

CANAL  **LYMPIA**

THE PLACE FOR ALL EVENTS!

CANAL+ADVERTISING

AN AMBITIOUS PAN-AFRICAN EXPANSION 12 COUNTRIES AND 18 MOVIE THEATERS



19 cinema sessions per week,
including 4 dedicated to children's films

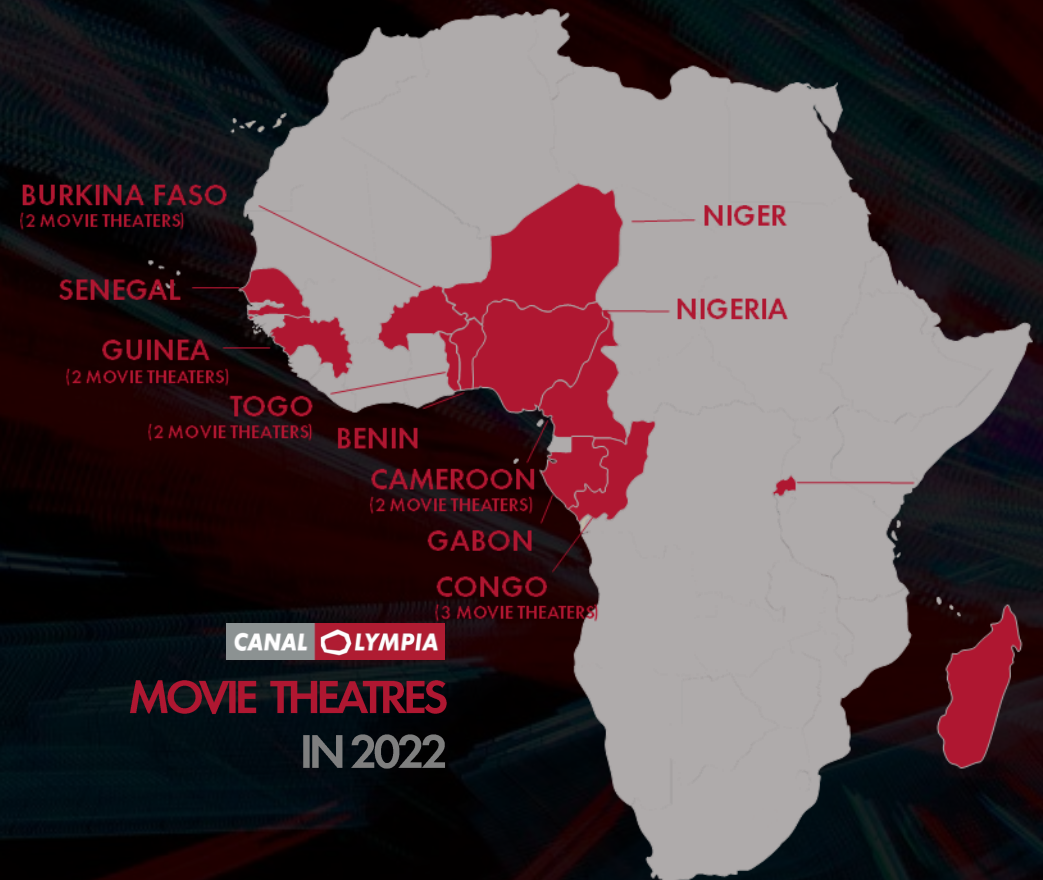


Capacity: 300 people

An **outdoor stage** for
the organization of concerts and events



Capacity: +2,000 people



| Fan Zone CAN - Conakry



| Olympia Festival - Iarivo



| Retransmission of the Ligue 1 OM-OL match - Dakar



| Tour of Rwanda - Kigali



| Concert KAYAWOTO and SUSPECT 95 - Ouagadougou



| STAR NEWS URBAN HIT SHOW BY ORANGE - Douala



THE CUSTOMER JOURNEY

1 COMPLEX'S ENTRANCE



2 PURCHASE OF TICKETS



ACCESS TO THE MOVIE THEATER 3



THE CANALOLYMPIA NETWORK IN FULL EXPANSION!

KEY FIGURES 2021



100%

Of the theaters are equipped
with 3D



150

Scheduled films



31 500

Average admissions per month



18%

vs. 13% in France

Average occupancy rate



+ 250

Organized events

A YOUNG, DYNAMIC AND REGULAR AUDIENCE!



51%
Men

49%
Women



89%

Are between 15 and 34 Y.O



54%

Are part of the active
population



86%

Come to the
CANALOLYMPIA
cinema on weekends



95%

Come accompanied: in
couple, with friends or
family



2 out of 3

look at the program



82%

Follow
CANALOLYMPIA's
Facebook page

THE ADVERTISING EFFECTIVENESS OF CINEMA

A SUSTAINED ATTENTION

Maximum attendance: large screen, quality sound, captive audience, relaxed atmosphere, emotions...



TARGETING THE LOCAL AUDIENCE

Communicate effectively by directly reaching your local customers



A MEMORIZATION OUT OF THE ORDINARY

75%

COMPLEMENTARITY TV + CINEMA



ADVERTISING FORMATS

MEDIA

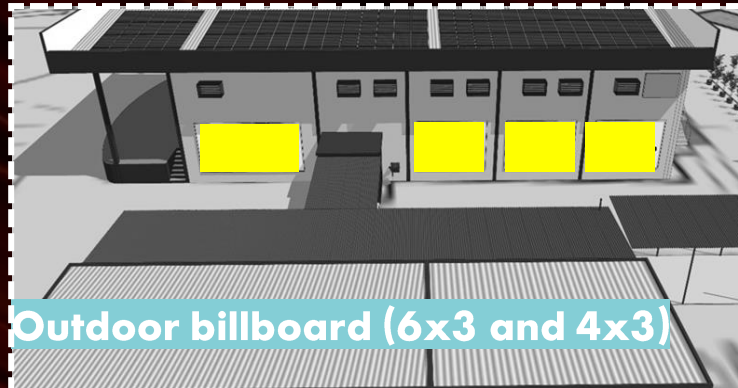


Logo on screen saver

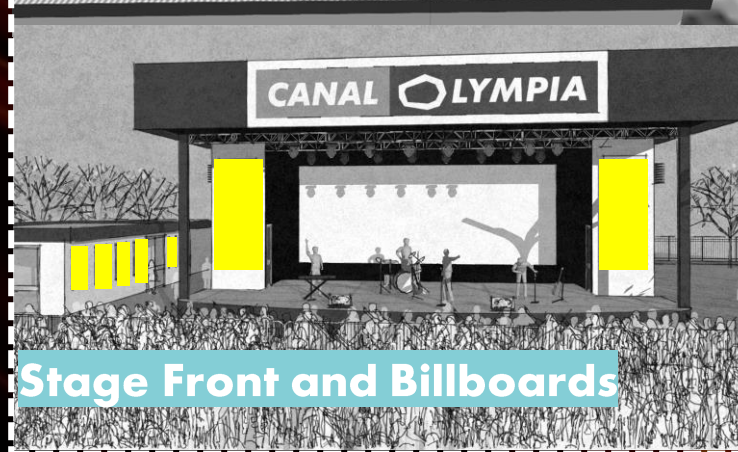


Pre-Session Spots

BILLBOARDS



Outdoor billboard (6x3 and 4x3)

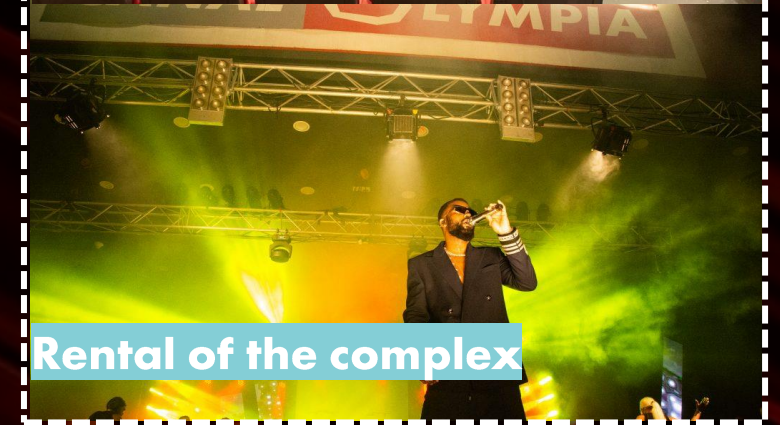


Stage Front and Billboards

LOCATION & EVENT



Session privatization



Rental of the complex

OUR ADVERTISING OFFERS

CINE PACK

POWER AND ECONOMY

Media + Billboards + Rental

3

Months

From

€ 1 400

6

Months

From

€ 2 700

MOVIE OFFER

PRESENCE AROUND A FILM

Pre-session Spots +
Screen Saver Logo + VIP Tickets



ANNUAL OFFER

1 YEAR VISIBILITY

Concession and
partnership



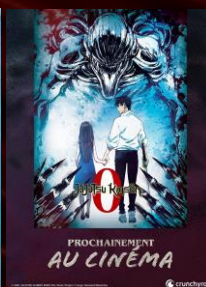
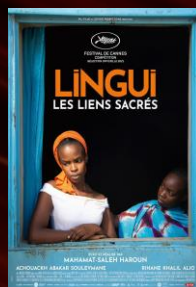
EVENT OFFER

CUSTOM-MADE OPERATION

Product launch,
Sampling, Premiere...



LINE-UP MARCH/APRIL 2022



04/03

11/03

18/03

25/03

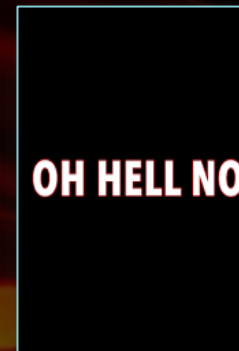
01/04

08/04

15/04

22/04





06/05

13/05

20/05

27/05

03/06

10/06

17/06

24/06

