

BERLINALE
OUTDOOR SCREEN(S)

Internationale Filmfestspiele Berlin

Berlinale Outdoor Screens

The Berlinale outdoor screens have proven to be an ideal platform for successful advertising, generating compelling contact figures due to their attractive content including editorial coverage, live broadcasts from the red carpet, photocalls and press conferences with world famous celebrities.

One screen is located directly at the red carpet outside the Berlinale Palast. At the the festival‘s main venue three Competition premieres and two press screenings take place each day. Therefore, your video spot reaches industry professionals as well as Berlinale fans (approx. 25,000 people per day).

Another screen is in front of the Cubix cinema at Alexanderplatz, one of the most frequented locations in Berlin.

FACTS AND FIGURES

period	February 10 -21, 2027 (12 days), 9am to 10pm (13 hours daily)
outdoor screen 1	Marlene-Dietrich-Platz, Red Carpet at Berlinale Palast
outdoor screen 2	Alexanderplatz, in front of the Cubix cinema
image spot lenght	corporate video, max. 45 seconds
number of screenings	approx. 12x daily (generally hourly, subject to editorial broadcastings)
screen sizes	Berlinale Palast: 7m x 4m (width x height), 3.9 (pixel space) Alexanderplatz: 6.66 x 3.84 m , 5.8mm (pixel space)
format	16:9 / anamorph
transfer	digital medium with HD standard 1080i / 25
booking deadline	January 22, 2027
submission deadline	February 01, 2027
costs	€ 19,900 (excl. VAT) Berlinale Palast + Alexanderplatz





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BILDNACHWEIS
The pictures used here were taken by the festival photographer Jan Windszus

IMPRESSUM
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