

Media Map Draft  
Of  
Broadway cinematheque  
The "BC MOMA"



**As BC MOMA is an art house located in Beijing China, I will not use those medias what mostly approaches around the world may use to marketing the art house. Tools being local and accessible (Facebook, Twitter and YouTube is blocked in mainland China) to the target public may have more impact than the traditional approaches.**

## **WECHAT:**

Wechat, the “mico message” is a mobile text and voice message communication service developed by Tencent China, first released in January 2011, it is the largest standalone-messaging app by monthly active users.

The app is available on Android, iPhone, Blackberry, Windows phone and Symbian phones, and there are also Web-based and OS X clients. As of August 2014, Wechat has 438 million active users; with 70 million outside of China.

The official account of Wechat provides a public platform for an organization to update their messages and even sell tickets online. With a simply scan to the QR Code, one can being acknowledged, informed, purchased to an organization by one click.

## **Possible usages:**

1. Create an official account.
2. Sending on theater films update weekly and other events directly into the public’s smartphones.
3. Provide online deal with a discount.



Example of the official account of Wechat

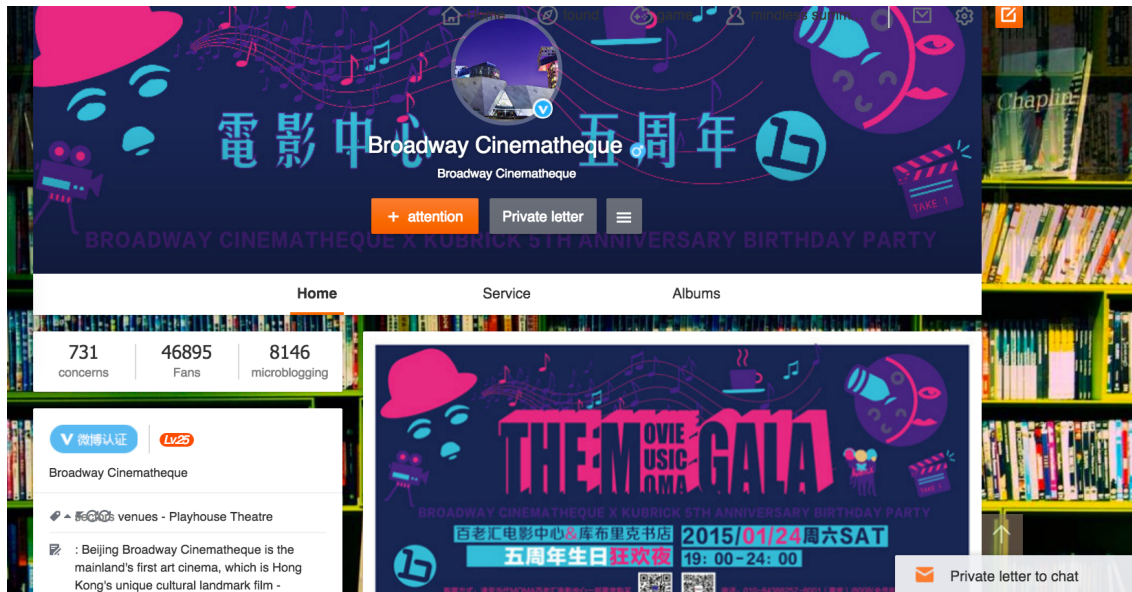
## Sina Weibo

Sina Weibo is a Chinese micro blogging website. Akin to a hybrid of Twitter and Facebook, it is one of the most popular sites in China, in use by well over 30% of Internet users, with a market penetration similar to the United State's Twitter. It was launched by SINA Corporation on 14 August 2009, and has over 500 million registered users as of 2012; about 100 million messages are posted each day on Sina Weibo.

BC MOMA has already got their Weibo account in use, but unfortunately, it is not update efficiently at all.

### Possible usages:

1. Keep updating whenever an event is coming up, prior, in the middle and at the end as well.
2. Keep “tweeting” something irrelevant about the art house itself but subject that is hot about art film, hashtag is easy to keep an account visible.



Current Weibo account page of BC MOMA

## Mtime

The Mtime is a major film feature website in China, it is specially for Chinese film fans and since IMDB stayed blocked until 2013, the review scores from Mtime is far more influence than IMDB's for Chinese audiences.

As a third party involvement, Mtime has been sold cinema ticket since 2008. And the process can even be accessed through smartphones.

### Possible usages:

1. Set up an official page in Mtime.
2. Keep the page in the first page of the Mtime time to time.
3. Third party box office.



Third party box office via smartphone



Website page of Mtime