



Providing  
Advertiser Solutions

# Screenvision Direct: Your Community-based Cinema Advertising Partner

Screenvision Direct is your local connection to cinema advertising, 100% dedicated to helping your business take advantage of in-theatre marketing opportunities to reach and engage consumers in the communities surrounding your business.

## Our mission is...

To provide our clients with affordable cinema advertising that drives awareness and generates revenue opportunities from consumers that live where our advertisers do business.

## As a leader in cinema advertising...

Screenvision Direct provides an engaging and entertaining preshow that surrounds your advertising with the power of Hollywood.

## Screenvision Direct...

Is the largest local and regional cinema advertising company in the U.S. It is a division of Screenvision, the premier cinema advertising company.



# The Screenvision Direct Advantage

- **Grow your business by reaching a diverse audience who range in age, gender and lifestyle with one investment** – movie-going is the number one leisure activity in the U.S.
- **The cinema environment is a one-of-a-kind advertising medium** – less advertising clutter allows your message to resonate with the movie-going audience, increasing recall of your message
- **Gain new, loyal customers for your business** – cinema audiences are brand-loyal consumers with higher levels of disposable income than most other media
- **Target your community by reaching consumers where you do business** – their geographical proximity means they can become your frequent customer
- **Affordable advertising** – a great, efficient addition to your advertising program; more impact for less money

Reach affluent consumers with Screenvision Direct –  
The World's leader in Cinema Advertising



# Blockbuster Movies And Big Stars Drive Audiences To Theatres

## – The movies produced today are better than ever! Record Book Office:

- The 2008 total box office finished at \$9.63 billion, up from 2007 (\$9.62 billion).
- 2009 is currently pacing 21% higher than last year at this time (outpacing 2006 by 5%).
- “The Dark Knight” had the biggest opening of all time – the biggest opening DAY of all time, as well as the biggest SINGLE day gross \$66.4.

## – The motion picture industry is committed to driving consumers to the theatres

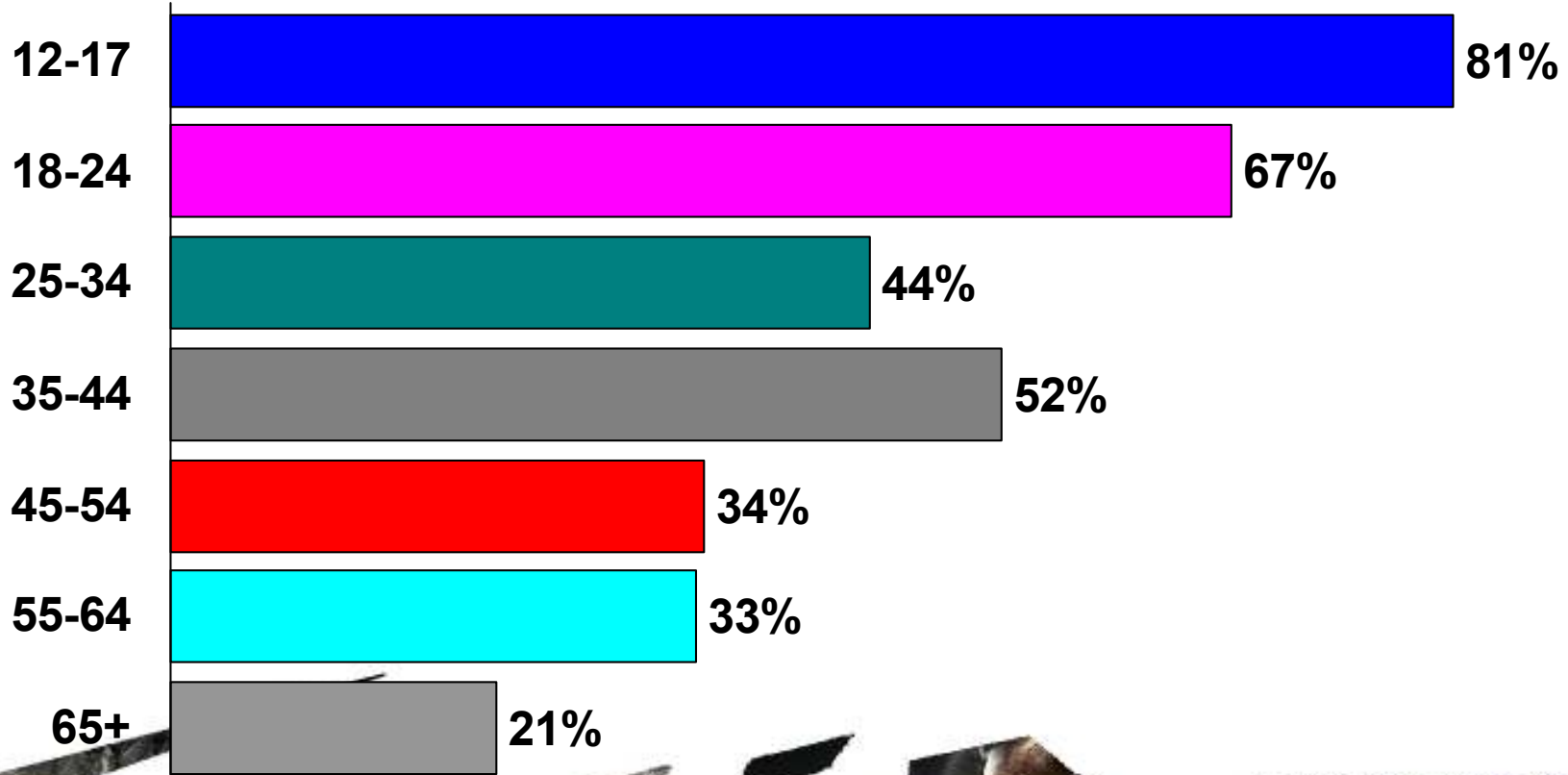
- Major movie studios spent an average of \$35.7 million to market a new feature film in 2008.



# Cinema Delivers An Exceptional Audience

- Cinema advertising in your mix builds reach and increases frequency over time

*% of Demographic Who Attended the Movies in the Past Month*



# Screenvision Direct Helps You Reach Consumers In Your Community At The Right Time

## Cinema delivers multiple decision makers

- 92% Go to the movies with somebody else
  - 34% with spouse/partner
  - 34% with friends
  - 28% with kids
  - 8% with date

## Movie attendance spikes on the weekend, when consumers are shopping

- 77% of moviegoers attend the movies on the weekend

## Consumers are active before and after their movie-going experience

- Nearly 50% “went to” or “plan to” go to a restaurant around their movie experience
- Nearly one-third of moviegoers went or plan to go shopping around moviegoing



# Moviegoers Pay Attention To Cinema Advertising

- Engaged and Attentive Moviegoers will Recall Your Business Message - more so than Outdoor Advertising

ATTENTIVENESS TO ADS	A18-24	A18-34	A18-49	A25-54
<b>Cinema Advertising</b>	<b>87%</b>	<b>87%</b>	<b>87%</b>	<b>87%</b>
Large Billboard Ads	79%	79%	81%	<b>82%</b>
Mobile Billboards on Trucks/Vans	72%	75%	77%	<b>75%</b>
Bus Advertising	72%	77%	78%	<b>78%</b>
Bus Shelter/Bench Advertising	65%	72%	70%	<b>75%</b>
Taxi Advertising	60%	62%	62%	<b>66%</b>
Subway Train/Platform Advertising	57%	62%	65%	<b>59%</b>
Telephone Kiosk Advertising	46%	52%	53%	<b>55%</b>

Source: **AV attentiveness** (full/most/some attentiveness combined) 2006 client specific in-theatre studies. Lieberman Research Group, 2006 to-date (n=963); **Outdoor attentiveness** (A lot/a little attention combined) Simmons Spring 2006 Adult Full year Study

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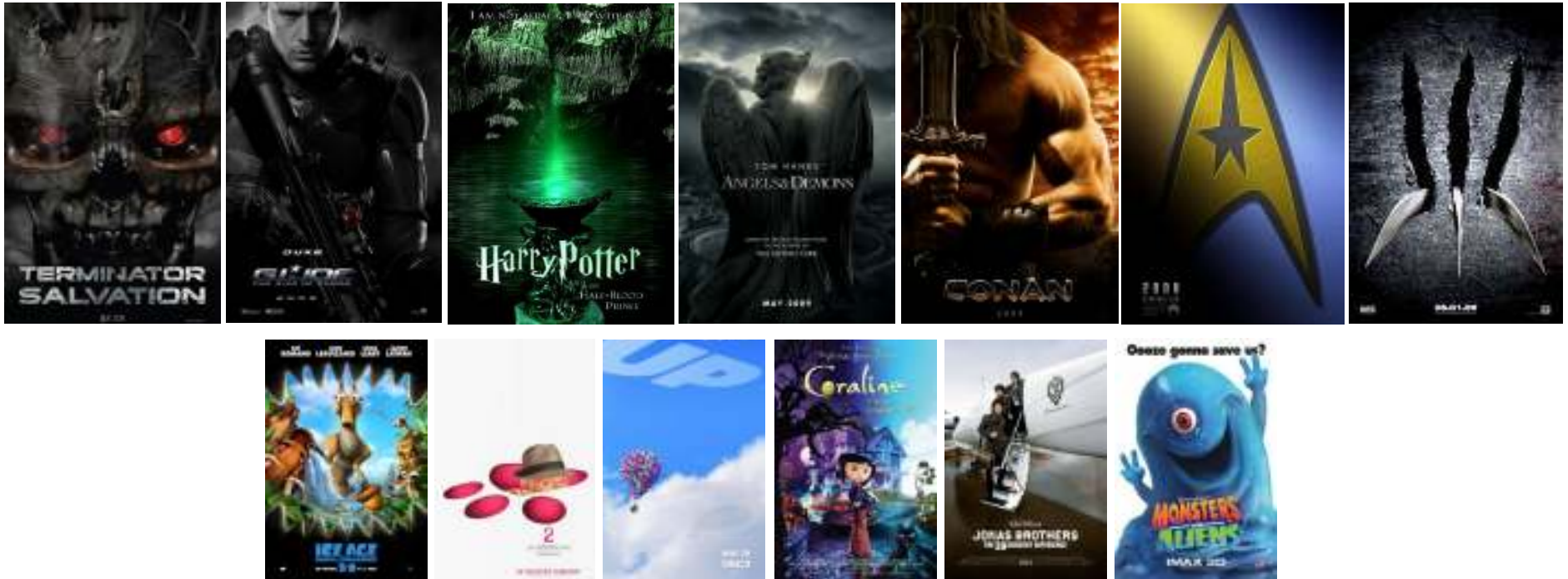
# Providing Advertiser Solutions

- Campaigns customized to the advertisers' trading areas
- Cost efficiency and delivering less waste on media spends
- Delivering campaigns with strong reach, frequency, and recall within their trading area
- Delivering recession resistant consumers for our advertisers



# Delivering Recession Resistant Consumers Movie Going Demonstrates Stability

While other Media are experiencing decreases in impressions...  
Admission Forecasts for 2009 will grow, based on content expected  
within the marketplace in 2009.





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