



ADVERTISING GUIDELINES

ADVERTISEMENTS & PROMOTIONAL CONTENT FRAMEWORK AND GUIDELINES

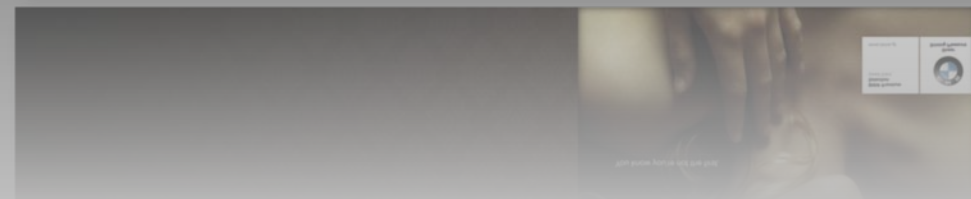
THE FOLLOWING PAGES PROVIDES THE GUIDELINE FOR SELECT-TV'S HOSPITALITY INTERACTIVE TV ADVERTISEMENT AND PROMOTIONAL CONTENT DISPLAY AND SALES PACKAGES. THESE ARE MEANT TO PROVIDE A GENERAL FRAMEWORK AND SHALL BE ADAPTED TO INDIVIDUAL'S PROPERTY AND COUNTRIES REQUIREMENTS AND ENVIRONMENT. THE LISTED ADVERTISING CAPABILITIES ARE STANDARD FUNCTIONALITIES OF THE SYSTEM. ADDITIONAL CAPABILITIES SHALL BE PROVIDED ON A CASE TO CASE BASIS. ALL LOGOS AND BRANDS USED IN THIS DOCUMENT BELONGS TO ITS INDIVIDUAL OWNERS AND IS USED FOR ILLUSTRATION PURPOSES ONLY.

first impression

WELCOME SCREEN

Welcome screen advertisement provides the first impression of the brand messages. Each guests shall be greeted with the welcome screen and the advertisement upon the first time entering the room

- Videos, Animation or Still
- Ability to have only selected rooms displaying advertisements
- Flexible size and aspect ratios

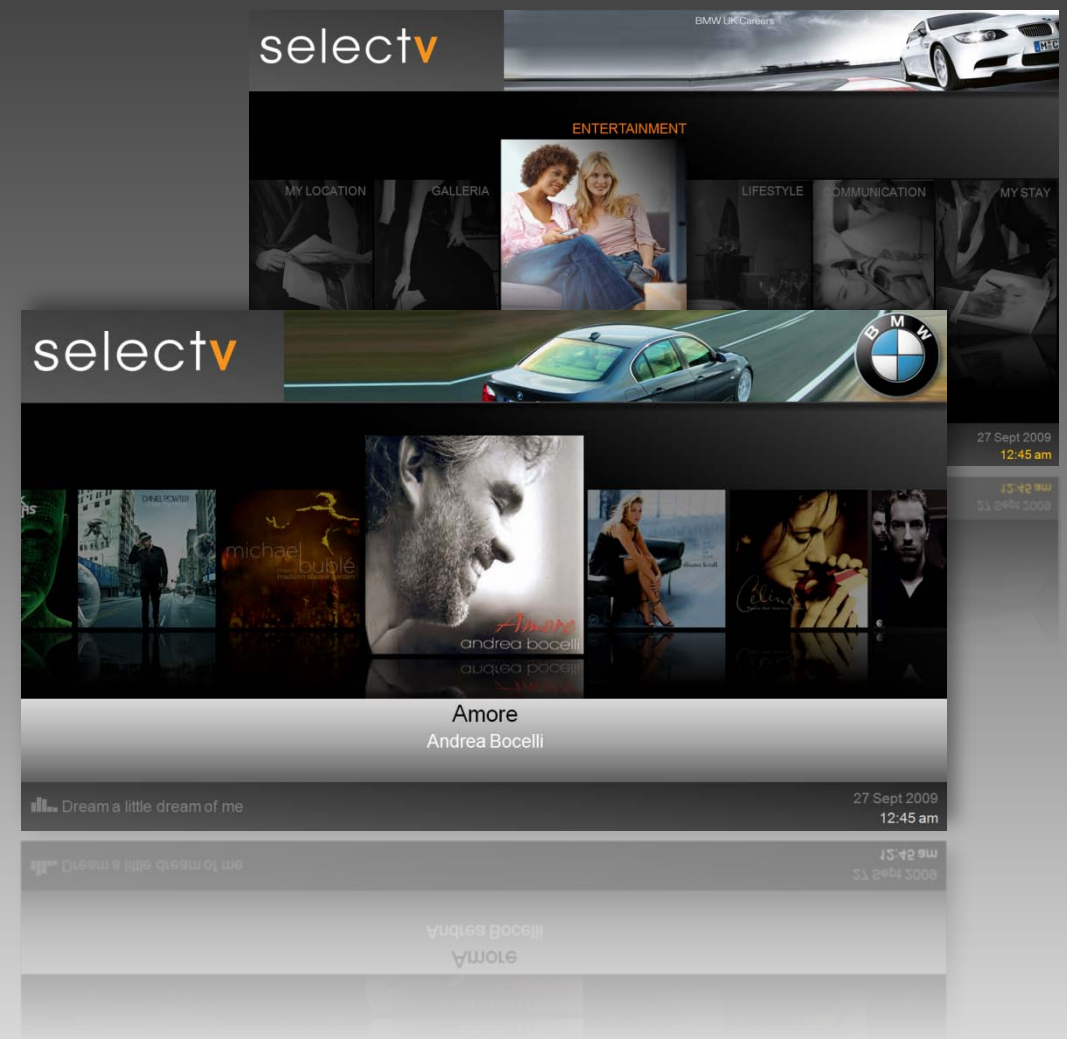


maximum
exposure

TOP BANNERS

Top banners advertisements provides the best “eyeball” views in the TV system. Appearing on all parts of the system, it ensures the brand messages are delivered to the audience:

- Animated or Still banner – Flash 10.0
- Different banners in different screens



effective delivery

COMMERCIALS

Commercials are full length TV commercials shown before a video on demand movie starts. Length of commercial can vary between 10 to 30 seconds

- Full video commercial



full information and
 interactivity

ADVERTORIALS

Advertorial provides unlimited engagement to the target audience for advertisers. With a dedicated section of the TV screen, advertisers can provide multi-media content and interactive capabilities to communicate with the audience

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BMW 6 Series Coupé

The BMW 6 Series Coupé is a statement in uncompromising style, performance and precision. Choose from two petrol models.

With its long bonnet and wheelbase and low, flowing roofline, the BMW 6 Series Coupé has the proportions of a classic Gran Turismo Coupé. The dynamic front end angles down purposefully at the road, and the rest of the car follows suit. The side panel fold creates highlights that run parallel to the tarmac, while the muscular rear end underlines the close connection between the car and the road.

Back

فندق ياس
 The Yas hotel

27 Sept 2009
 12:45 am

15:42 pm
 23 Sept 2008

GOOD AFTERNOON MR. FLETCHER

BMW

AN EXPLORATION OF BEAUTY

▶ How Deep Is Your Love WED 19 AUG | 6:07 pm

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AN EXPLORATION OF BEAUTY

public brand
 delivery

DIGITAL SIGNAGE

Digital signage are advertising media space provided around the hotel public areas such as lobby, lounges, cafes, restaurants, function rooms, etc. Using large LCD screens located in strategic and eye catching locations makes digital signage an effective and efficient advertising medium.



HOTEL indigo

Shenzhen  **18°**
 L : 16° H : 20°

Wednesday		18°C	12°C
Thursday		14°C	9°C
Friday		16°C	10°C
Saturday		14°C	9°C
Sunday		16°C	10°C

Peace of mind when owning an authorised BMW.

- BMW Credit**
Attractive financing equates to pleasurable ownership.
- BMW Comprehensive Motor Insurance**
100% coverage. 100% swift and hassle-free.
- BMW White Card**
Exclusive privilege programmes.
- BMW Service + Repair Inclusive**
Free maintenance, service and repairs for 3 years or 60,000 kilometres.
- BMW TeleServices**
Accurate and prompt diagnostic service. Enjoy more time on the road.




Faded version of the BMW advertisement content, including the text 'Peace of mind when owning an authorised BMW.' and the 'BMW Service + Repair Inclusive' offer.

flexible packages

PACKAGES

To ease the selection for advertisers, Select-TV recommends that advertising space in the Interactive TV system is sold in packages instead of individual items. This provides a comprehensive and effective delivery of brand messages of advertisers to the hotel guests

basic package

Basic package provides the essential advertising spaces in the system to allow hotel guests to be aware of the brand and products offered by the advertiser.

- Welcome Screen – 5 minutes rotation (appears every 5 minutes)
- Top Banners – 3 minutes rotation (appears every 3 minutes)
- Digital Signage – 4 minutes rotation (appears every 5 minutes)

silver package

Silver package provides a comprehensive coverage of the system ensuring the your advertisement messages are delivered to each guests in the hotel

- Welcome Screen – 3 minutes rotation (appears every 2 minutes)
- Top Banners – 2 minutes rotation (appears every 2 minutes)
- Commercials – up to 20 seconds full video commercials before each movie
- Digital Signage – 1 minute rotation (appears every 1 minute)

gold package

Gold package is an exclusive package only for a single advertiser. It provides the maximum coverage and associates the hotel, system and its class to the advertiser.

- Welcome Screen – 1 minute rotation (appears every 1 minute)
- Top Banners – 1 minute rotation (appears every 1 minute)
- Commercials – up to 30 seconds full video commercials before each movie
- Digital Signage – 30 seconds rotation (appears every 30 seconds)
- Advertorials – dedicated section allowing multi-media presentation of products and services

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FOR ADVERTISING ENQUIRIES, PLEASE EMAIL TO

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OR CONTACT SELECT-TV OFFICE IN YOUR COUNTRY