

A group of people, including a man and a woman in the foreground, are wearing 3D glasses and eating popcorn in a cinema. They are smiling and looking towards the screen. The background is dark, suggesting a movie theater setting.

Capgemini

# Capgemini Digital Entertainment Exchange (DEX)

Stay ahead in a rapidly changing  
digital cinema landscape

Global box office revenue is forecast to be \$50 billion by 2020, with China, India, and the United States representing the biggest markets. Movies play an important role in the entertainment experience but, as customers want more content on demand, the market needs to adapt.

To take advantage of the opportunities in the rapidly-changing market, major and independent studios, distributors, and theaters are looking to better manage distribution processes to simplify release plans, ensure revenue protection, and track film performances more accurately. That means getting the right content to the right audience at the right time. Coordinating distribution requires a comprehensive application that delivers flexibility, operating efficiency, and complete control.

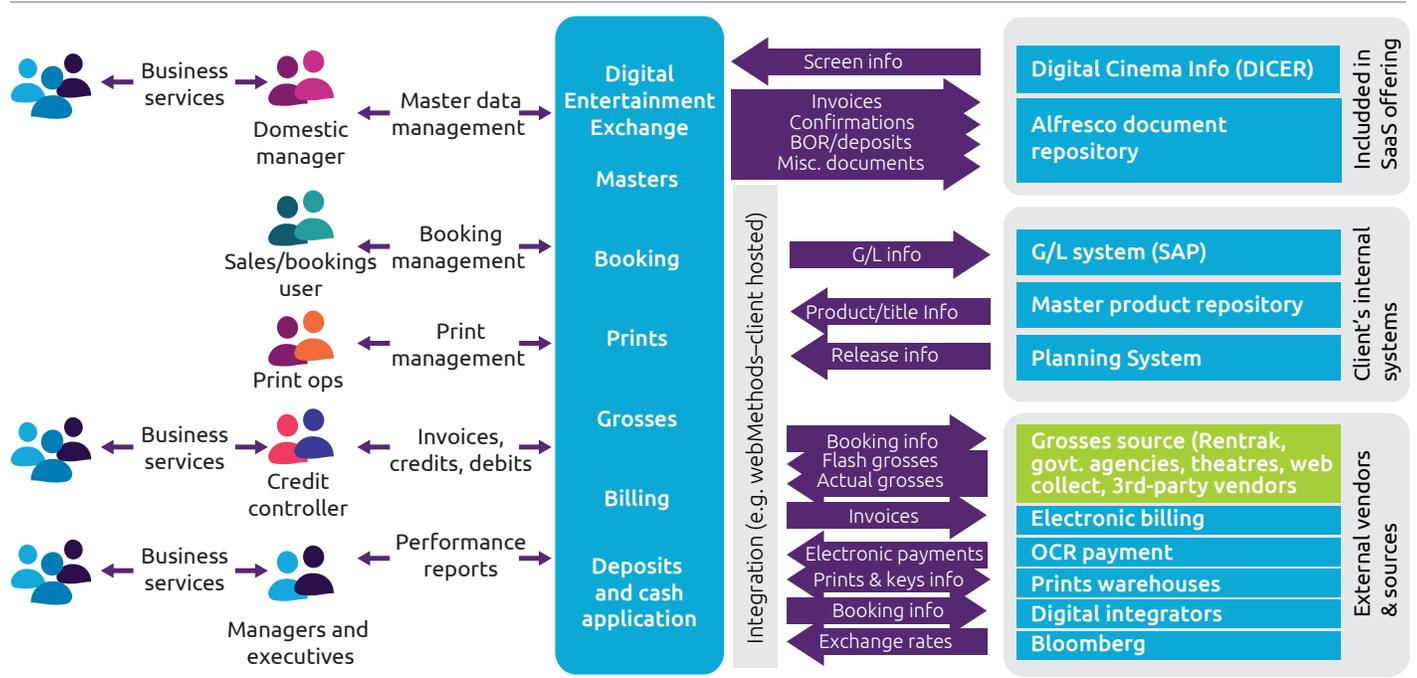
### Transforming the distribution process

Capgemini's Digital Entertainment Exchange (DEX) offers a managed service application to simplify and automate theatrical distribution processes. It provides flexibility, operating efficiency, and complete control of theatrical distribution while reducing costs, introducing best practices, and accurately reporting sales and performance data.

#### DEX delivers:

- **Booking management:** multi-format bookings, holdovers, and release planning
- **Digital cinema support:** virtual-print fee calculations, digital print, and key requests
- **Territory configuration support:** financial reporting according to country-specific regulations
- **Financial processing:** box-office data, payments, and cash applications
- **Security:** maximum security and data protection.

Digital Entertainment Exchange (DEX) functionality fulfills a client's requirements for a theatrical distribution solution with integration of internal systems and minimal changes to business-specific processes.



Capgemini can define DEX for your business to streamline and automate your day-to-day distribution and operational demands. Our collaborative, integrated approach takes into consideration leading practices and your internal processes with minimal changes for business-specific processes.

DEX eliminates the complexity and guesswork from the distribution process, so you can focus on accelerating global releases and creating the best customer experience.

DEX takes your theatrical distribution processes to the next level.

Automation	Flexibility	Ease of use
<ul style="list-style-type: none"> <li>• Create bookings en masse, including auto-selection of best release format for theatre capability.</li> <li>• Automatically send and store booking confirmation letters, invoices, AR statements, dunning letters, demand letters.</li> <li>• Automatically write-off nuisance balances.</li> <li>• Full integration with Rentrak and other EBO providers</li> <li>• Box-office interface with major exhibitors</li> <li>• Real-time interface with digital content and key providers</li> <li>• Bank interfaces for deposit</li> </ul>	<ul style="list-style-type: none"> <li>• One global theatrical distribution system that provides a centralized global view into bookings, terms, flash grosses, actual grosses and AR.</li> <li>• Web-based anytime, anywhere access, with single sign on.</li> <li>• Customize interface capabilities with deluxe, Technicolor, and MPS to suit each business need</li> <li>• Country-wide customization for statutory rules and regulations</li> <li>• Flexible UI and reporting with ability to change column orders, runtime grouping of columns, and use Excel-like filtering on result sets</li> </ul>	<ul style="list-style-type: none"> <li>• End-to-End theatrical distribution process with fewer clicks</li> <li>• Performance measurement and reporting for analyzing sales and grosses</li> <li>• Master data management for circuit and theatre</li> <li>• Fully internationalized and localized for different currencies and languages</li> <li>• Full support and flexible reporting of non-standard openings, platform releases, mid-week.</li> </ul>

**DEX has delivered results for Capgemini clients for more than 10 years.**

- **Control:** DEX provides complete control with flexibility for planning theatrical releases across territories.
- **Single platform:** DEX is a centralized, hosted, and managed platform, eliminating the need to invest in upgrading multiple applications, managing vendors, and procuring licenses, so you can reduce IT spend per release over the long term.
- **Reduced leakages:** Better tracking and management of distribution activities reduces the risk of inaccurate invoicing and incremental costs over time to prevent revenue leakage.
- **Customer experience:** Interact and transact with outlet partners more effectively, so you can improve your service levels and relationships within the distribution ecosystem.
- **Agility:** Focus your IT resources on innovation and let DEX handle transactional activities.

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. Be ready to respond to market disruptions and deliver the best possible customer experience.



## About Capgemini

A global leader in consulting, technology services and digital transformation, Capgemini 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. It is a multicultural company of over 200,000 team members in more than 40 countries. The Group reported 2018 global revenues of EUR 13.2 billion (about \$15.6 billion USD at 2018 average rate).

Learn more about us at

[www.capgemini.com](http://www.capgemini.com)

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For more information, visit

[www.capgemini.com/service/  
digital-entertainment-exchange](http://www.capgemini.com/service/digital-entertainment-exchange)

**People matter, results count.**

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