

Cinema Delivers

Highly engaged audiences watching premium first run content **within** the **most impactful environment**

Five reasons to extend media budgets to include cinema:

Unrivalled Impact

- Captive, attentive and engaged audiences
- The ultimate platform to showcase brands
- Uncluttered powerful environment, proven to have 5 times greater ad recall than that elicited by TV commercials

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

Specific Targeting

- Can be planned and bought against specific target audiences with ease and accuracy
- Can be classified by genre, demographics and geography

100% Digital

- Content can be easily and quickly converted to cinema for mat with minimal production cost
- Creative flexibility to run longer ad durations

