

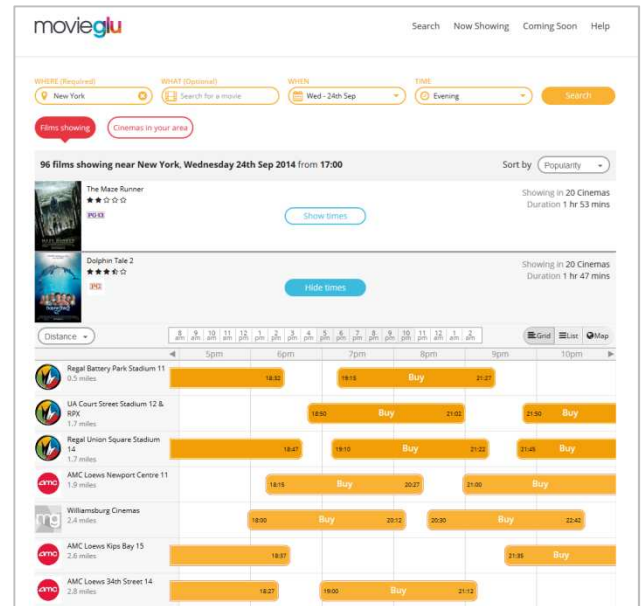
Company information

MovieGlu is a cinema search engine that enables fans to quickly and easily find the best combination of movie, cinema and showtime.

The service is loosely based on the intuitive timeline layout of on-screen TV guides which show both the start and end times of each movie.

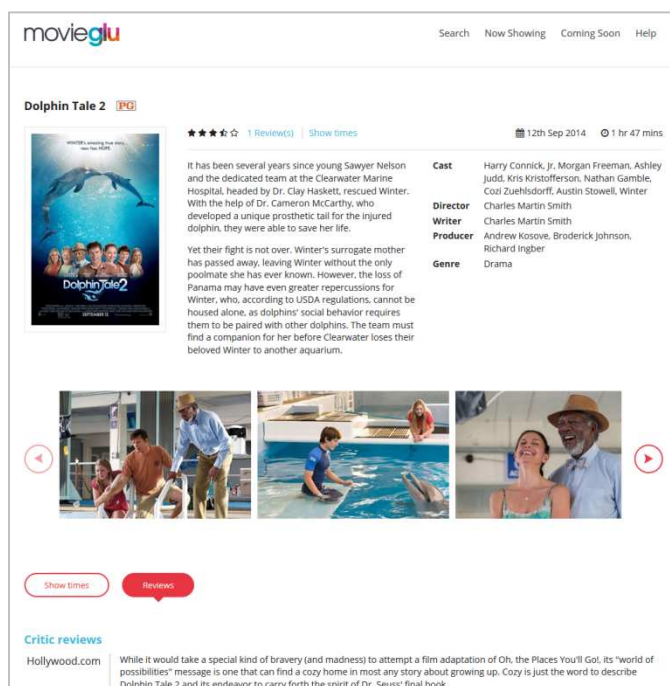
Instead of showing long lists of movies and times for each cinema, MovieGlu is different because we display our search results using this more visual method.

MovieGlu is available in the United States and United Kingdom. The team is located in the United Kingdom.



Background

The idea for MovieGlu started with a conversation about building an online booking system for band practice rooms. We played around with the idea of creating a timeline-based service like a TV guide, or calendar. We quickly realised that this approach could be used for so much more. It wasn't long before we stumbled upon the idea of creating a timeline-based search engine for cinemas.



Creating yet another cinema listings service wasn't going to be enough. Plenty of businesses have done that before. The MovieGlu team were already passionate about creating better user experiences for other products and so decided we could make a difference here.

Some of the most successful businesses in recent times have been the ones who have taken old ideas, and transformed them into something new. Think Amazon, Wikipedia, Netflix, Expedia. We wanted to build something people will use because it solves a problem.

The MovieGlu team believe that searching for movies and cinema showtimes online should be quicker and less frustrating than existing websites and apps. So we decided to challenge the status quo by bringing a fresh approach to an old problem. Old fashioned newspaper-style cinema listings need to become a thing of the past.

What's the big problem?

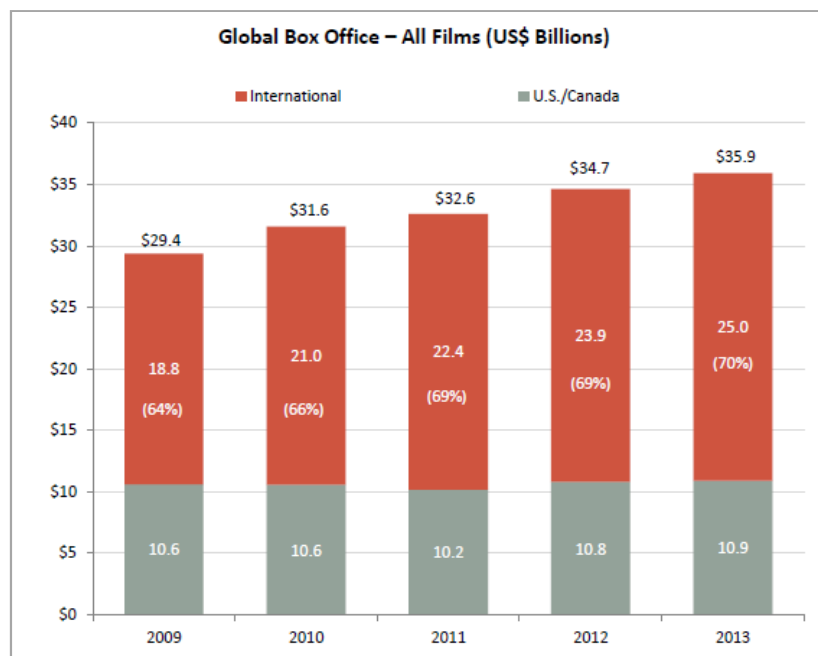
- Internet users spend around 15 minutes per outing researching suitable movies, locations and showtimes
- The majority of people are forced to use multiple websites / apps to find what they want
- Existing providers of movie showtimes remain list-based
- Many websites and apps provide a poor user experience – it needs to be easier
- Websites are covered with too many adverts, which are not only distracting, but are generating decreasing financial returns.

The solution

- Searching showtimes must be simple and fast
- Everything in one place
- Make it visual
- User feedback
- No advertising.

Useful statistics

- The global cinema box office market was worth \$35.9bn in 2013, up from \$29.4bn in 2009
- 1.34 billion cinema tickets were sold in U.S./Canada in 2013
- 68% of the U.S./Canada population (227.8 million people) went to the movies at least once in 2013
- 50% of U.S./Canada tickets sold in 2013 were to frequent moviegoers (once a month or more)
- 78% of frequent moviegoers own a smartphone
- The largest age group of moviegoers is the 25-39 age range.



Source: Motion Picture Association of America, Theatrical Market Statistics 2013

- 71% of moviegoers visit different theaters each time, based on movies and showtimes available
- 64% visit one or more movie theater specific websites when researching their plans
- 56% prefer a timeline based summary of showtimes over the traditional list-based method.

C:\Users\Derek\Dropbox\Press Kit**Source:** MovieGlu market research survey, 2011

MovieGlu Co-founder biographies



Derek Morgan
CEO & Co-founder

Derek Morgan has worked at both early-stage and established businesses for most of his career. Most significantly, Derek worked at Skype for over four years, and was responsible for delivering a consumer focussed re-launch of Skype for Windows to millions of users in 2009.

His most recent role was Product Delivery Director for Rara Media Group, a London-based startup delivering streaming digital music to 32 countries.



Steve Morgan
Co-founder

Steve Morgan conceived the original idea for MovieGlu, and has worked with Derek on scoping and researching the product for the past three years.

Steve's professional background is in Computer Aided Design (CAD) and Geographic Information Systems (GIS), which led him to identifying the possibilities for MovieGlu's search mapping and unique timeline feature.

Frequently Asked Questions

What makes MovieGlu different?	Our unique timeline view for movie showtimes is our main differentiator. Our website design is far simpler and easier to use than any of our competitors, and we don't have any adverts to clutter up the screen and distract or confuse our users.
How will MovieGlu make money?	MovieGlu has a number of strategies for generating revenue. Its initial source of income will be from ticket sale booking fees, as part of an affiliate scheme offered by MovieTickets.com. MovieGlu also plans to add subscription services at a later date.
How many movie theaters are listed?	As of Summer 2014, MovieGlu's database had details of movies and showtimes for 5,877 venues and 43,180 screens – that's every movie theaters in the US, Canada, UK and Ireland.
When will Apps be available for Mobile devices?	We're currently ensuring that our web browser users on PC's, and Mobile devices have the best possible experience. The feedback and lessons we learn from web versions will contribute to our mobile apps, while ensuring that our Apps are also tailored specifically for Apple and Android operating systems.
What are your future plans?	At a high level, we plan to make sure that our product provides the best possible user experience with the core features. Once we've achieved that objective, we'll move on to adding new features, sources of revenue, and roll out to a number of other countries.
How do you expect to compete with existing businesses? What if they copy your ideas?	Our primary advantage is our ability to build and adapt quickly. Our larger competitors suffer from slow decision making and bureaucracy, while at MovieGlu if we decide to do something or try something that might benefit our users, we'll just go ahead and do it – maybe even that same day. Our team believe that focussing on great user experience is the key to our success.
How is MovieGlu financed?	MovieGlu is privately financed, although it is likely that we will seek external finance in the near future as we scale our operations.
Are Derek and Steve Morgan related?	Yes, they are brothers. Derek is the oldest.

Comparison of existing services

Note that the leading movie services rely heavily on the traditional text based approach of presenting movie showtimes.

The method of using text-based showtimes was inherited from decades of newspaper classifieds listings, as illustrated below.

Fandango, March 2014

AMC Magic Johnson Harlem 9

NEW! MOBILE TICKET PRINT AT HOME

2309 Frederick Douglass Blvd.
New York, NY 10027

The LEGO Movie 3D

REAL 3D • closed caption

11:15a1:45p4:15p6:55p

The LEGO Movie

digital

12:15p2:45p5:15p7:45p10:15p

Regal E-Walk Stadium 13 & RPX

NEW! MOBILE TICKET PRINT AT HOME

247 W. 42nd St.
New York, NY 10036

The LEGO Movie 3D

RPX • REAL 3D • accessibility devices available

11:00a1:30p4:00p

REAL 3D • no passes • accessibility devices available

7:40p10:20p

The LEGO Movie

accessibility devices available

11:40a12:40p2:10p3:10p4:40p

5:40p7:10p8:20p11:00p

Movietickets.com, March 2014

AMC Loews 34th Street 14

Theater Info
312 W. 34th St.,
New York, NY 10001
1-888-AMC-4FUN
Map and Directions 0.4mi

This Theater Offers
This Theater Offers

Ticketing Options
Ticketing Options

The Lego Movie in 3D

Rating (PG) • 1 hr. 40 min.

REAL 3D

BUY TICKETS 10:00AM, 12:40PM, 3:20PM, 6:05PM, 8:45PM

The Lego Movie

Rating (PG) • 1 hr. 40 min.

Digital Presentation

BUY TICKETS 11:00AM, 1:45PM, 4:25PM, 7:05PM, 9:45PM

AMC Loews Kips Bay 15

Theater Info
570 Second Ave. Corner of 31st
Street and 2nd Avenue,
New York, NY 10016
1-888-AMC-4FUN
Map and Directions 0.4mi

This Theater Offers
This Theater Offers

Ticketing Options
Ticketing Options

The Lego Movie

Rating (PG) • 1 hr. 40 min.

Digital Presentation

BUY TICKETS 10:30AM, 1:40PM, 4:15PM, 6:45PM, 9:15PM

The Lego Movie in 3D

Rating (PG) • 1 hr. 40 min.

REAL 3D

BUY TICKETS 11:00AM, 1:30PM

The Lego Movie

Rating (PG) • 1 hr. 40 min.

Digital Presentation

BUY TICKETS 10:30PM

IMDB, March 2014

AMC Loews 34th Street 14

312 W. 34th St., New York NY 10001 | (888) AMC-4FUN

Showtimes:
11:00 am | 1:45 pm | 4:25 | 7:05 | 9:45
Get Tickets

Showtimes 3D:
10:00 am | 12:40 pm | 3:20 | 6:05 | 8:45
Get Tickets

Regal E-Walk 13

247 W 42nd St, New York NY 10036 | (800) 326-3264

Showtimes:
11:40 am | 12:40 pm | 2:10 | 3:10 | 4:40 | 5:40 | 7:10 | 8:20 | 11:00
Get Tickets

Showtimes 3D:
11:00 am | 1:30 pm | 4:00 | 7:40 | 10:20
Get Tickets

AMC Loews 19th St. East 6

890 Broadway, New York NY 10003 | (888) AMC-4FUN

Showtimes:
12:15 pm | 2:55 | 5:35 | 8:15 | 10:20
Get Tickets

Showtimes 3D:
11:10 am | 1:45 pm | 4:20 | 7:00 | 9:35
Get Tickets

AMC Loews Kips Bay 15

570 Second Ave., New York NY 10016 | (888) AMC-4FUN

Showtimes:
10:30 am | 1:40 pm | 4:15 | 6:45 | 9:15 | 10:30
Get Tickets

Showtimes 3D:
11:00 am | 1:30 pm
Get Tickets

Friday 14
ML

MOVIES

MANHATTAN

ALPINE — Gloria ★★½ (PG). (FRI) 2:35, 6:15, 9:55 (SAT) 2:35, 6:15, 9:55 (SUN) 2:35, 6:15, 9:55.

ART — Brief Encounter ★★½ (NR) (FRI) 1:30, 4:30, 7:30, 10:30. Trio ★★★★★ (NR) (FRI) 3:05, 6:05, 9:05. Hamlet ★★½ (NR) (SAT) 1, 4, 7, 10. Romeo and Juliet ★★★★★ (NR) (SUN) 3:20, 8:10. The Royal Ballet (NR) (SUN) 1, 5:50, 10:40.

BARONET — Tess (PG) (FRI) 2, 5:45, 9 (SAT) 2, 5:45, 9 (SUN) 2, 5:45, 9.

BAY — Popeye (PG) (FRI) 12, 2:10, 4:20, 6:30, 8:40, 10:50. (SAT) 12:10, 2:20, 4:30, 6:40, 8:50, 11. (SUN) 1, 3:10, 5:20, 7:30, 9:40.

BEEKMAN — Melvin and Howard ★★½ (R) (FRI) 12

LOEWS 83rd ST. 1 — The Jerk ★★ (R) (FRI) 3:35, 7:45. (SAT) 3:35, 7:45 (SUJN) 3:35, 7:45.

LOEWS 83rd ST. 2 — The Shining ★★ (R) (FRI) 1:20, 4:40, 9:20. (SAT) 1:20, 4:40, 9:20 (SUN) 1:20, 4:40, 9:20.

LOEWS 83rd ST. 3 — Private Benjamin ★★½ (R) (FRI) 1:20, 3:25, 5:30, 7:35, 9:40. (SAT) 1:20, 3:25, 5:30, 7:35, 9:40 (SUN) 1:20, 3:25, 5:30, 7:35, 9:40.

LOEWS 83rd ST. 4 — Stir Crazy (R) (FRI) 1:20, 3:30, 5:40, 7:50, 10 (SAT) 1:20, 3:30, 5:40, 7:50, 10 (SUN) 1:20, 3:30, 5:40, 7:50, 10.

LOEWS NEW YORK 1 — It's My Turn ★★ (R) (SAT) 12:30, 2:15, 4:55, 7:30, 9:15 11. (SUN) 1:15, 3:45, 6:30, 8:15, 10.

LOEWS NEW YORK 2 —

CRITERION — The Awakening ★ (R) (FRI) 1, 3, 5, 7, 9, 11. (SAT) 1, 3, 5, 7, 9, 11. (SUN) 12:15, 2:15, 4:15, 6:15, 8:15, 10:10.

CRITERION — The Idolmaker ★★½ (PG) (FRI) 12:10, 2:20, 4:30, 6:40, 8:30, 11. (SAT) 12:10, 2:20, 4:30, 6:40, 8:30, 11. (SUN) 12:45, 2:55, 5:05, 7:15, 9:25.

D.W.GRIFFITH — Gloria ★★½ (PG) (FRI) 2, 4:10, 6:20, 8:30, 10:40 (SAT) 2, 4:10, 6:20, 8:30, 10:40 (SUN) 1:10, 3:20, 5:30, 7:40, 9:50.

EASTSIDE — Flash Gordon ★★½ (PG) (FRI) 12:30, 2:35, 4:45, 6:50, 9, 11:05. (SAT) 12:30, 2:35, 4:45, 6:50, 9, 11:05. (SUN) 12, 2, 4, 6, 8, 10.

8th STREET PLAYHOUSE — Reggae Sunsplash ★★ (NR) (FRI) 4:15, 6:05, 8, 10:10. (SAT) 2:20, 4:15, 6:05, 8, 10:10. (SUN) 2:20, 4:15, 6:05, 8, 10:10.

How cinema showtimes were once presenting, in the not-so-distant past.

movieglu

Search Now Showing Coming Soon Help

WHERE (Required)
New York

WHAT (Optional)
Search for a movie

WHEN
Wed - 24th Sep

TIME
Evening

Search

Films showing Cinemas in your area

96 films showing near New York, Wednesday 24th Sep 2014 from 17:00

Sort by Popularity

The Maze Runner

★★★☆☆

PG-13

Show times

Showing in 20 Cinemas

Duration 1 hr 53 mins

Dolphin Tale 2

★★★★☆

PG

Hide times

Showing in 20 Cinemas

Duration 1 hr 47 mins

Distance

8 am 9 am 10 am 11 am 12 pm 1 pm 2 pm 3 pm 4 pm 5 pm 6 pm 7 pm 8 pm 9 pm 10 pm 11 pm 12 am 1 am 2 am

Grid List Map

Regal Battery Park Stadium 11

0.5 miles

18:32 19:15 21:27

Buy

UA Court Street Stadium 12 & RPX

1.7 miles

18:50 21:02 21:50

Buy

Regal Union Square Stadium

1.7 miles

18:47 19:10 21:22 21:45

Buy

AMC Loews Newport Centre 11

1.9 miles

18:15 20:27 21:00

Buy

Williamsburg Cinemas

2.4 miles

18:00 20:12 20:30 22:42

Buy

AMC Loews Kips Bay 15

2.6 miles

18:37 21:35

Buy

AMC Loews 34th Street 14

2.8 miles

18:27 19:00 21:12

Buy

Thank you for your interest in MovieGlu.

Please do not hesitate to contact us if you have any further questions or would like to arrange an interview.

Derek Morgan, CEO and Co-Founder

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