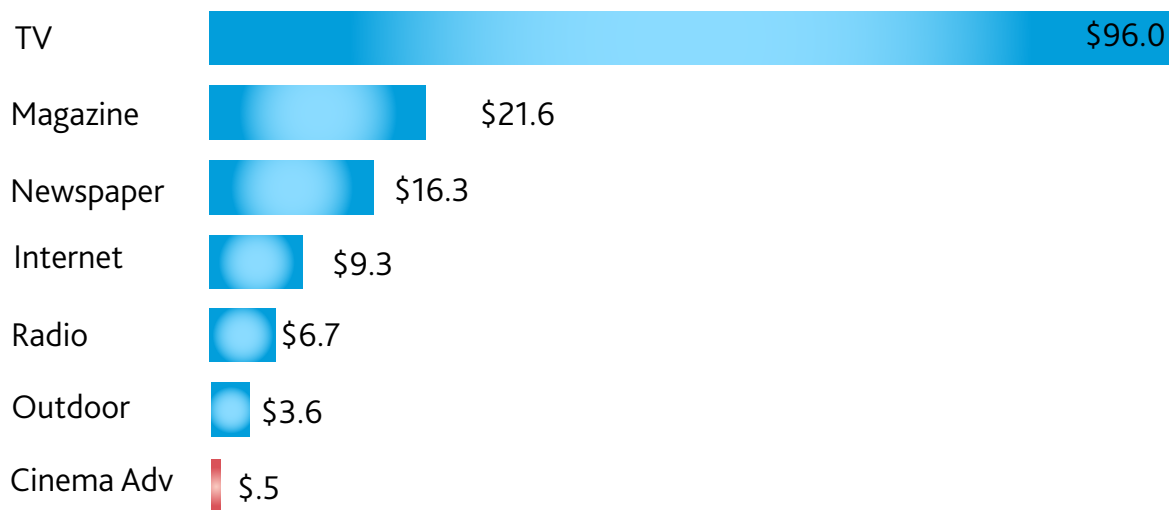


Member Intelligence

Cinema Advertising Spend

Despite rapid growth in the industry in the past several years, spending on cinema advertising remains small compared to established media vehicles. This chart, using Nielsen data, shows that cinema advertising was only a fraction of total TV spend in 2007.

U.S. Advertising Spend by Media Vehicle -
2007 (in Billions)



Key Insight:

Despite recent growth, media buyers have not committed significant dollars to the medium compared to traditional media vehicles.