

brightfish.be

**EVERBODY
LOVES
ADS
ON THE
BIG SCREEN.**

(or: How I learned to stop worrying and love the cinema.)



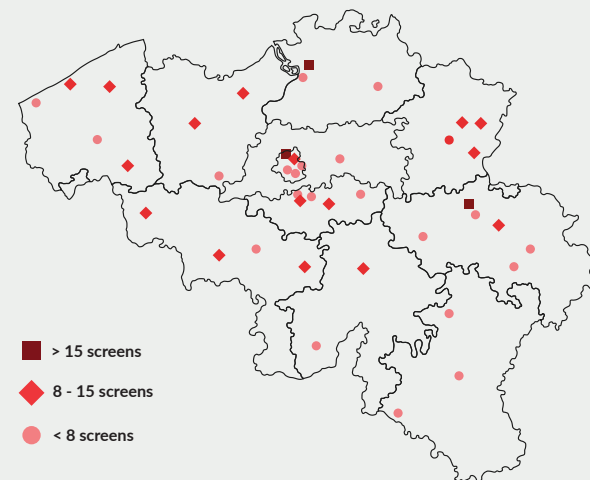
OUR CINEMAS

As the Belgian Market leader in Cinema Advertising, Brightfish markets over 300 screens in the country's major cinemas. With our cinema park you can reach 85% of all Belgian cinema admissions.

 41 cinemas	 321 screens	 +70.000 seats
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cinema	#screens	#seats
Kinepolis Antwerp	24	7.368
Kinepolis Brussels	25	6.772
Kinepolis Liège	16	5.010
Pathé Charleroi	15	3.751
Imagix Mons	14	3.525
Kinepolis Gent	12	3.407
Kinepolis Hasselt	13	3.025
Cinescope Louvain La Neuve	13	2.839
Acinapolis Jambes	12	2.534
Kinepolis Kortrijk	10	2.511
Kinepolis Braine	10	2.386
Siniscoop Sint-Niklaas	8	2.258
Euroscop Maasmechelen	11	2.036
Euroscop Genk	10	2.023
Imagix Tournai	10	1.943
Kinepolis Leuven	7	1.870
Kinepolis Oostende	8	1.752
Pathé Verviers	8	1.573
Kinepolis Brugge	8	1.535
Imagix Huy	7	1.423
Wellington Waterloo	7	1.205

cinema	#screens	#seats
Cityscoop Roeselare	7	1.199
Studio Geel	4	1.124
Studio Koksijde	5	1.111
Euroscop Lanaken	8	1.045
Stuart La Louvière	7	1.026
Kinepolis Palace Liège	5	1.010
White Cinema Bruxelles	8	994
Vendome Bruxelles	5	850
Movie Mills Malmedy	5	736
Foxus Geraardsbergen	4	719
Pathé Marche	3	415
Le Stockel Woluwe St-Pierre	1	396
Galleries Bruxelles	2	395
Stavelot Versailles	2	348
Cine Centre Rixensart	1	275
Pathé libramont	2	237
L'Etoile Jodoigne	1	235
Bouillon Cine	1	165
Studio Rubens Zwijndrecht	1	143
Cine Chaplin Nismes	1	100

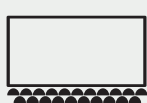


OUR STRENGTHS

Besides the fact that a cinema theatre is a dark room with individual chairs for each person? And where it's frowned upon to talk or use a mobile device? And where ads are considered the least annoying of all screens?

Grab their attention

Ads in cinema get 85% of the viewer's attention.



cinema

85%
of the ad viewed



television

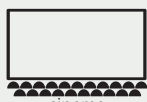
23,1%
of the ad viewed



online

1.4%
of the ad viewed

Expensive? Check out the actual costs, expressed in Euro per Effective Views.



cinema

2,6€



television

3,1€



online

62,6€

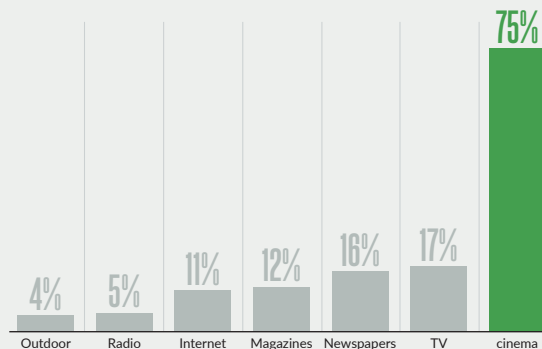
for 1000 contacts for 1 second
(**aCPM**)



Click here for more info

with a screen that matters

The memorization rate of 'The Big Screen' is the highest of all media.



or make it the cherry on top!



television

+



cinema

Ad Awareness:
Cinema increases the effect of TV by **124%**

Understanding the message:
Cinema increases comprehension by **46%**

Ad Liking:
Cinema increases the effect of TV by **67%**

Positive Image:
Cinema increases the effect of TV by **142%**

Brand Consideration:
Cinema increases the effect of TV by **233%**

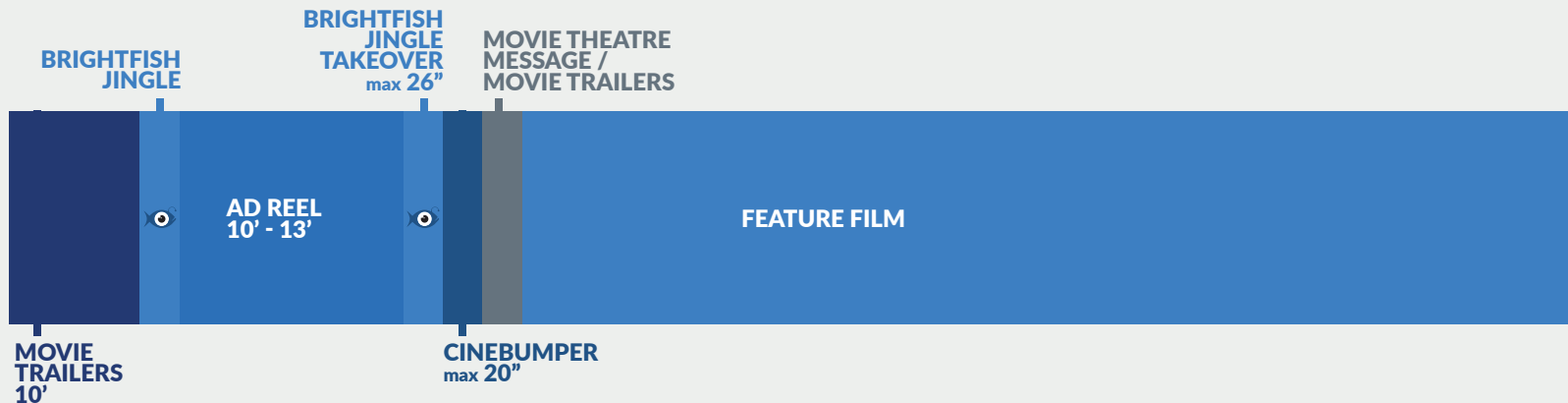


Click here for more info



OUR PRESHOW

Our preshow appears ahead of every movie at the cinema.
Every week, every day, every screening hour.
A "Cinema Week" **starts on Wednesday** and **ends on Tuesday**.



CINEBUMPER

Position your ad in a premium position, just before the movie starts.



[Click here for more info](#)

BRIGHTFISH JINGLE TAKEOVER

Be extra creative with your brand message and integrate it into the Brightfish jingle.



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93% of the cinema audience is in their seats before the ads/trailers started.

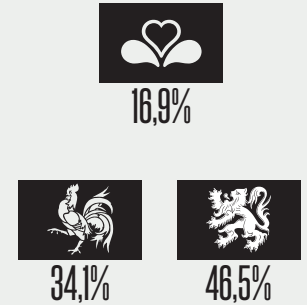
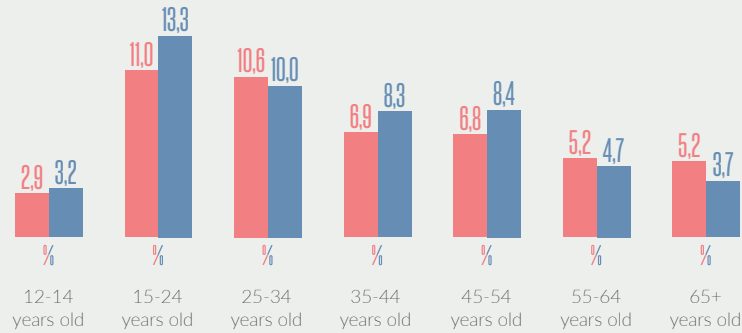
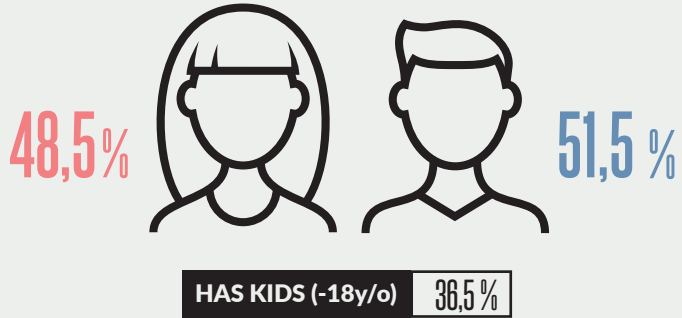
99% of the cinema audience is in their seats when the movie starts.

Source: Kinepolis Surevy / n=148.325 / 2012

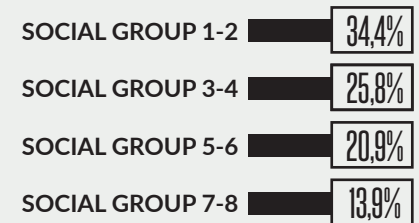
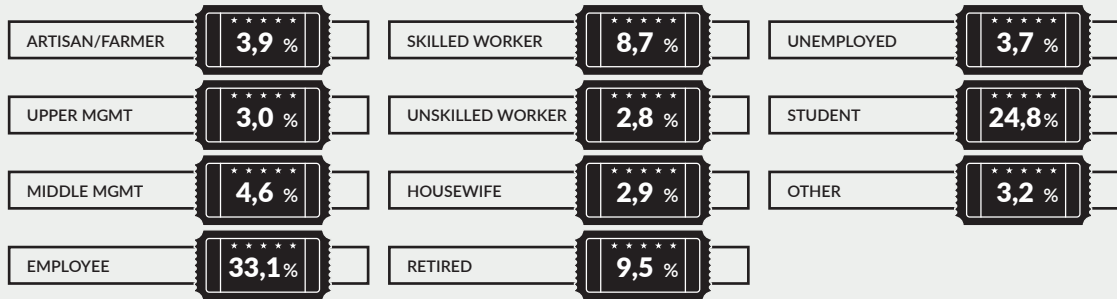


OUR AUDIENCE

- Declarative data -



THEY ARE...



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