

# Cinema vs Competing Channels



In the fiercely competitive digital advertising landscape, regional brands often find themselves at a disadvantage compared to national giants. Budget constraints limit their ability to compete effectively. Cinema Advertising provides a strategic solution that levels the playing field and cut through the noise.

- Cinema guarantees a 20% uplift over digital alone & 13% uplift over TV and digital alone
- Strong preference for cinemas over pay-per-view options both for new releases and love tolerance for premium streaming services
- Cost effective approach for local businesses to reach targeted audiences
- Cinema has 1.75x move impact than TV ads (30 second ads)

