

Where's my movie??

Have you recently been to the movies? How many ads did you last count before your movie eventually started?

We frequent the Cinema Prive in Monte Casino and on new movie nights are subjected to at least 35 minutes of ads. On Harry Potter, I counted 14 ads including 3 Telkom ads, 3 x Cell C, 2x Mega Music and countless others.

Where does one draw the line here? Are movie houses getting so greedy for ad revenue that they are forgetting why people come to the movies in the 1st place? Of course we can have another forum on the art of cinema advertising vs screening the same ads that are flighted on TV.

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