

SUPPLY SIDE

by
Annlee
Ellingson

ONLINE TIX EXPAND PLATFORMS

On the heels of similar pacts with Sprint and Cingular (see Supply Side, May), Fandango has struck a deal to enable Ericsson subscribers to access its services, including ticketing and movie and theatre information, via their mobile phones. In addition, the wireless carrier will feature the online ticketer's mobile offerings on its entertainment decks. This new deal differs slightly from the previous pacts in that Ericsson aggregates content for many second-carrier carriers, so the Fandango services will also be provided to the data services, downloadable applications and WAP decks of several of Ericsson's wireless carrier customers. According to trade reports, Fandango is selling "thousands of tickets on a monthly basis" via mobile phones.

Meanwhile, following up a similar deal with Yahoo! Movies (see Supply Side, May), MovieTickets.com has now also inked to provide ticketing services to MySpace users on the News Corp.-owned site's new movies page. The pact adds the social networking site to MovieTickets.com's stable of internet portal partners, including AOL through Moviefone, MSN Movies and Google.

Finally, Cinema Centers has joined private-label ticketer PrintTixUSA as an exhibitor partner. The Pennsylvania circuit's five multiplexes add 58 screens to PrintTixUSA's total of more than 2,000.

CORPORATE REPORT CARD

Posting its second-quarter financials, Dolby reported revenue of \$104.7 million, up 23 per-

Cinema Advertising Headlines

SCREENVISION GOES BACK TO SCHOOL: In a move that boosts its reach to the coveted 18-to-24-year-old demographic, Screenvision has pacted with Santa Clarita, Calif.-based Hogan Communications to represent cinema advertising sales for Hogan's college campus-based screens. Under the deal, Hogan will continue to produce and distribute its cinema preshow, dubbed "Preview Theatre," in which Screenvision-sold spots will appear. In addition, the cinema ad firm will gain rights to conduct on-campus promotional activities on behalf of its advertisers, including product sampling, tabling and product demos, advance screenings and consumer research.

The Hogan agreement will add 700,000 admissions to Screenvision's monthly impression base average of 53 million admits. The college network's 382 cinema screens are distributed among 203 cities nationwide, including coverage in top DMAs such as New York City, Chicago, Los Angeles and Washington, D.C., bringing Screenvision's screen count to nearly 14,000.

NCM FLIES SIX FLAGS: Hoping to capitalize on a season that's lucrative for both movie theatres and theme parks, National CineMedia, the sales and marketing arm for AMC, Cinemark and Regal, has inked a marketing alliance granting Six Flags a significant advertising presence on its screens through June and July 2006. The regional promotion calls for customized Six Flags-branded content segments to run on select movie screens in the three circuits during NCM's preshow entertainment program, dubbed "FirstLook," within a 150-mile radius of Six Flags parks. In addition, participating theatres will distribute special Six Flags print promotions and coupons with the sale of every movie ticket, and the theme park will have a presence in every theatre lobby through posters, danglers and window cling displays.

CIRCUITS EXPAND PRESHOW NETWORKS: UniqueScreen Media has expanded its digital advertising and entertainment network by inking a multiyear deal with Santikos Theatres, adding 76 screens throughout San Antonio, including the Palladium 20 and Granada 16, which are scheduled to open in the near future. The screen ad firm will install digital systems in six Santikos theatres, which will feature USM's digital PreFlex preshow, and two theatres will showcase Premier Screen Digital, which combines slides and digital programming.

Meanwhile, Canadian chain Cineplex Entertainment has expanded its Digital Pre-Show Network to an additional 39 theatres with 457 screens, bringing its total to 71 moviehouses and 816 screens. The move extends the network from Toronto into Ontario, Montreal, Calgary and Vancouver.

cent from the same timeframe of 2005, when revenue was \$85.1 million. Net income was \$28.0 million, or 25 cents per share, compared with \$10.3 million, or 10 cents, a year ago.

Meanwhile, Ballantyne of Omaha posted \$12.4 million in revenue for the first quarter of 2006, marking a one-percent decline from rev-

enue of \$12.5 million during the year-ago period. Company president and CEO John P. Wilmers attributes this slight sag to "industry changes as theatre owners anticipate the transition to digital cinema." Net income was \$915,000, or seven cents per share, compared to \$942,000, also seven cents, during the same timeframe in 2005.

THE BEST!

Know who you deal with personally! One phone call gets the owner of America's best equipped shop and design lab. IDEAS to save time, money and difficulties.

HADDEN 

THEATRE SUPPLY COMPANY

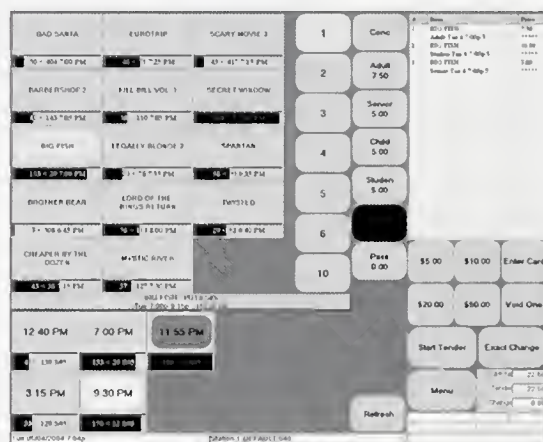
10201 Bunsen Way
Louisville, KY 40299
(502) 499-0050
(502) 499-0052 FAX:

Louis Bornwasser, Owner

Design-Consultation-Sales

Ready Theatre Systems

Reduce lines and transaction times with our easy to use software



**Internet Ticketing
Gift Cards
Remote Data Access
Completely Windows Based
3 Second Credit Card Processing**

**www.rts-solutions.com
(269) 621-2555**

