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## **SCREEN ENGINE/ASI SUBSIDIARY TICKTBOX LAUNCHES VIRTUAL WORD OF MOUTH SCREENING ROOM**

### **First End-to-End Online Solution Enabling Advance Screenings**

SAN DIEGO, July xx– TicktBox®, a division of Screen Engine/ASI (SE/ASI) known for its powerful marketing and ticketing software and ability to provide fans with early advance movie previews through their Gofobo® brand, today announced the industry’s first ever end-to-end online “Virtual Screening Room”, enabling studios, networks, OTT platforms and distribution companies to engage audiences digitally and conduct advance screenings completely online to promote streaming, VOD, cable and broadcast content as well as theatrical releases.

Created to address the impact of Covid-19 on traditional marketing techniques, including word-of-mouth and promotional screenings, the Virtual Screening Room’s capability allows studios to continue recruiting targeted audiences and marketing their movies as they normally would prior to release, all leveraging the ticktBox® software marketing suite. Audiences will also be able to watch the screenings online through the platform across multiple devices in a safe environment, while still being able to generate buzz through word of mouth from the ticktBox® platform. With the Virtual Screening Room built on TicktBox's reservation system, it incorporates online safety protocols enhanced with the introduction of a full multi-digital rights management system as well as the use of dynamic user watermarking, Geofencing and the latest security measures.

“It is our top priority to consider the health, well-being and comfort of moviegoers and screening communities,” said Andrew Ly, Founder and President, *ticktBox*®. “We’ve built a one of a kind cross promotional and marketing platform for studios to run their promotional screenings all within one suite in response to the social changes resulting from the virus outbreak, while eliminating the health concerns of attendees being physically present. This will also provide a top of the line marketing platform for major content providers who want to tap into our millions of users, recruit targeted audiences, enhance the use of our patented and powerful reservation software, and providing the online streaming element all in one place.”

### **About Screen Engine/ASI**

Screen Engine/ASI, headquartered in Century City, CA, is one of the top three data acquisition and analytics companies serving the international entertainment industry. SE/ASI conducts movie test screenings, creative advertising testing, in-theater exit polling, television program and promo testing,

content lifecycle research, pre-release tracking of movie, TV & home entertainment titles, and a variety of digital entertainment research products through online, central site, and in-field intercept methods. SE/ASI is a full-service research and information agency and consultancy working with major Studios, television broadcasters, cable networks, streaming services, production companies and other leaders in digital entertainment to better identify and leverage opportunity and assess and manage risk.

### **About ticktBox®**

TicktBox® is a world class digital marketing and ticketing platform. As a global leader in online ticketing and integrated marketing solutions, TicktBox® provides powerful solutions for some of the world's top entertainment brands within the Fortune 500.

TicktBox® operates in over 20+ countries worldwide, while enabling companies within the entertainment industry to effectively market products and manage their digital campaigns in one beautifully designed suite. TicktBox® also owns a variety of online properties including the leading online advance movie screening destination [gofobo.com](http://gofobo.com).