

Behind the Screens:

How MoviePass Is Redefining Customer Experience
and Building a Moviegoer Community

Stacy Spikes, Co-Founder & CEO of MoviePass

September 21, 2023

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Behind the Screens:

The Prequel – MoviePass 1.0

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Behind the Screens:

The Sequel - MoviePass 2.0

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me knowing I'm much
happier than I was in
2017 and would never
wanna go back


TikTok
@raynemcgowan



STACY SPIKES

AWARD-WINNING ENTREPRENEUR



BLACK
THE HIDDEN POWER OF BEING AN OUTSIDER
FOUNDER



Stand or Rebrand

Challenges - Opportunities

Bankruptcy

Wrong Doing

Fraud

Lost of Trust

Bad Actors

Brand Recognition

Clean Story

Steve Job Legacy

Fan Demand

One for All



Customer Approach

Creating a personal cinematic experience

Product/Customer Experience

Adapting to meet customer needs

How does our customer derive value?

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The background of the slide is a close-up of Iron Man's helmet, showing the iconic red and gold color scheme and the glowing red eyes. The helmet is centered and occupies most of the frame.

We're Back Campaign

Messaging - Back Under **Original** Management

Wait List

Countdown Clock

Regional - Roll Out

New Plans

Bad Guys - Will Pay

Book

Save Cinema - Drive Traffic to Theaters

America's Largest Theater Network

movie**pass**™

Austin



1.8.23

Business Insider

INSIDER

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MoviePass co-founder Stacy Spikes praises Robert De Niro for reminding him the 'importance of perseverance' while trying to get the start-up off the ground

Stacy Spikes

Jan 23, 2023, 12:38 PM

Read in app

STACY SPIKES

BLACK FOUNDER

George Kerrigan; Kristine Noble; Dia Dipasupil/Getty Images; Rachel Mendelson/Insider

Entrepreneur **Stacy Spikes** chronicles in an excerpt from his book "**Black Founder**" how he came up with the idea for **MoviePass**.

CNET

cnet.com

Tech > Services & Software

MoviePass Beta Hands-On: Revived Movie Service Rewards Flexibility

Under the new points system, a matinee movie lover could get a lot of value.

Mike Sorrentino

May 9, 2023 5:00 a.m. PT

6 min read



The new MoviePass uses a credits system combined with a physical card.

Mike Sorrentino/CNET

Media

The New Yorker

THE NEW YORKER

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Hoi

THE PICTURES

MARCH 6, 2023 ISSUE

MOVIEPASS, TAKE TWO!

Stacy Spikes, whose subscription service relaunched last fall, discusses the corporate takeover that bankrupted it, and being called an "idiot" by Bob Weinstein.

By Sheelah Kolhatkar

February 27, 2023

f



Good Morning America

GMA

CULTURE — May 29, 2023

MoviePass relaunches with new tiered subscriptions ahead of blockbuster summer

2:33



WATCH: MoviePass to relaunch in time for Memorial Day

GMA

By GMA Team

Ahead of the slate of blockbuster films hitting theaters this summer, MoviePass is back with a new plan that could help moviegoers save

f

The Verge

TheVerge

Menu +

FILM / ENTERTAINMENT / TECH

MoviePass is back, and it starts at \$10 / month

The cheapest credits-based plan lets you watch one to three movies per month.

By Emma Roth, a news writer who covers the streaming wars, consumer tech, crypto, social media, and much more. Previously, she was a writer and editor at MUO.

May 25, 2023 at 1:07 PM EDT

14 Comments / 14 New

f

If you buy something from a Verge link, Vox Media may earn a commission. [See our ethics statement.](#)



New York Times



AMC Entertainment is trying a program that bases prices for seats at evening shows on their location in relation to the screen. Philip Cheung for The New York Times

Heads Up: A Better Movie Seat May Cost You

As the film business changes rapidly, multiplexes are experimenting with prices in ways that may seem shocking to theatergoers.

By Brooks Barnes

Brooks Barnes has been covering the movie industry since 2007, when the average cost of a ticket was \$6.88.

March 5, 2023

Time

TIME

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ENTERTAINMENT • MOVIES

MoviePass Co-Founder Stacy Spikes Is Trying to Stage a Comeback—and Save Movie Theaters in the Process



Wired

WIRED

SUBSCRIBE

FEATURED

EARLY PRIME DAY DEALS

WHY

Everything You Should Know About the New MoviePass

After rising from the dead, the theater subscription service is back with a convoluted new business model. Here's how it works and how to sign up.



Variety

VARIETY

BEST BALD HEAD SHAVERS FOR THE SMOOTHEST NOGGIN 

HOME > DIGITAL > NEWS

May 25, 2023 8:12am PT

It's Back! MoviePass Launches Nationwide at 4,000-Plus Theaters — but With a Very Different Pricing Model

By Todd Spangler

CLEAN AIR, EVERYWHERE ALL FOR UNDER \$100 



MoviePass Mile Member since 2012



MoviePass



Navigating Customer Churn

Stats/Graphs

Retention

Closing the Loop

The Future of Cinema

Crowd Funding
Blockchain



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AI: Activations

Predictive AI

Use predictive algorithms to manage and control credit allocation levels for profitability

Virtual Assistant

Voice activated assistant to make movie and booking reservations autonomously

Soundtracks

AI Soundtrack and Literary works related to the movie as well as social reference engine

Character Chat Bot

Interactive Character chat bots from upcoming films

A soccer coach with blonde hair, wearing a black shirt, is shouting and gesturing with his hands while surrounded by a group of soccer players in green jerseys. The players are also shouting and looking towards the coach, creating a sense of intense team spirit and motivation. The background is slightly blurred, showing an outdoor setting with trees.

Happy Team - Happy Customers
Let's Go To The Movies

**Building Customer Trust
& Loyalty**

Testimonials

5 Customer Calls

Adapting to meet customer needs

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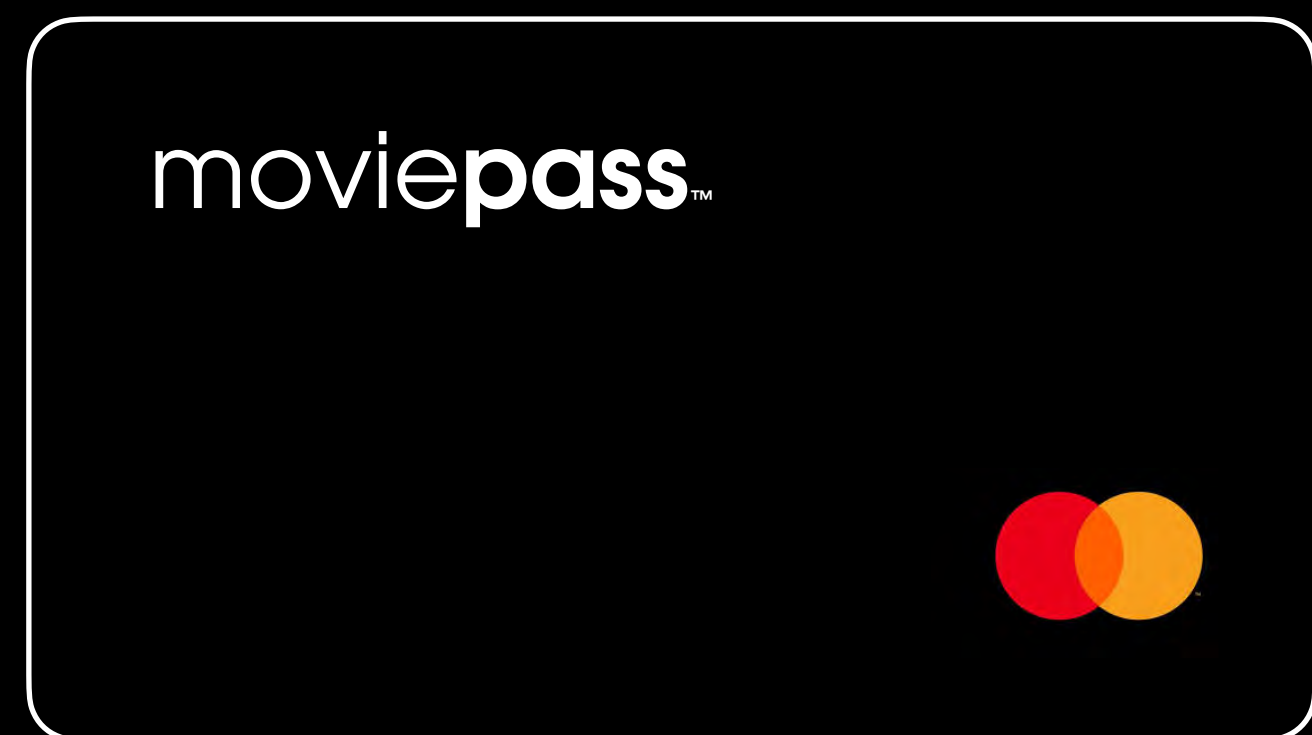


Dear Stacy —
Thank you for the autographed copy of your book.
I've enjoyed reading it and am inspired by your
achievements and beliefs (including honoring your
first commitment).
It was a delight to also chat with you on the
phone. It's remarkable that you take the time to
follow up with your customers.
Thank you again for your thoughtful gestures.
I wish you continued success!

Nadia
9/10/23

Q&A

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Thank You!