



DIGITAL OUT-OF-HOME CINEMA LOBBY

Light Up Our Lobbies!

Larger than life and located in the highest-traffic areas, big, bold digital signage dominates our theatre lobbies. When our screens change colour, the entire lobby changes colour. They're hard to miss!

Guests Love Our Lobbies

On average, moviegoers spend enough time to see two full Lobby Show loops and up to six repetitions of the Digital Backlit loop!

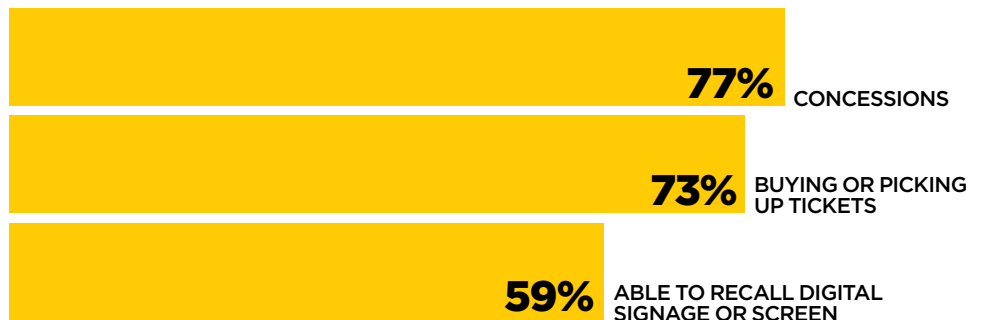
AVERAGE TIME SPENT IN LOBBY (MINUTES)

14 Before Movie | **4** After Movie

Cinema Ad Impact Online Study, English Canada, 2017

Almost 80% of moviegoers buy concessions and nearly 70% buy or pick up movie tickets in lobby.

ACTIVITIES IN CINEMA LOBBY





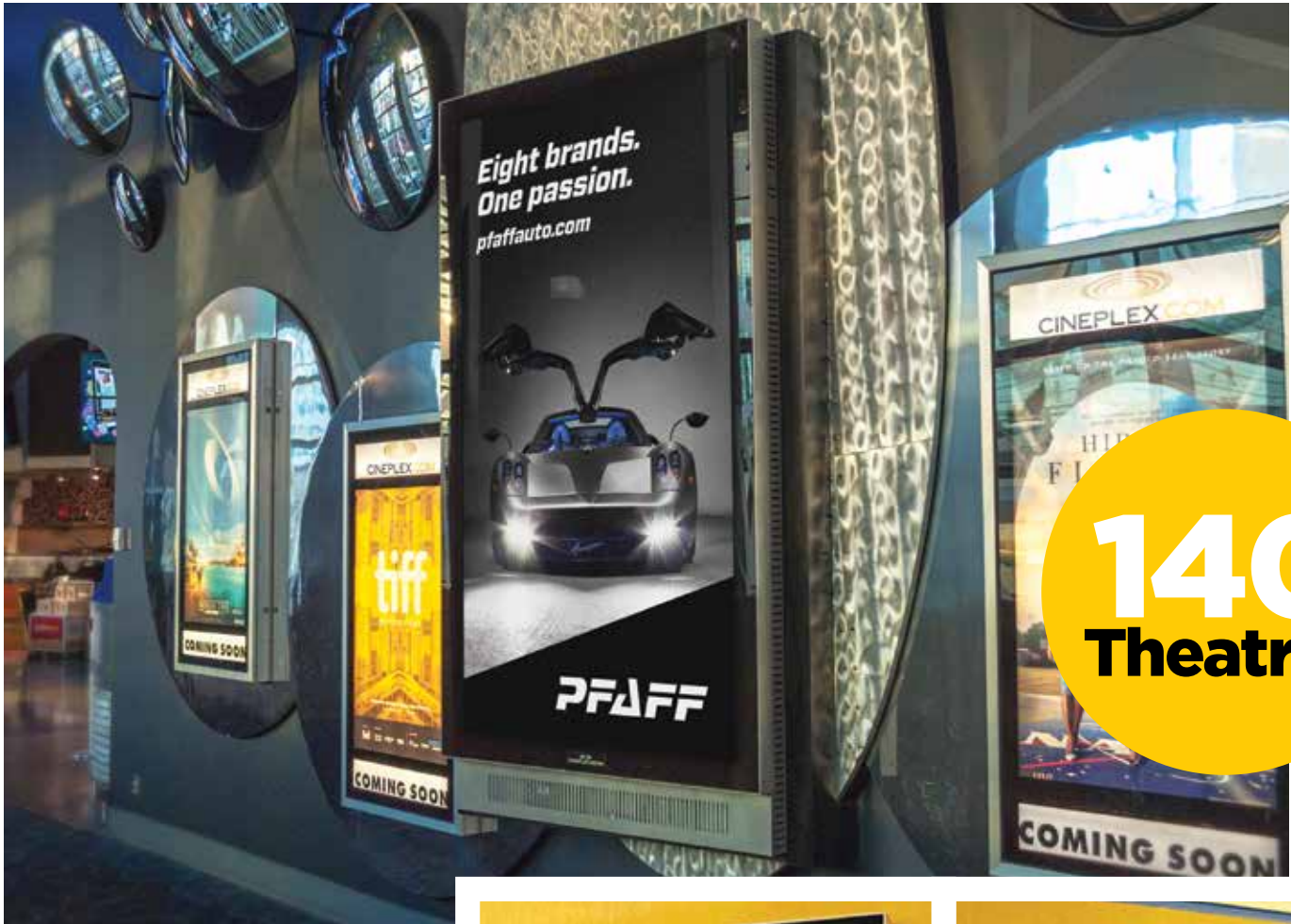
Interactive Media Zone



Digital Lobby Show



Digital Backlits



140
Theatres

Digital Backlits

Our 84" Digital Backlits are dynamic screens that display full-motion ads in bright, impactful HD quality. The three-minute loop keeps the content fresh and timely, ensuring as many eyes as possible see your ad, whether it runs from coast to coast or in a local execution.

Booked on a daily basis

Creative due date:
7 days prior to
campaign start date



Digital Lobby Screens

Our network of in-lobby digital signage surrounds guests with movie content and ads running in a 10-minute loop on screens placed at all angles throughout the lobby to ensure maximum visibility.

