

NEW ZEALAND'S #1 MOVIE PUBLICATION

Flicks is New Zealand's most popular and comprehensive movie publication with over 500,000 monthly visitors. We are a website and an iPhone app.

We show every movie playing, nationwide cinemas, nationwide movie times/ticket booking links, videos and trailers, reviews (user and critical), and editorial pieces from Australasia's best film writing talent.

Our coverage is also extending to films available on demand. We already list where to watch any movie in cinemas, and now where to rent it, buy it, stream it or download it.

All this is bundled up with a UX developed over 10 years, and an unashamed, passionate to the point of disgusting, love of the movies.



HOW FLICKS ENGAGES MOVIEGOERS

There are four key spices in our secret sauce:

WE ARE PART OF THE MOVIEGOING PROCESS

Our content and UX is focused on being a moviegoer's tool: Flicks is decide what you want to see, decide where to see it, and buy a ticket.

WE ARE ABOUT CONTENT

We are honest and we're funny - top shelf boy/girlfriend material. Our feature/blog content, reviews and profiles are made by film lovers who know their audience. Our listings are comprehensive and packed with detail, our we are 100% nationwide in both NZ and Australia. We are trusted.

WE ARE LOCAL

Flicks has a local voice. From profiling what films and festivals are on at your local cinema to our synopsis that have had trade talk (read: Americanism and hyperbole) removed.

WE ARE ONLY MOVIES

Unlike other guides, we don't dilute with events, TV shows or gossip. We are exclusively about movies, which makes us a first-in-mind, singular and focused proposition for users.

FLICKS.CO.NZ STATS & USERS

560,000 VISITORS PER MONTH

330,000 UNIQUE USERS PER MONTH

2.4 MILLION PAGE VIEWS PER MONTH



DESKTOP SITE

254,000 visitors per month
172,000 unique users per month
961,000 page views per month



MOBILE SITE + IPHONE APP

307,000 visitors per month
161,000 unique users per month
1.4 million page views per month

USERS

HOW THEY USE THE SITE

Our users come to Flicks to make a decision:
to choose a movie and book tickets.

For distributors, it's the perfect time to influence their decision.

46,000

ticket booking links clicked per month

35%

who visit a MOVIE PAGE will click to buy a ticket*

16%

who visit a CINEMA PAGE will click to buy a ticket

USERS

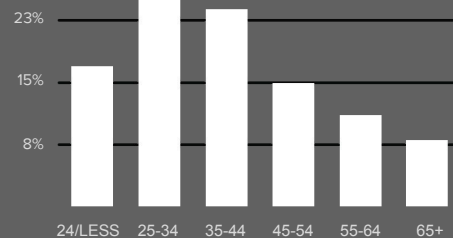
DEMOGRAPHICS

Our users are NZ's moviegoers.

They are **entertainment-seekers** and **film/culture fans**, and are as broad as the moviegoing public.

60%
female skew

49%
25-44 years old



LIFESTYLE INTERESTS:

1. TV & MOVIE LOVERS
2. ENTERTAINMENT & CELEBRITY NEWS JUNKIES
3. NEWS JUNKIES
4. TRAVEL BUFFS
5. TECHNOPHILES



MOVIES ARE EVERYTHING

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