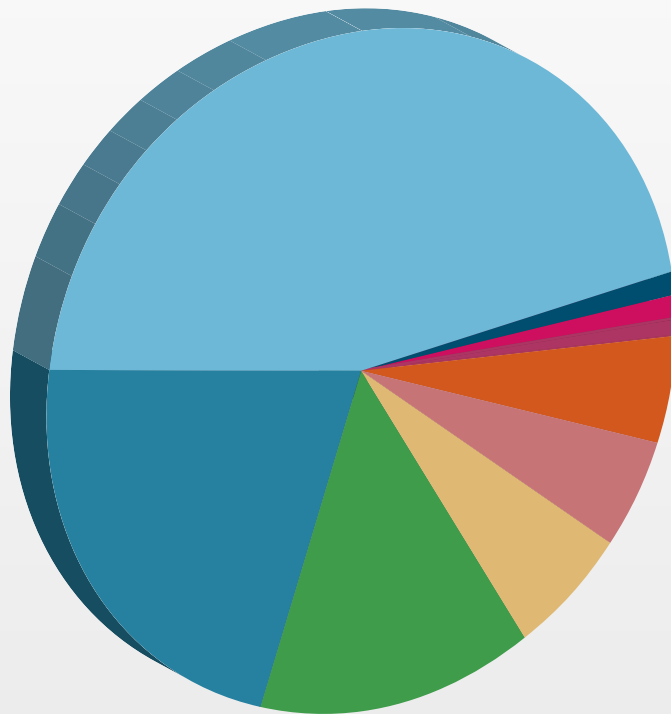


PROMOTIONAL SPENDING FOR FILMS RELEASED IN 2015

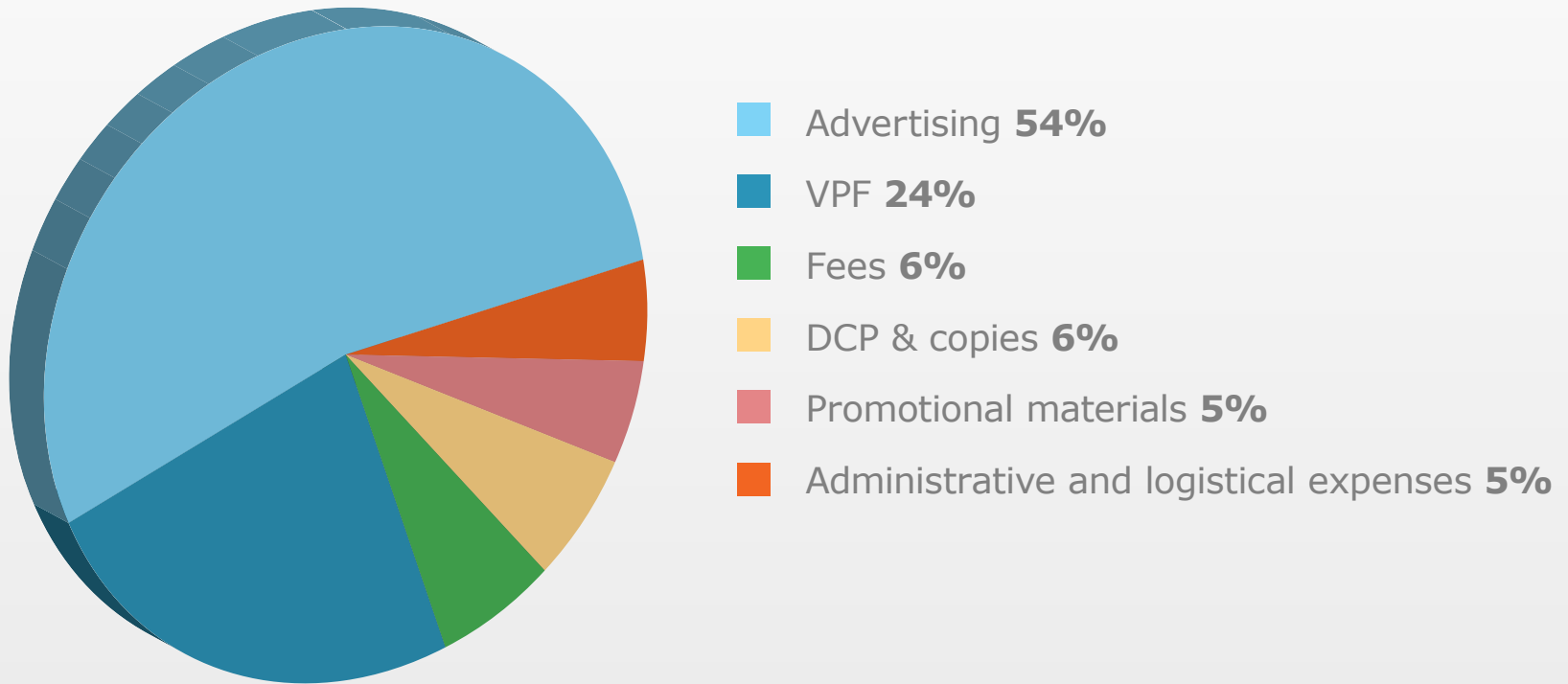
▶ 2015 ◀



- Advertising **46%**
- VPF **24%**
- Fees **14%**
- DCP & copies **6%**
- Promotional materials **5%**
- Administrative and logistical expenses **5%**
- Creation of the trailer and teaser **1%**
- Premiere expenses **1%**

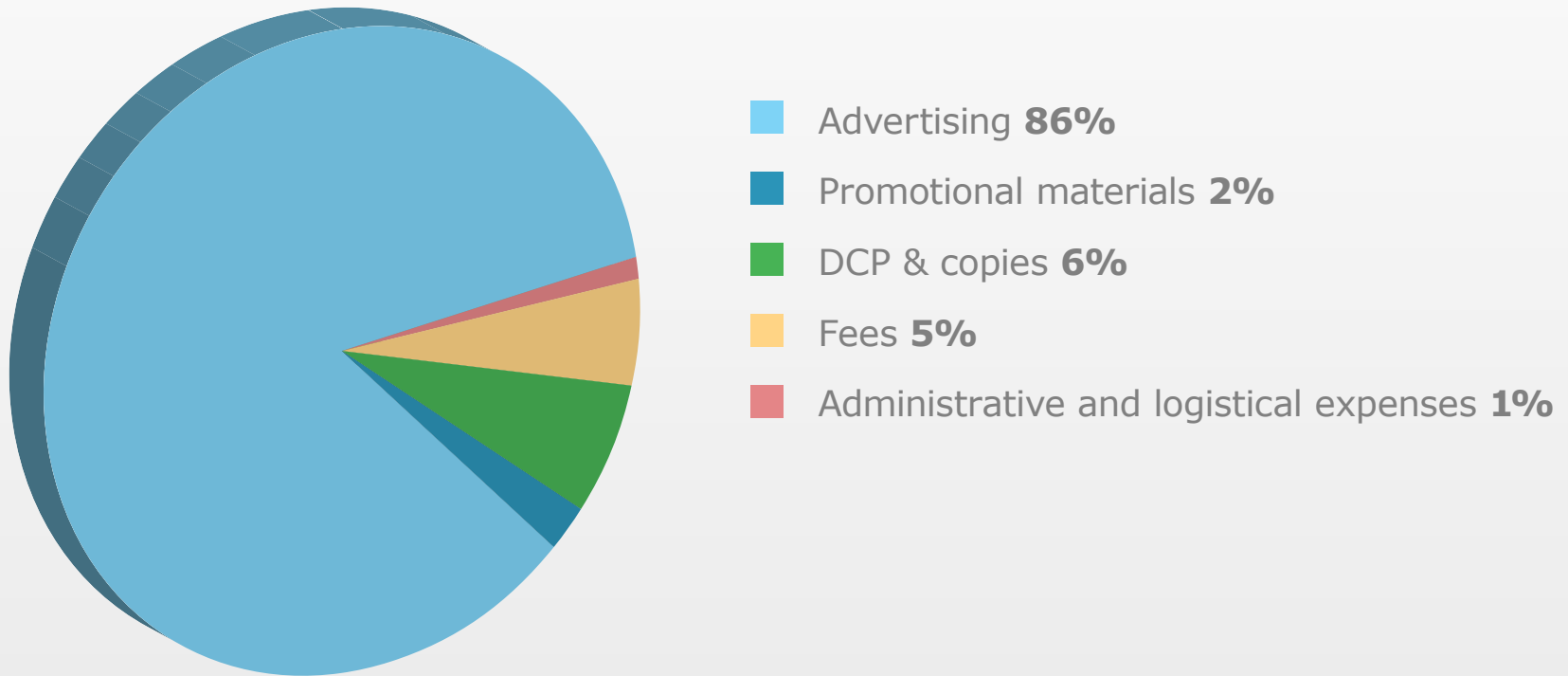
PROMOTIONAL SPENDING FOR COMEDIES

▶ 2015 ◀



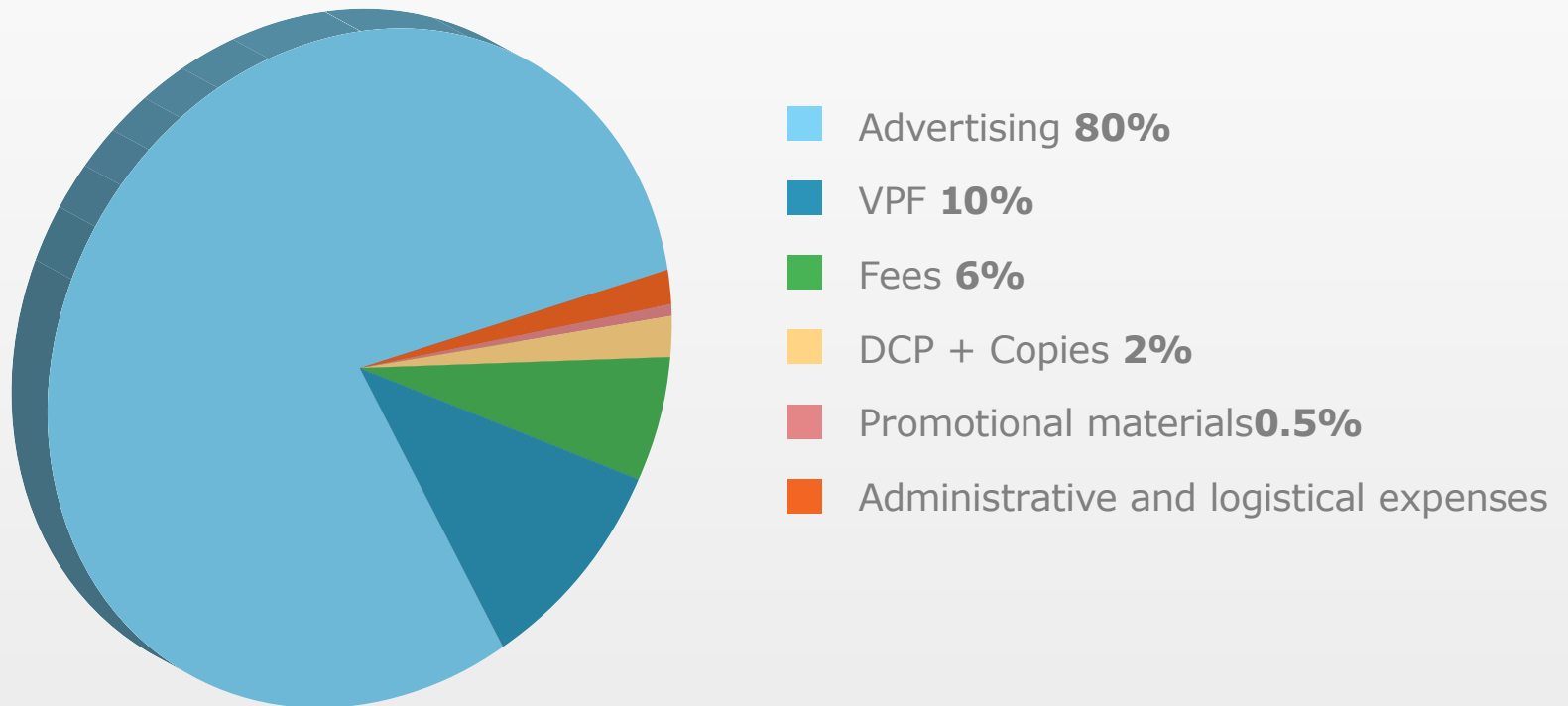
PROMOTIONAL SPENDING FOR THE HIGHEST GROSSING COMEDY

▶ 2015 ◀



PROMOTIONAL SPENDING FOR THE HIGHEST GROSSING FICTION FILM*

▶ 2015 ◀

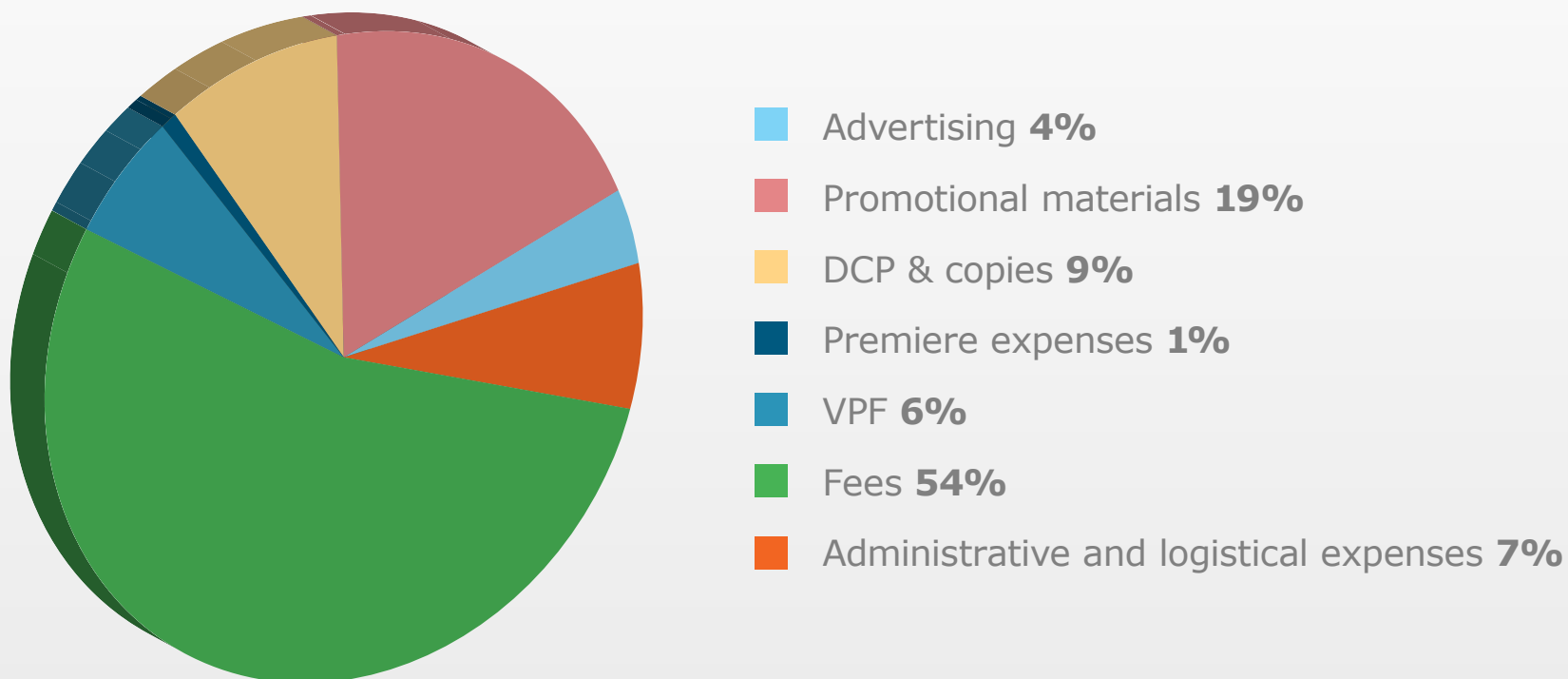


Sources: Proimágenes Colombia

This sample does not include the five highest-grossing comedies.

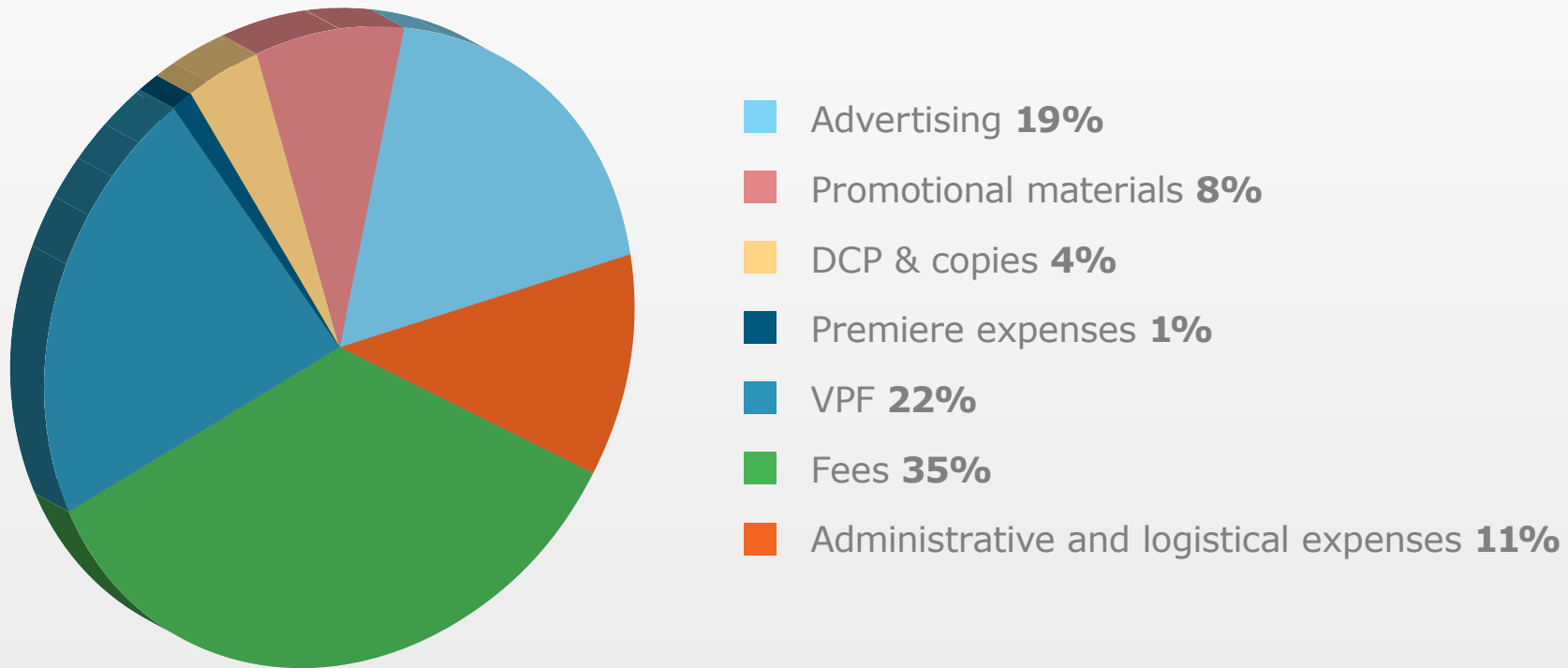
PROMOTIONAL SPENDING FOR THE LOWEST GROSSING FICTION FILM

▶ 2015 ◀



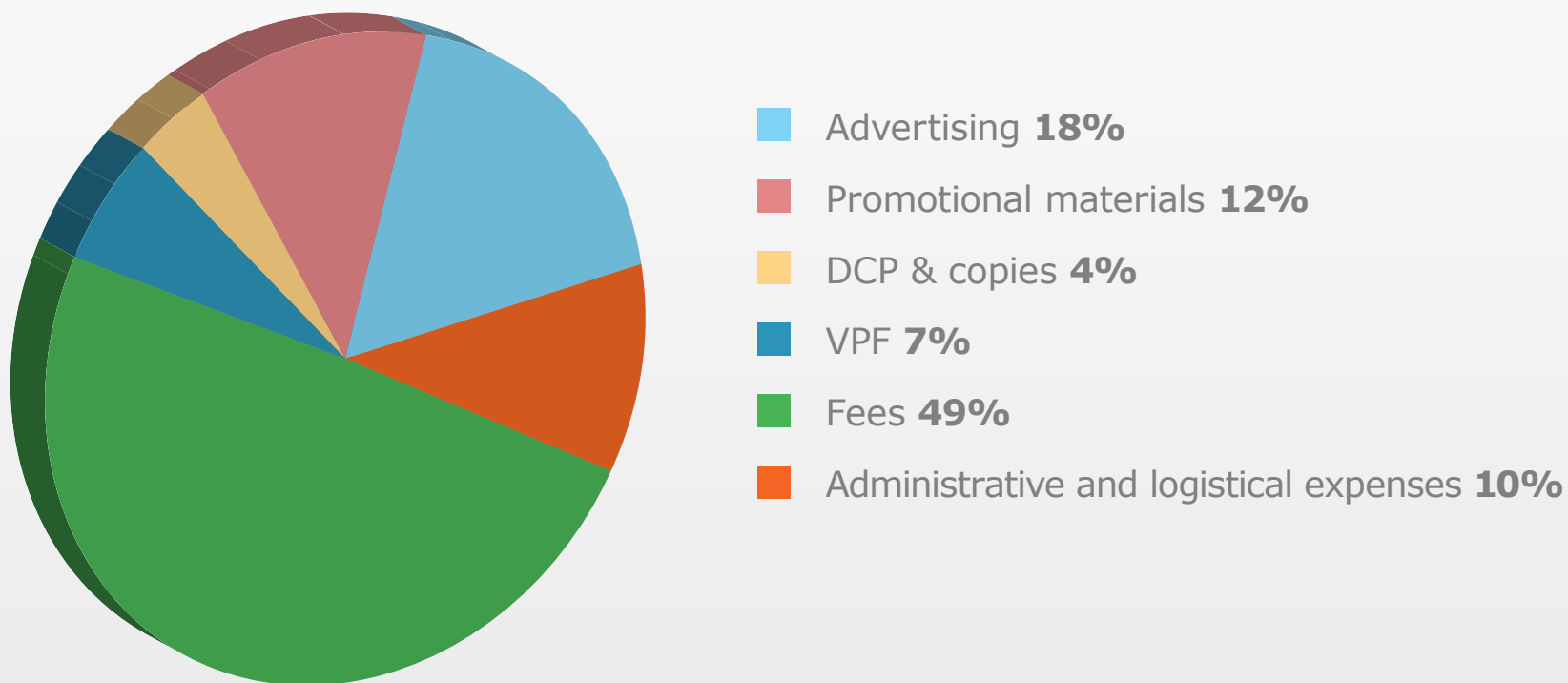
PROMOTIONAL SPENDING FOR DOCUMENTARIES

▶ 2015 ◀



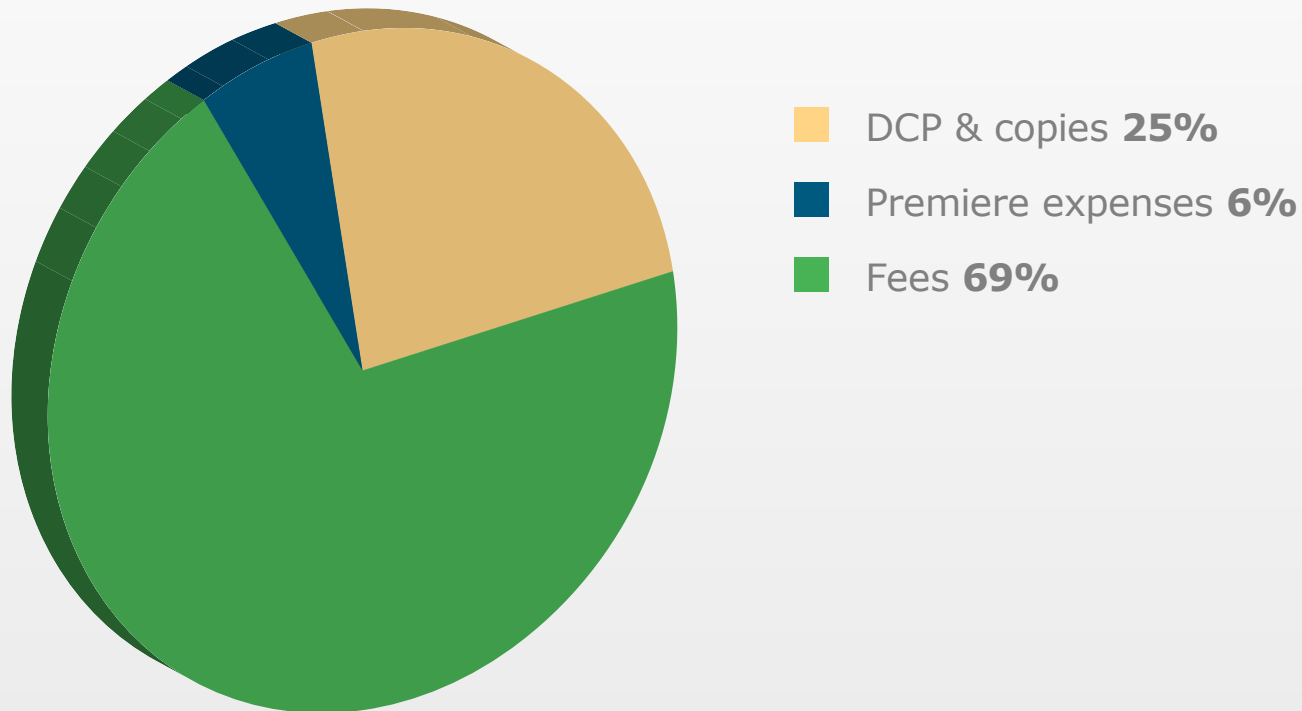
PROMOTIONAL SPENDING FOR THE LOWEST GROSSING DOCUMENTARY

▶ 2015 ◀

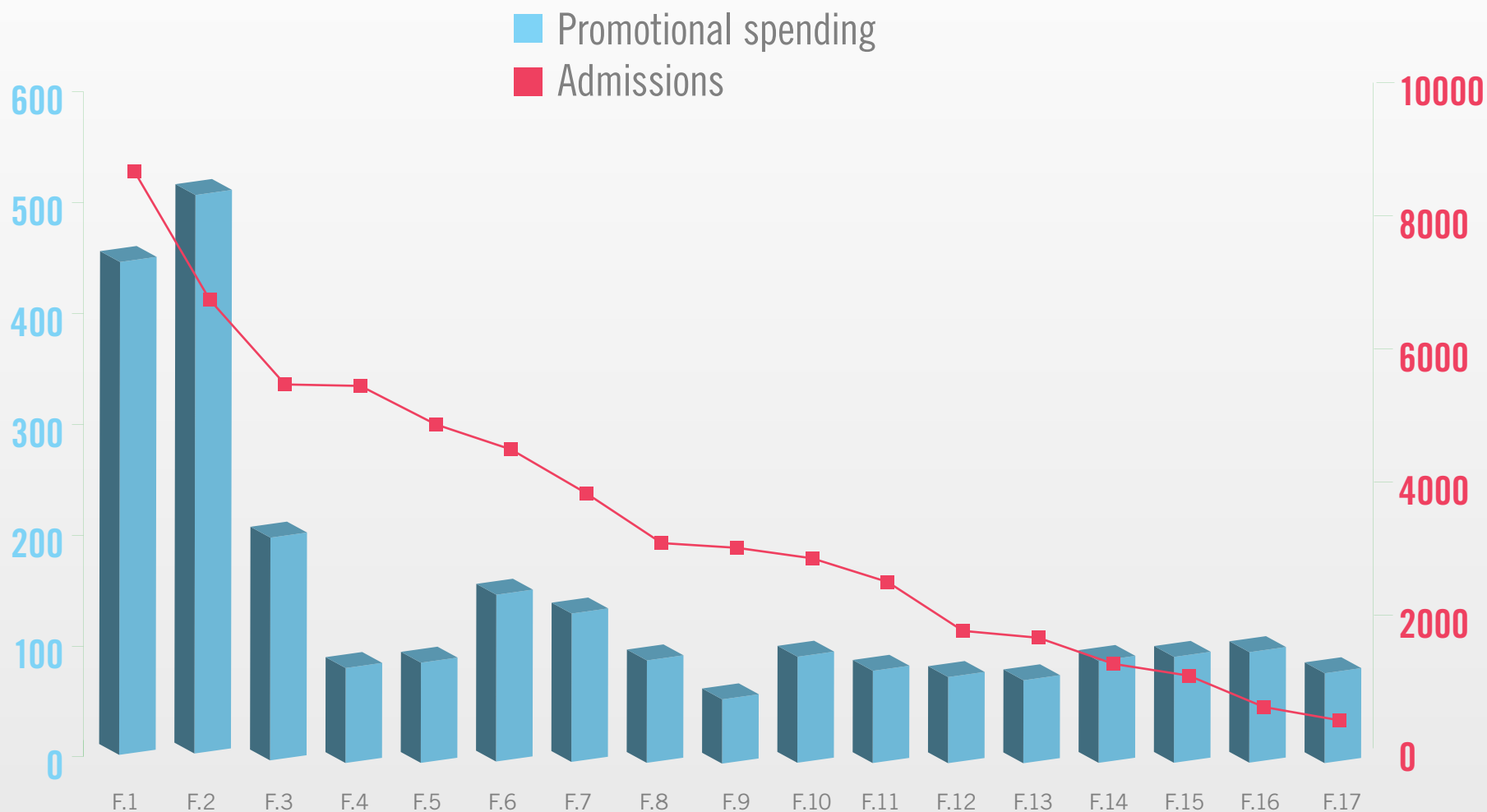


PROMOTIONAL SPENDING FOR THE HIGHEST GROSSING DOCUMENTARY

▶ 2015 ◀



PROMOTIONAL SPENDING FOR FILMS WITH FEWER THAN 10,000 ADMISSIONS



PROMOTIONAL SPENDING ON FILMS WITH MORE THAN 100,000 ADMISSIONS

Promotional spending
Admissions

