

RIGHT **HERE.** RIGHT **NOW.**

DIRECTV CINEMA

DIRECTV Cinema DIRECTV subscribers are heavy movie consumers and advertisers can now reach them in the most natural and uncluttered environment through DIRECTV Cinema, DIRECTV's quality pay-per-view film service that features 400 of the newest movie releases.

CINEMA SPONSORSHIP

Cinema Sponsorship The DIRECTV Cinema Sponsorship is a unique opportunity to exclusively air content up to 2:30 minutes. One exclusive :30 commercial or full trailer up to 2:30 minutes will be placed at the start time of every available DIRECTV Cinema pay-per-view film. Mimicking a theater experience, viewers will see the advertiser's spot first, followed by the :10 DIRECTV Cinema opening, then directly into the start of the film.

The sponsorship also lends advertisers the chance to utilize the DIRECTV Cinema on demand and DVR platforms. Advertiser's poster will be prominently placed on the home channels of DIRECTV Cinema on demand (channel 1000) and DIRECTV DVR's Showroom (channel 1999). Once selected, the poster enables immediate playback of the 2:30 trailer.

Reach millions of movie and entertainment enthusiasts each week through this unique sponsorship!

DIRECTV Cinema Sponsorships are sold on a 1 week basis and require a media schedule.

