

# Cinema Delivers

Highly engaged audiences watching  
premium first run content within  
the most impactful environment  
media budgets can buy

## Unrivalled impact

- Captive, attentive and engaged audiences
- The ultimate platform to showcase brands
- Uncluttered powerful environment, proven to have 6 times the engagement of TV

## A desirable audience

- Typically young and affluent with high disposable incomes
- Light TV viewers, providing an ideal extension to add reach to TV and online A/V buys

## The best content in the business

- A paid experience delivering the best first run content
- It packs a punch in terms of global influence & trends, with unmatched production investment
- Enduring characters and stories, yet constantly evolving

## Accountability

- Audiences are measured via CineTAM, a globally awarded platform leveraging first party transactional data
- Can be planned and bought against specific target audiences with ease and accuracy
- Detailed post analysis is provided against planned audience deliveries

## 100% digital

- Aggregating audiences to deliver scale and in turn quickly build reach
- Content can be easily and quickly converted to cinema format with minimal production cost
- Creative flexibility to run longer ad durations

