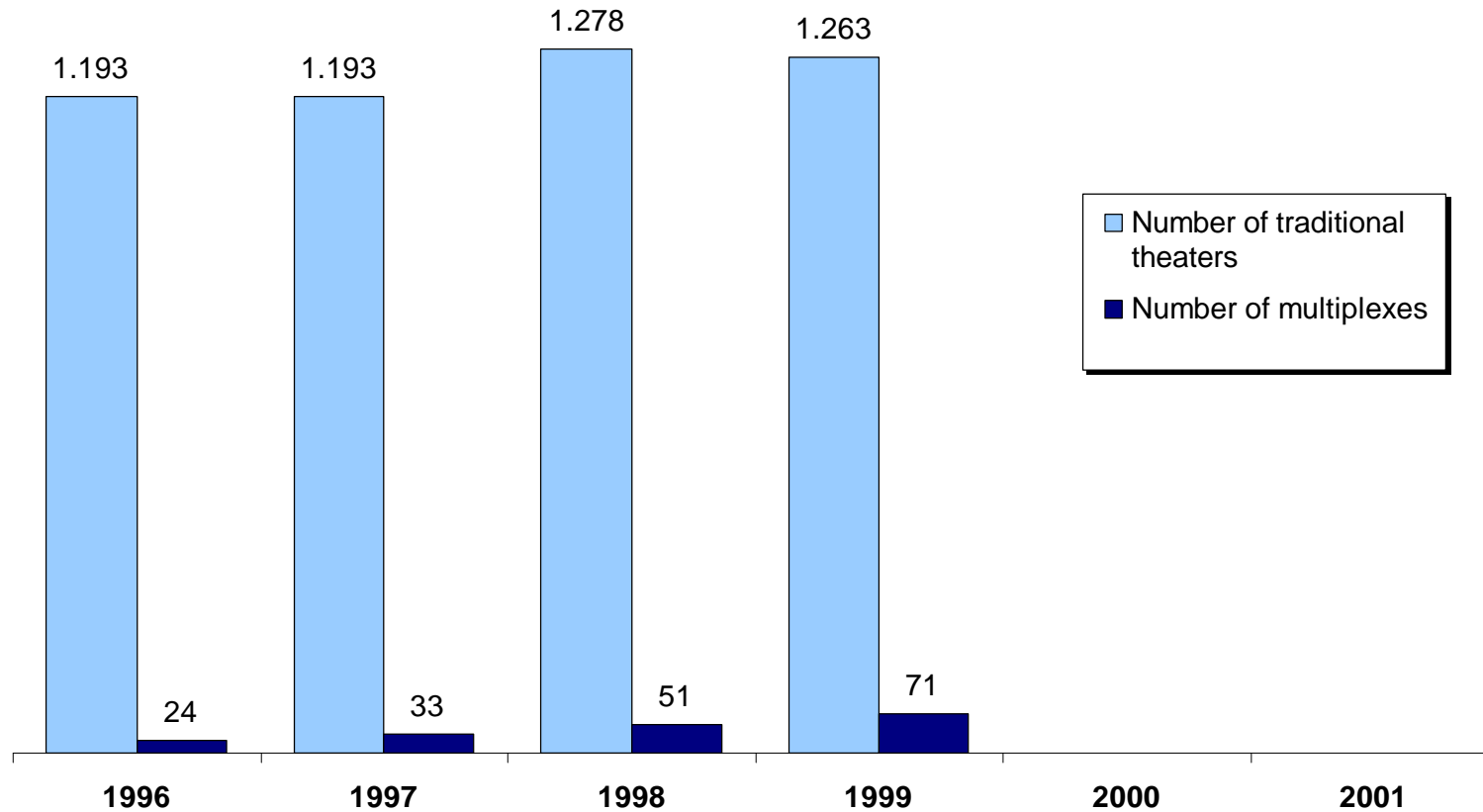

Cinema : Spain

5.1. General indicators

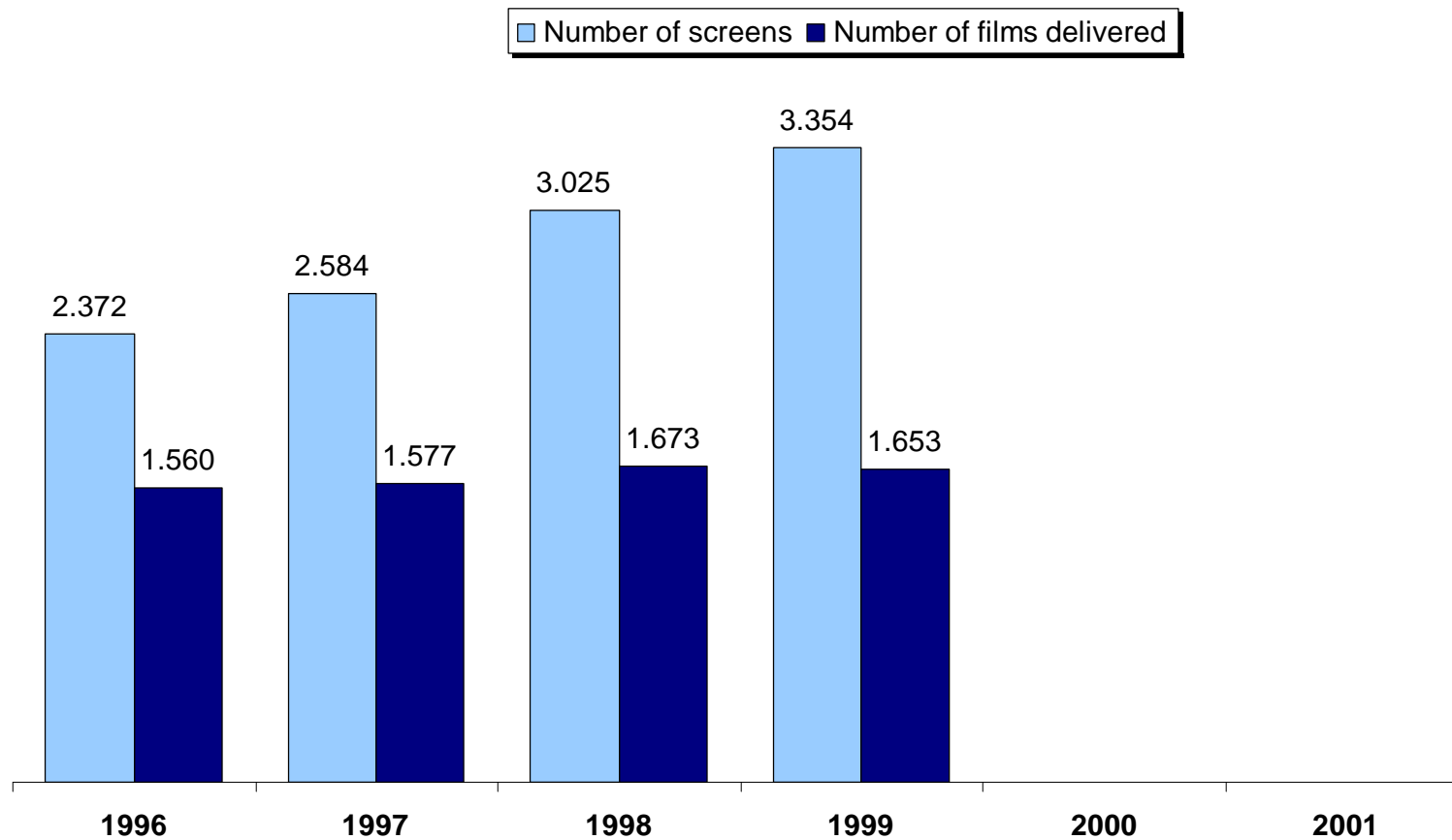
Advertising Category Cinema Definition

Advertising Category : definitions in your country	Is it used in your country ?	Define every advertising mode listed	Wich specific characteristics define this kind of ad ? (Length, visuel/sonore,...)
Commercial Spots	Yes	ADVERTISING MESSAGE BROADCASTED IN TV IN FORMAT OF SMALL MOVIE WHERE IT REPORTS OF THE ADVANTAGES OF A PRODUCT. DURATION MULTIPLE GIVES 5 SECONDS. THIS FORMAT IS BROADCASTED NOT OVERLAPED	2 kinds: 30 seconds and 45 seconds
Billboard Spots	No		
Sponsoring Spots	No		
Self Promotion Spots	No		
Live Promotion/Demo in the Theater	No		
Inserts or Product Placement Spots	No		
Other (precise)	No		

About Cinema Structure

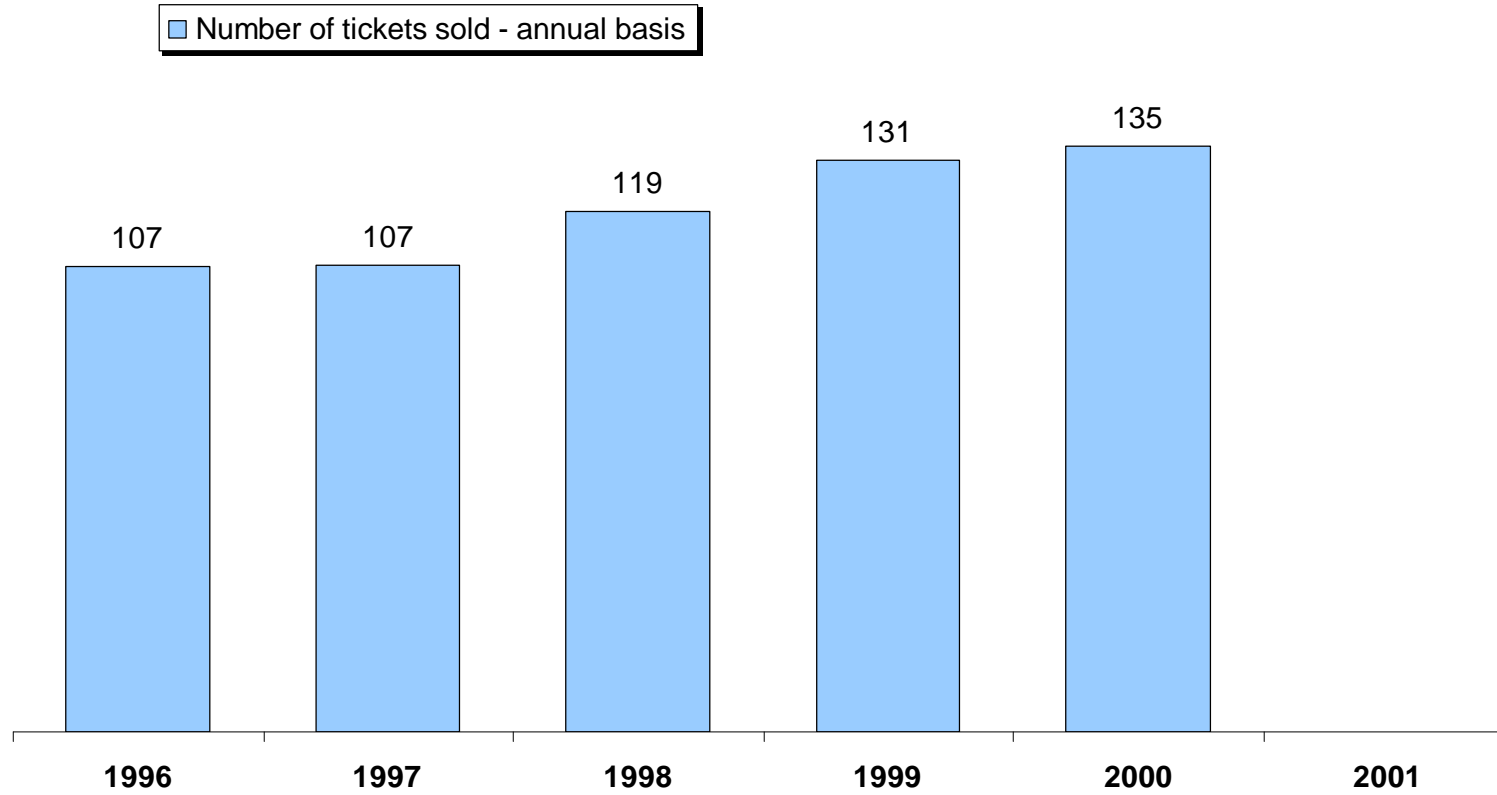


About Cinema Structure

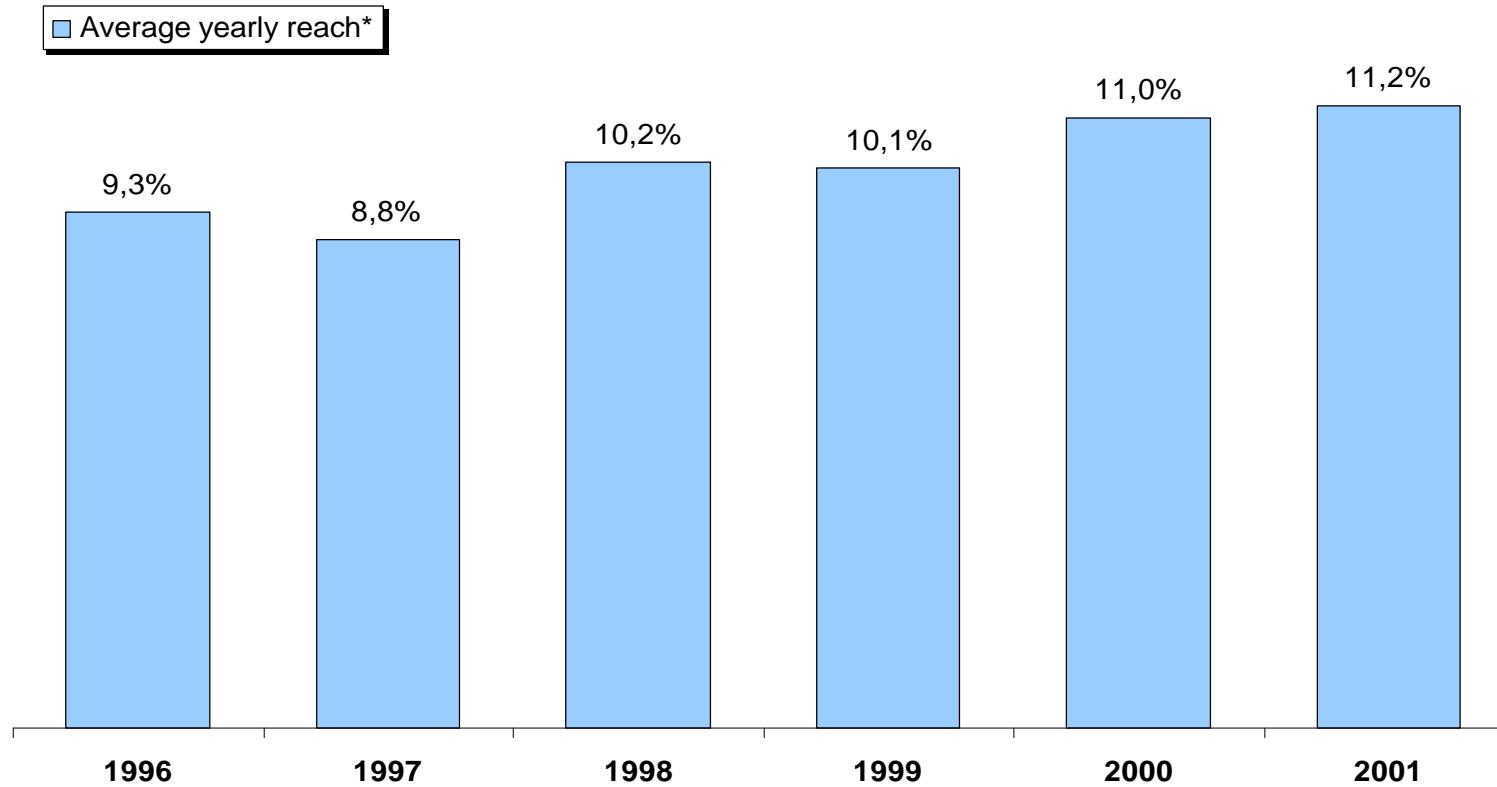


5.2. Audiences

About Audiences



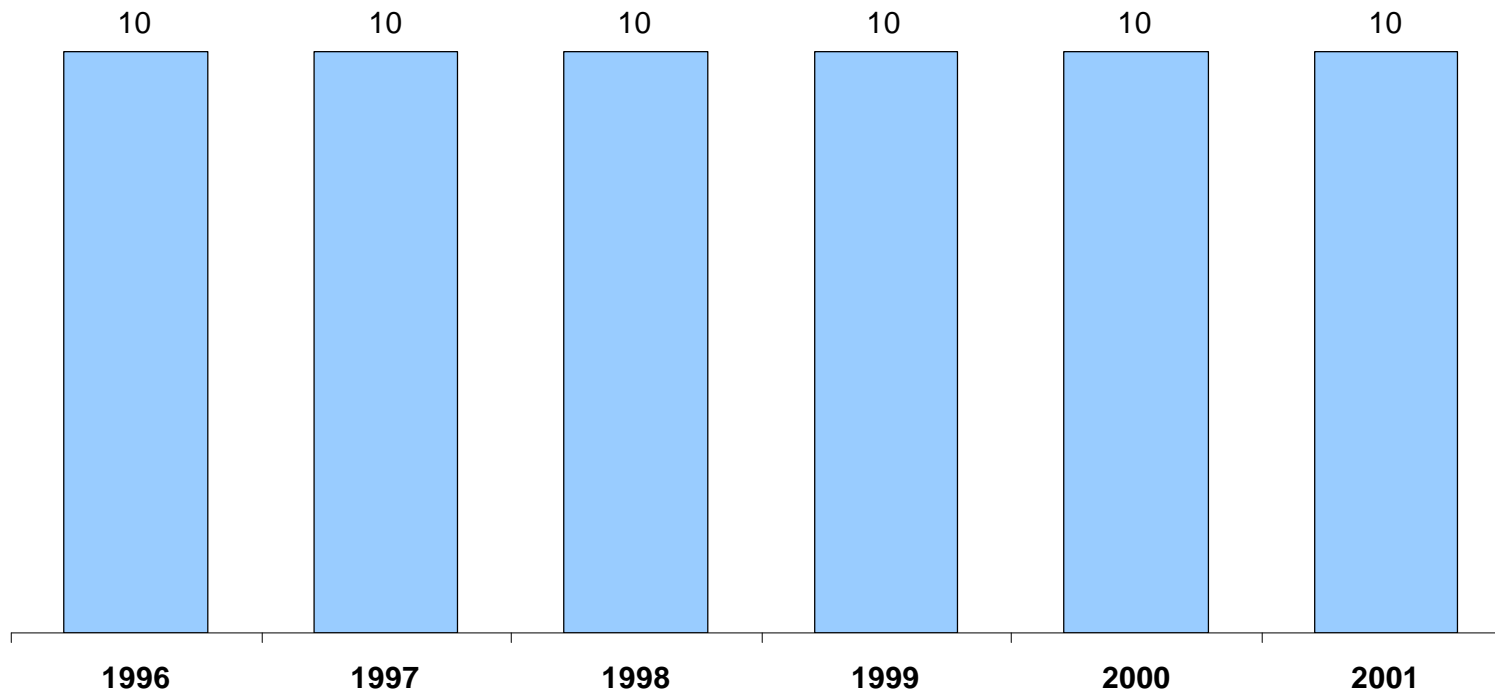
About Audiences



- Average week on the year is unavailable

About Audiences

Amount of advertising minutes allowed per film



5.3. Commercial Offer

Commercial Offer

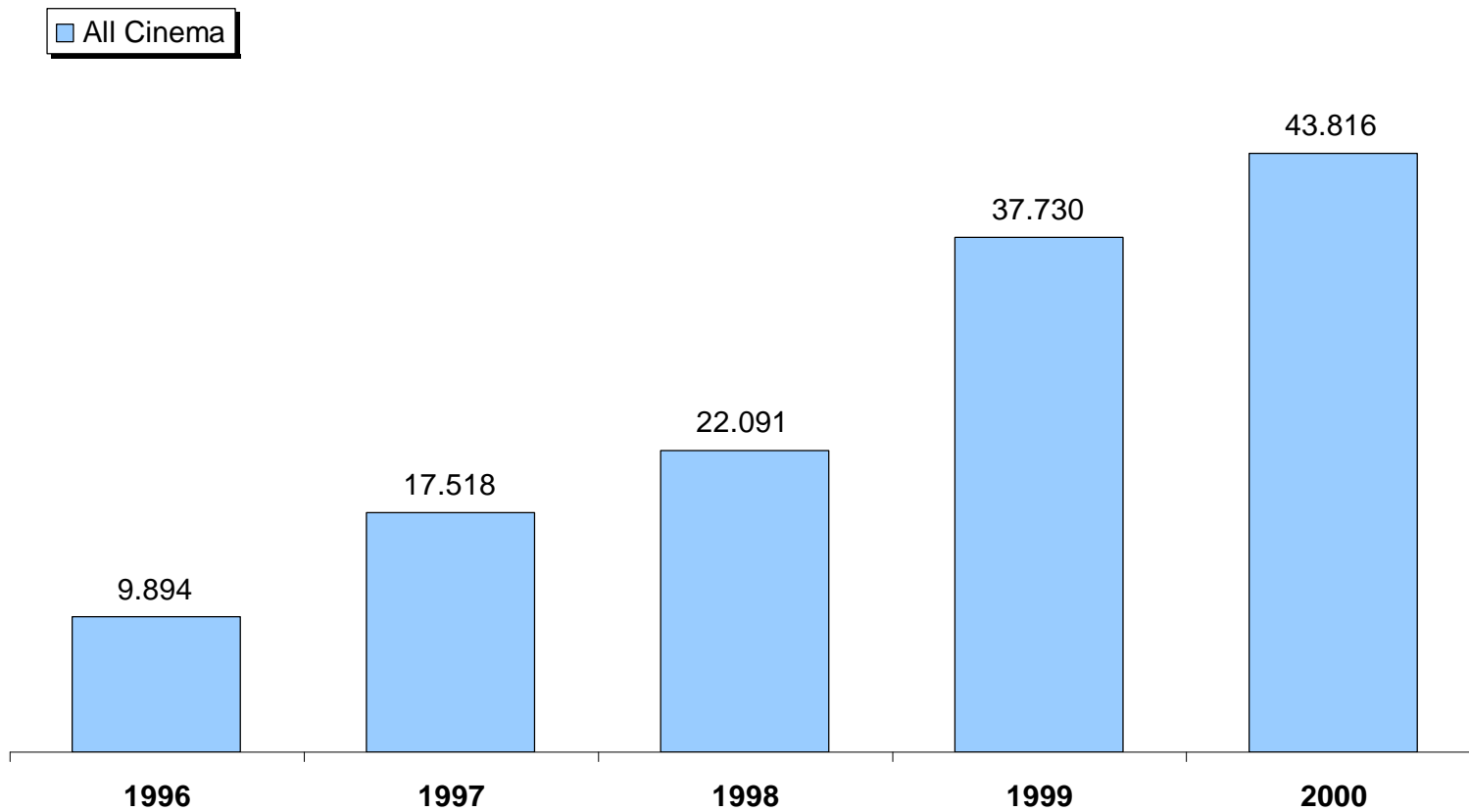
Sales houses	Owner	Status	Nb. Cinemas	Nb. Screens
DISTEL	Mediavision group	Part of an International Group	253	730
MOVIERECORD	Antena3 TV	Local Network / Group	510	1.633
RMB	Rmb International	Part of an International Group	108	652

Comments:

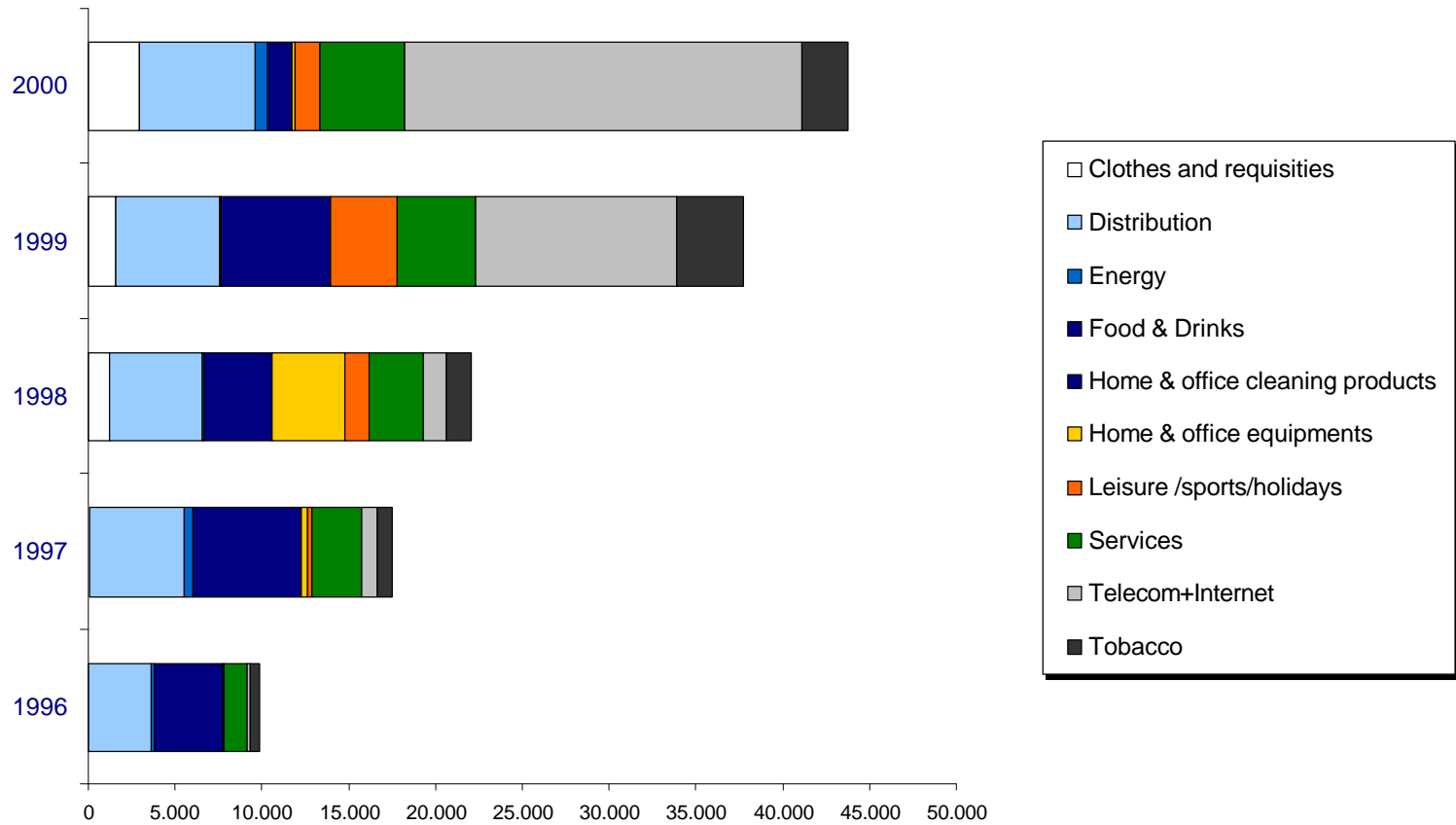
- These three sales houses correspond to 94% of the cinemas with advertising (there are 12% of cinemas without any advertising)
- All prices are official in cinema but gathering with difficulties
- Discounts are very high ($\pm 10\%$)

5.4. Media investments

Media Investments (in 000 euros)



Media Investments



Media Investments

in 000 euros

	1996	1997	1998	1999	2000
All Cinema	9.894	17.518	22.091	37.730	43.816
Animals	0	0	36	3	0
Car & transports					
Clothes and requisities	14	50	1.284	1.611	2.980
Distribution	3.677	5.492	5.284	5.943	6.598
Energy	144	472	112	94	763
Food & Drinks	3.871	6.296	3.871	6.296	1.377
Health & Beauty					
Home & office cleaning products					2
Home & office equipments	1	356	4.246	67	181
Leisure /sports/holidays	83	242	1.377	3.754	1.446
Other					
Services	1.368	2.871	3.115	4.555	4.922
Telecom+Internet	208	876	1.328	11.590	22.867
Tobacco	528	865	1.439	3.817	2.680

Media Investments

	1996	1997	1998	1999	2000
All Cinema	9.894	17.518	22.091	37.730	43.816
Animals	0%	0%	0%	0%	0%
Car & transports	0%	0%	0%	0%	0%
Clothes and requisities	0%	0%	6%	4%	7%
Distribution	37%	31%	24%	16%	15%
Energy	1%	3%	1%	0%	2%
Food & Drinks	39%	36%	18%	17%	3%
Health & Beauty	0%	0%	0%	0%	0%
Home & office cleaning products	0%	0%	0%	0%	0%
Home & office equipments	0%	2%	19%	0%	0%
Leisure /sports/holidays	1%	1%	6%	10%	3%
Other	0%	0%	0%	0%	0%
Services	14%	16%	14%	12%	11%
Telecom+Internet	2%	5%	6%	31%	52%
Tobacco	5%	5%	7%	10%	6%