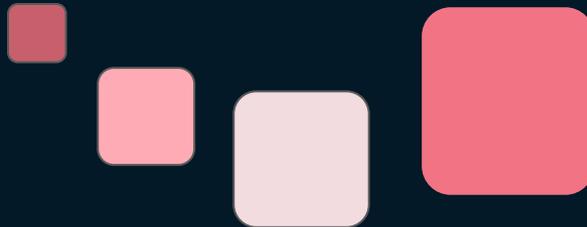




Unlock the Community 2: AI & Big Data Smarter Ways to Reach Audiences



Ollie Fegan
Co-founder & CEO



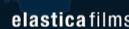
Who are usheru?

- Supporting **140+** entertainment businesses
- Across **6 continents** and **30 countries**
- Operating **since 2015**
- Offices in **Dublin, London & Los Angeles**

Working with (Inter)National Film Bodies



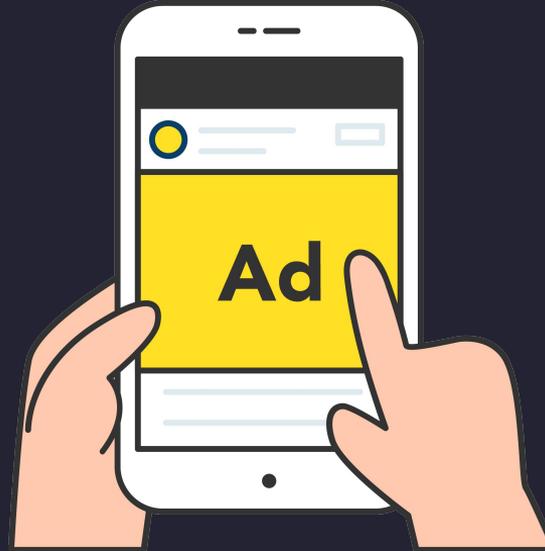
Plus a host of other distribution leaders globally



Marketing Challenges

Cookiepocalypse

**Privacy
Movement**



**Over-Saturated
d See 4k-10k
ads a day**

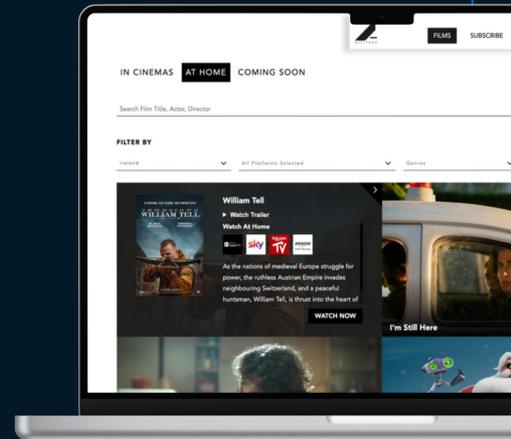
**Window
Smashing**



Showtimes and Streaming Widget



The Ultimate Digital Marketing Platform



Engage and Grow your own community



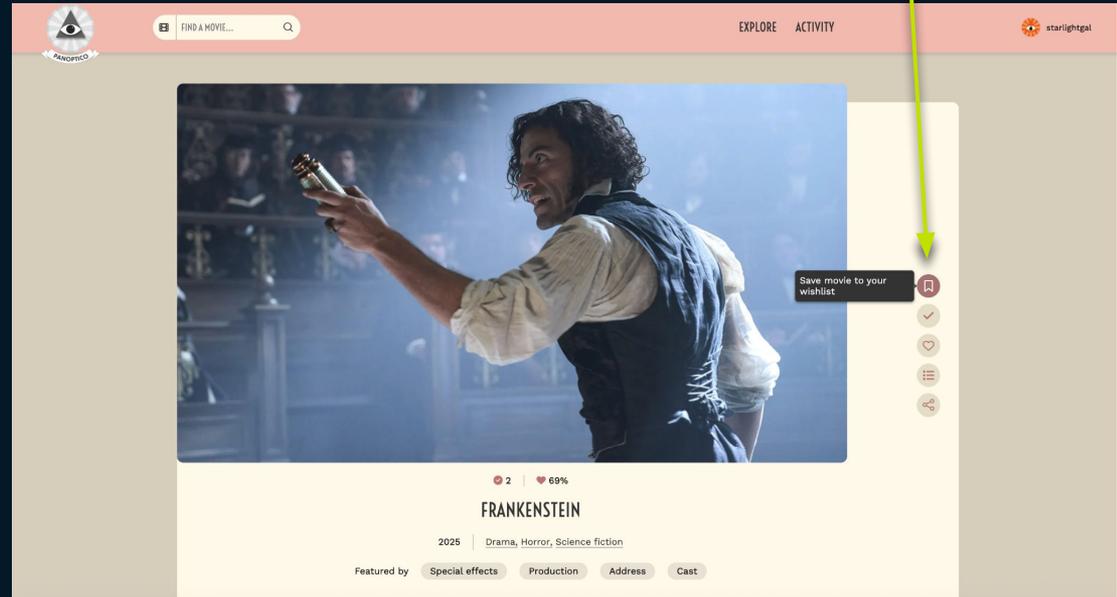
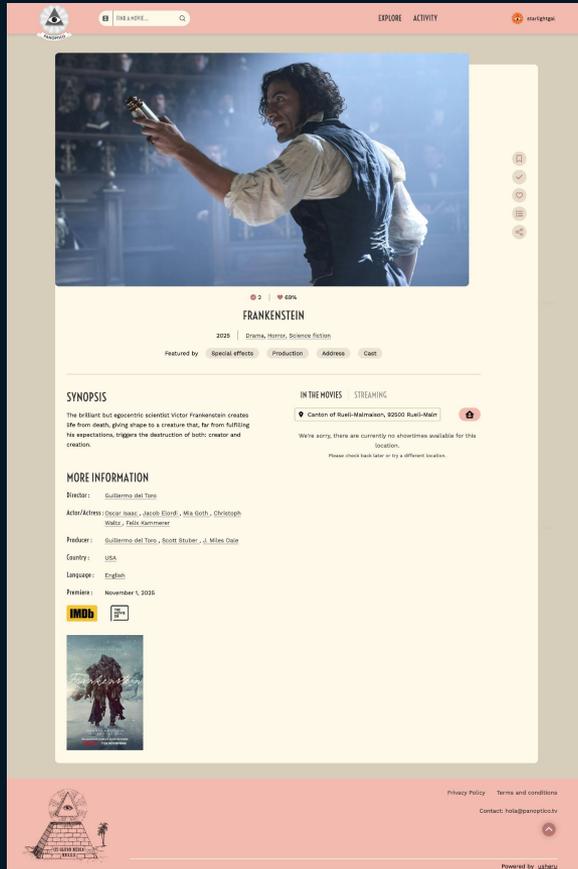
Definitive Film Marketing Analytics



Community Features & Notification System

usherU

Watchlist. Rate, Mark as Seen or Share Content



Automated reminders informing fans when film they watchlisted is now available in cinemas.

Interactive AI ChatBot

Answers Queries & Provides Insights on Film Distribution Analytics and Trends

Chat Threads



Search threads...

Ireland Cinema Releases 2025 Count

2 messages • @ usheru_data_mart

17 minutes ago

German Films on Amazon US Since Jan 2025

8 messages • @ usheru_data_mart

19 minutes ago

Apple TV Film Availability Count

4 messages • @ usheru_data_mart

about 1 hour ago

French Films Netflix US Releases 2024

4 messages • @ usheru_data_mart

about 1 hour ago

Polish Films Growth: Top Streaming Platform

4 messages • @ usheru_data_mart

about 1 hour ago

Irish Films on Netflix: 5-Year Growth

6 messages • @ usheru_data_mart

about 1 hour ago

Top Cinema Chains for Australian Films

6 messages • @ screen_australia_data_mart

1 day ago

German Films in Irish Cinemas 2025

16 messages • @ german_films_data_mart

22 days ago

German Films Second-Week Showtimes Drop

6 messages • @ usheru_data_mart

about 1 month ago

12 active threads

Refresh

usheru

526,941 remaining

Datamart:

usheru Data Mart

Insights

Analytics Board



@ Datamart: usheru Data Mart

How many German films have been added to Amazon Prime in the US since January 2025?

16:39

@ Datamart: usheru Data Mart

Based on our data, there have been **1,322 German films** added to Amazon Prime in the US since January 2025. This information comes from our entertainment database, which tracks the addition of films across various streaming links. It's great to see such a significant number of German films becoming available to audiences in the US!

DATA RESULTS

Total German Films

1,322

Showing 1 results

16:40

Rate this response: ★★★★★

@ Datamart: usheru Data Mart

what is the breakdown by genre

16:40

Type your questions about international film distribution, theatrical releases, or streaming platform trends...



usheru AI can make mistakes. Consider checking important information.

usheru Support Hub

Discover guides and tips to get the best out of your usheru solution.

Learn More

🔍 Search

Featured Articles



Make Your Film Stand Out In A Crowded Market

Getting viewers to take action is tougher than ever. To ensure your film makes an impact, focus on strategic marketing that speaks directly to your audience's habits.

Read More →



Tips To Ensure Your Website is AI Search Friendly

AI tools are transforming online search and decision-making, moving beyond traditional SEO focused on keywords.

Read More →



Get The Most Conversions From Your usheru Connect Platform

In his guide, we'll show you how to get the most conversions from your platform, starting with the essentials that drive results.

Read More →



Adding GA4 Tracking

As a usheru Connect partner we can send you the events tracked on your usheru solution if you have a Google Analytics account. In this article we will explain what our partners can expect to receive.

Read More →

Clear

how to set up in ga4

◆ how to set up in ga4

To set up Google Analytics 4 (GA4) in advanced consent mode:

1. Create a Consent Initialization tag that sets consent defaults to denied before any tags load, for example:

Plain text

```
gtag('consent', 'default', {
  ad_storage: 'denied',
  analytics_storage: 'denied',
  ad_user_data: 'denied',
  ad_personalization: 'denied'
});
```

2. Configure the GA4 Google Tag / Config to fire on Initialization or All Pages.
3. In GA4 tag consent settings, do NOT require analytics, storage to allow sending cookieless denied pings pre-consent.
4. After user consent, GA4 continues normally and can set/read cookies.

This setup allows GA4 to send denied/cookieless page_view events before consent and normal events after consent, supporting advanced consent mode behavior 1 2.

🔗 🔄 🗨️

🛡️ AI can make mistakes. Please verify important information.

Continue conversation with Eddy AI

Year 1 High Level Reach

Partnerships & Geographic Expansion

Total Partners: 132

New Partners: 36

New Territories Covered: 16
(for showtimes)

Clients in New Territories: 7
Greece, Italy, Estonia, Switzerland,
Canada, Costa Rica, & Brazil

Industry Impact Metrics

Supported 5,775 new films
for partners and 1,240
new events

Web Sessions: 35m

Total Conversions: 676,676

Economic Value: €9.9m

Year 2 Film Goals

AI experimentation in
content discovery

AI in usheru Track
Analytics: Marketing &
Film Performance

Thank You

Oliver Fegan

Co-founder & CEO

ofegan@usheru.com



Co-funded by
the European Union