

THE FILM CATEGORY

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GREAT MOMENTS AT
THEIR **GREATEST**

2026



OUR INSIGHT

Millions of South Africans are watching movies everywhere except the cinema. From pirated sites and streaming platforms to their phones and laptops, simply because it's convenient.

OUR EMOTIONAL TRUTH

But convenience comes at a cost. Movies aren't just meant to be watched, they're meant to be felt. When the experience is interrupted, the magic of the story is lost.



OUR POINT OF VIEW

When we watch movies outside the cinema, life gets in the way. Notifications, distraction, and interruptions dilute the magic of storytelling. The cinema is the last place where a film can truly be experienced the way it was meant to be: uninterrupted, immersive, and shared. We want to remind audiences of a simpler time when watching a movie meant going to the cinema, the one place where nothing comes between you and the story.



PRESENTS

RETURN TO THE CINEMA

THE ONE PLACE WHERE NOTHING COMES BETWEEN YOU AND THE STORY.