



For immediate release

Vista Group relaunches its cinema industry podcast, featuring valuable moviegoer insights and insider interviews

Auckland, New Zealand, Wednesday 22 February, 2023 – Film industry technology company, [Vista Group](#), is today relaunching its podcast, *Behind the Screens*, which serves up the latest box office figures, audience demographics and insights on the newest movie releases.

Hosted by Matthew Liebmman, Vista Group's Chief Innovation and Data Officer; Simon Burton, Numero and Maccs Chief Executive Officer; and Ryan Provencher, Movio Senior Account Manager, the weekly episodes draw from their extensive industry knowledge and Vista Group companies' business tools to provide informative and engaging content for cinema industry leaders and insiders.

The podcast, which launched in June 2021, will feature more concise weekly episodes with a sharp focus on weekend box office and audience insights. Interviews with key industry figures will continue in the form of longer monthly episodes, with a deeper dive analysis of the industry at the end of each quarter.

The first episode will explore the opening weekend of *Ant-Man and the Wasp: Quantumania*.

"*Behind the Screens* provides an opportunity to drive Vista Group's purpose of connecting the industry and powering the moviegoer experience. I love diving into the industry each week with Simon and Ryan to reveal data-driven insights, as well as having some of our industry's leading lights share their experiences in our monthly interviews," says Liebmman.

"We work in the industry but we're also all deeply passionate about cinema and reaching moviegoers. It's great to be able to incorporate the latest box office results into the podcast and provide value for those who like to keep their finger on the pulse of the latest releases," says Burton.

"Movio supports the world's most comprehensive source of moviegoer data, so it's a natural fit to gather our insights and share them on this platform," says Provencher. "I'm excited to continue hosting our relaunched podcast and give the lowdown on what's making moviegoers tick and how that informs that future of cinema."

Behind the Screens episodes are released every Tuesday (United States)/Wednesday (New Zealand).

Listen at www.vistagroup.co.nz/podcast.

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About Vista Group:

Vista Group was founded in New Zealand in 1996 and listed on both the New Zealand and Australian stock exchanges in 2014 (NZX & ASX: VGL). Vista Group provides software, data and technology solutions across the global film industry. Vista Entertainment Solutions, the original business of Vista Group, provides cinema management software and digital solutions for large cinema circuits, including Vista Cloud, and, with Veezi, also for independent cinemas. Movio (authority in moviegoer data analytics), Maccs (film distribution software), Numero (box office reporting software for film distributors and cinemas), Powster (creative studio and marketing platform for movie studios) and Flicks (moviegoer 'go to' app and platform for movie and streaming information) provide an innovative range of complementary products across additional film industry sectors, from production and distribution, to cinema exhibition, through to the experience of the moviegoer.