



Rubey Entertainment

Cinema Distribution Services Done Right

Event Cinema Opportunity

2021 AND BEYOND

The impact of Covid-19 has created the need to continue and expand the Event Cinema business.

After stay-at-home orders are lifted, consumers will hunger for **affordable, out-of-home entertainment** of all types. However, the 'new normal' is that some activities are riskier than others. Music festivals, live sporting venues, concerts, large church gatherings, all have a high-risk level due to large amounts of people in a single space.

Additionally, as streaming services are offered more first run content, smaller projects need to rise above the clutter.

Cinemas (indoor and drive-ins) are safe and controlled environments known to the audience where groups of like-minded, passionate fans can share a common experience. Cinema staff have complete control over capacity, allowing for proper social distancing guidelines and cleaning measures, and therefore will be able to open safely earlier.

Fans of all ages have demonstrated a willingness to pay a premium to experience a real-world connection with other fans. Virtual webinars cannot replace the need to have a shared experience with others who share the same passion. These fans need to be engaged and expect the best audio, visual, comfort, and catering that only cinemas can provide.

Cinema owners need new content to fill screens, and fans need a comfortable, convenient place to connect for a spectacular shared experience.

What is event cinema?

Event Cinema is a one- or two-day cinema release *marketing event* rather than just a feature film release. These events are held at non-peak times, and generally achieve greater audience and revenue results for the theatres, distributor and IP holder.

Whether it's art, music, dance, sports, faith, etc., Event Cinema appeals to fans of the content who want to be there and share in the experience of being in a room with other like-minded individuals, all there because they make-up a dedicated fan base.

Event Cinema also provides content owners a profile event to enhance the project's value downstream.

Event Cinema's limited release model drives audiences because of FOMO ("fear of missing out"), which accelerates urgency to attend and experience exclusive content that is not available anywhere else.

WHY US?



John Rubey is a seasoned industry veteran who with other CDS team members is here to super-charge the Event Cinema sector and maximize out-of-home alternative digital entertainment experiences worldwide.

Rubey and Team are committed to building the most robust revenue generating Event Cinema company built by and for content and exhibition. The time is now to capitalize on great content married to new technology and streamlined marketing expenses.

Leverage our expertise – Be pragmatic, validate/authenticate biz models – We are content and results driven

- Innovative leader in live event capture and distribution
- First CEO of Fathom Events – profitably doubled ticket sales and revenue
- President of AEG Network LIVE – delivered profitable digital broadcasts globally to sell tickets for tours

Professional Highlights

Producing credits include:

- OnePlus Music Festival Mumbai India
- Michael Jackson Memorial Service
- LIVE 8 Global Broadcast
- Operation MySpace LIVE from Camp Buehring Kuwait
- LIVE Cinema Features production & distribution include Beyoncé, Destiny's Child, Prince, Garth Brooks, Bon Jovi, Rod Stewart
- Festivals Broadcasts - New Orleans Jazz and Heritage Festival (7x), Lollapalooza (2x)
- Rock in Rio – The Rolling Stones
- Tour video projects Katy Perry 3D Live, Bon Jovi live concerts (5), Celine Dion, Black Eyed Peas live concert

Content Initiatives

- Rubey Entertainment / AEG - Multiple Bon Jovi Tour launch events, Garth Brooks, Katy Perry 3D, Katy Perry Mumbai, Beyonce, Destiny's Child, The Who, The Rolling Stones, Def Leppard, Katy Perry 3D, Black Eyed Peas 3D,
- Rubey Fathom CEO content initiatives - The Metropolitan Opera, TCM Classic Movies, Disney Newsies, Roger Waters, Fare Thee Well The Grateful Dead, The Night Before Our Stars, Woody Harrelson Lost in London, One Direction, Studio Ghibli, Kirk Cameron live events, Christian Broadcast Network In Our Hands, Comedy: Monty Python Live, Chonda Pierce, Sports: Mayweather, Canelo, NHL LA Kings, USA v Mexico soccer, Commercial: Playstation E3, Chipolte, Addidas Kanye West Yeezy. Sports: Canelo,
- More than 70 Awards - Telly, Mobile Excellence, Lumiere, Hollywood 3D, Cine Golden Eagle, EPiX Performing Arts

Select Case Studies



OnePlus Music Festival

NOVEMBER 16TH, 2019 - MUMBAI, INDIA, LIVE EVENT AND STREAMING
WEBCAST

- 22,000 attended
- 7.2M live streaming views
- 17M organic reach
- 65.2M organic impressions
- 591M paid impressions including cinema advertising
- 3-month PR initiative with \$4M



Michael Jackson Memorial Service

JUNE 2009 - LOS ANGELES, CA STAPLES CENTER

- 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.
- The estimated event audience exceeded 2.5 billion viewers, which would make it the most watched live television broadcast in history worldwide.

Contact Us

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Thank you!

A woman in a black and silver outfit is performing on a stage. Behind her is a large, stylized letter 'T' prop. The stage is decorated with colorful lights and a large, illuminated sign above. In the foreground, the silhouettes of a crowd of people are visible, some holding up phones to record the performance.