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About Emaar Entertainment

Emaar Entertainment is a leading operator of exceptional and unique experiences that bring delight, enrich lives and surpass customer expectations.

- A subsidiary of Emaar Properties, the entity is dedicated to delivering top quality entertainment, led by un-matched industry expertise.
- Emaar Entertainment has a unique portfolio of attractions that are truly innovative and transcend just entertainment or leisure. Its assets include some of the city's most unique entertainment venues across The Dubai Mall and Dubai Marina Mall including Dubai Aquarium & Underwater Zoo, Dubai Ice Rink and KidZania®. Highlighted by its philosophy to 'inspire joy', each attraction opens a door to an exceptional world of excitement for visitors.
- Dubai Aquarium & Underwater Zoo is one of the largest indoor aquariums, featuring thousands of aquatic animals and a 270-degree walkthrough tunnel; while KidZania®, is an innovative children's 'edutainment' concept, provides a safe and realistic educational environment for children; while the Olympic-sized Dubai Ice Rink offers year-round entertainment.
- Emaar Entertainment also operates the Reel Cinemas at The Dubai Mall and Dubai Marina Mall. Reel Cinemas has set a new standard for cinemas in the region, pioneering the concept of up-market movie-going experiences and is today the go-to destination for movie-lovers.
- Committed to developing unparalleled leisure and entertainment choices, Emaar Entertainment will continue to expand its incredible portfolio of world-class leisure and entertainment attractions through new experiences, both in Dubai and around the world.

Welcome to Emaar Entertainment Digital Assets



Let The Fun Begin

Emaar Entertainments Zone Footfall Stats

Attraction Description	Attraction Footfall / year	Zone Footfall / Year
Aquarium	1.2 Million	63 Millions
Ice Rink	0.3 Million	36 Millions
Reel Cinemas Dubai Mall	2.8 Millions	19 Millions
Reel Cinemas Marina Mall	0.3 Millions	4 Millions
Kidzania	0.5 Millions	19 Millions
VR (Sega)	1.3 Millions	19 Millions

* Statistics are as per actual footfall visitors per attraction & Zone - Source Emaar Malls

Dubai Ice Rink - LED Wall



Dimensions: 64m (W) X 19m (H)

Dubai Ice Rink - LED Wall



Dimensions: 64m (W) X 19m (H)

Dubai Aquarium - OLED Wall



Dimensions: 50m (W) X 14m (H)

<https://drive.google.com/file/d/OBy7LWgfOMMRVRF8wb1pGOXI4aEO/view?usp=sharing>

Dubai Aquarium - OLED Wall



Dimensions: 50m (W) X 14m (H)

Dubai Aquarium - OLED Wall



Dimensions: 50m (W) X 14m (H)



Kidzania - Façade LED



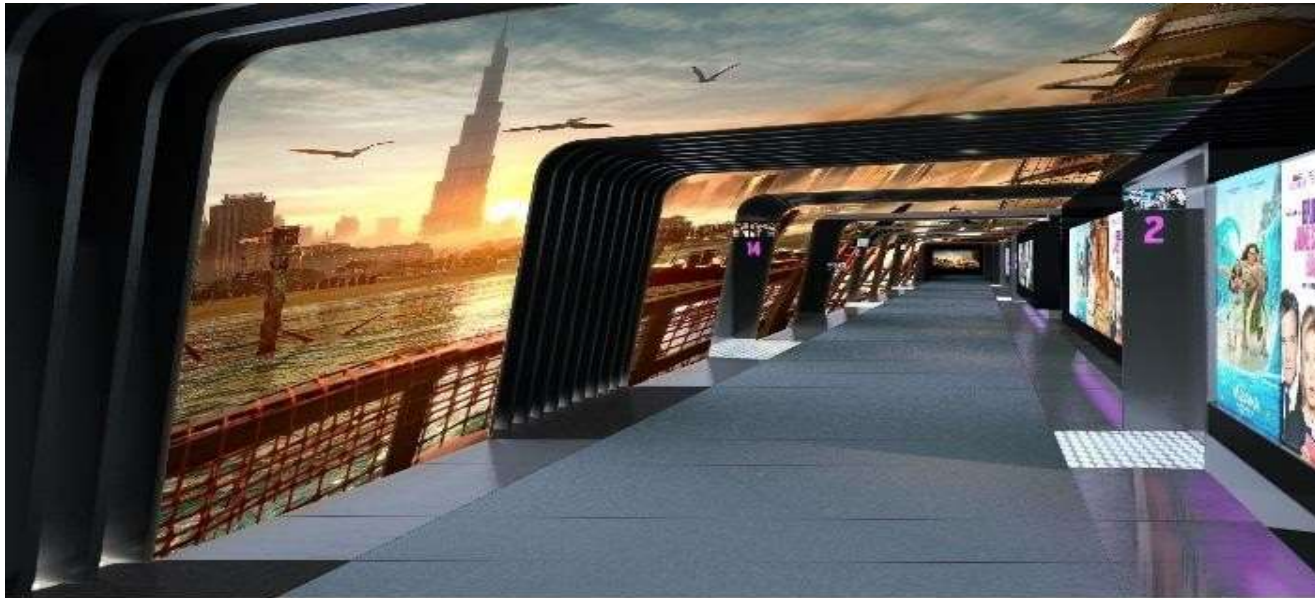
Dimensions: 16m (W) X 2m (H)

Reel Cinemas Dubai Mall - Main Lobby Hero LED Screen



Dimensions: 17m (W) X 5m (H)

Reel Cinemas Dubai Mall - Triangular LED Screen



Reel Cinema The Dubai Mall, Dubai – Proposed Cinema entrance corridor

Dimensions: 4.5m (W) X 2.6m (H)

Reel Cinemas Dubai Mall - Main Hero LED Screen



Dimensions: 14m (W) X 4.6m (H)

Reel Cinemas Dubai Marina Mall - Curved LED Screen



Dimensions: 4.25m (W) X 1.75m (H)

Reel Cinemas Dubai Marina Mall - Curved LED Screen



Dimensions: 4.25m (W) X 1.75m (H)

Emaar Entertainment Digital Assets Commercial Policy

Commercial Policy - Media

Emaar Entertainment Commercial Policy

Asset	Inventory List	Dimensions	Count	Airing Time	Lease Period Net Rates				
					1 Week	1 Month	3 Months	6 Months	1 Year
DAUZ	DAUZ OLED Wall	50m(W)x14m(H)	1	15 Sec - 12 times per hour	AED 78,500	AED 250,000	AED 712,500	AED 1,350,000	AED 2,550,000
DAUZ	DAUZ LED Barrier	11.3m(W)x1.3(H)	1	15 Sec - 12 times per hour	AED 9,500	AED 30,000	AED 85,500	AED 162,000	AED 306,000
DIR	DIR LED Wall	64m(W)x19m(H)	1	15 Sec - 12 times per hour	AED 78,500	AED 250,000	AED 712,500	AED 1,350,000	AED 2,550,000
RCDM	Main Lobby Hero LED Screen	17m (W) x 5m (H)	1	15 Sec - 12 times per hour	AED 100,000	AED 350,000	AED 997,500	AED 1,890,000	AED 3,570,000
RCDM	Curved LED Screen	3m (W) x 5m (H)	4	15 Sec - 12 times per hour					
RCDM	Triangular LED Screen	4.5m (W) x 2.6m	1	15 Sec - 12 times per hour					
RCDM	84" LCD Screen	84"	14	15 Sec - 12 times per hour					
RCDMM	Main Hero LED Screen	14m (W) x 4.6m (H)	1	15 Sec - 12 times per hour					
KZ	KidZania Façade LED	3.5m (W) x 0.5m (H)	1	15 Sec - 12 times per hour	AED 8,000	AED 25,000	AED 71,250	AED 135,000	AED 255,000
VRDM	TBC	TBC	TBC	15 Sec - 12 times per hour	AED 8,000	AED 25,000	AED 71,250	AED 135,000	AED 255,000

*AED Dirhams

Commercial Policy - Production

Emaar Entertainment Commercial Policy

Asset	Inventory List	Dimensions	Count	Minimum Acceptable Resolution	Production Cost				
					15" CGI Video	30" CGI Video	CGI rendered Still Images	Standrad Static Template with for 4K videos	Standrad Static Template with for 8K videos
DAUZ	DAUZ OLED Wall	50m(W)x14m(H)	1	30,000 X 8,000	AED 65,000	AED 125,000	AED 15,000	AED 60,000	AED 75,000
DAUZ	DAUZ LED Barrier	11.3m(W)x1.3(H)	1	Standards Material	If Ready Material to air available cost: AED 5,000				
DIR	DIR LED Wall	64m(W)x19m(H)	1	Standards Material	If Ready Material to air available cost: AED 7,500				
RCDM	Main Lobby Hero LED Screen	17m (W) x 5m (H)	1	Standards Material	TBD				
RCDM	Curved LED Screen	3m (W) x 5m (H)	4	Standards Material					
RCDM	Triangular LED Screen	4.5m (W) x 2.6m	1	Standards Material					
RCDM	84" LCD Screen	84" LCD Screens	14	Standards Material					
RCDMM	Main Hero LED Screen	14m (W) x 4.6m (H)	1	Standards Material					
KZ	KidZania Façade LED	3.5m (W) x 0.5m (H)	1	Standards Material	If Ready Material to air available cost: AED 5,000				
VRDM	TBC	TBC	TBC	Standards Material	TBD				

*AED Dirhams

Terms & Conditions

Agencies Discount Scheme

- AED 0 to AED 200K Agency Discount 15%
- AED 201K and above Agency Discount 25%

Note

- DAUZ OLED Screen & Dubai Ice Rink Digital LED Wall, requires specialized content development that should be done by specialized service providers, and will be charged at an additional cost, and not subject to Agency discounts.

DAUZ – OLED

Screen Production specs & Cost

DAUZ – OLED SCREEN SPECIAL PRODUCTION

Minimum Acceptable Resolution (30,000 x 8,000)



30 second CGI video – AED 125,000 - Delivery in 3 weeks

15 second CGI video – AED 65,000 - Delivery in 2 weeks

CGI Rendered Still Image – AED 15,000 - Delivery in 1 week

*AED Dirhams

DAUZ – OLED SCREEN SPECIAL PRODUCTION

Background Static Template for Video Playback



- 4 Placeholders for 8K videos – AED 75,000 - Delivery in 2 weeks**
- 6 Placeholders for 4K videos – AED 60,000 - Delivery in 2 weeks**
- 8 Placeholders for HD videos – AED 45,000 - Delivery in 2 weeks**

*AED Dirhams

Emaar Entertainment Digital Assets Packages

Proposed Packages

Package #1 Movie Magic

Includes:

Reel Cinemas Dubai Mall: Main Lobby Hero LED Screen 17m (W) x 5m (H)

Reel Cinemas Dubai Mall: Triangular LED Screen 4.5m (W) x 2.6m

Reel Cinemas Dubai Mall: Curved LED Screen 3m (W) x 5m (H)

Reel Cinemas Dubai Marina Mall: Main Hero LED Screen 14m (W) x 4.6m (H)

Monthly Rate : 350,000 (15 Sec - 12 times per hour)

Weekly Rate : 100,000 (15 Sec - 12 times per hour)

*AED Dirhams

Proposed Packages

Package #2 Entertainment Zone Package

Includes:

Kidzania: Façade LED 16m (W) x 2m (H)

VR Park : TBC

Monthly Rate : 50,000 (15 Sec - 12 times per hour)

Weekly Rate : 30,000 (15 Sec - 12 times per hour)

*AED Dirhams

Proposed Packages

Package #3 Blue Network

Includes:

Dubai Aquarium: OLED Wall 50m(W)x14m(H)

Dubai Aquarium: Barrier 11.3m(W)x1.3(H)

Monthly Rate : 250,000 (15 Sec - 12 times per hour)

Weekly Rate : 80,000 (15 Sec - 12 times per hour)

*AED Dirhams

Proposed Packages

Package #4 Ice Rink Network

Includes:

Dubai Ice Rink: LED Wall 64m(W)x19m(H)

Monthly Rate : 250,000 (15 Sec - 12 times per hour)

Weekly Rate : 80,000 (15 Sec - 12 times per hour)

*AED Dirhams

Proposed Packages

Package #5 Giant Network

Includes:

Dubai Ice Rink: LED Wall 64m(W)x19m(H)

Dubai Aquarium: OLED Wall 50m(W)x14m(H)

Dubai Aquarium: Barrier 11.3m(W)x1.3(H)

Kidzania: Façade LED 3.5m (W) x 0.5m (H)

VR Park : TBC

Monthly Rate : 495,000 (15 Sec - 12 times per hour)

Weekly Rate : 160,000 (15 Sec - 12 times per hour)

*AED Dirhams

Proposed Packages

Package #6 Takeover Network

Dubai Ice Rink: LED Wall 64m(W)x19m(H)

Dubai Aquarium: OLED Wall 50m(W)x14m(H)

Dubai Aquarium: Barrier 11.3m(W)x1.3(H)

Kidzania: Façade LED 3.5m (W) x 0.5m (H)

Reel Cinemas Dubai Mall: Main Lobby Hero LED Screen 17m (W) x 5m (H)

Reel Cinemas Dubai Mall: Triangular LED Screen 4.5m (W) x 2.6m

Reel Cinemas Dubai Mall: Curved LED Screen 3m (W) x 5m (H)

Reel Cinemas Dubai Marina Mall: Main Hero LED Screen 14m (W) x 4.6m (H)

Monthly Rate : 850,000 (15 Sec - 12 times per hour)

Weekly Rate : 260,000 (15 Sec - 12 times per hour)

*AED Dirhams



Thank You

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