

Cinema commercials (on-screen)

*For local advertisers and retailers,
we can broadcast everything from short motifs without sound
to cinema spots with sound in the surrounding local area.*

1. *CinePicture*

- Fixed length of seven seconds
- Still-frame image without sound
- The minimum booking is four weeks according to the film schedule calendar
- Management is auditorium-related



2. *CineSound*

- Minimum length of ten seconds
- Still-frame image with sound
- The minimum booking is four weeks according to the film schedule calendar
- Management is auditorium-related
- Only bookable all day



3. *CineMotion Easy*

- Fixed length of ten seconds
- Moving image without sound
- The minimum booking is four weeks according to the film schedule calendar
- Management is auditorium-related
- Only bookable all day



4. *CineMotion*

- Minimum length of ten seconds
- Moving image with sound
- The minimum booking is four weeks according to the film schedule calendar
- Management is auditorium-related
- Only bookable all day



5. *GeoFocus Local*

- Minimum length varies
- Moving image spot with sound
- Minimum booking is three weeks (variable) depending on the contact management
- Local block



6. *CineFilm*

- Select one or more films of your choice for local occupancy.
- Films can also be selected according to our clusters (namely female, male, family, young, teenager, premium, arthouse or adult).



7. *DOOH-Cinema*

- The cinemas can be managed on a regional basis
- The minimum booking is four weeks according to the film schedule calendar
- The minimum spot length is seven seconds (without sound)
- Portrait and landscape displays
- Can either be booked all day or from 8 pm onwards
- Unique environment to address your target group in a relaxed atmosphere



8. *CineClassic*

The world's most popular opera and ballet performances are broadcast live to the cinema. For visitors, this means: leave your opera glasses at home, because the cinema not only offers an exclusive sound experience, but also the best HD picture quality. And for you as an advertising customer, this means: our new CineClassic offer allows you to reach your high-quality, high-income and slightly more mature target group.



9. *Open-Air*

For advertising customers, brand presence at hot open-air cinema events is particularly attractive: the advertising message firstly benefits from the high-quality film environment – which is a real star-studded visitor magnet – and secondly from the positive mood prevalent among visitors to an open-air cinema. This special atmosphere offers you effective advertising opportunities on and next to the cinema screen (as an accompanying promotion campaign).

