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Means developers can include TMS's cinema listings in their location apps

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LBS technology firm Placecast has announced a deal with Tribune Media Services, which will add the latter's cinema listings to Placecast's MatchAPI service.

MatchAPI is a set of tools for developers to clean up their location data, which Placecast says is being used by more than 350 companies already.

Those developers will now also be able to tap into TMS' database of movie showtimes and cinema locations for their apps.

The data covers more than 13,000 cinemas in the US, Canada, Europe, Asia and Latin America.

Alongside the deal, Placecast has launched a [MatchAPI Partner Gallery](#) to show off its content partners.

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Besides TMS, they include Wcities, Buzzd, Urban Mapping and Socialight.

"Placecast's MatchAPI fully leverages our movie showtimes and solves the biggest challenges in working with location-based content today: it makes sure the listings always refer to the correct place in the real world, and makes it easy for developers to add TMS showtimes to their offerings," says TMS' Jay Fehnel.

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