

CINEMA
MEDIA
SHOWCASE



digital cinema media

TODAY'S AGENDA

1. **WELCOME** - KAREN STACEY, DCM
2. **WHY THE GREATEST STORIES START WITH CINEMA** - MICHAEL TULL, DCM
3. **IN CONVERSATION WITH WARNER BROS.** - NEIL MARSHALL, WARNER BROS. AND KAREN STACEY, DCM
4. **TO START SOMETHING NEW, START WITH CINEMA** - MICHAEL BENSLEY, DCM
5. **INDUSTRY PANEL** - CHETAN MURTHY, BOUNTIFUL COW; DAN PLANT, STARCOM; AND VICKY FOX, OMD – HOSTED BY MATTHEW HOOK
6. **HOW DCM WILL HELP YOU START WITH CINEMA** - SOPHIE GALE-EVANS, DCM
7. **CULTURAL CINEMATIC MOMENTS** - TOM LINAY, DCM

A BIG THANK YOU!



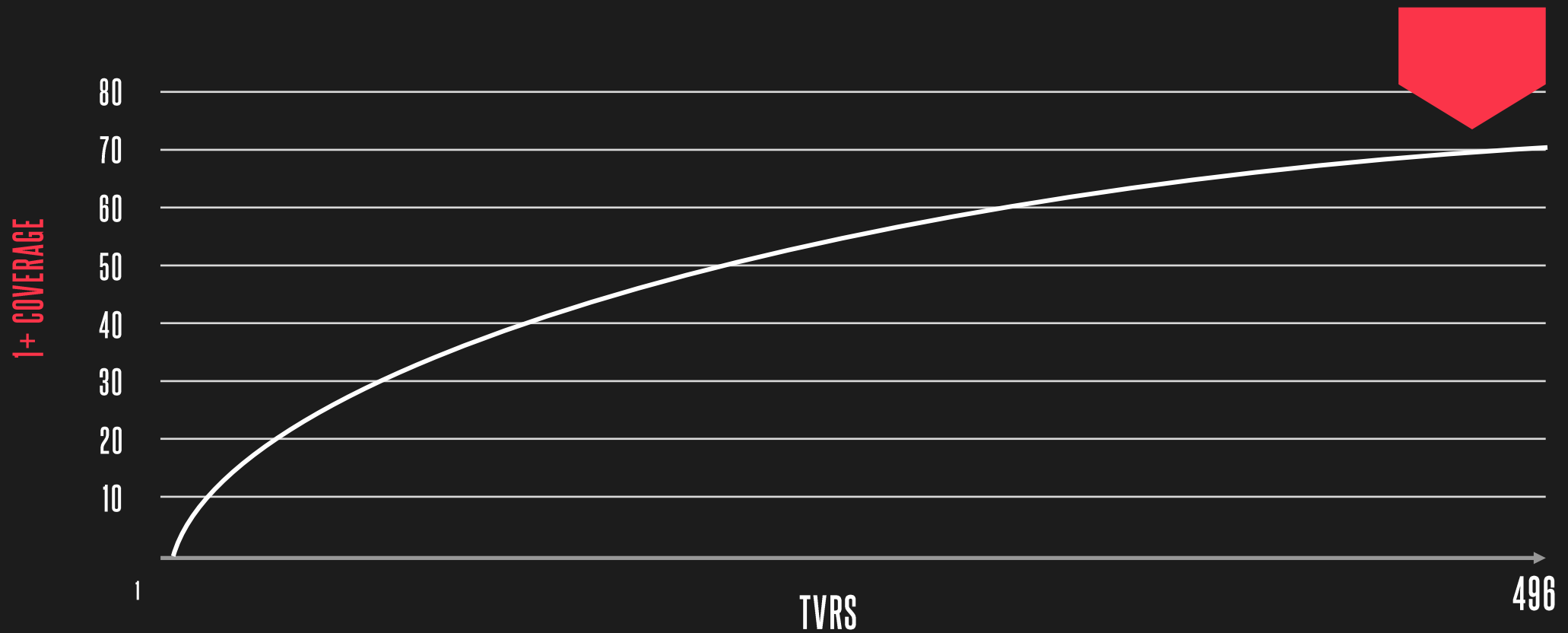
#STARTWITHCINEMA

A I W I A V Q I N N V I N P E N D I A D D
A I W I A V Q I N N V I N P E N D I A D D
A I W I A V Q I N N V I N P E N D I A D D

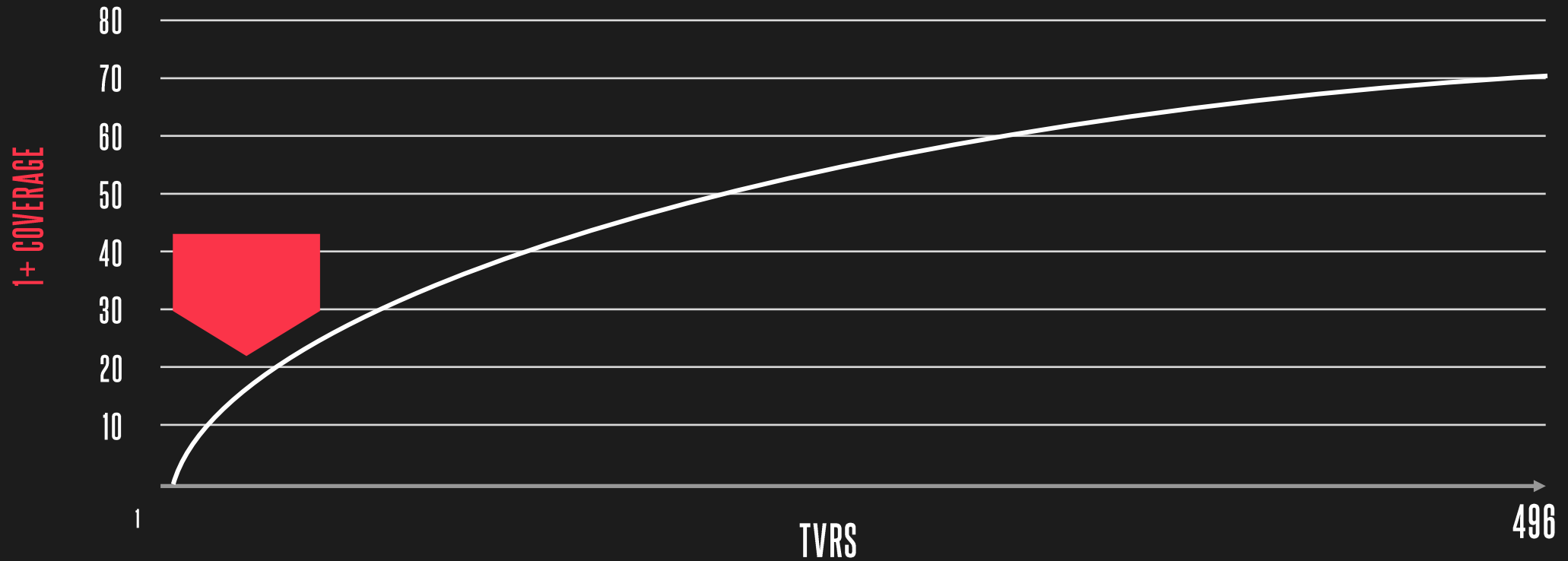
ALWAYS LOOKING FORWARD

ALWAY D LUUNING FURWARD
ALWAY D LUUNING FURWARD
ALWAY D LUUNING FURWARD

FROM HERE...



TO HERE...



START WITH CINEMA

1

THE GREATEST
STORIES START WITH
CINEMA

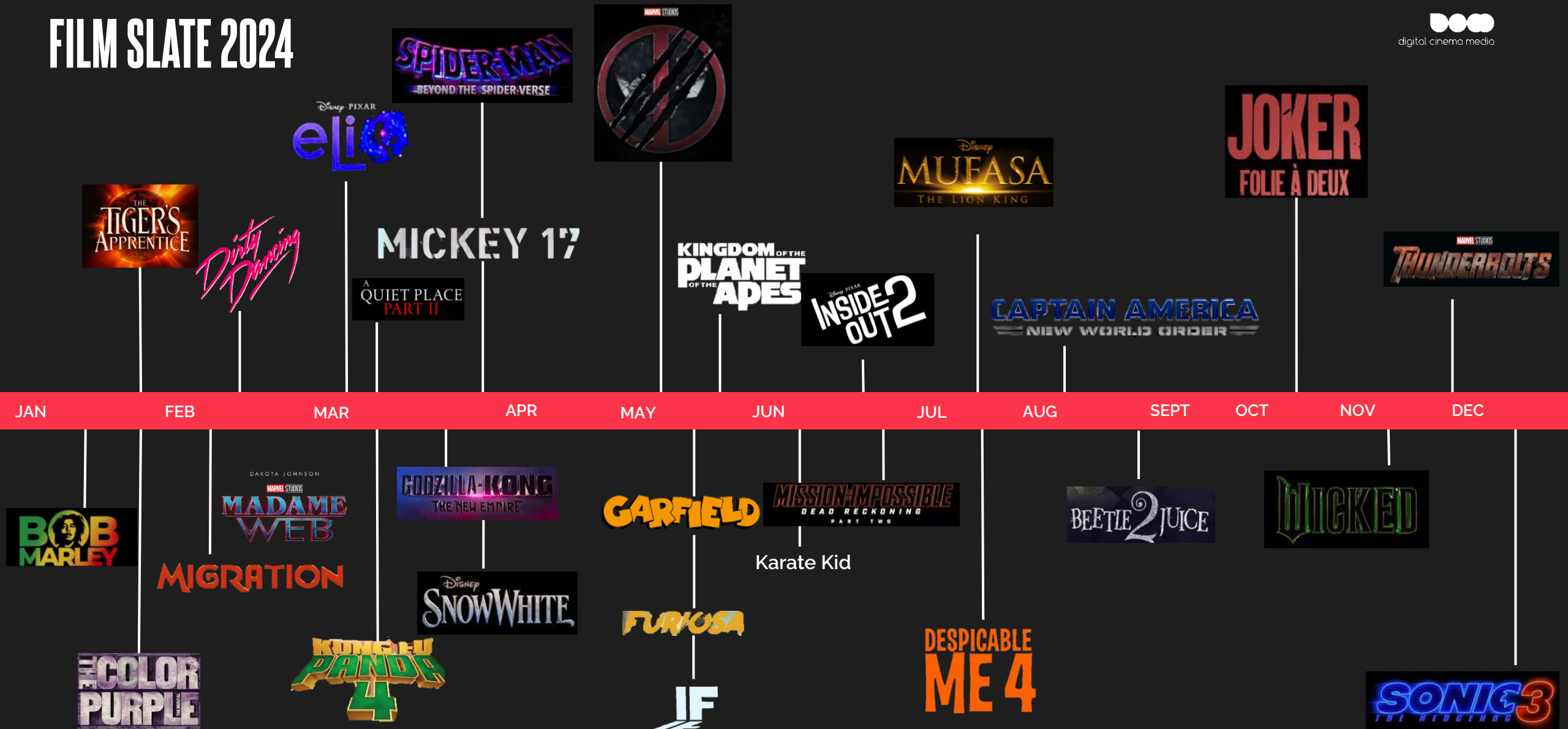
2

TO START
SOMETHING NEW,
START WITH CINEMA

3

HOW DCM WILL
HELP YOU START
WITH CINEMA

FILM SLATE 2024





THE GREATEST STORIES START WITH CINEMA

MICHAEL TULL | INSIGHT BUSINESS DIRECTOR, DCM

#STARTWITHCINEMA



ABUNDANT CONTENT

SCARCE ATTENTION

#STARTWITHCINEMA

DCM
digital cinema media

NO CATEGORY NEEDS TO START SOMETHING NEW AS OFTEN AS THE CONTENT BUSINESS



911

THEATRICAL
RELEASES



22,685

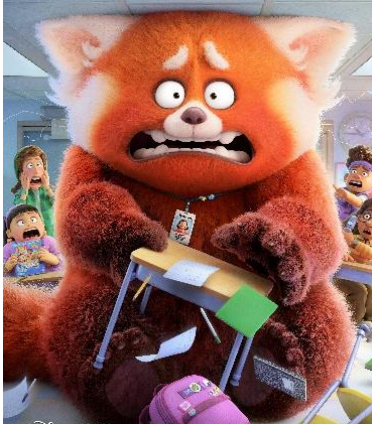
HOURS OF SVOD
ORIGINAL /
EXCLUSIVE CONTENT



35,769

HOURS OF BBC, ITV,
C4 & FIVE ORIGINAL
PROGRAMMING

WE'VE **PASSED** THROUGH A
TIME OF EXPERIMENTATION



STARTING EXCLUSIVELY WITH CINEMA CREATES SCARCITY



AVATAR: THE WAY OF WATER 109 DAYS

TOP GUN: MAVERICK 90 DAYS

BLACK PANTHER: WAKANDA FOREVER 83 DAYS

SCREAM VI 60 DAYS

ELVIS 45 DAYS

AIR 35 DAYS

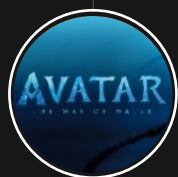
SCARCITY HELPS FUEL **BUZZ** AROUND CINEMA RELEASES

AMPERE POPULARITY SCORE DATA

DECEMBER 2022

145.9

AVATAR



67.7

THE WHITE LOTUS



62.9

HOME ALONE



62.2

KNIVES OUT



59.1

LOVE ACTUALLY



MAY 2023



FAST & FURIOUS

284.0



GUARDIANS OF THE GALAXY

123.8



THE LITTLE MERMAID

117.0



JOHN WICK

92.9



SUCCESSION

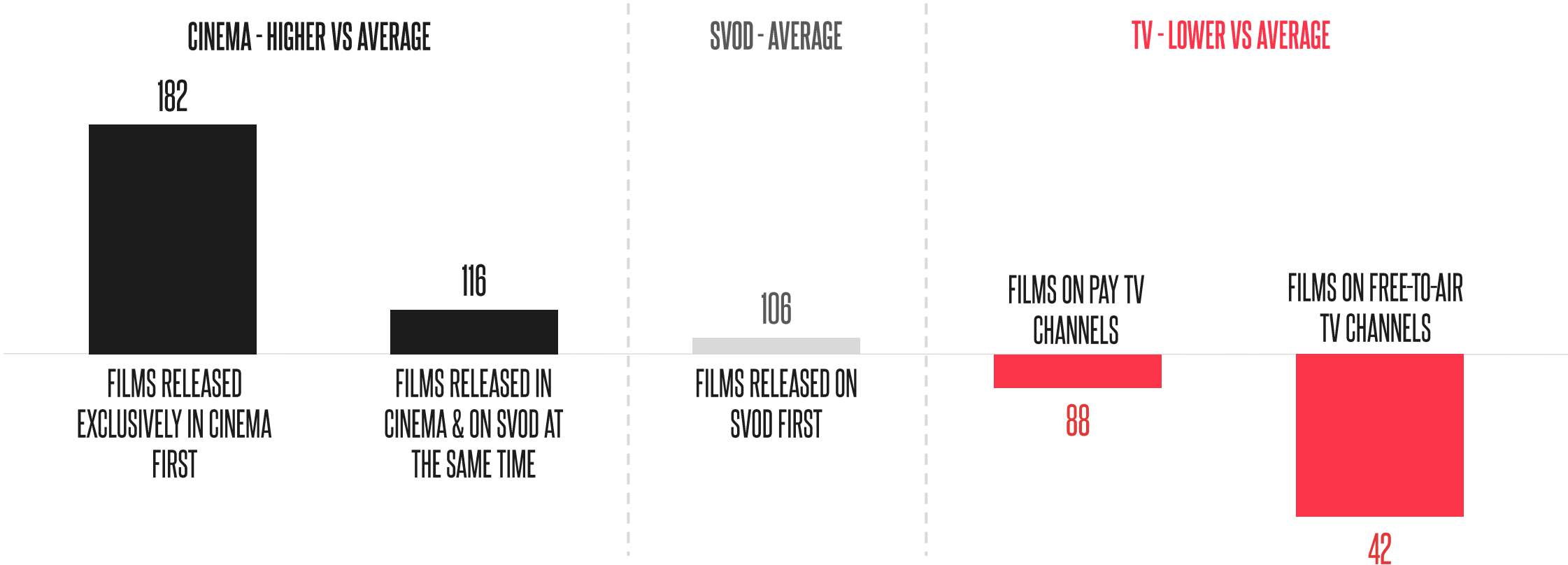
70.0

CINEMA IS RIGHT AT THE HEART OF CULTURE



#STARTWITHCINEMA

FILMS RELEASED EXCLUSIVELY IN CINEMAS FIRST ARE SEEN AS HIGHEST QUALITY



**(RE-) COMMITMENT
TO STARTING WITH
CINEMA AND AN
EXCLUSIVE THEATRICAL
WINDOW**

**“OSCARs TO REQUIRE ‘EXPANDED
THEATRICAL RUN’ TO QUALIFY FOR
BEST PICTURE BEGINNING IN
2025” - VARIETY**

**“DISNEY’S NEW MOVIE WISH WILL
GET A ‘LONG RUN’ IN CINEMAS” -
DIGITALSPY**

**“UNIVERSAL TOUTS 40 MOVIES
COMING IN NEXT 12 MONTHS -
DEADLINE**

**“APPLE AND AMAZON ARE BETTING BIG
ON MOVIE THEATERS – AND NETFLIX RISKS
BEING LEFT BEHIND.” - THE WRAP**

**“WARNER BROS. DISCOVERY BOSS SAYS
STUDIO DOES NOT BELIEVE IN STREAMING
MOVIES” - THE PLAYLIST**

**“BEHIND APPLE AND AMAZON’S BILLION-
DOLLAR BET ON MOVIE THEATERS.” -
BLOOMBERG**

**“APPLE TO SPEND \$1 BILLION A YEAR ON
FILMS TO BREAK INTO CINEMAS.” -
BLOOMBERG**



TO START SOMETHING NEW

START WITH CINEMA

MICHAEL BENSLEY | HEAD OF CLIENT, DCM

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digital cinema media



THE **BRIGHTEST** BRAINS IN THE INDUSTRY

ROUNDTABLE HELD ON 24 MAY

- DAN PLANT, **STARCOM**
- VICKY FOX, **OMD**
- DINO MYERS-LAMPTEY, **THE BARBER SHOP**
- AMY WATT, **IProspect**
- LIZZIE NOLAN, **HAVAS**
- MONICA MAJUMDAR, **WAVEMAKER**
- CHETAN MURTHY, **BOUNTIFUL COW**
- LUCY BARBOR, **UNBOUND MEDIA**

WHEN BRANDS NEED TO

START SOMETHING

CONNECTION WILL BE

MISSION CRITICAL

**WE KNOW THAT
CINEMA DOESN'T
STAND ALONE**

#STARTWITHCINEMA



AT MUST-WIN MOMENTS, MARKETING IS UNDER PRESSURE TO START SOMETHING



NEW PRODUCT

BUILDING TRUST AND
BUZZ AT SPEED



NEW CAMPAIGN

ESTABLISHING NEW ASSETS
AND ASSOCIATIONS



NEW MESSAGE

CHANGING DEEP-ROOTED
ASSUMPTIONS

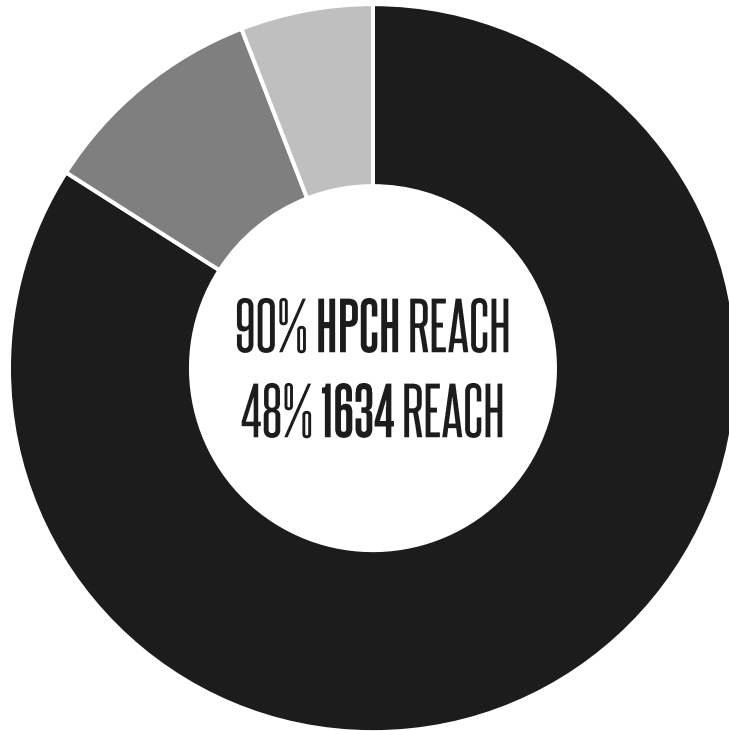
WUUV QTADT WITU PINEMA
WUUV QTADT WITU PINEMA
WUUV QTADT WITU PINEMA

WHY START WITH CINEMA

WUUV QTADT WITU PINEMA
WUUV QTADT WITU PINEMA
WUUV QTADT WITU PINEMA

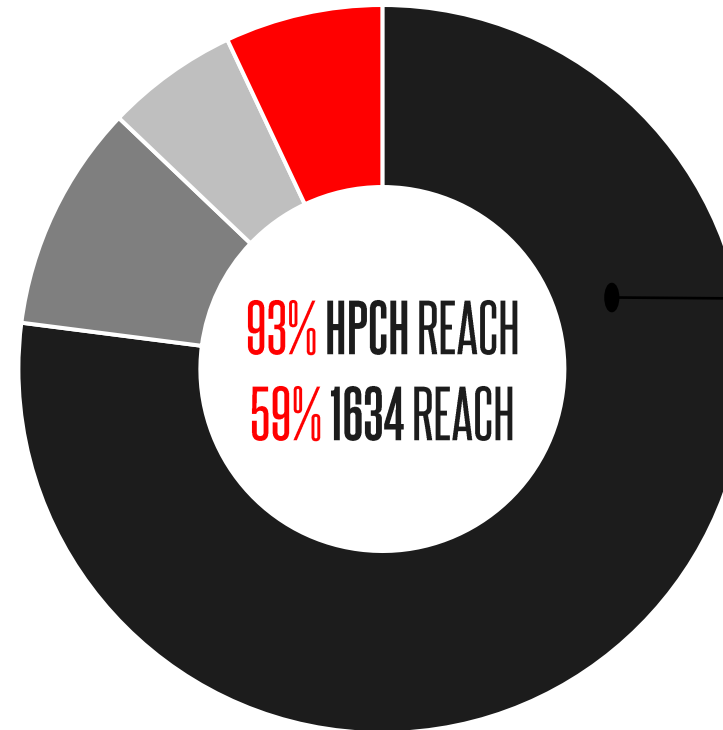
THE NUMBERS SHOW: IF YOU NEED TO MAXIMISE AV REACH START WITH CINEMA

£2.6M TOTAL AV BUDGET



■ TV ■ VOD ■ OLV

£2.6M TOTAL AV BUDGET, WITH CINEMA



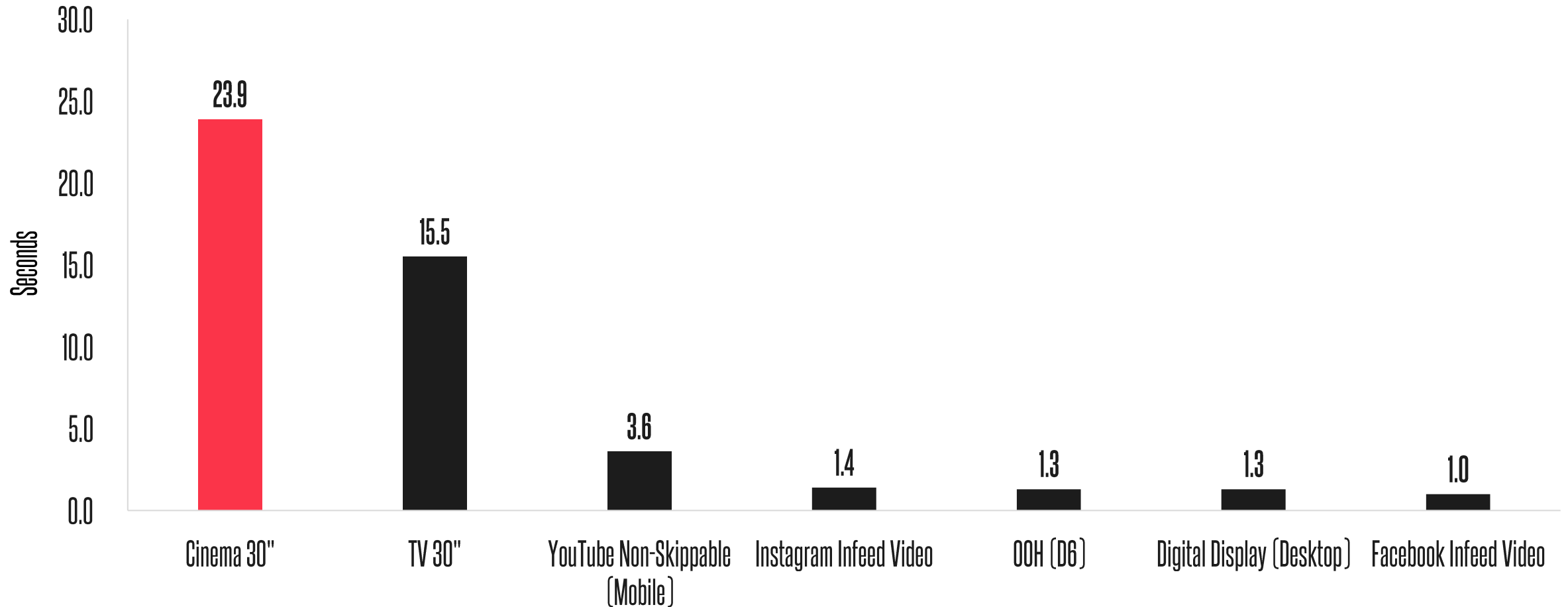
■ TV ■ VOD ■ OLV ■ Cinema

HPCH UPLIFT: 3 PTS
1634 UPLIFT: 11 PTS

#STARTWITHCINEMA

Source: IPA TouchPoints Channel Planner

THE NUMBERS SHOW: IF YOU WANT ATTENTION START WITH CINEMA

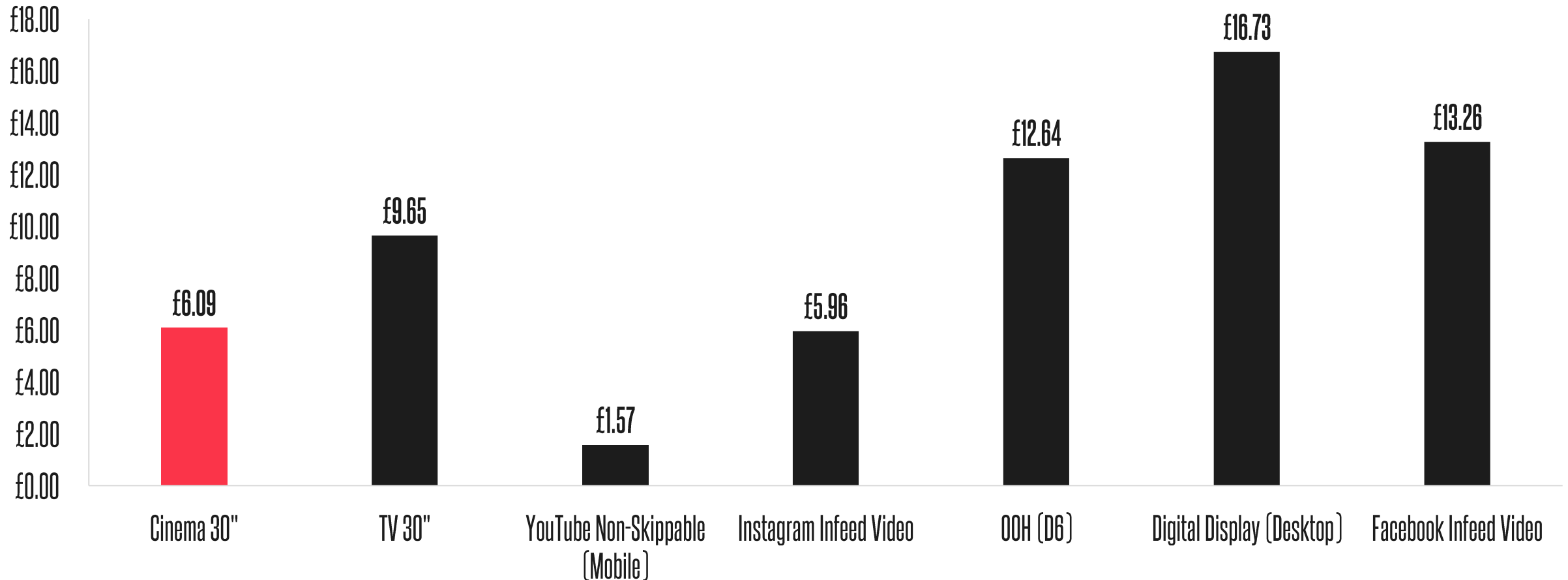


#STARTWITHCINEMA

Source: Lumen

THE NUMBERS SHOW: IF YOU WANT COST-EFFECTIVE ATTENTION

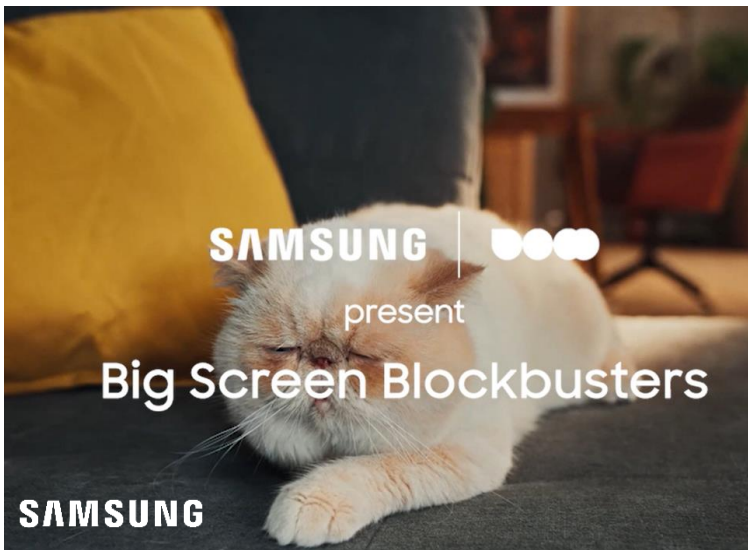
START WITH CINEMA



#STARTWITHCINEMA

Source: DCM has applied Lumen Attention data to estimated industry 16-34 CPMs to calculate a CPM

NEW PRODUCT



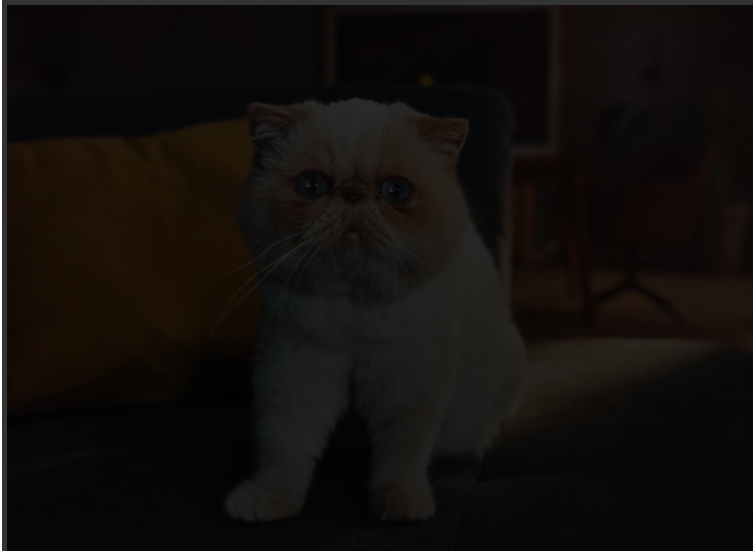
DCM DATABANK - AVG UPLIFT - NEW PRODUCTS	
+35%	"FOR PEOPLE LIKE ME"
+25%	LIKELY TO CONSIDER
+13%	INTEND TO ACT

NEW PRODUCT



DCM DATABANK – AVG UPLIFT - NEW PRODUCTS

+35% BRAND RELEVANCE



+25% LIKELY TO CONSIDER

+13% INTEND TO ACT



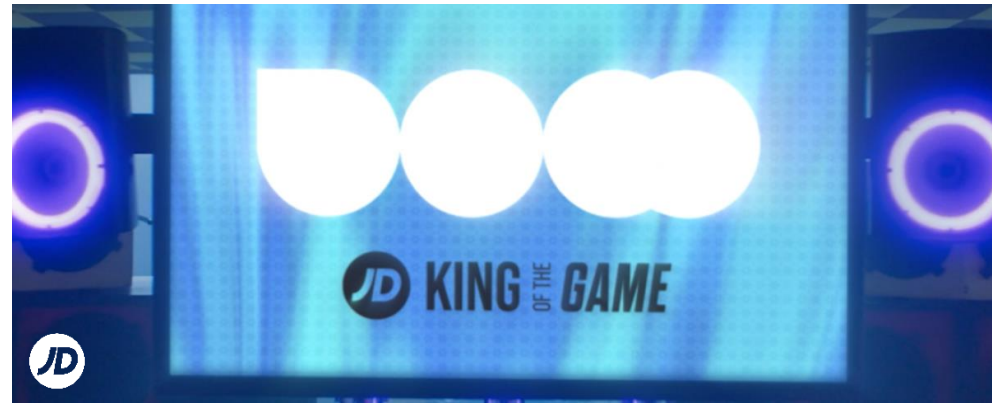
DCM DATABANK – AVG UPLIFT - NEW PRODUCTS

+35% "FOR PEOPLE LIKE ME"

+25% LIKELY TO CONSIDER

+13% INTEND TO ACT

NEW CAMPAIGN



DCM DATABANK - AVG UPLIFT - NEW CAMPAIGNS

+25% AD AWARENESS

+58% AD RECALL

+25% BETTER BRAND IMPRESSION

NEW CAMPAIGN



DCM DATABANK - AVG UPLIFT - NEW CAMPAIGNS

+25% AD AWARENESS

+58% AD RECALL

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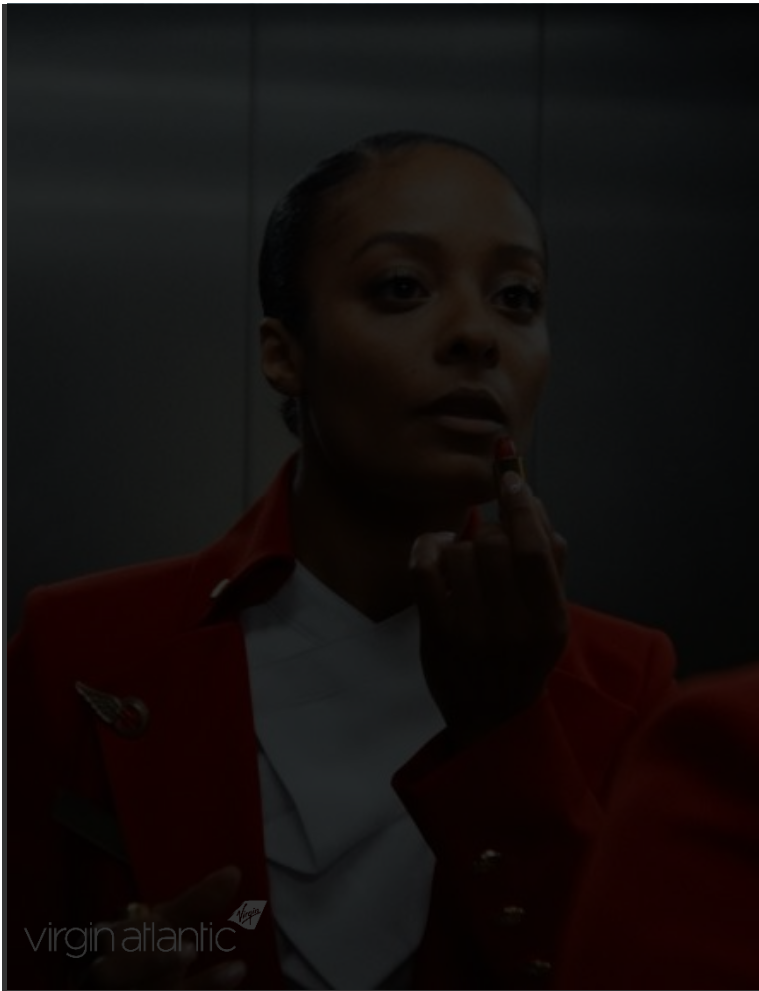
+25% BETTER BRAND IMPRESSION

NEW MESSAGE



- DCM DATABANK - AVG UPLIFT - NEW MESSAGES
- +20% BRAND PERCEPTIONS (AGREE)
 - +43% POSITIVE BRAND IMPRESSION
 - +87% EXTREMELY LIKELY TO CONSIDER

NEW MESSAGE



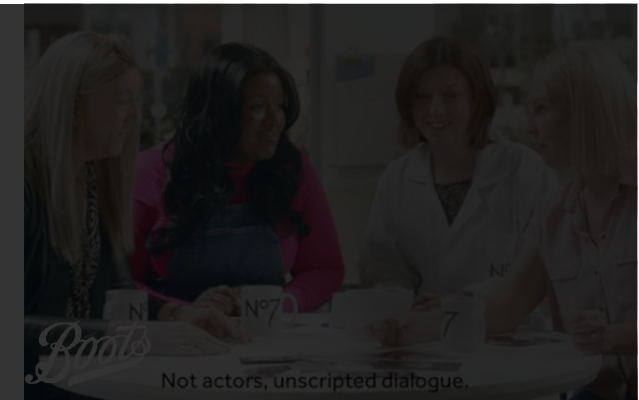
DCM DATABANK - AVG UPLIFT - NEW MESSAGES

+20% BRAND PERCEPTIONS (AGREE)

+43% POSITIVE BRAND IMPRESSION

+87% EXTREMELY LIKELY TO CONSIDER

Movement that inspires



DCM DATABANK - AVG UPLIFT - NEW MESSAGES

+20% BRAND PERCEPTIONS (AGREE)

+43% POSITIVE BRAND IMPRESSION

+87% EXTREMELY LIKELY TO CONSIDER

IN SUMMARY: **START WITH CINEMA**

1

NEW PRODUCT

2

NEW CAMPAIGN

3

NEW MESSAGE

OUR EXPERT PANEL

MATTHEW HOOK | HOOK STRATEGY

CHETAN MURTHY | CHIEF STRATEGY OFFICER, BOUNTIFUL COW

DAN PLANT | CHIEF STRATEGY OFFICER, STARGOM

VICKY FOX | CHIEF PLANNING OFFICER, OMD



HOW DCM WILL HELP YOU START WITH CINEMA

SOPHIE GALE-EVANS | CLIENT BUSINESS DIRECTOR, DCM

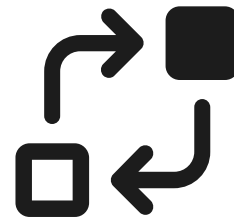
#STARTWITHCINEMA

IT'S COMPLICATED

MAKING SENSE OF A COMPLEX LANDSCAPE COMES WITH ITS OWN CHALLENGES



OVERLOAD



CHANGING TIMES



**NEED FOR RATIONAL
EVIDENCE**



A HOLISTIC AV PLANNING TOOL TO
STREAMLINE PLANNING SCENARIOS
AND PROVIDE EVIDENCE

COMING IN OCTOBER: “AV MAXIMISER TOOL”

IN DEVELOPMENT WITH THE IPA, RSMB AND LUMEN.

THE PLANNER



INPUTS AUDIENCE AND
TVR/BUDGET GOAL

THE TOOL



OPTIMISES MEDIA MIX FOR MAX
1+ REACH

THE OUTPUT



- REACH
- ATTENTION
- COST EFFICIENCY

COMING IN SEPTEMBER: EFFECTIVENESS ROADMAP



EFFECTIVENESS ROADMAP



DIFFERENTIOLGY MEASUREMENT



**SPOT DATA REPORT FOR
ECONOMETRICS**

TVRS ARE AN **EFFECTIVE** CURRENCY TO PLAN HOLISTIC AV **CAMPAIGNS**

SUCCESSSES TO DATE



12

1634 TVRs



10

1634M TVRs



8

1634 TVRs



8

1634 TVRs

Analysis Options

- Report Period >>
- Audience >>
- Film Genre >>
- Classification >>
- Content Type >>

Clear all

Report Downloads

- Selected Film

Data Source

- digital cinema media
- Resources
- Contact DCM

Cinema TVRs Report

Report Period: Q1 2023 (Jan '23 – Dec '23) **Classification:** None selected **Audience(s):** All Adults, 16-24s
Data Source: Digital Cinema Media **Genre(s):** None selected

12A Predicted Classification - TBC

In Marvel Studios "Guardians of the Galaxy Vol. 3" our beloved band of misfits are looking a bit different these days. Peter Quill, still reeling from the loss of Gamora, must rally his team around him to defend the universe along with protecting one of their own. A mission that, if not completed successfully, could quite possibly lead to the end of the Guardians as we know them.

Audience with highest TVRs

23.0

HPCR

The TVRs calculation has been based on a combination of factors that we could include in this section. The TVRs calculation has been based on a combination of factors that we could include in this section.

DCM Ratecard Price

£203,440

2 week campaign

[See more options...](#)

Results Page: 1 of 4 Clear sorting

Rank	Film Title	Release Date	Classification	Genre	Ind Adms	Adult TVRs	16-24 TVRs
1	Guardians Of The Galaxy Vol. 3	05 May 2023	TBC	TBC	5,095,505	5.0	18.8
2	Indiana Jones And The Dial Of Destiny	30 Jun 2023	TBC	TBC	5,082,644	4.8	17.6
3	Marvels, The	28 Jul 2023	TBC	TBC	3,821,609	4.1	16.7
4	Little Mermaid, The	26 May 2023	TBC	TBC	4,458,548	3.6	13.1
5	Mission: Impossible - Dead Reckoning Part One	14 Jul 2023	TBC	TBC	3,312,061	3.1	11.5
6	Fast X	19 May 2023	TBC	TBC	2,420,330	2.9	13.4
7	Spider-Man: Across The Spider-Verse	02 Jun 2023	TBC	TBC	2,497,513	2.8	12.2
8	Avatar: The Way Of Water	16 Dec 2022	TBC	TBC	3,316,820	2.8	9.9
9	Aquaman And The Lost Kingdom	26 Dec 2023	TBC	TBC	2,547,725	2.8	10.4
10	Flash, The	16 Jun 2023	TBC	TBC	2,547,714	2.8	10.4
11	Ant-Man And The Wasp: Quantumania	17 Feb 2023	12A	TBC	2,768,777	2.7	11.3
12	Barbie	21-Jul-23	TBC	TBC	3,248,344	2.6	9.3
13	Super Mario Bros.	07 Apr 2023	PG	TBC	4,452,565	2.5	5.7
14	Dune: Part II	03 Nov 2023	TBC	TBC	2,547,729	2.5	8.2
15	Hunger Games: The Ballad Of Songbirds And Snakes, The	17 Nov 2023	TBC	TBC	1,905,972	2.3	10.3

COMING TODAY: WWW.DCM.CO.UK/START

EVERYTHING YOU NEED IN ONE PLACE

KEY SLIDES

VIDEOS

CASE STUDIES

ONE PAGER

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A stylized, painterly illustration of Spider-Man and Ghost Rider. Spider-Man is on the left, in his iconic red and blue suit, with his right hand raised. Ghost Rider is on the right, in his white, skeletal form with a flaming skull. The background is dark with abstract, colorful lines and splatters, suggesting a dynamic, action-packed scene.

CULTURAL MOMENTS

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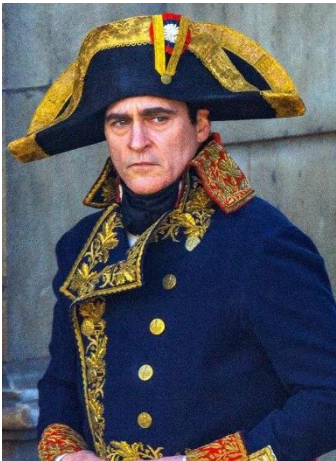
TOM LINAY | CONTENT BUSINESS DIRECTOR, DCM

#STARTWITHCINEMA

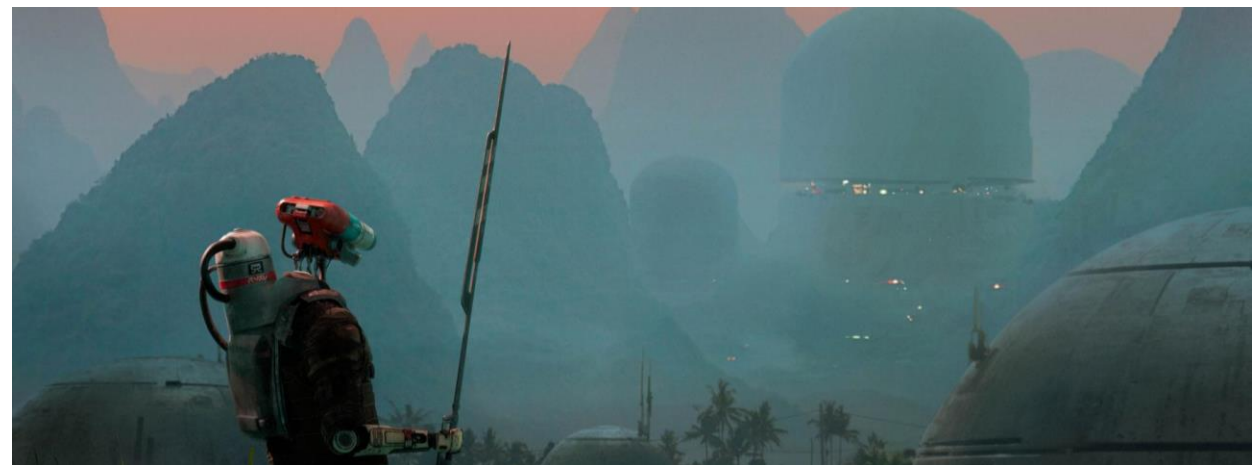
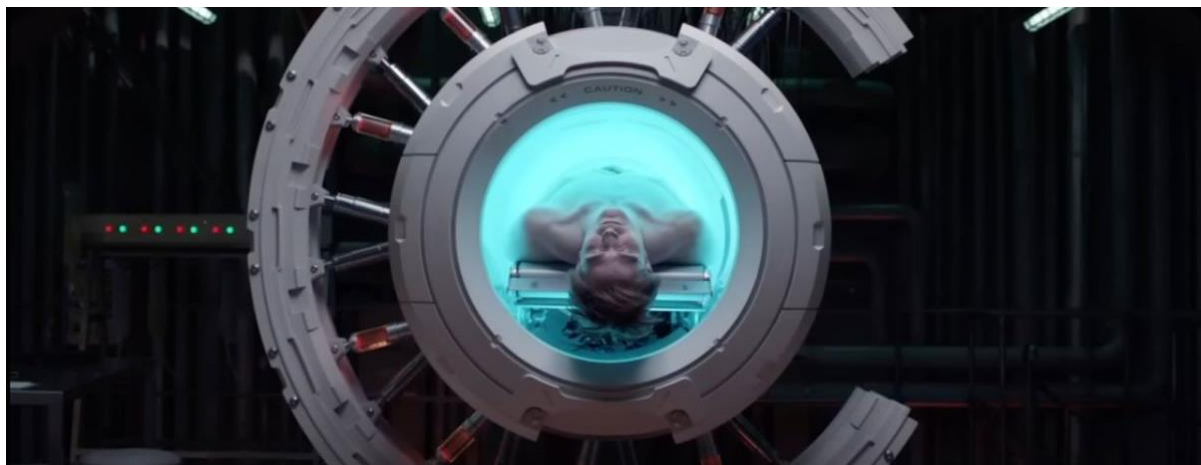

digital cinema media



CHALLENGERS 26 APRIL 2024
DRIVE-AWAY DOLLS TBC 2024
KILLERS OF THE FLOWER MOON 20 OCTOBER
NAPOLEON 22 NOVEMBER



THE CREATOR 29 SEPTEMBER
MICKEY 17 29 MARCH 2024





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DUNE PART TWO 3 NOVEMBER
WONKA 15 DECEMBER



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THE HUNGER GAMES: THE BALLAD OF SONGBIRDS AND SNAKES

17 NOVEMBER





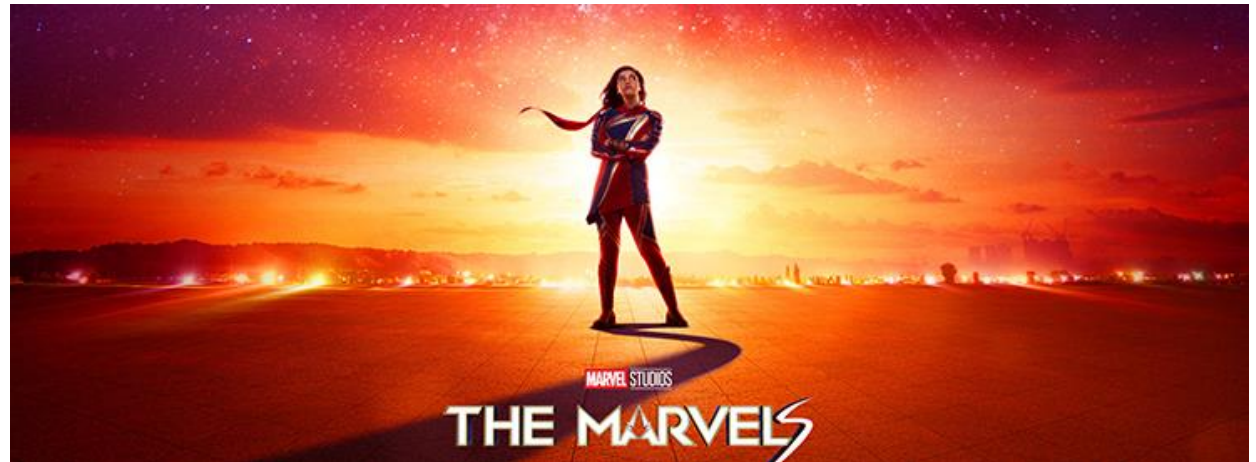
THE MARVELS 10 NOVEMBER

DEADPOOL 3 MAY 2024

KRAVEN THE HUNTER AUGUST 2024

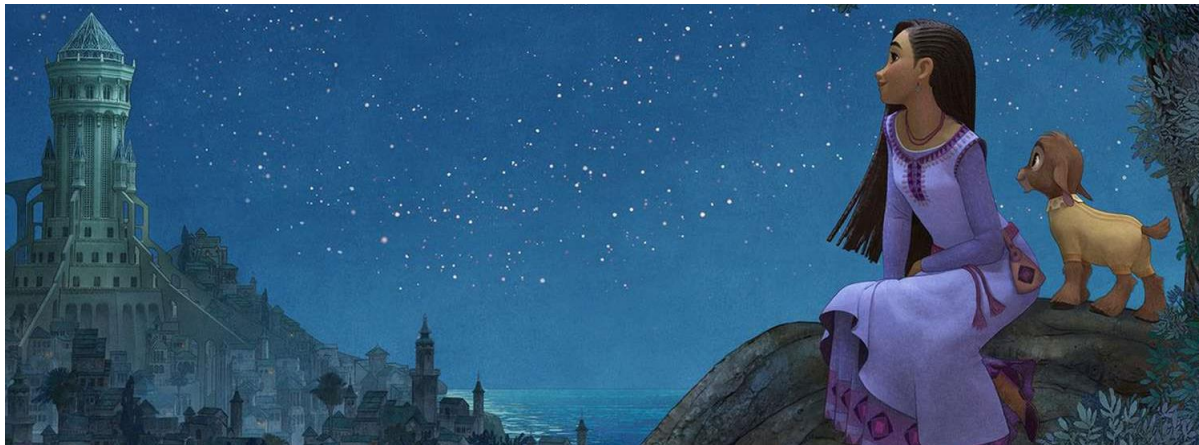
SPIDER-MAN: BEYOND THE SPIDER-VERSE TBC 2024

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DMG
digital cinema media

WISH 24 NOVEMBER
ELIO 1 MARCH 2024
KUNG FU PANDA 4 8 MARCH 2024
INSIDE OUT 2 14 JUNE 2024





BOB MARLEY: ONE LOVE 12 JANUARY 2024

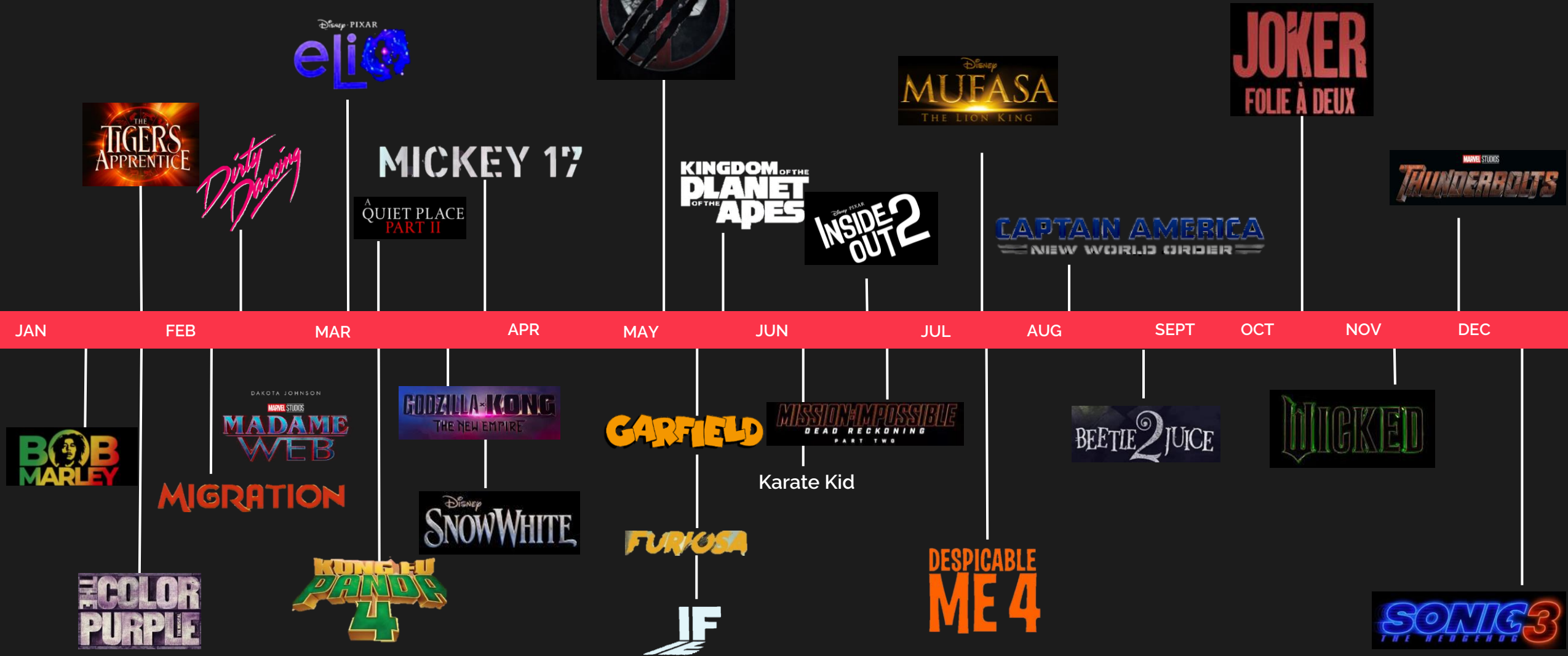
THE COLOUR PURPLE 26 JANUARY 2024

BACK TO BLACK TBC 2024

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digital cinema media



FILM SLATE 2024



CLOSING WORDS

KAREN STACEY, CEO

IN SUMMARY: **START WITH CINEMA**

1

NEW PRODUCT

2

NEW CAMPAIGN

3

NEW MESSAGE



DIGITAL CINEMA MEDIA AWARDS 2023

campaign

THANK YOU

#STARTWITHCINEMA