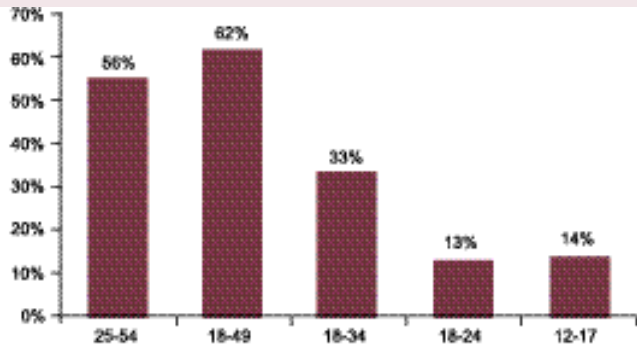
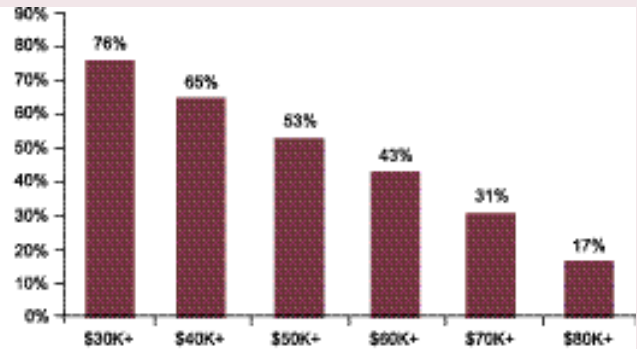


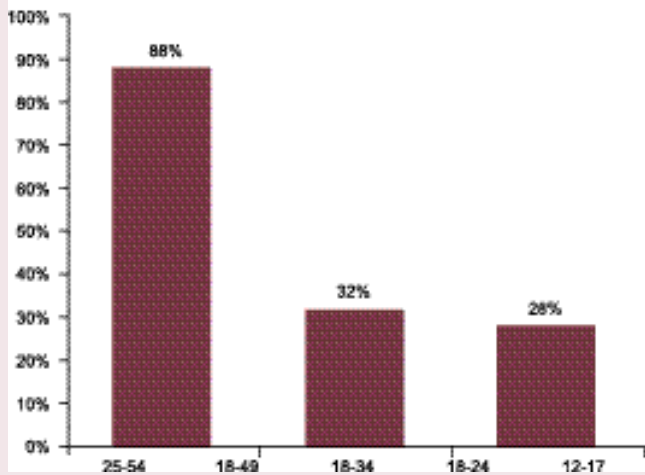
< 1> 12



< 2> 18



< 3> 18



All research provided by: MRI 2000

13 30

- 3. Movie Tunes: , 가 , ()
- 60
- , 2
- 4. Lobby signs:
- 5. Kiosks: e-commerce, 가
- 6. Movie Times: 가
- 7. Concession: 가

가

1. Pre - show countdown:

30 60

2. On - Screen Entertainment: 가

, 4 30

4 30