

# **Sony BMG Music renews on-screen advertising contract with CineMARK**

Sony BMG Music has renewed its music video cinema billboard with CineMARK for the fourth year in a row.

Music videos, customised and matched according to the particular movie screened and the expected audience makeup, will be shown five minutes prior to the start of each digital cinema reel, as well as a 10-second sting later in the reel. In doing so, Sony BMG will be reaching a lucrative market aided by the strength of cinema's visual impact, intense sound and captive audience.

For more, visit: <https://www.bizcommunity.com>