

For immediate release

Vista Group announces complete coverage of UK box office data in Numero platform

Auckland, New Zealand, 21st May 2024 – Vista Group, a global leader in film technology solutions, proudly announces that its box office reporting platform, Numero, now provides 100% coverage of the UK market.

Distributors and exhibitors utilising Numero's mobile apps and desktop platform now have complete, real-time and accurate box office grosses for the UK market and can use Numero for all film, circuit and market performance analyses.

"We are delighted to apply Numero's powerful analytics and intelligence to comprehensive box office data for what is one of the global industry's most consequential markets", said Simon Burton, Chief Film Officer at Vista Group.

In addition to having full flash-gross coverage, Numero also provides Presale and Hourly data comparisons to assist users to forecast the opening day and weekend of any upcoming movie, as well as a vast repository of historical data, and a comprehensive release calendar.

Vista Group CEO Stuart Dickinson says this achievement offers value not only for Numero users, but also enhances the value of other Vista Group solutions surfacing this data.

"Our connected suite of solutions cross-utilise data to provide performance insights and support data-driven decision making," says Stuart. "In this case, Numero's achievement will have positive run-on effects for UK exhibitors who embrace products such as Oneview, our cinema executive app found in [Vista Cloud's Data Empowerment](#) capability. These solutions leverage Numero data to provide users with data to compare their own performance to that of the overall market."

For more information, please visit the Vista Group [website](#).

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About Vista Group International:

Vista Group International Ltd (Vista Group) is a public company, founded in New Zealand in 1996 and listed on both the New Zealand and Australian stock exchanges in 2014 (NZX & ASX: VGL). Vista Group is a global leader in providing tech solutions to the international film industry. With brands including Vista, Veezi, Movio, Numero, Maccs, Flicks and Powster, Vista Group's expertise covers cinema management software; loyalty, moviegoer engagement and marketing; film distribution software; box office reporting; creative studio solutions; and the Flicks movie, cinema and streaming website and app.