
Cinema : The Netherlands

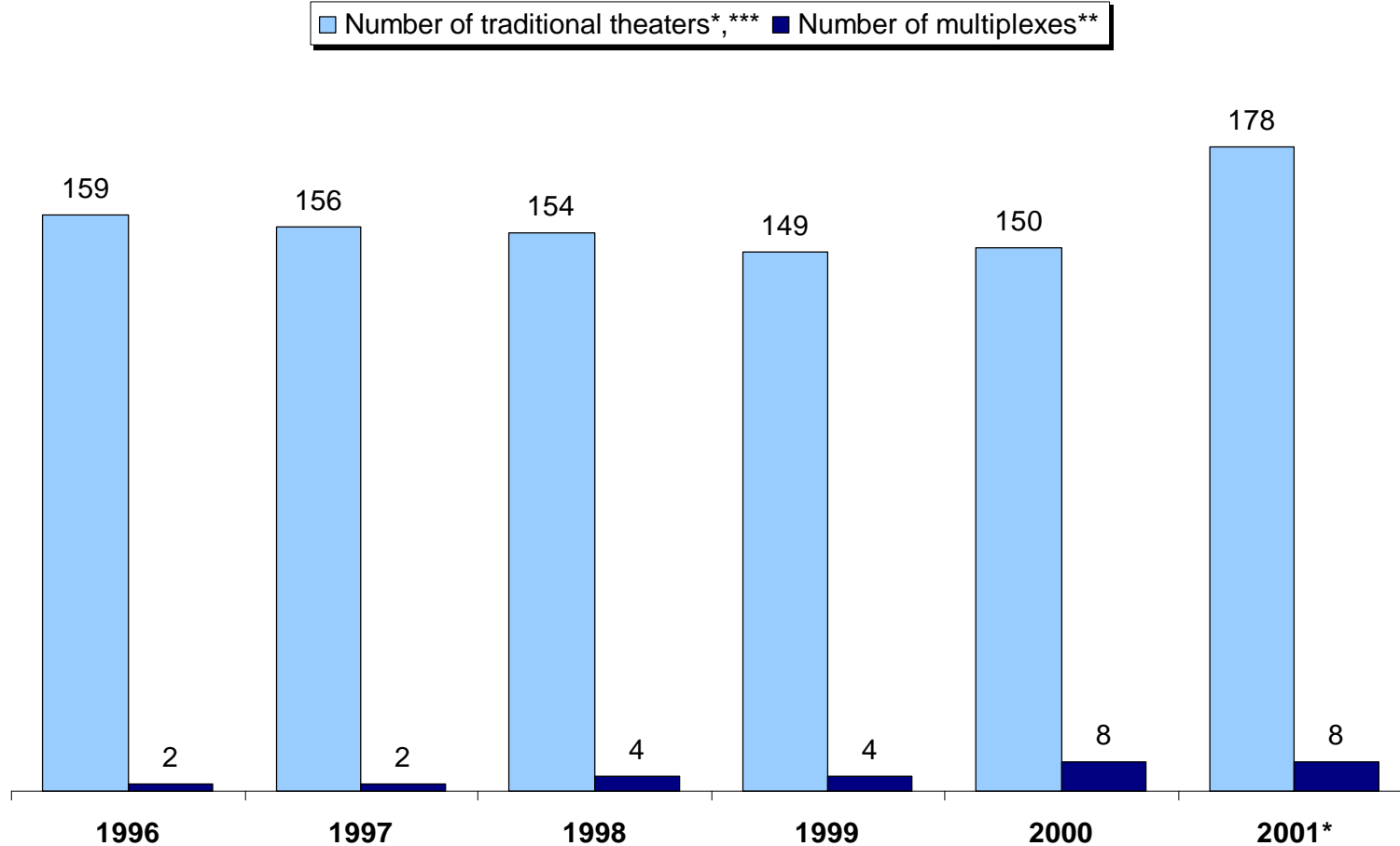
5.1. General indicators

About Cinema Structure

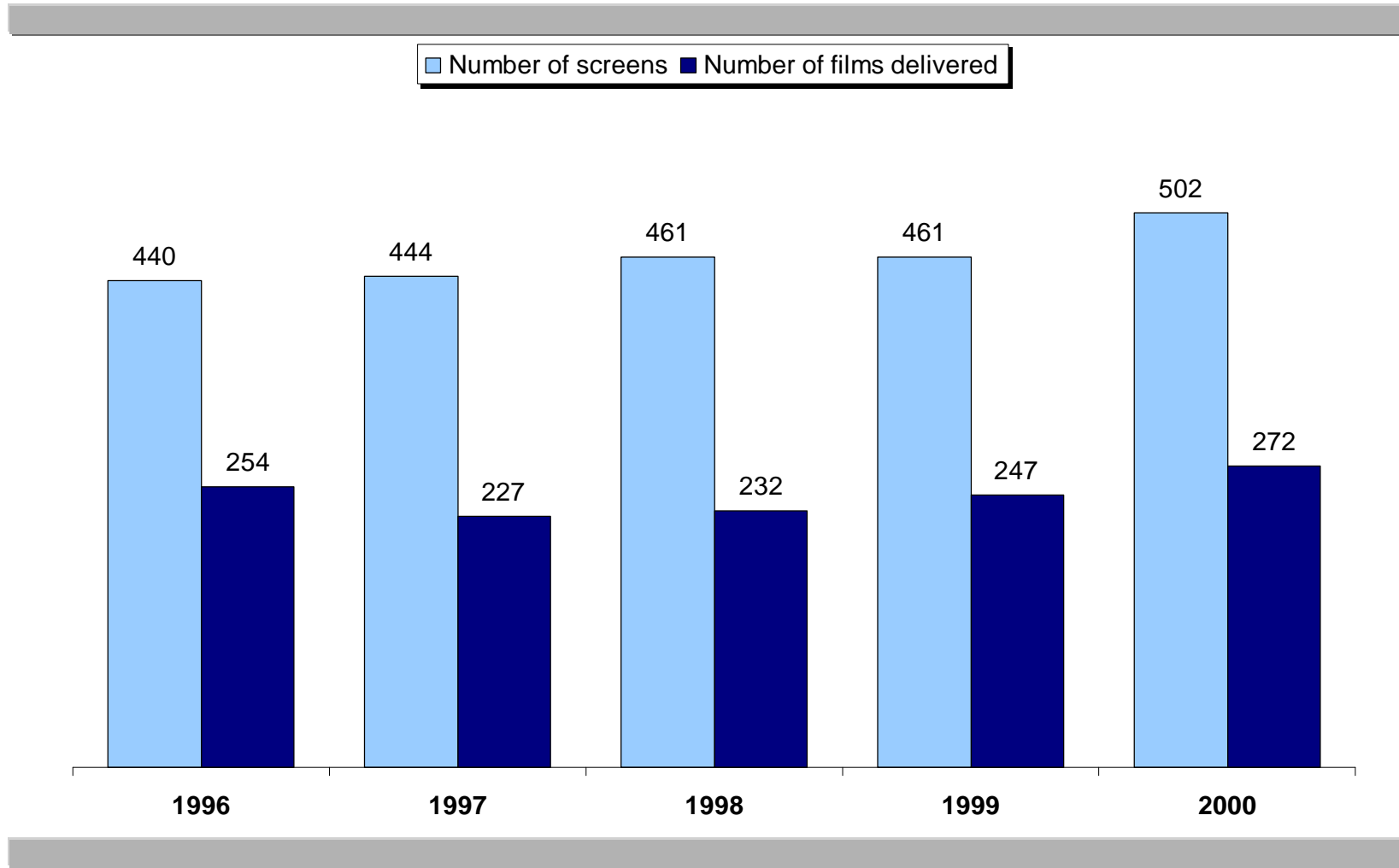
* Members of Nvb

** Defined as: cinema's having 8 to 16 film halls

*** Including "multiplexes"



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,...)
Commercial Spots	Yes	Yes	Normal spot advertising a product or service	Content
Billboard Spots	Yes	Yes	Slide (i.e. non moving object) adv. product or service*	Immobility of object
Sponsoring Spots	Yes	Yes	Moving Billboard spot	Mobility of the object
Self Promotion Spots	Yes	Yes	Spot advertising theater/upcoming movie	Content/trailer
Live Promotion/ Demo in the Theater	Yes	Yes	Sampling a product (i.e. bodylotion) inside a theater	Actual Precense of demonstrator, products
Inserts or Product Placement Spots	Yes	Yes	Spot advertising one or more product of other company	Content
Other: Freecards	Yes	Yes	Rack or holder containing free picture postcards with advertisements on the front	Format

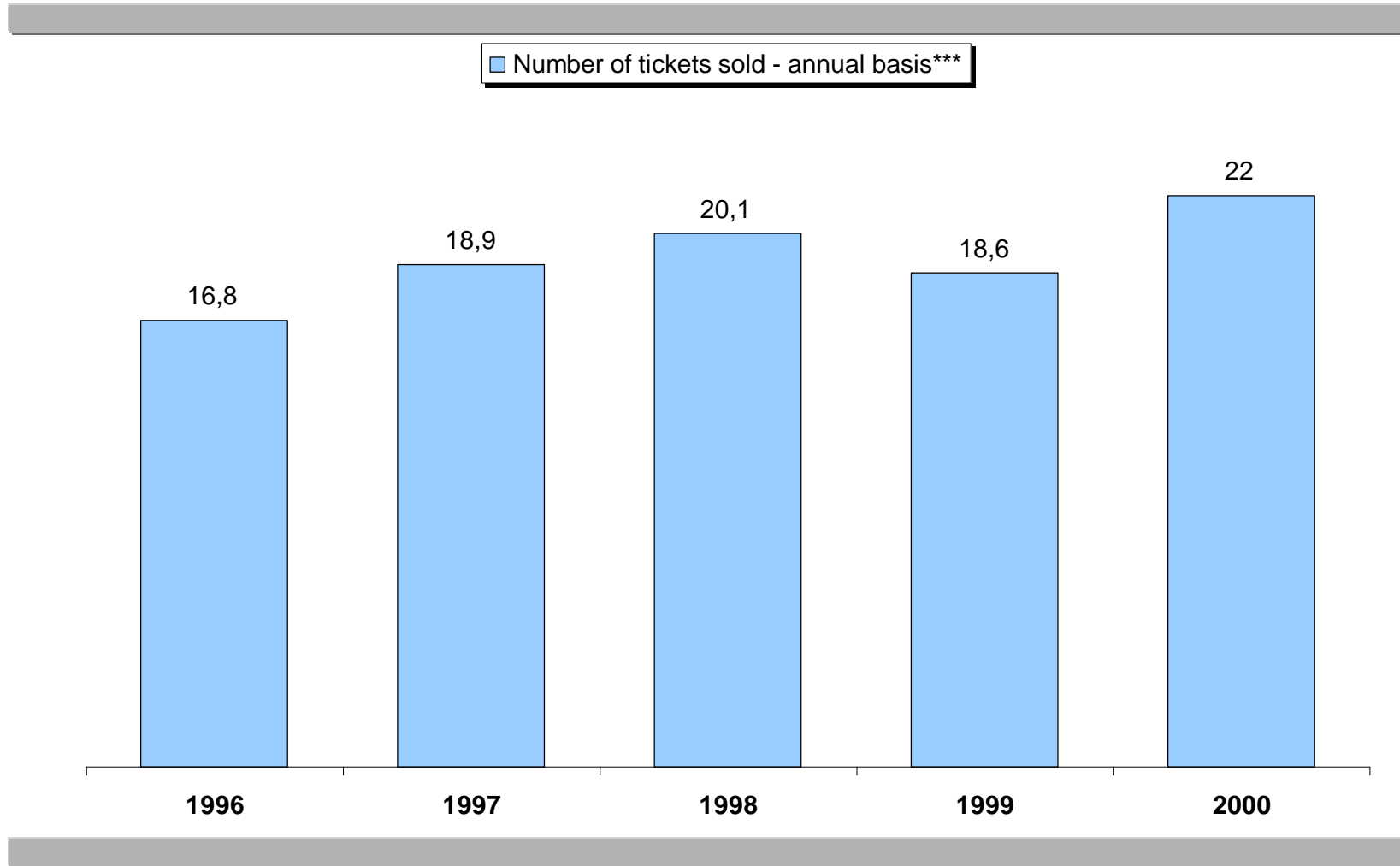
**mainly used to announce the break*

About Cinema Structure

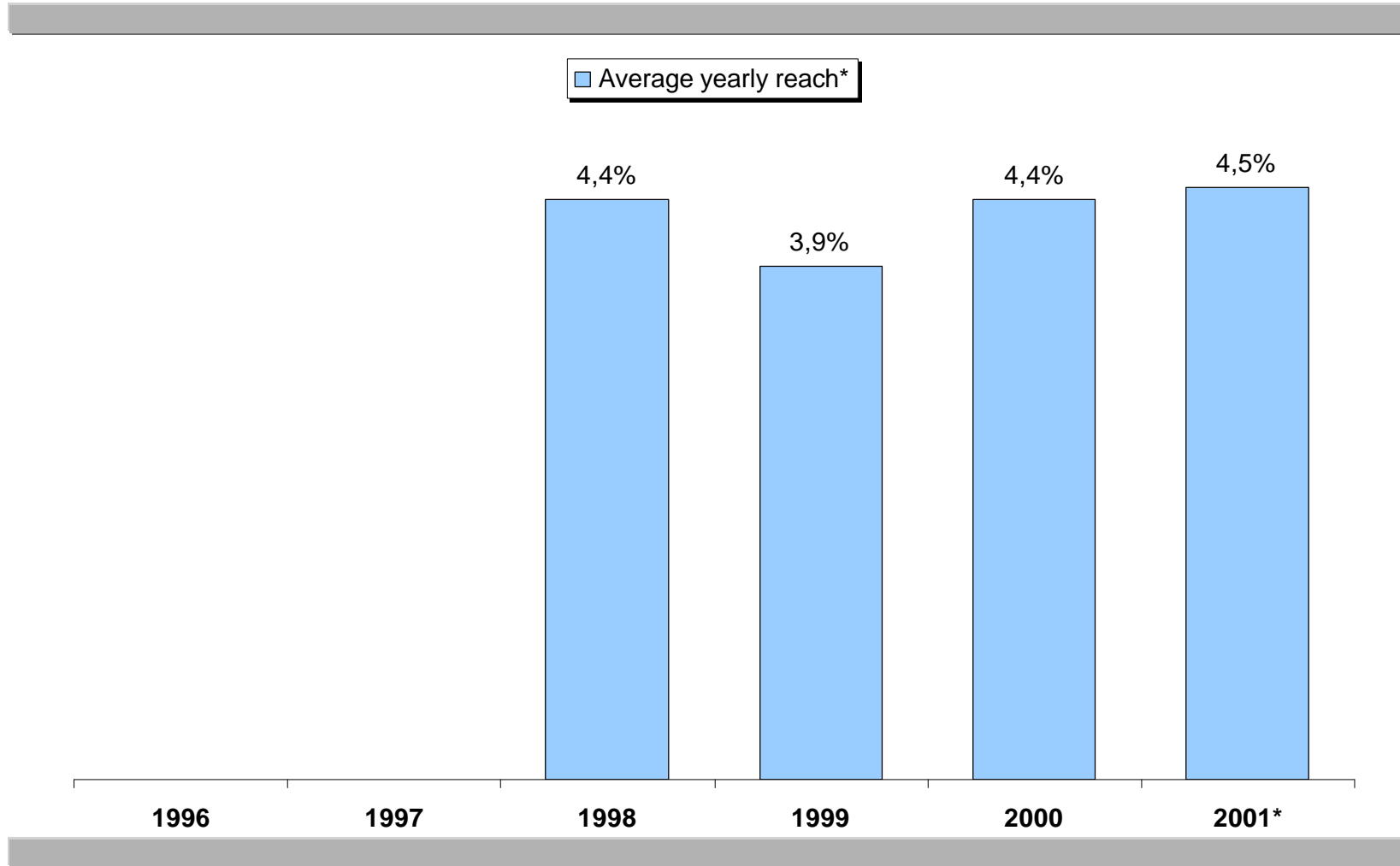
Advertising Category : definitions in your country	Are they measured...	
	... for audience ?	... for investment ?
Commercial Spots	Yes	Yes
Billboard Spots	No	No
Sponsoring Spots	No	No
Self Promotion Spots	No	No
Live Promotion/ Demo in the Theater	No	No
Inserts or Product Placement Spots	No	No
Other: Freecards	No	No

5.2. Audiences

About Audiences



About Audiences



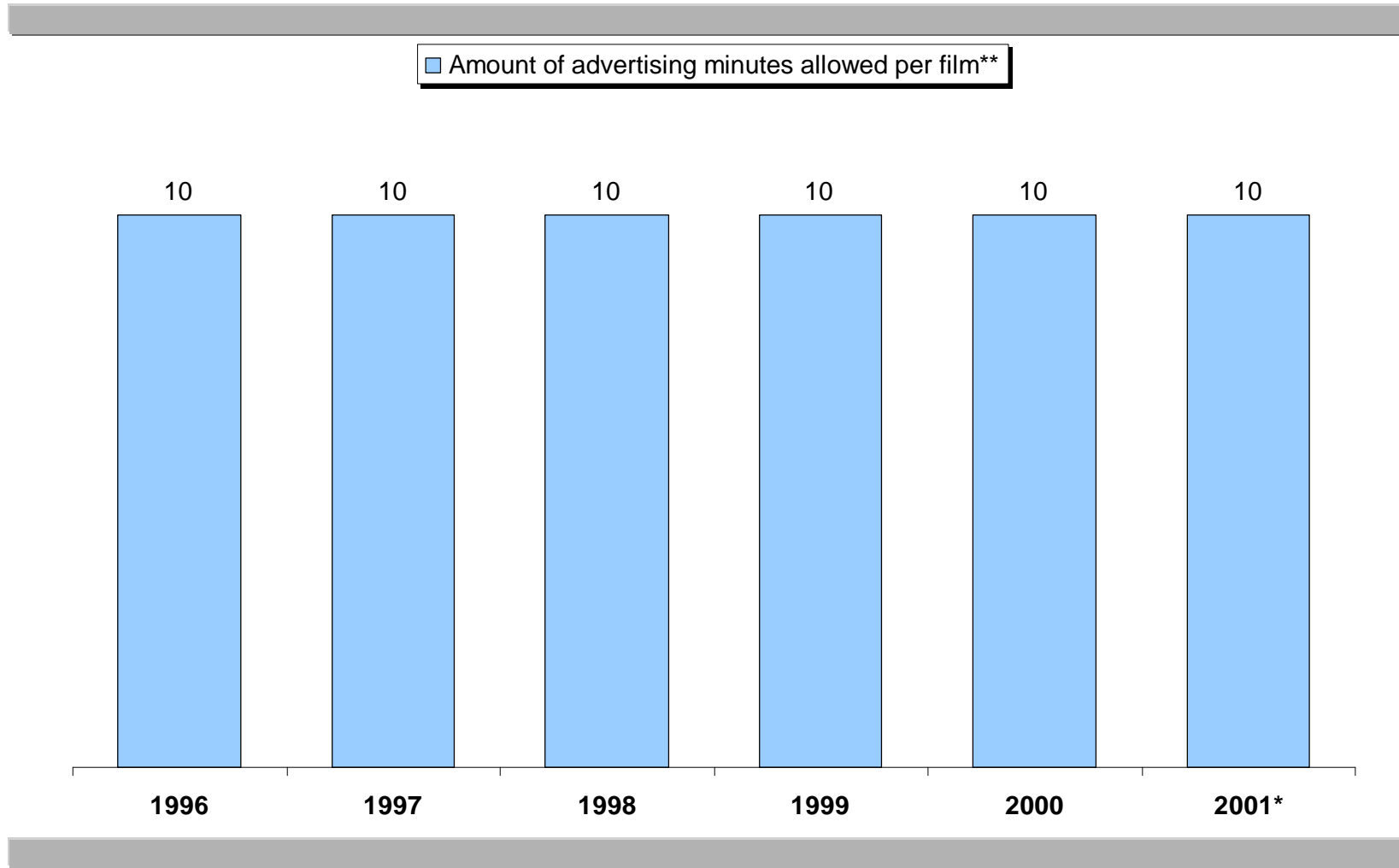
The Netherlands

Source : Summo-DGO 1996-2000

**Carat Estimate, WHOLE 2001

*Based on average week, target 15+note: First 6 months 2001

About Audiences



The Netherlands

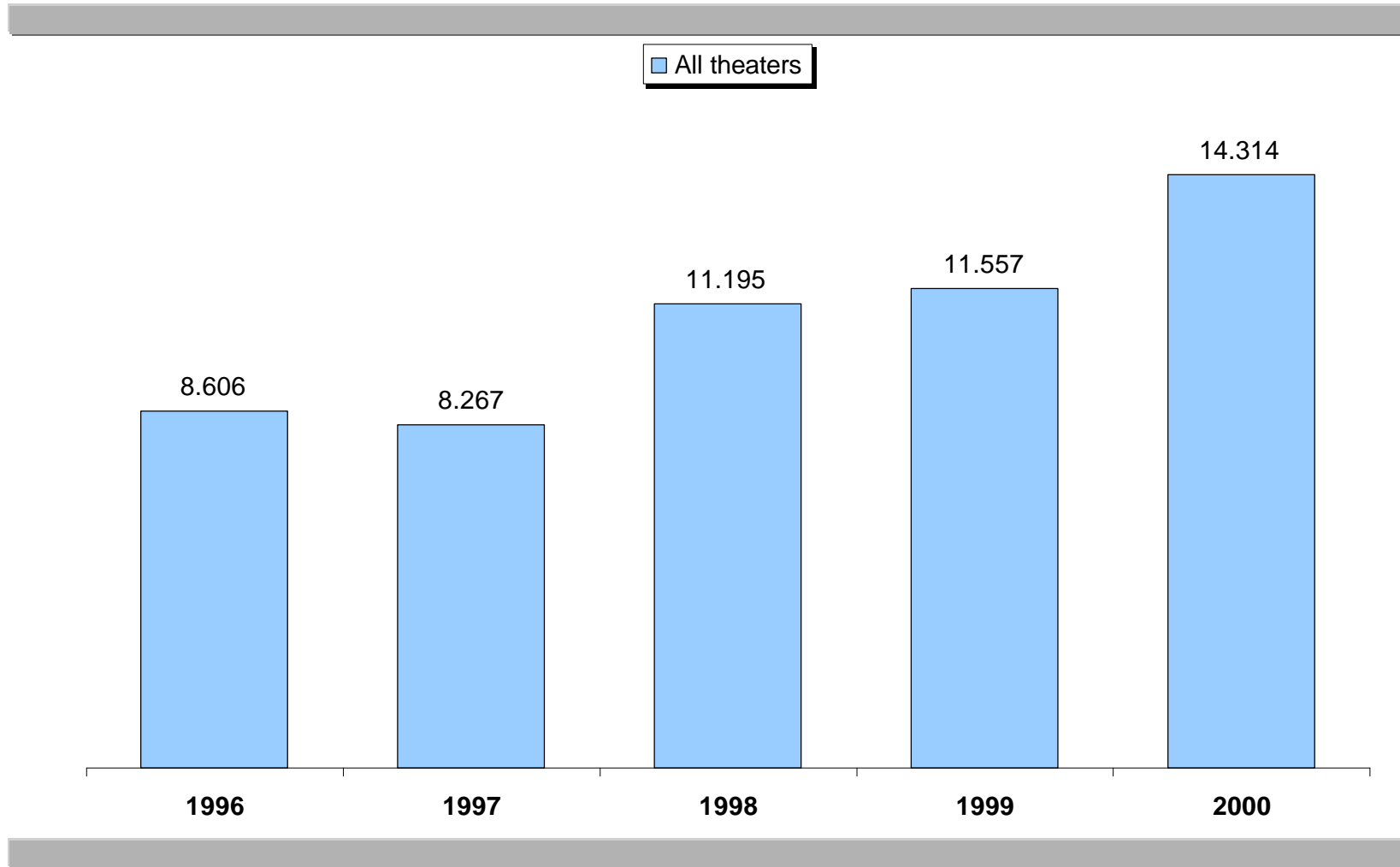
Source: Sales Houses
* First 6 months 2001
** No legal limit, but practical maximum used by sales houses.

5.3. Commercial Offer in 2001*

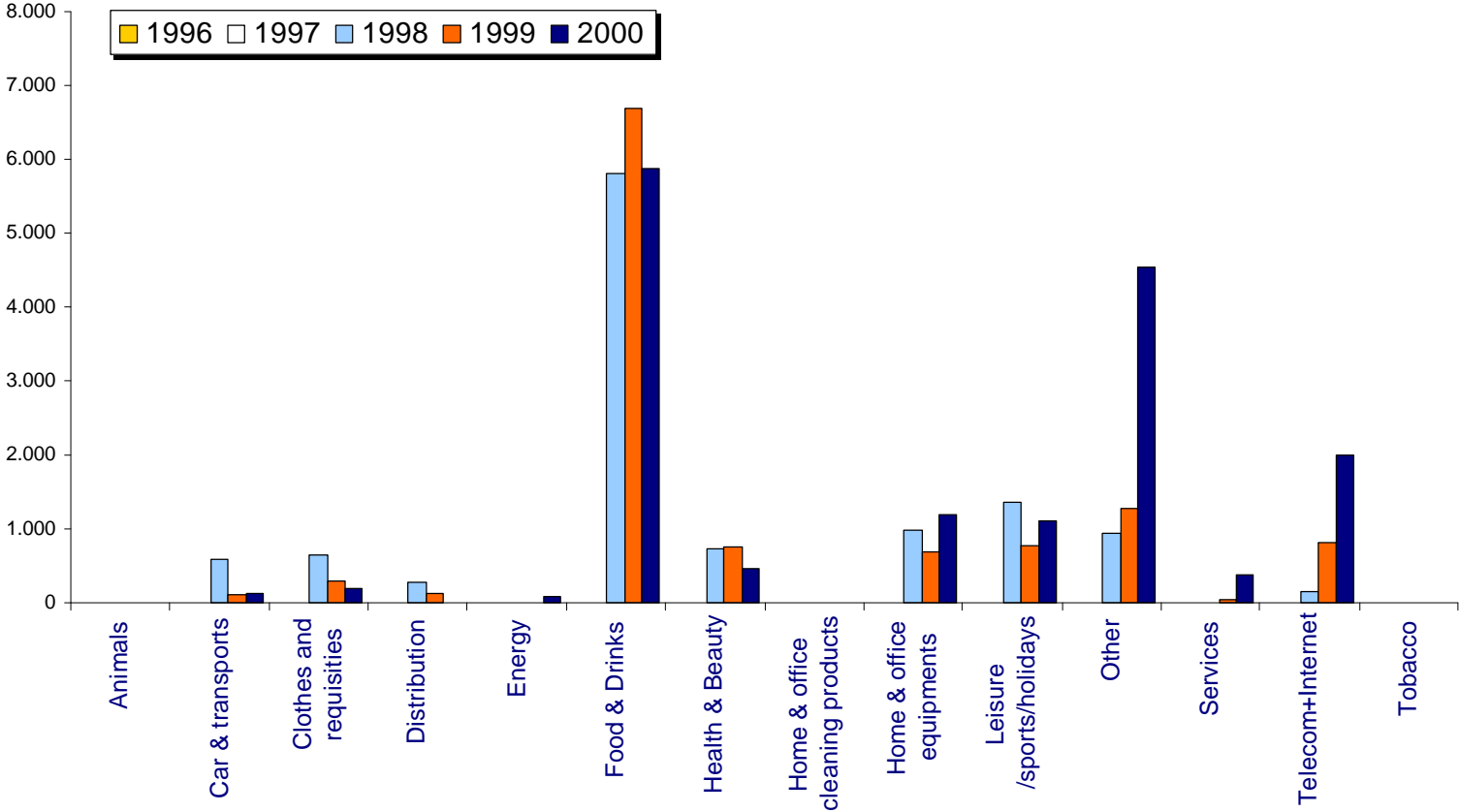
Sales houses	Owner	Status
RMB	RMB international (holding)	Part of an International Group
Jean Mineur Mediavision**	Jean Mineur Mediavision France	Part of an International Group

5.4. Media investments

Media Investments



Media Investments by Sector



Media Investments by Sector

Cinema investments per sector

	1996	1997	1998	1999	2000
Animals	NA	NA	0	0	0
Car & transports	NA	NA	579	96	131
Clothes and requisities	NA	NA	638	292	195
Distribution	NA	NA	271	127	0
Energy	NA	NA	0	0	74
Food & Drinks	NA	NA	5.808	6.691	5.877
Health & Beauty	NA	NA	731	749	465
Home & office cleaning products	NA	NA	0	0	0
Home & office equipments	NA	NA	989	682	1.179
Leisure /sports/holidays	NA	NA	1.359	770	1.096
Other	NA	NA	930	1.268	4.539
Services	NA	NA	0	46	384
Telecom+Internet	NA	NA	144	817	1.996
Tobacco*	Not allowed	Not allowed	Not allowed	Not allowed	Not allowed

*Dutch advisory board for advertising (regulatory executive body)

Share of Media Investments

Cinema investments per sector

	1996	1997	1998	1999	2000
Animals	NA	NA	0%	0%	0%
Car & transports	NA	NA	5%	1%	1%
Clothes and requisities	NA	NA	6%	3%	1%
Distribution	NA	NA	2%	1%	0%
Energy	NA	NA	0%	0%	0%
Food & Drinks	NA	NA	51%	58%	37%
Health & Beauty	NA	NA	6%	6%	3%
Home & office cleaning products	NA	NA	0%	0%	0%
Home & office equipments	NA	NA	9%	6%	7%
Leisure /sports/holidays	NA	NA	12%	7%	7%
Other	NA	NA	8%	11%	28%
Services	NA	NA	0%	0%	2%
Telecom+Internet	NA	NA	1%	7%	13%
Tobacco*	Not allowed	Not allowed	Not allowed	Not allowed	Not allowed

*Dutch advisory board for advertising (regularatory executive body)

Comments about Cinema

- NOTE: Very very occasional the sound system is advertised in theaters overhere.
There are 2 situations:
 - 1) The cinema hall has installed a particular system (f.i. Bose) then they will ask for a discount from Bose and then they will air a slide or spot saying: this theatre proudly announces that it has Bose sound system. No information on how much this will cost, you might want to consider this a barter.
 - 2) The cinema hall will show a slide this cinema is equipped with sound system X for your convenience. Of-course this is an action by the cinema hall itself and has no cost or value definition.
- The spot on the film format (THX, Dolby...) is on free basis