

GAP Digital Cinema Pre-Show Advertising Management Platform

Comprehensive Solution for Closed-Loop Management of Automated Pre-Show Advertising Delivery



The GDC Advertising Platform (GAP) is a specialized management solution designed for advertisers and cinemas to automate pre-show ad delivery. It consolidates the traditional manual advertising placement process across multiple cinemas onto a unified cloud platform, addressing the needs of advertisers for centralized ad deployment, resolving challenges related to bulk ad distribution and real-time update of delivery orders, and providing reporting capabilities for ad playback logs – offering a comprehensive solution for end-to-end automated pre-show ad management.

Business Highlights:

● An advertiser can run different advertisements in multiple cinemas simultaneously.

● Multiple advertisers can run various types of advertisements simultaneously in a single cinema.

● The screening report compares the planned schedule with actual screening outcomes.

7,700+ screens, 1,080+ theatres powered by GAP

(since 2021)

36,000,000+
advertising packages created

9,600,000+
advertising assets delivered

1,800,000+
playback reports generated

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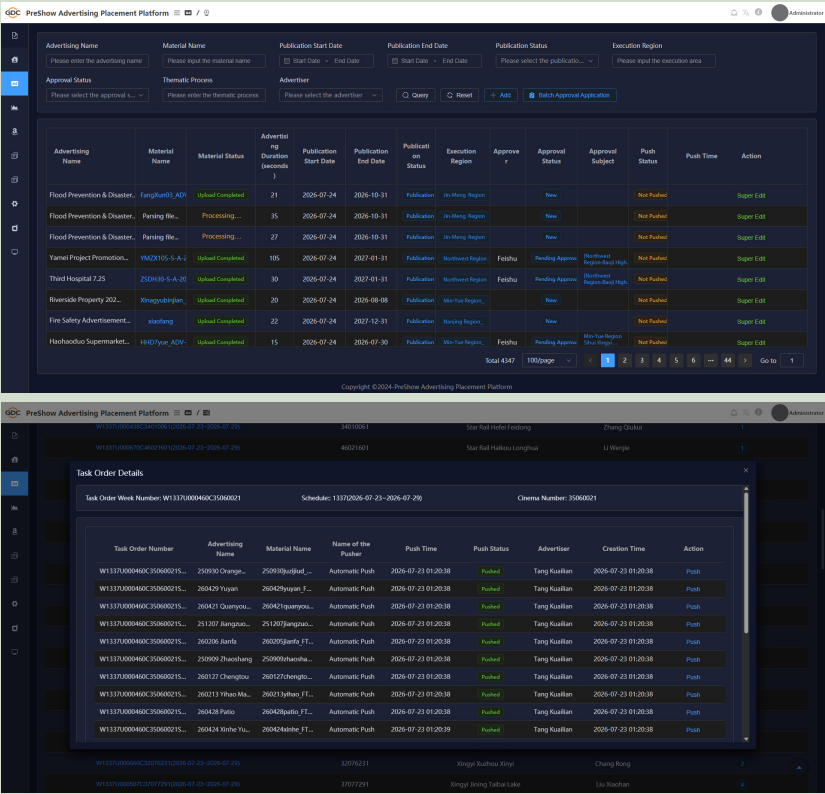
Powering your digital cinema experience

Major Functions:

Ad Scheduling and Contents Distribution:

Create and edit ad properties including title, DCP, duration, start/end times, and target cinemas; upload DCP to cloud storage via the web interface and generate a CDN download link; the system automatically delivers DCP to the designated cinemas.

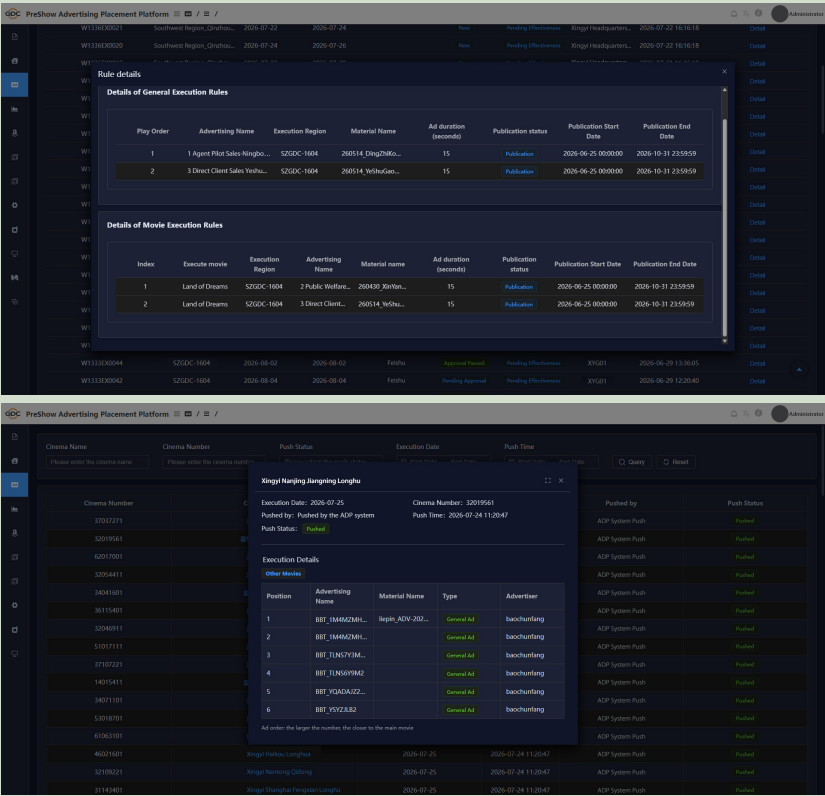
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Ad Campaign Programming:

Based on each ad's campaign window, target cinemas, movies, and placement, the system automatically generates tailored ad campaign programming for each cinema according to predefined rules, supporting automatic consolidation of multiple advertisers' programming within a single cinema.

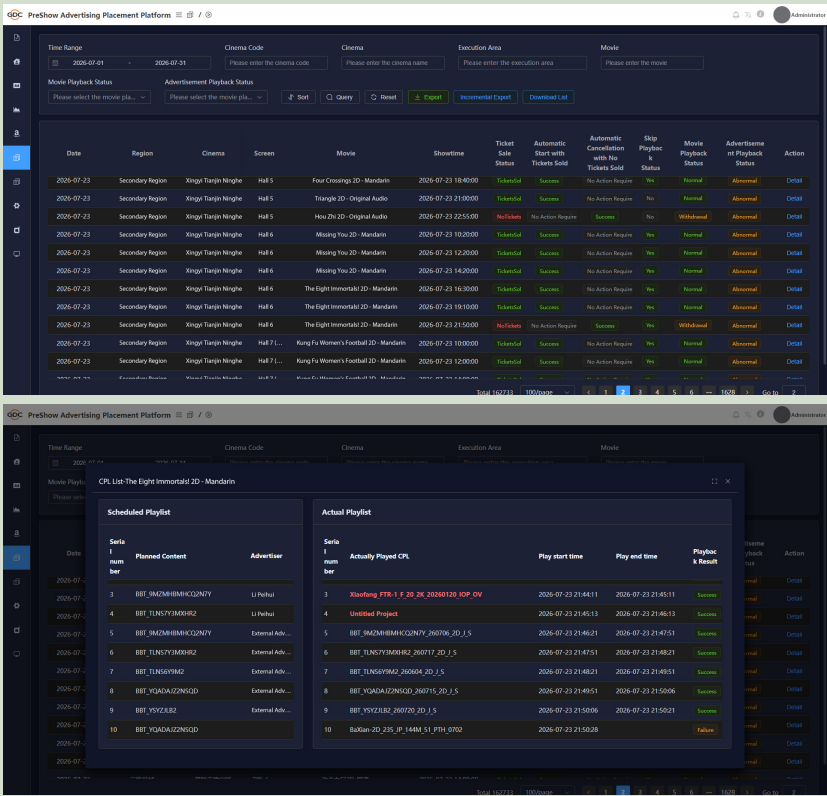
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Major Functions:

Audit Report:

Ad campaign programming and POS exchange data serve as programming plans, while digital cinema server playback logs represent actual playback results; a comparison report between planned and actual screenings is generated.



System Features:

- 1

Stability:
Developed, deployed, and operated on the widely used AWS (Amazon Web Services) platform, the system meets comprehensive business requirements for large-scale advertising content upload, storage, distribution, and management while delivering secure and reliable service.
- 2

Timeliness:
Leveraging real-time event monitoring and automated operation alerts, the platform achieves full automation of business processes—ad placements can be updated in cinemas within minutes, and actual screening results can be verified on the platform the following day.
- 3

Accuracy:
To ensure the screening report accurately reflects actual cinema performance, both planned and actual screening data are sourced from tamper-proof systems: advertising plans come from platform execution orders, main film schedules from POS scheduling systems, and actual screening data from digital cinema server playback logs.
- 4

Extensibility:
The system provides interfaces or integration capabilities for specific system objects (e.g., advertising assets, ad execution orders, playback reports) to accommodate diverse customer business process requirements and enable seamless workflow integration with external systems.