



Digital Entertainment Exchange (DEX)

Stay ahead in a rapidly changing digital
cinema landscape



Digital Entertainment
Exchange™ (DEX) is the
proprietary Capgemini
platform for end-to-end
management of
theatrical distribution
from release
& sales planning to
billing and cash handling.

With over 50 years' experience in movie distribution, we understand the business of our customers better than anyone else. With our unrivalled experience we can deliver comprehensive software solutions so distributors can focus on their core business.

This solution has been built over 10 years of experience working with both major studios and independent distributors.

As a SaaS solution it is accessible to all film distributors bringing them economies of scales & access to premium functions, while easily integrated to their specific technological environment. Available across 60 territories and customized to handle territory specific requirement answering the needs of international distributors across their domestic and international markets.

This innovative end-to-end solution is designed to:

- Enable distributors to remain in **full control of the film distribution processes** and maximize profitability by

gaining operational and managerial oversight through a **single global centralized system**

- Provide a **high level of automation** allowing distributors to shift their resources and focus on their core activities while minimizing error potential in reporting and invoicing
- Enhance results and decision-making capabilities with **smarter release planning, integrated master data management**, and **extensive reporting** capabilities
- **Streamline the dispatch** of appropriate content
- Be user-friendly for an enhanced user experience with **fewer clicks & anytime/anywhere access**
- Be **fully comprehensive**, offering facilitation on the entire movie life cycle, yet **fully flexible** to the distributors processes and best practices

Capgemini's Global Coverage in the Media & Entertainment Industry

60

Territories Across
the Globe

8

Languages &
Currencies

5

Decades of
Experience



As the movie industry continues to move towards digitalization, print budgets decrease but print & advertising management becomes more and more complex with more and more advertising channels across more and more platforms.



DEX addresses distribution Challenges and opportunities

Access to cinema audiences has become much more competitive as the market for independent films has become more crowded. At the same time, blockbusters with ever-wider releases have increased their box office domination. The scale of release is governed by several factors including target audience, forecast revenue and negotiations between distributors and exhibitors to determine the optimum number of locations and sessions to achieve the best result for all parties.

In this context, it is critical that producers and distributors are able to manage the release strategy in a way that is appropriate for each film.

One of the things that makes it difficult to devise a commercially viable distribution strategy is the lack of data

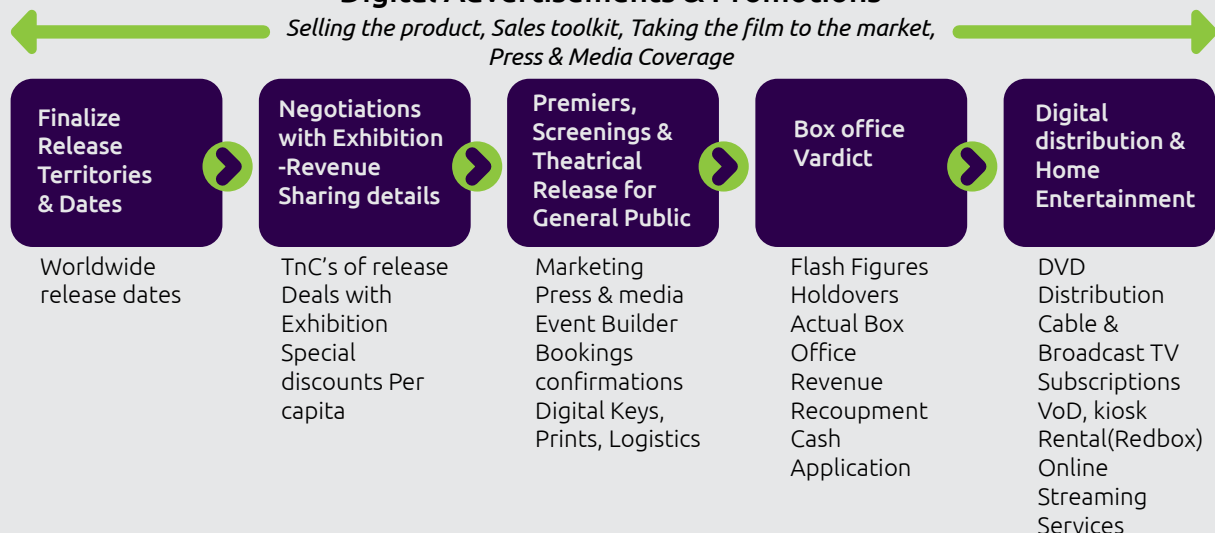
about the performance of titles across different platforms and the performance of the platforms themselves. Without a common measurement such as box office takings that provides a guide to audience engagement, the industry will remain in the dark about the reality of online release.

As the movie industry continues to move towards digitalization, print budgets decrease but print & advertising management becomes more and more complex with more and more advertising channels across more and more platforms. Therefore, it remains important for distributors world-wide to keep control and full oversight of both print and advertising budgets in an effort toward improved profitability.

DEX provides an answer to all these challenges by combining a premium release and sales planning module, comprehensive reporting capabilities, print and advertising management features and a truly extensive billing module.

DEX means your business can adapt, accelerate, and grow while driving innovation and optimization. Capgemini can help you drive change across your business so you can create new and expanded growth and be ready to respond to market disruptions.

Film Marketing Digital Advertisements & Promotions



DEX Solution Functional Scope

DEX encompasses the following features:

Create, maintain and view masters

Master data management & centralized master file maintenance

Smarter release planning & facilitated holdover through mass booking capability

Automated holdovers & settlements, multi-release past bookings comparison, automatic digital fee calculation, booking confirmation generation & dispatch...

Maintain and deliver prints seamlessly

Mass update for digital keys, automatic sending of shipping requests, generation of shipping sheets, real-time interface with Deluxe Distribution...

Streamline the process of data collection from exhibitors

Automated integration of Ticketing and Theatre Management Systems feeds

Automate billing & invoicing with a tool that integrates territory specific requirements

Be it self-billing in Germany or per capita in Australia

Maintain full historic oversight to aid planning of future releases

Monitor movie performance & actively work to maximize revenues from play week to play week through extensive reporting features

200+ canned reports for all departments at various levels of detail

Process automatically grosses and box office returns

Integration with several consolidators including Rentrak, SIAE, Checkers, MACCS, CINETEL...)

Automate deposits and cash handling

Account / Receivable generation and statements, interfaces with banks...

Maintain screen information for theaters globally

Interfacing to SPIRITworld to upload screen capability

Maintain GL & ORG mappings, verify mappings with SAP, Store current historical

close data for SPIRITworld & rollup financial information by territory and post to SAP

Services and Benefits offered Around DEX platform

DEX includes services which can be further tailored to client needs.



Software and Functionality

- Mature solution providing capabilities around international and domestic theatrical distribution
- Built in adapters that can be leveraged for enterprise specific data integration



Hosting of Solution (including baseline of Infrastructure Hosting Service)

- Operating system and database administration
- Tier 3 data centre facilities
- Managed data backup, firewall, load balancer and LAN services
- Server and storage infrastructure



Platform Support Services

- Managing SW/HW upgrades (including deployment of patches)
- Incident management, including defect resolution
- Release Management, including enhancement development
- Supporting application failover and business continuity



Specialized Value-Add Services

- Onboarding and standing-up new clients and territories
- Data services including Data Conversions*
- Industry specific business analysis and reporting services
- Training

DEX community

Capgemini maintains platform ownership and responsibility but partners with its clients to meet their growth requirements and prioritize enhancements.

Therefore, the solution comes with the following:

- Enablement of a SaaS community to drive innovation and leverage industry standards
- Governance model / framework to support communication and effective prioritization of future functionality
- Commitment towards collaboration to drive continuous development and improve solution

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About Capgemini

Capgemini is a global leader in consulting, digital transformation, technology and engineering services. The Group is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year+ heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. Today, it is a multicultural company of 270,000 team members in almost 50 countries. With Altran, the Group reported 2019 combined revenues of €17billion.

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