

Pricing & Terms – Programmatic Cinema



1. Available in all Nordisk Film Cinemas

Greater Copenhagen: Dagmar, Falkoner, Field's, Imperial, Lyngby Kinopalæet, Palads, Taastrup, Waves

Jutland: Aalborg City Syd, Aalborg Kennedy, Aarhus C, Esbjerg Broen, Herning, Kolding, Randers, Trøborg, Viborg

Zealand and Islands: Frederikssund, Hillerød, Køge, Nykøbing Falster, Næstved

Funen: Odense

2. Pricing Structure

2.1 Pay-per-view (Preferred Deal)

The CPM floor price, based on a 30-second spot index, is agreed with Dansk Reklame Film.

Advertisers only pay for actual impressions won (CPM-based), meaning the full budget may not always be spent, as it depends on bid competition and available inventory. **Dansk Reklame Film does not guarantee budget fulfillment.**

Impressions are based on actual admissions sold. All cinemas in Dansk Reklame Film's partner network provide daily admissions figures for each show for campaign tracking. Admission data is delivered directly from the cinema's POS system via an encrypted and automated electronic transfer.

2.2 Bid multipliers

Bid multipliers (expressed as a percentage) can be applied to increase the CPM bid price, enhancing the likelihood of winning more bids in the auction process.

2.3 Pay-per-view (Preferred Deal)

A handling fee of 2,000 DKK applies for spot management, covering:

- Formatting to meet technical specifications.
- Ensuring compliance with cinema advertising standards.
- Seamless distribution to the correct playlists across cinemas.

Dansk Reklame Film's distribution team oversees the process to guarantee a smooth and error-free campaign rollout

2.4 Voucher

A 4,500 DKK fee applies for the development and setup of vouchers, including:

- Design and formatting to meet platform requirements.
- Integration into the campaign and tracking systems.

A 25% technology fee is added on top of the CPM to cover voucher hosting in the app and seamless data flow between the app and DSP.

2.5 Targeting

An additional fee is applied on top of the CPM for access to advanced targeting data, leveraging 1st party data, historical BioSpil data, and IMDb data to enable more precise audience segmentation, including:

- Geographic targeting (cinemas and halls)
- Demographic targeting (gender, age and movie content type - family or adults).
- Film genre targeting (e.g., comedy, action, drama etc.)

3. Platform & Access

3.1 Flexible budget management

Advertisers have full control over their budgets, with the ability to increase, pause, or cancel campaign budgets at any time directly within the platform - no prior notice required.

3.2 Self-service Campaigns

The platform operates on a self-service model, giving advertisers full autonomy over their campaigns.

Users can independently create, modify, and optimize campaigns with approval from Dansk Reklame Film. Intuitive tools provide seamless management of bidding, targeting, and ad placements.

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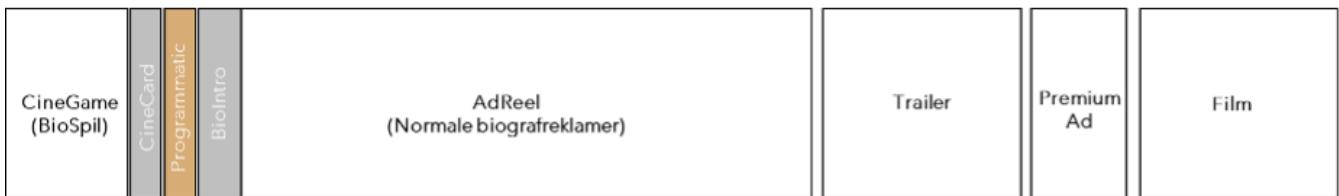


3.3 Real-time reporting

Real time insights into key performance metrics, including impressions delivered, voucher distribution, and budget spend.

Advertisers can export a CSV file with detailed campaign data, including hashed cinema and hall identifiers, film title, screening time, and admissions per show. Cinema locations cannot be directly identified without a decryption key.

3.4 Spot placement



The Programmatic spot is placed right after CineGame (BioSpil) and before the main AdReel (standard cinema commercials). It is important to note that the Programmatic spot is limited to a maximum of 60 seconds.

4. Payment terms

4.1 Invoices

Invoices are issued on the last day of each month and sent electronically to the designated billing contact.

4.2 Payment

Payment must be made in full within **30 days** from the invoice date.

4.3 Late payment

A 2% monthly penalty interest will be applied to overdue invoice amounts.

Late payments may result in temporary suspension of platform access and active campaigns until full payment is received.

Continued non-payment may lead to additional collection measures.

4.4 Agency commission

Agency commission is not applicable for Programmatic Cinema campaigns.

All pricing is net, and no deductions or commissions will be granted.

5. Data collection via Bonusspin in BioSpil app

If vouchers are distributed via BonusSpin, personal data is only collected through user interaction with the BonusSpin. The following terms apply:

5.1 Use of BonusSpin for Data Collection

Invoices are issued on the last day of each month and sent electronically to the designated billing contact.

5.2 Data Ownership and Roles

Cinemataztic host the BonusSpin-website on behalf of the Client and all data collected via the platform belongs to the Client and is therefore considered as 1st party data.

The Client will therefore at all times remain data controller of any such personal data collected from the Client BonusSpin campaign and Cinemataztic shall at all times remain the data processor of any data collected without any liability of the Clients use of data.

5.3 Client Responsibility for Data Compliance

The Client shall be solely responsible and liable for compliance with applicable privacy and personal data protection requirements (including, but not limited to requirements laid down by EU General Data Protection Regulation ("GDPR"), which may be applicable to any personal information, data or content collected through, stored or otherwise processed in relation to the hosting on the BonusSpin website.

5.4 Limited Use of Participant Data

Any data regarding the Clients participants on the BonusSpin and the content used in connection with the Client's campaigns always belong to the Client, and Cinemataztic shall only use the participants information and content solely for the provision of performing or enabling the BonusSpin site for the Client.

5.5 Data Transfer and Deletion Procedure

At the end of each campaign Cinemataztic will transfer all user data collected via the BonusSpin to the Client. The transfer of data will be via email with data attached in a CSV or Excel format.

On delivery of the data Cinemataztic will delete all emails containing the Client's data and will assure that all hosted data from the campaign will be deleted from the Cinemataztic server no later than 30 days after the transfer of data to the Client has been completed.

5.6 Data Security Measures

As data processor, Cinemataztic takes the necessary technical and organizational security precautions to prevent information being accidentally or illegally destroyed, lost or impaired, and also to prevent them from becoming known to unauthorized persons, being misused or otherwise processed in violation of the GDPR.

5.7 Hosting Location

The Platform is hosted through Amazon cloud services at Amazon Web Services in Ireland.

If you have any questions, concerns, or would like to learn more about Programmatic Cinema and its opportunities, please contact:

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