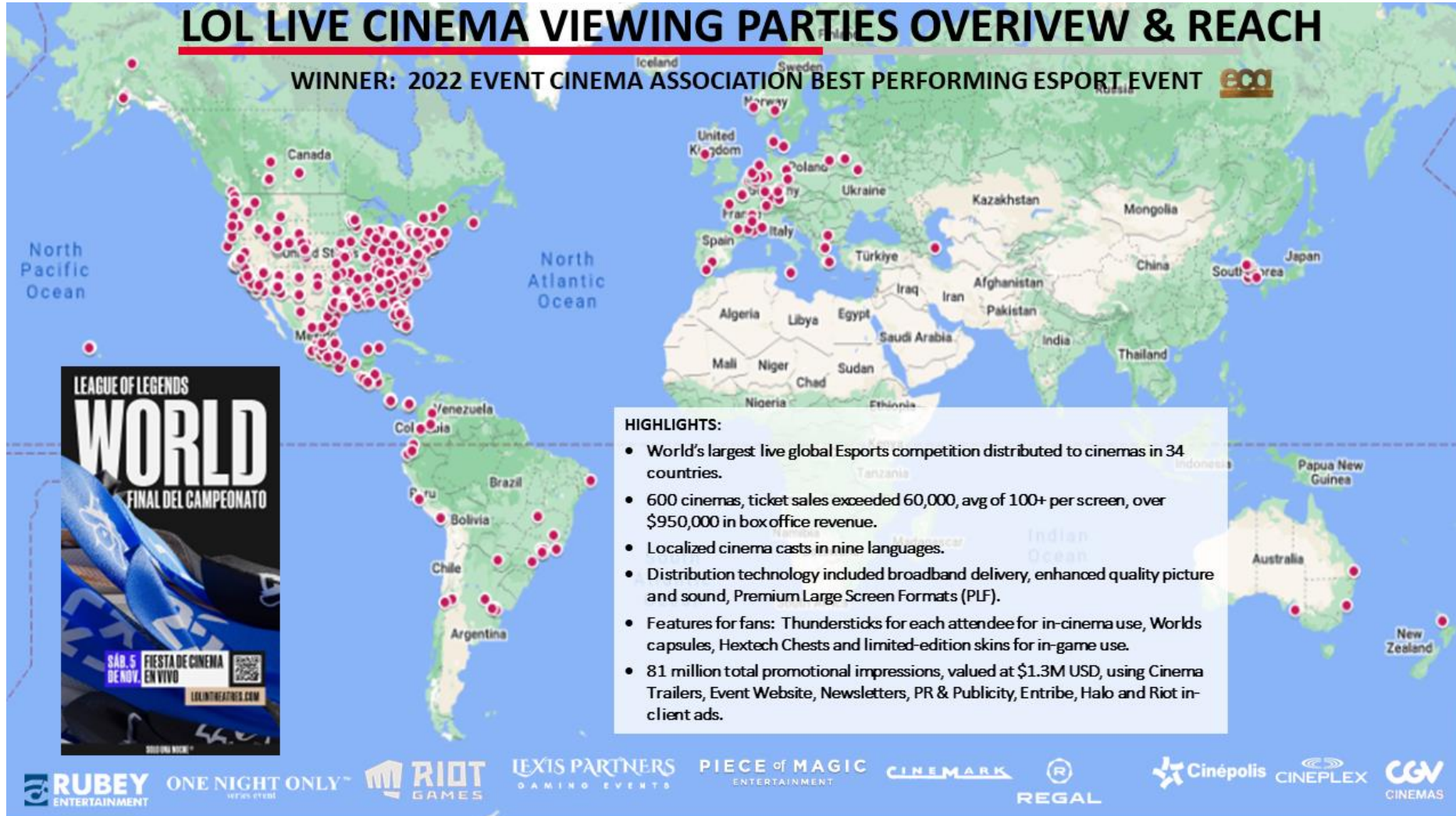
R U B E Y
ENTERTAINMENT

CASE STUDY – John Rubey Co-founder & Partner Lexis Partners LLC

League Of Legends Worlds 2022 – Cinema Viewing Parties

LOL LIVE CINEMA VIEWING PARTIES OVERVIEW & REACH

WINNER: 2022 EVENT CINEMA ASSOCIATION BEST PERFORMING ESPORT EVENT 



CASE STUDY – John Rubey Exec. Producer OnePlus Music Festival - India



OnePlus Music Festival 2019

Marketing, Promotions, Production recap

16th November, 2019

D.Y. Patil Stadium, Mumbai

CASE STUDY – John Rubey Exec. Producer OnePlus Music Festival - India



17 million organic reach

Gathering of 22,000

3-month long PR initiative
worth USD 4 million

7.2M live streaming views

USD 450,000 SM spend

65.2 million organic
impressions

591 million paid
impressions

Fathom Events John Rubey CEO Performance Recap

- Innovative leader in live event distribution, marketing and monetization.
- First CEO of Fathom Events - profitably doubled ticket sales and revenue 2014 -2017.
- Pres. of AEG Network LIVE - delivered profitable digital broadcasts globally to sell tour tickets.
- Only industry CEO with Producer skills & credits in addition to marketing, distribution and monetization.
- Nearly 70% of events were generally contracted 12+ months in advance.
- Over performance and industry rank per Rentrak.

Year	Total Events	Fathom Overall Distributor Ranking	Events with \$1M+ Revenue	Events in Top Ten Box Office
2014	94	16 th	13	8
2015	125	15 th	7	28
2016	178	12 th	11	53

Fathom Events John Rubey CEO Select Content & Initiatives



**The Metropolitan Opera
New Contract in 2016
First CinemaCon Event Cinema Award**



**BBC – BBC America
Second CinemaCon
Event Cinema Award**

**Turner Classic Movies
New Contract in 2015
Third CinemaCon Event Cinema Award**

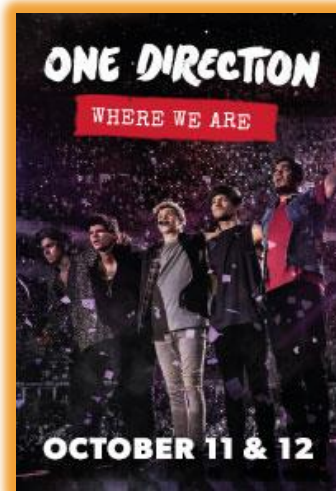
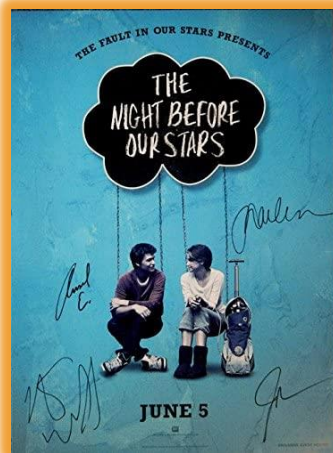
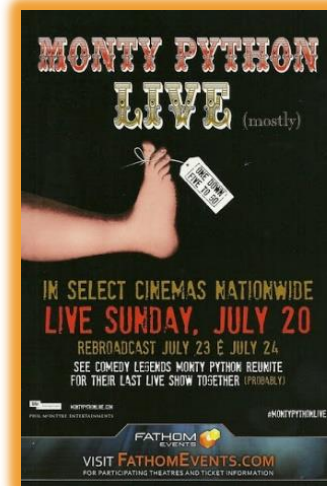
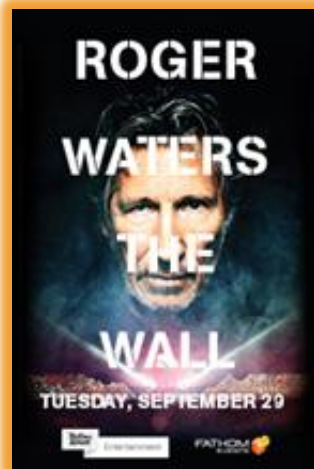
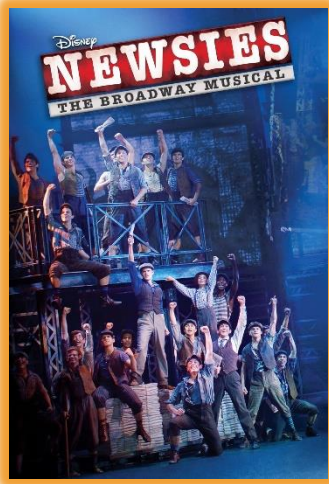


**Riff Trax LIVE
Comedy Event series**



Fathom Events John Rubey CEO

Music, Arts, Comedy & Special Events Initiatives

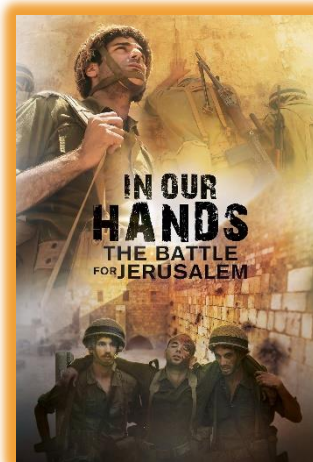
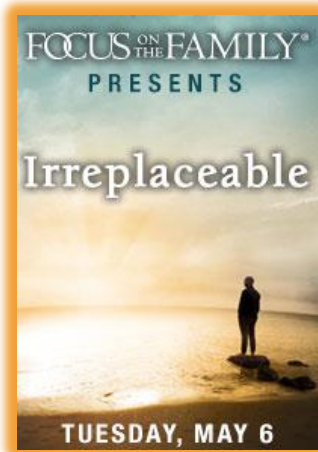
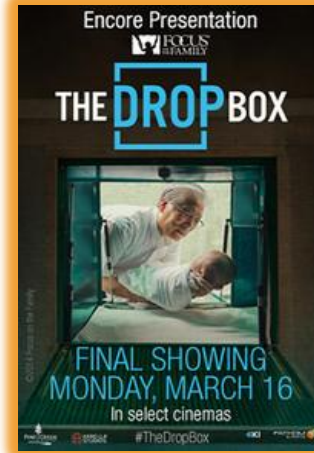
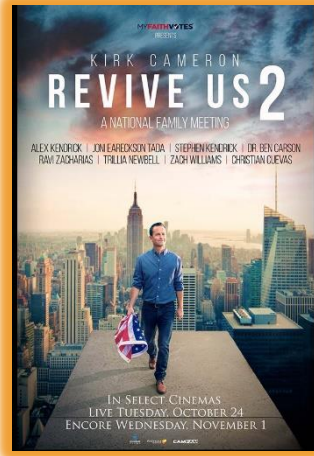


CASE STUDIES

RUBEY ENTERTAINMENT

Fathom Events John Rubey CEO

Faith, Family & Inspirational



CASE STUDIES

RUBEY ENTERTAINMENT

Fathom Events John Rubey CEO

Live Sports



Fathom Events John Rubey CEO Corporate Events



CASE STUDY – AEG – John Rubey Exec. Producer Katy Perry Part of Me 3D Movie



On November 22nd - 23rd of 2011, John Rubey as Executive Producer for AEG Network LIVE produced the 3D capture of Katy Perry's California Dreams tour at Staples Center - Los Angeles, CA.

- Contracting of all necessary production resource vendor including:
- 3ality and NEP Premiere Entertainment
- Contracting and coordination of all necessary support personnel
- Liaison and coordination with venue and event promoter
- Initial budget of project as well as expense monitoring
- Accounting and payroll services



CASE STUDY – AEG – John Rubey Exec. Producer Michael Jackson Memorial Service

- 17,000 attended out of 1.2 million applicants
- The service was broadcast live around the world, from the U.S.
- Public screenings were held in 37 cinemas across the U.S., as well as in Barcelona, Berlin, Brussels, Bucharest, Gothenburg, Lisbon, London, Madrid, Malmö, Oslo, Paris, Milan, Seville, Stockholm, and Tallinn.¹
- The estimated event audience exceeded 2.5 billion viewers, which would make it the most watched live television broadcast in history worldwide.

Source: Wikipedia



July 2009 Los Angeles CA Staples Center

CASE STUDY

BON JOVI - INSIDE OUT



To support the upcoming 2013 "Because We Can" tour, a special Bon Jovi Q&A and movie Premiere event was broadcast live from the AMC Empire 25 in Times Square to movie theaters across the United States & Canada on November 27th & 28th.

In addition to generating over **\$4 million** in marketing value for the tour, Bon Jovi saw a significant increase in album sales across their entire catalog including **Bon Jovi's Greatest Hits (31%)** **Lost Highway (46%)** & **Have A Nice Day (37%)**.



CASE STUDY BON JOVI

Fast Facts

Markets (U.S., Canada & Intl)	182 DMAs
Screening Theaters	841
Participating Promotional "Event Trailer" Screens in Networks	15,045
Advertising Lobby Screens showing "Event" promotional spots	1,160
Radio Station Promotions	120
Total Estimated Event Promotion Value	\$3,699,509
Total Estimated Event Impressions	191,369,445



Marketing Details

Element	Value	Tactic Impressions
In-Theatre promotion*	\$2,465,820	124,651,800
Radio promotion**	\$830,700	44,352,750
Internet, Press and other promo	\$289,900	11,956,000

*Impressions based on average attendance 45/screen for Trailer and 20 for Ad Screens. CPM of \$35 and \$15 respectively.

**Impressions based on average of 40 mentions per station, audience adjusted to DMA ranking and a \$15 CPM.

CASE STUDY

DEF LEPPARD - VIVA! HYSTERIA



On Oct 2nd & 8th, 2013, over 750 movie theaters in over 25 Countries will showcase Viva! Hysteria One Night Only™ event of Def Leppard's recent Las Vegas Residency.



The promotions are estimated to generate 180million impressions, and a value of over \$3million.

CASE STUDY

THE BLACK EYED PEAS

Fast Facts

Markets (U.S., Canada & Intl)	187 DMAs
Screening Theaters	576
Participating Promotional "Event Trailer" Screens in Networks	14,032
Advertising Lobby Screens showing "Event" promotional spots	1,100
Radio Station Promotions	142
Total Estimated Event Promotion Value	\$5,305,854
Total Estimated Event Impressions	186,642,355

Marketing Details

Element	Value	Tactic Impressions
In-Theatre promotion*	\$4,060,804	125,430,930
Radio promotion**	\$895,050	49,783,500
Internet, Press and other promo	\$350,000	11,427,895



On March 29th, 2010, Rubey Entertainment captured the Black Eyed Peas at the Staples Center in 3D and well as 2D. The 2D feature was show Live in 576 movie theaters across the U.S. and Canada.

One theater presented the show Live in 3D. Each market was supported by Trailer, radio, press and Online promotions.

DANCE AGAIN WORLD TOUR

JENNIFER LOPEZ



In October of 2012, John Rubey as Executive Producer for AEG Network LIVE produced Jennifer Lopez's soon to be released 3D capture of her Dance Again World Tour from Lisbon, Portugal

- Full Rehearsal, afternoon Pickups and a Two Night Full Performance
- 3ality and NEP Premiere Entertainment/Visions from the UK
- Liaison and coordination with venue and event promoter and band MGMT
- Initial budget of project as well as expense monitoring
- Accounting and payroll services, post production and delivery



PAST PROJECTS CINEMA CONCERTS

Year	Project	Year	Project	Year	Project
2004	Aerosmith	2004	Elvis 68 Comeback Special	2004	Matchbox 20
2007	Beyonce Experience	2009	Fall Out Boy	2004	Page/Plant - Unleaded
2007	Beyonce Knowles Friends & Family	2008	Garth Brooks	2004	Phish - Coney Island
2010	Black Eyed Peas	2008	Garth Brooks	2004	Prince
2005	Bon Jovi	2005	Gloria Estefan Live and Unwrapped	2008	Queen/Deep Purple
2007	Bon Jovi	2004	Godsmack	2006	Rod Stewart - Live
2010	Bon Jovi	2003	Grateful Dead	2006	Rolling Stones Live From Rio
2001	Britney Spears	2005	Green Day	2005	Rolling Stones RnR Circus
2005	Brooks and Dunn	2006	Gretchen Wilson	2003	Rush - Live from Rio
2005	Bruce Springsteen	2002	Jars of Clay	2004	Sheryl Crow C'Mon America
2008	Celine Dion	2004	Jimmy Buffett - Coastal Confession	2008	The Beatles -Love
2003	Coldplay	2006	Jimmy Buffett - HOOT!	2003	Third Day Offerings
2008	David Crowder Band	2008	John Mayer	2006	Three Days Grace
2008	David Gilmour - Live from GDANSK	2004	Kenny Chesney	2008	Toby Mac
2006	David Gilmour - On an Island	2006	KISS	2002	Tom Petty
2006	Depeche Mode	2003	KISS Symphony	2008	Tom Petty & The Heartbreakers
2001	Destiny's Child	2002	Korn	2005	Usher
2008	Dispatch	2006	Korn	2004	YES
2009	DMB Larger than Life - 3D	2007	Linkin Park Live	2004	YES & Meat Loaf
2009	Dr. Laura	2003	Linkin Park Live in Texas		

John Rubey – Professional Activities Summary

Rubey Entertainment – CEO & Executive Producer – 2017 to present

- **OnePlus Music Festival** 2019 – 2020
- **BASE Entertainment** – Maria Callas Hologram LIVE - Executive Producer for Cinema Distribution – 2020 – 2021
- **Willwork Inc.** – Board Consultant for this leading Event Services company - 2018-2020
- **British Summer Time London Hyde Park** – Executive Producer – 2018-2019 includes The Cure 40th Anniversary distributed to cinemas worldwide in 2019
- **Event Cinema Association London UK** - 2018 Annual Meeting – host, emcee and presenter.

Fathom Events – CEO – April 2014 – July 2017

- Transformed content offerings to include new and innovative types of events. Negotiated new long-term contracts with **The Metropolitan Opera, The BBC, Turner Classic Movies, The Walt Disney Company & Disney Theatrical Group** and others.
- Increased Fathom network customer touch points, **growing paid attendance 120%, to be the world's largest live cinema broadcast network with 890 cinemas, including 88% of the top-grossing cinemas regardless of ownership.** Added global exhibition partners including Canada, Mexico, UK and others.
- Special events include **The Night Before Our Stars with FOX, The Grateful Dead Fare Thee Well LIVE from Soldier Field** (first event licensee), **Newsies the Musical with Disney Theatrical (global distribution), Kirk Cameron Revive US 1&2, CBN In Our Hands, Woody Harrelson, Owen Wilson & Wilson Lost in London LIVE** from streets and venues to US theatres and many others.
- **Created the CinemaCon Event Cinema Excellence**, presented awards to **The Metropolitan Opera, The BBC, Turner Classic Movies.** The annual award continues to this day.
- **Doubled paid attendance and grew revenues 92% while operating profitably in all years.**

John Rubey – Professional Activities Summary (2)

AEG Network LIVE – President & Executive Producer – 2007 - 2014

- Multiple cinema features including **Katy Perry Part of Me (Paramount), Michael Jackson This is It (SONY), Bon Jovi (multiple), Black Eyed Peas, The Who, Paul McCartney The Love We Make, Def Leppard, Gloria Estefan, Rascal Flatts, etc.**
- Festival capture and distribution
 - **British Summer Time London Hyde Park - 2012-2013**
 - **New Orleans Jazz & Heritage Festival – 2007-2014**
 - **Global Citizen Festival Central Park NYC – 2012 – 2013**
 - **Rock in Rio – The Rolling Stones A Bigger Bang LIVE from Copacabana Beach Rio de Janeiro for AOL and cinemas.**
 - **Lollapalooza, Austin City Limits 2008-2009, includes 3D filming and cinema features for Dave Matthews Band and Phish**
- **Michael Jackson Memorial Service LIVE – 2009 - Global Distribution Director for all digital platforms worldwide including cinemas. Global audience estimated to exceed 2.5 billion.**
- **Operation MySpace LIVE from Camp Buehring Kuwait - 2008**

Spring Programming Partners LLC 1995 - 2006

- **LIVE Cinema Features production & distribution include Beyoncé, Destiny's Child, Prince, Garth Brooks, Bon Jovi, Rod Stewart, Rolling Rock Town Fair**
- **Rolling Stones Live at Rock in Rio from Copacabana Beach**
- **Rock in Rio LIVE on AOL - 2006**
- **LIVE 8 – 2005 - Global distribution Director - first live multi-location streaming event, eleven locations input, 12 simultaneous streaming channels out plus 182 television networks and 2,000 radio networks worldwide.**
- Partnership of US Satellite Broadcasting, AEG and John Rubey

CONTACT DETAILS

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THANK YOU!