

Cinema

Publicitas Cinecom Ltd. markets and sells advertising time in Swiss cinemas (cinema houses and open-air events) and procures space with respective cinema operators for the broadcasting of its customers' adverts.

The introduction to the market of the digital cinema advert in Switzerland was driven to a considerable degree by Publicitas Cinecom Ltd., and within just under one year 490 cinema houses were converted to digital advertising presentation. Thus, cinecom provided valuable pioneering work to the Swiss industry and Switzerland is just the fourth country after Norway, Austria and Ireland to broadcast its cinema adverts using digital technology.

Publicitas Cinecom AG has a clear aim: Advertising messages should work. Two things stand at the forefront for the specialists from Publicitas Cinecom AG: One is the vision of offering the customer an individual service of high quality at a fair price, and the second is the passion for seeking out innovative solutions. In order for adverts to maintain their significance: Adverts take first place.

Publicitas Cinecom Ltd. is one of the leading Swiss marketing companies which offers services in the fields of TV, cinema and ad screens.

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