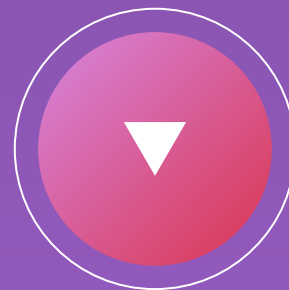


# Connection is n

from inventory to human connection





# EMOTION

Be part of what people feel.

# PEOPLE CONNECT TO WHAT MAKES THEM FEEL SOMETHING

**This is where emotional environments  
act**

When emotion creates memories

**We don't remember everything we see.**



**WE REMEMBER HOW SOME  
THINGS MADE US FEEL.**

# ENVIRONMENTS INFLUENCE MOODS.

77%

Of cinema spectators  
usually go in a happy  
mood.

x2

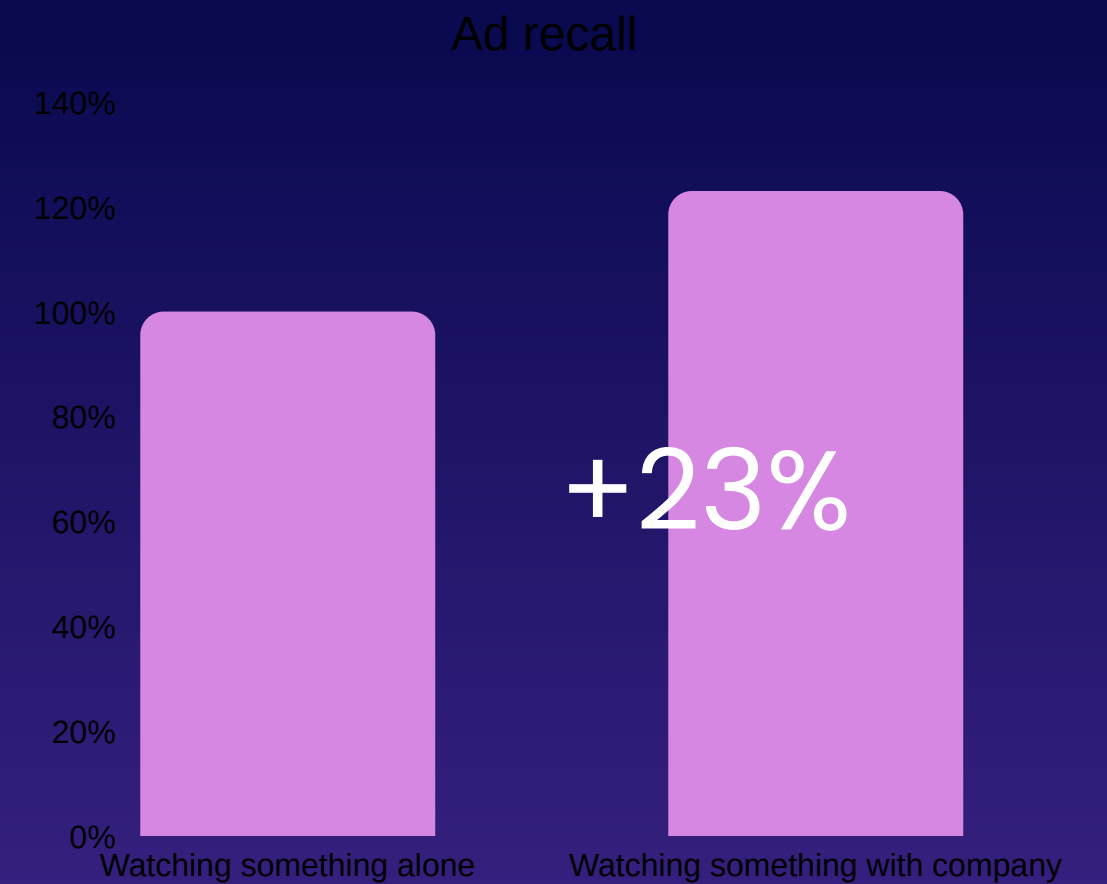
The average happiness score  
doubles when people listen to  
the radio.

66%

Of spectators usually  
watch TV in a happy  
mood.

*IPA TouchPoints 2023, 15+. Screenforce / eye square, Into the Wild – How do  
advertising contacts work in the real world?  
RAB / Sparkler, Radio: The Emotional Multiplier.*

# AND SOME ENVIRONMENTS



## WORK BEST WHEN SHARED.

# THE ENVIRONMENT SHAPES HOW THE BRAND IS RECEIVED

51%

Of brand choice drivers can be influenced by context.

+17pts

Ads noticed when people are in a happy vs. Negative mindset.

WE DON'T JUST DELIVER CONTENT.  
**WE CREATE ENVIRONNEMENTS**  
**THAT MOVE PEOPLE.**

THE WORLDS WE ESCAPE INTO



THE MOOD WE SEEK



# THE MOOD WE SEEK

Content we choose for the feeling it creates: from laughter and excitement to suspense, tension or fear.

Video

Comedy

Video

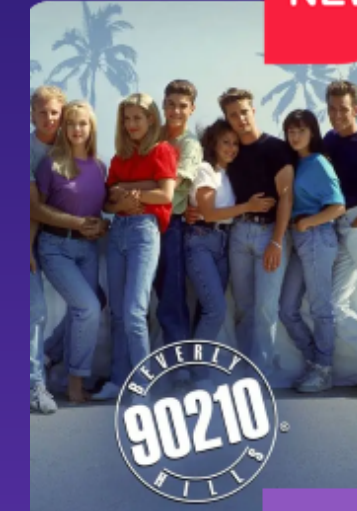
Drama



Video

Adventure/Experience

Nostalgie



# THE MOOD WE SEEK

Content we choose for the feeling it creates: from laughter and excitement to suspense, tension or fear.

Digital

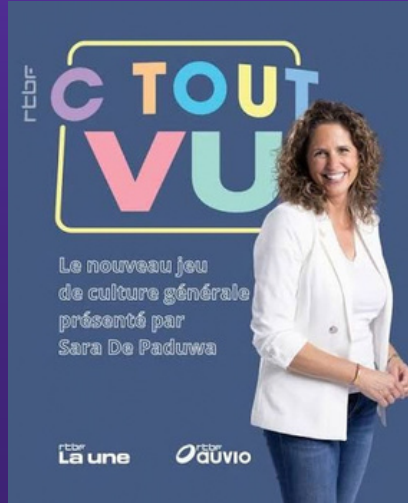
Feel good



Video

Games/Competitions

Music



# THE WORLDS WE ESCAPE INTO

Stories and cinematic experiences that take audiences beyond their everyday reality.

Cinema

Comedy

Drama



Cinema

Adventure

Horror



# THE WORLDS WE ESCAPE INTO

Stories and cinematic experiences that take audiences beyond their everyday reality.

Cinema

Family



Cinema

Events



# THE BIG SCREEN IS HAVING A BIG MOMENT



#1

MARVEL STUDIOS  
**SPIDER-MAN**  
BRAND NEW DAY

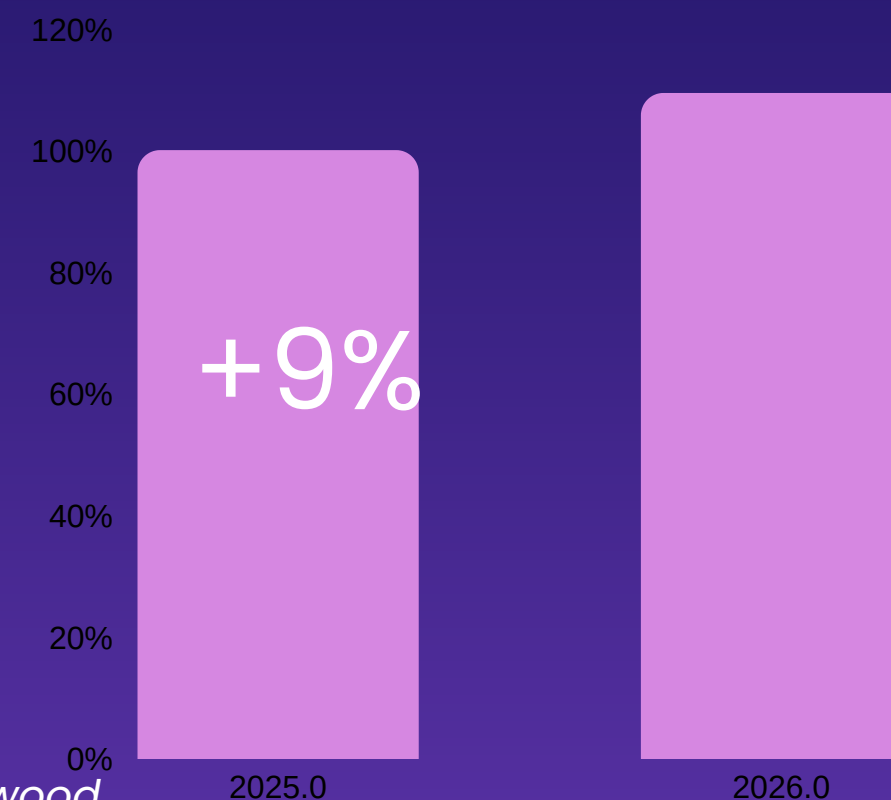
BEST OPENING EVER RECORDED IN  
BELGIUM.

THE ODYSSEY

+450K

ADMISSIONS ALREADY IN BELGIUM.

UGC ENTRIES SOLD W21-32

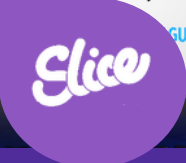


Lecointe, P. (2026). Spider-Man, meilleur démarrage de l'histoire en Belgique : Le super-héros le plus rentable d'Hollywood surpasse tous ses acolytes. **Trends-Tendances**.  
L'Echo. (2026). Les étonnantes retombées du méga-succès de « L'Odyssée » au cinéma. **L'Echo**.

# WHERE EMOTIONS COME TO LIFE

NEW

## CINEMA



## VIDEOCASTS



## CREATOR ECONOMY



## VIDEO EXPERIENCES



