



Alkiviades David <filmonpersonal@gmail.com>

Fwd: IMG-Wimbledon & hologram

3 messages

Nick Greenway <nick@lightandmotion.tv>
To: Alki David - Anakando Media <alki@filmon.com>

Fri, Feb 5, 2016 at 5:08 AM

Alki, see below Wimbledon hologram movement.

Sent from my iPhone

Begin forwarded message:

From: Giles Goodwin <gilesjagoodwin@yahoo.co.uk>
Date: 5 February 2016 at 12:43:57 GMT
To: nick@lightandmotion.tv
Subject: IMG-Wimbledon & hologram

Nick

I had a call with a good friend of mine this morning who heads up business development for both WME & IMG in Asia, he is based in Hong Kong.

He spoke extensively about how Asia, specifically China, is challenging the traditional agency business in both sports and entertainment with the plethora of IP based businesses not only buying rights but commissioning content from the US major studios. Their margins are continually squeezed either by direct relationships or "tech leading the conversation" LeTV being the best example of this.

We talked about FilmOn and the plans we have to strengthen the content proposition which he can certainly help us with.

We moved onto Holograms where he was super interested to learn more. With his WME entertainment hat on he loved the Whitney Houston stuff. As his is part of the team that has serviced Wimbledon for many years he is tasked with introducing new concepts to keep The Club's value high, especially in Asia. I mentioned about the Times Square idea and he loved it, from a PR perspective. He thought a Shanghai or Beijing show would be as powerful as New York with Wimbledon's brand building plans in Asia.

His initial thoughts were:

1. Who pays for it? FilmOn or an approach to the sponsors (Rolex, IBM etc).
2. Quality assurances
3. Media partners are consulted (IMG or The Clubs responsibility)

He is keen to know more so he has given me the following timeline to work to:

An introductory proposition is sent to IMG ASAP

18th March: Tom is hosting a workshop in Singapore for The Club. Hologram could be on the agenda.

Tom in in London mid-April. Possible meeting with FilmOn meeting with The Club

Tom flies to LA for Coachella festival on 22nd April. Possible Hologram demonstration to Tom and The Club.

Decision then made for roll out in 2017.

He did say that such an idea will send very positive ripples through the rest of the IMG WME business.

Let me know your thoughts.

Giles

Nick Greenway <nick@lightandmotion.tv>
To: Alki David - Anakando Media <alki@filmon.com>

Wed, Feb 10, 2016 at 3:22 AM

Please see below this is the latest on wimbledon Hologram; IMG are hosting a workshop for Wimbledon on the 18th March in Singapore they want a deck of information so that it can be pitched directly to the Tennis Club.

I've also added this to Giles pipeline which I'll send over today.

Nick

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[Quoted text hidden]

Alki David <alki@filmon.com>
To: Nick Greenway <nick@lightandmotion.tv>

Wed, Feb 10, 2016 at 5:50 AM

[Quoted text hidden]

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www.ANAKANDO.com

Alki David
Founder & CEO Anakando Ltd.

Anakando Media Group <http://www.ANAKANDO.com>

some of our great sites & services

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<http://www.HologramUSA.com>
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<http://www.MonduTunes.com>
<http://www.ETV.com>
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