

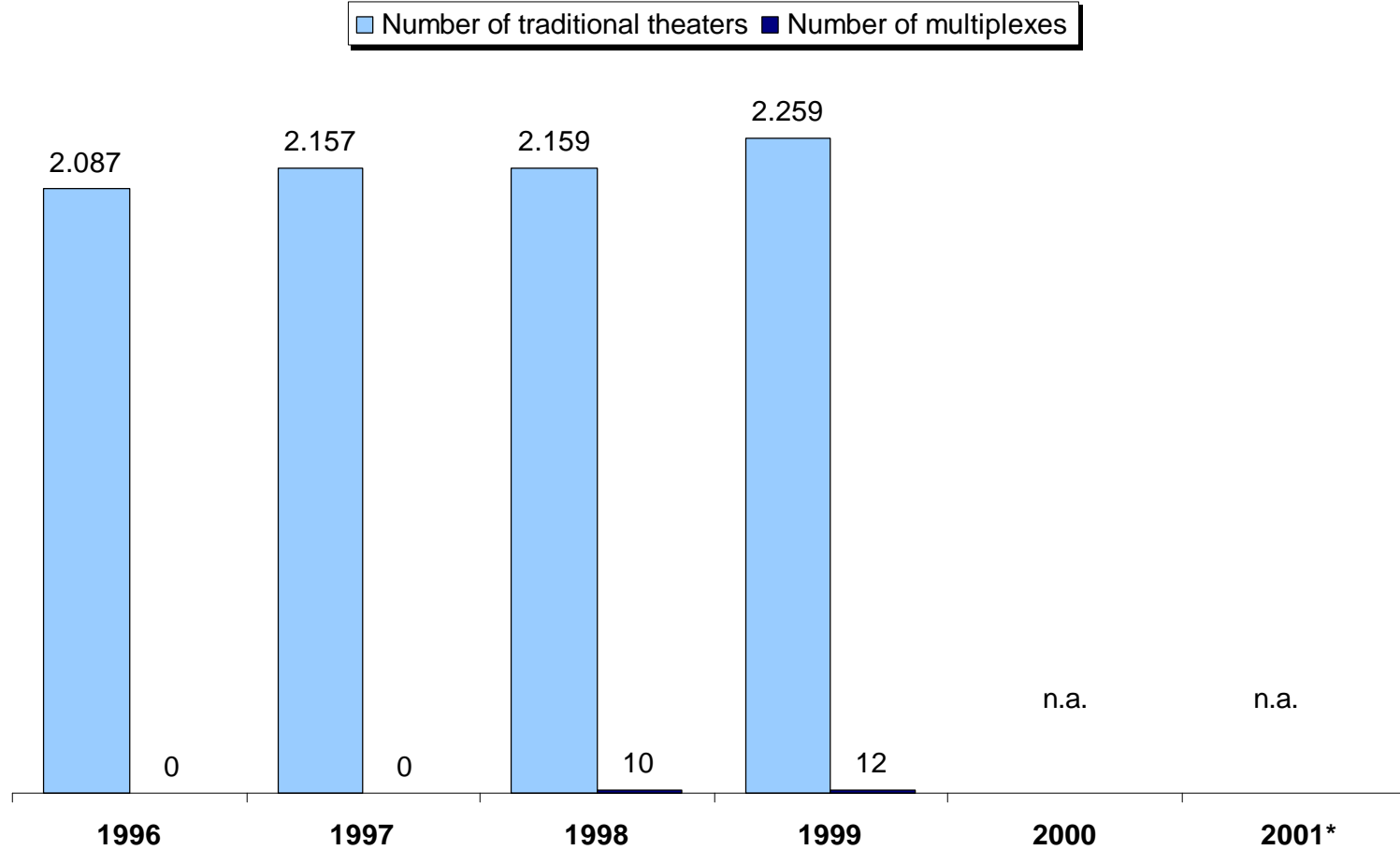
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# Cinema : Italy

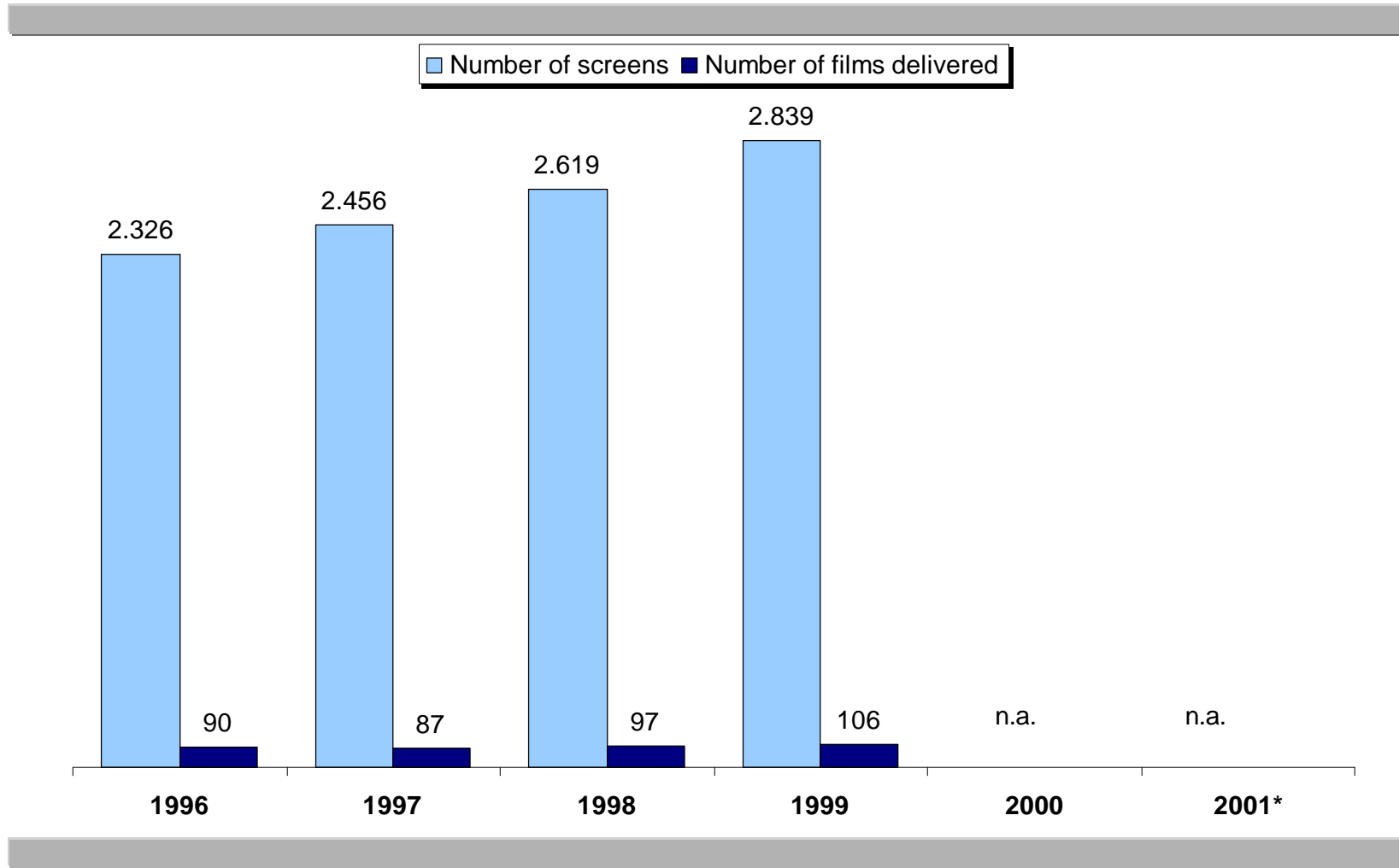
## 5.1. General indicators

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# About Cinema Structure



# About Cinema Structure



# About Cinema Structure

Advertising Category : definitions in your country	Does this advertising category exist 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,...)
<b>Commercial Spots</b>	Yes	Yes	They are traditional advertising spot inserted before the beginning of the film and from 3 to 15 minutes lenght.	Buying mode. During them lights are often turned on.
<b>Billboard Spots</b>	No	No	Not used in Italian cinema context.	Not used in Italian cinema context.
<b>Sponsoring Spots</b>	No	No	Not used in Italian cinema context.	Not used in Italian cinema context.
<b>Self Promotion Spots</b>	Yes	Yes	A spot is included into this category when the advertiser is the salehouse itself or a part of a Group that includes also the salehouse.	No costs. Generally few visual movements apart from logo and music. Lights are often turned on.
<b>Live Promotion/Demo in the Theater</b>	Yes	Yes	It concerns special activities as: ticket sponsoring, client logos on the back of seats, sampling distribution in or out the cinema by ladies, and panels or equipments exposition.	Use of gadgets and Below the Line connotation.
<b>Inserts or Product Placement Spots</b>	No	No	Not used in Italian cinema context.	Not used in Italian cinema context.
<b>Other (precise) TRAILER AND STARTING FILM SPOTS</b>	Yes	Yes	They are classical spot shown just before trailers.	Buying mode. They are more expensive than normal spot. Their breaks lenght is lower than normal breaks. Lights are often turned on.

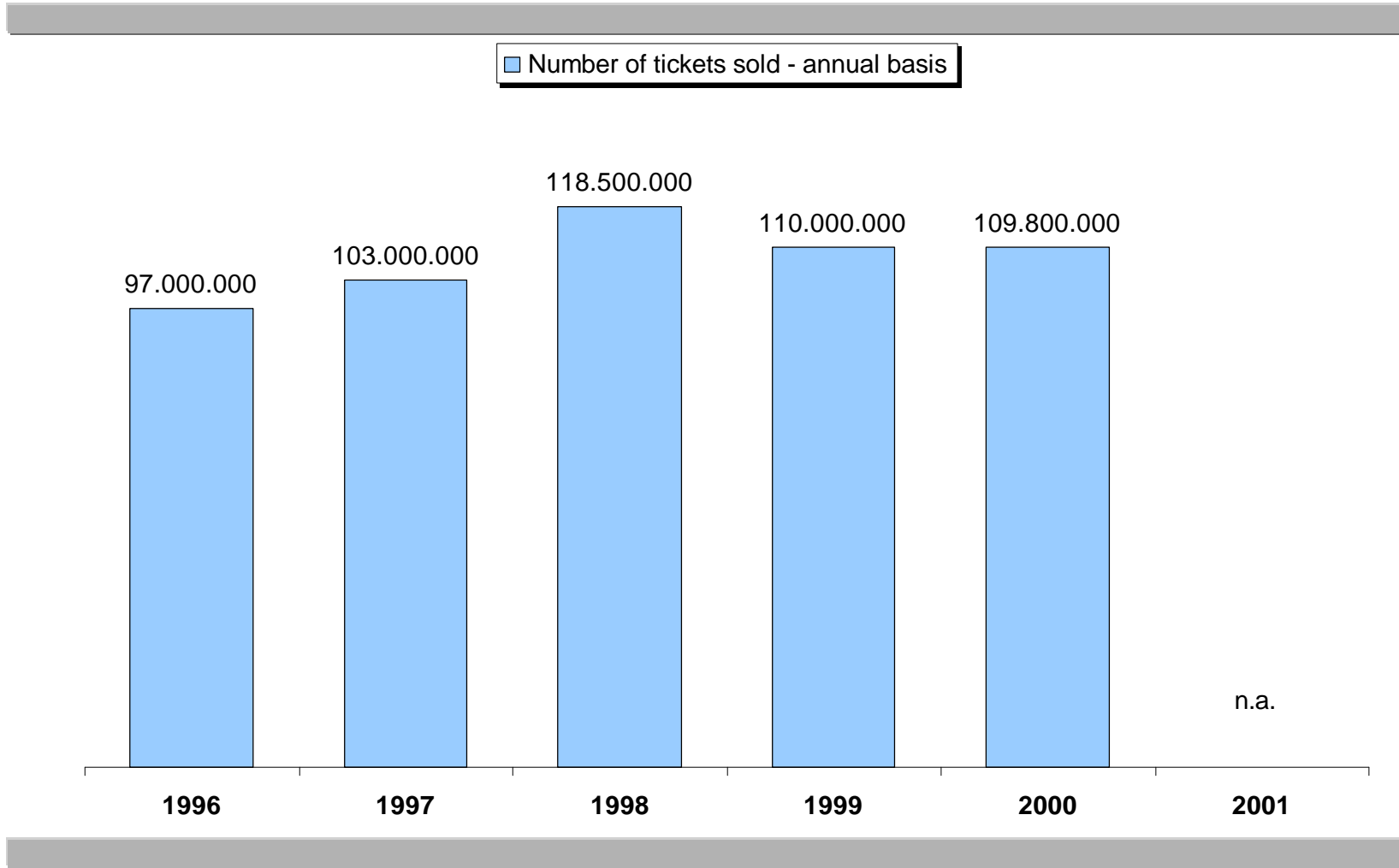
# About Cinema Structure

Advertising Category : definitions in your country	Are they measured...		Comments
	... for audience ?	... for investment ?	
Commercial Spots	No	Yes	No else in particular.
Billboard Spots	No	No	Not used in Italian cinema context.
Sponsoring Spots	No	No	Not used in Italian cinema context.
Self Promotion Spots	No	No	No else in particular.
Live Promotion/Demo in the Theater	No	No	No else in particular.
Inserts or Product Placement Spots	No	No	Not used in Italian cinema context.
Other (precise) TRAILER AND STARTING FILM SPOTS	No	Yes	Two salehouses on three use this category

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## 5.2. Audiences

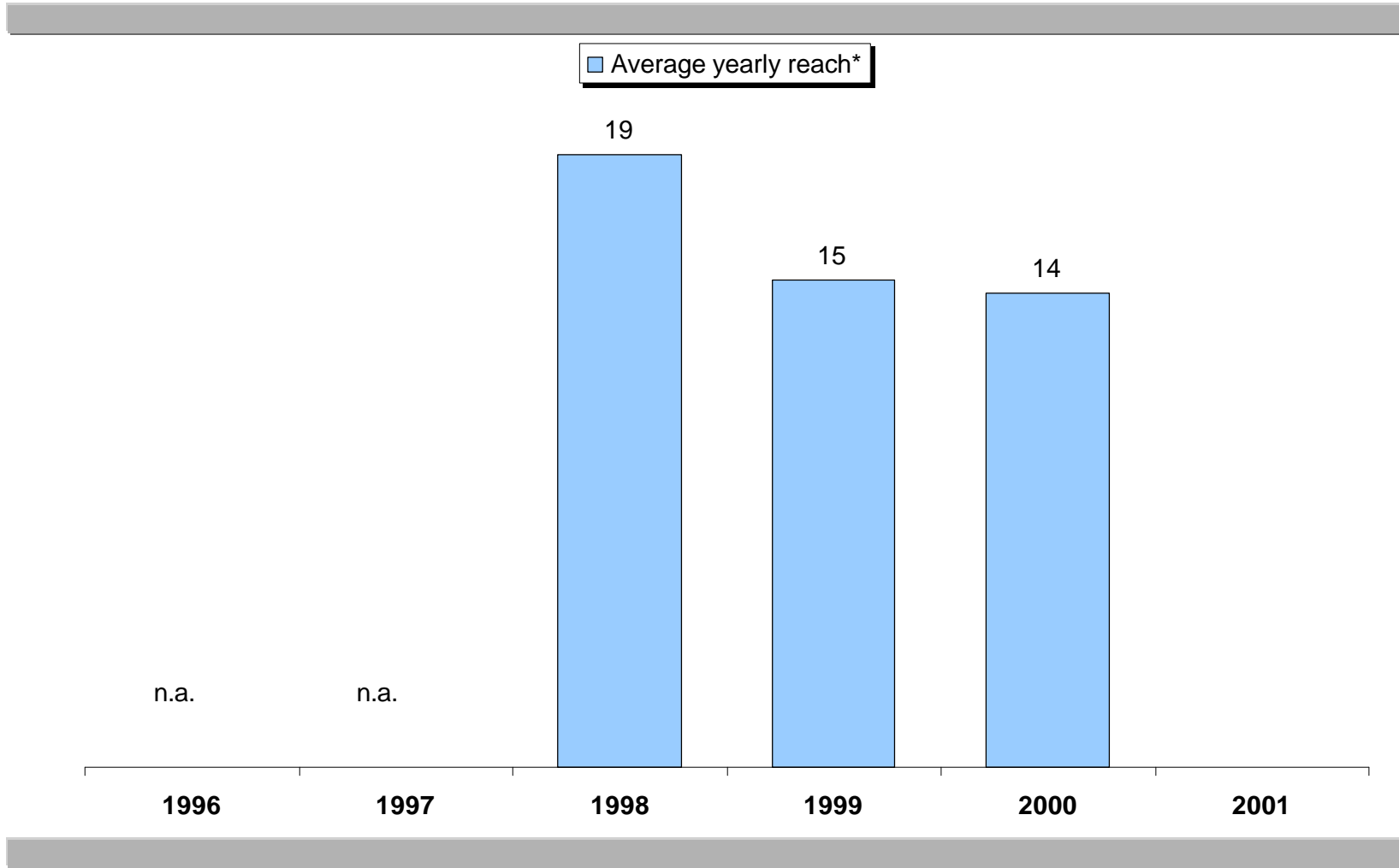
# About Audiences



Italy

\*Based on average week, target 15+

# About Audiences



Italy

\*Based on average week, target 15+



## 5.3. Commercial Offer in 2001\*

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Sales houses	Owner	Status
SIPRA	IRI	Local Network / Group
OPUS	n.a.	Local Network / Group
RMB	n.a.	Part of an International Group

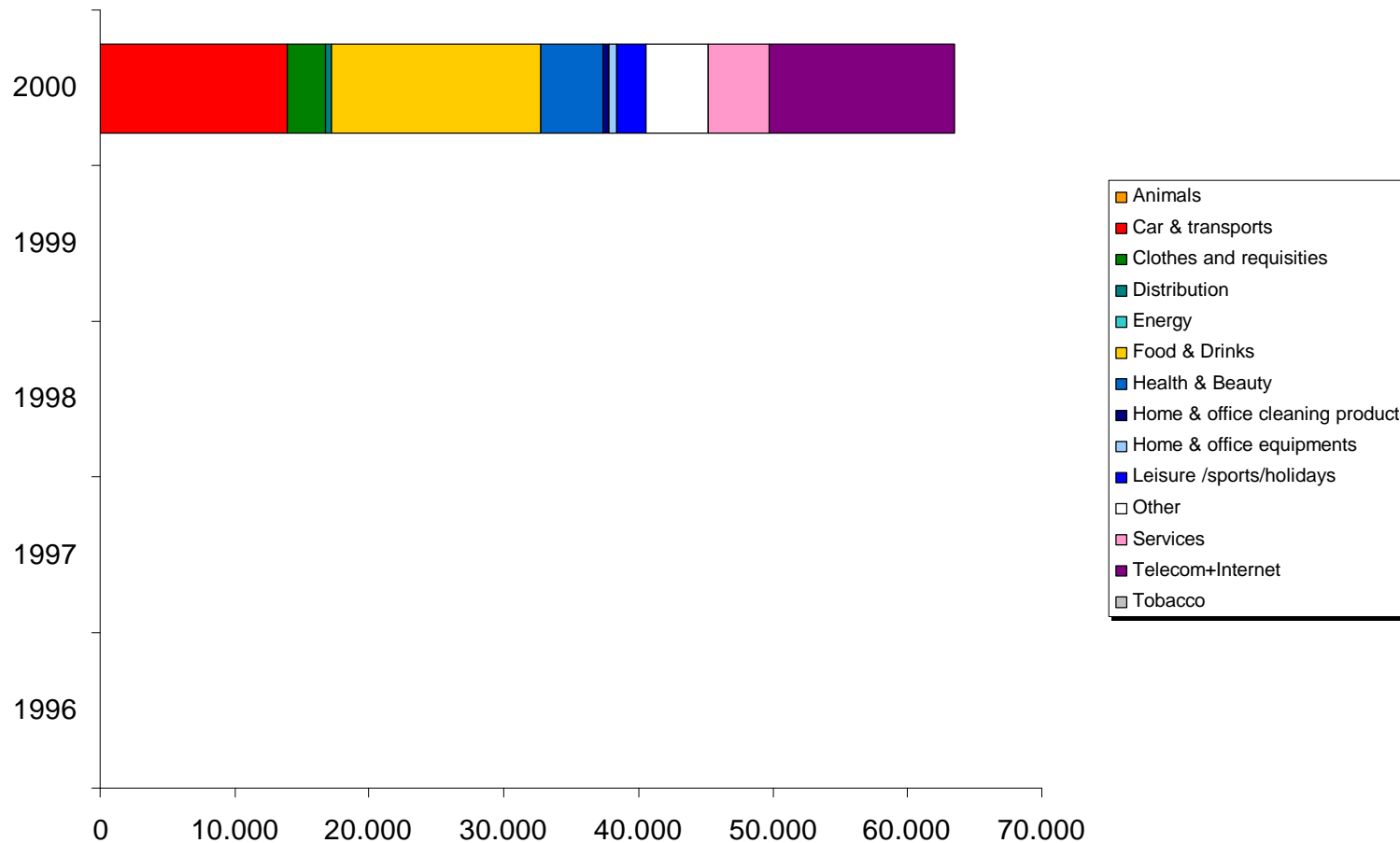
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## 5.4. Media investments

# Media Investments

By Advertising Type	1996	1997	1998	1999	2000
All Advertising	n.a.	n.a.	n.a.	n.a.	63.542
Commercial Spots	n.a.	n.a.	n.a.	n.a.	63.542
Billboard Spots	n.a.	n.a.	n.a.	n.a.	Unexisting
Sponsoring Spots	n.a.	n.a.	n.a.	n.a.	Unexisting
Self Promotion Spots	n.a.	n.a.	n.a.	n.a.	Not measured
Live Promotion/Demo in the Theater	n.a.	n.a.	n.a.	n.a.	Not measured
Inserts or Product Placement Spots	n.a.	n.a.	n.a.	n.a.	Unexisting
Other (precise) TRAILER AND STARTING FILM SPOTS	n.a.	n.a.	n.a.	n.a.	Measured on commercial spot

# Media Investments



# Media Investments

## Cinema investments per sector

	1996	1997	1998	1999	2000
<b>Animals</b>	n.a.	n.a.	n.a.	n.a.	0
<b>Car &amp; transports</b>	n.a.	n.a.	n.a.	n.a.	13.881
<b>Clothes and requisities</b>	n.a.	n.a.	n.a.	n.a.	2.841
<b>Distribution</b>	n.a.	n.a.	n.a.	n.a.	448
<b>Energy</b>	n.a.	n.a.	n.a.	n.a.	43
<b>Food &amp; Drinks</b>	n.a.	n.a.	n.a.	n.a.	15.504
<b>Health &amp; Beauty</b>	n.a.	n.a.	n.a.	n.a.	4.679
<b>Home &amp; office cleaning products</b>	n.a.	n.a.	n.a.	n.a.	385
<b>Home &amp; office equipments</b>	n.a.	n.a.	n.a.	n.a.	622
<b>Leisure /sports/holidays</b>	n.a.	n.a.	n.a.	n.a.	2.206
<b>Other</b>	n.a.	n.a.	n.a.	n.a.	4.551
<b>Services</b>	n.a.	n.a.	n.a.	n.a.	4.504
<b>Telecom+Internet</b>	n.a.	n.a.	n.a.	n.a.	13.878
<b>Tobacco</b>	n.a.	n.a.	n.a.	n.a.	0

# Media Investments

## Cinema investments per sector

	1996	1997	1998	1999	2000
Animals	n.a.	n.a.	n.a.	n.a.	0%
Car & transports	n.a.	n.a.	n.a.	n.a.	22%
Clothes and requisities	n.a.	n.a.	n.a.	n.a.	4%
Distribution	n.a.	n.a.	n.a.	n.a.	1%
Energy	n.a.	n.a.	n.a.	n.a.	0%
Food & Drinks	n.a.	n.a.	n.a.	n.a.	24%
Health & Beauty	n.a.	n.a.	n.a.	n.a.	7%
Home & office cleaning products	n.a.	n.a.	n.a.	n.a.	1%
Home & office equipments	n.a.	n.a.	n.a.	n.a.	1%
Leisure /sports/holidays	n.a.	n.a.	n.a.	n.a.	3%
Other	n.a.	n.a.	n.a.	n.a.	7%
Services	n.a.	n.a.	n.a.	n.a.	7%
Telecom+Internet	n.a.	n.a.	n.a.	n.a.	22%
Tobacco	n.a.	n.a.	n.a.	n.a.	0%