



UA Cinemas Entertainment

Launched in Jan 2012

A convenience tool to purchase UA Cinemas tickets on your mobile device. It provides showtimes and real-time seat plan viewing of all movies showing in UA.

- User Profile: Movie Lovers, Public Mass

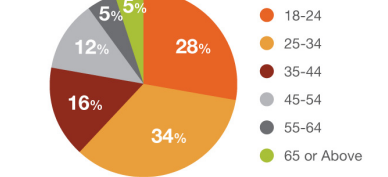


UA Membership Profile

Gender



Age



Total No. of Download:

iOS: 500,000+

Android: 750,000+

Total Weekly Banner Impression:

iOS & Android: 550,000+

Total Weekly Interstitial Impression:

iOS & Android: 210,000+

(Interstitial Impression is generated under 80% SOV)

Format		Interstitial	Maxi Banner
Platform		iPhone & Android	
Cost		HK\$ 24,000	HK\$ 50 / CPM
SOV%		80%	-
Minimum Buy		-	HK\$ 10,000
Duration		7 Consecutive Days	
Dimension	iPhone	640px(w) x 1096px(h)	640px(w) x 200px(h)
	Android	960px(w) x 1380px(h)	
Remarks		- Interstitial will be showed only when user launch app or resume app from background - iPhone Interstitial will be showed on iPhone 5 and above devices only	- Position: Run-of-app - Loading will be applied on special distribution arrangements

