

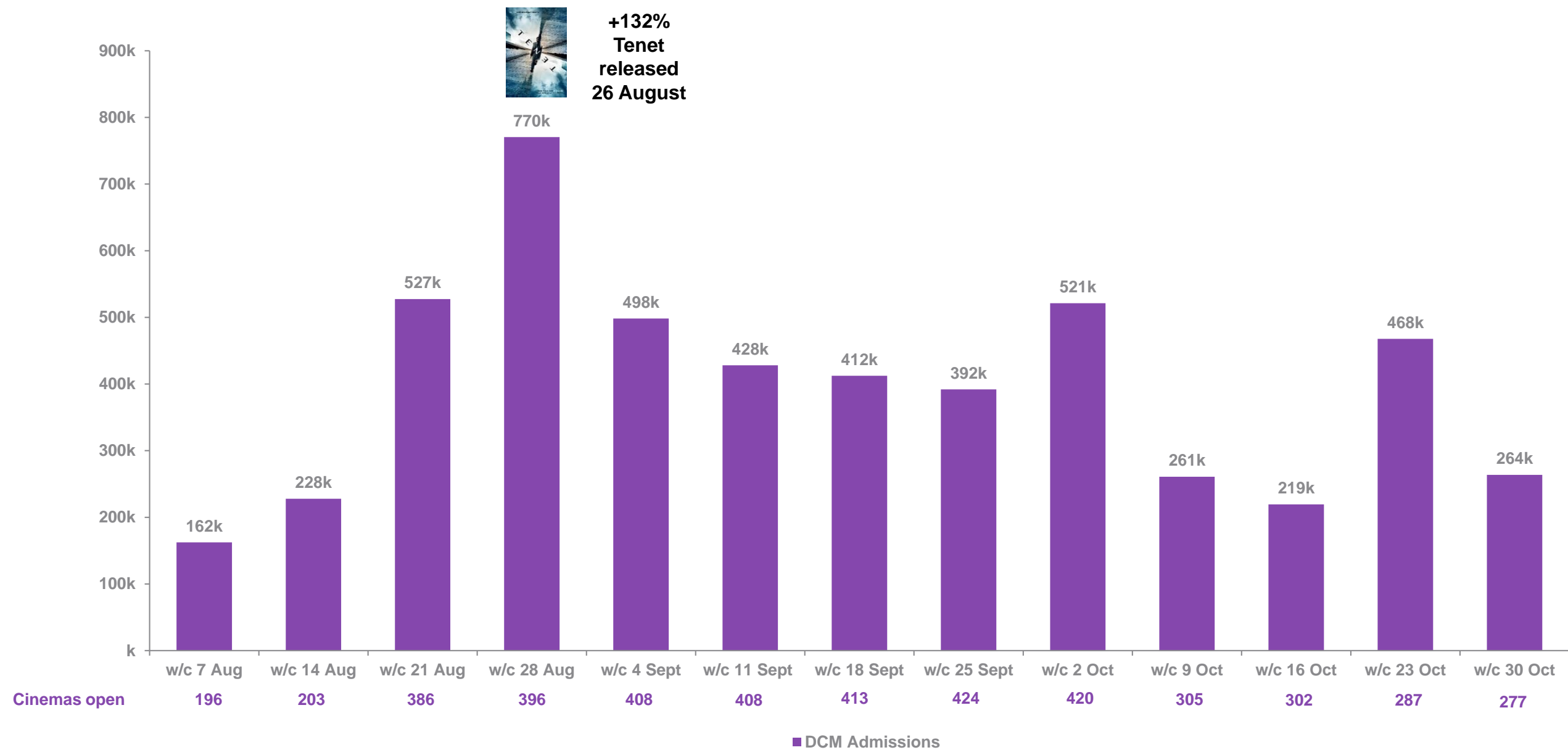


CINEMA ATTENDANCE

An in-depth look at cinemagoing from July 2020 onwards

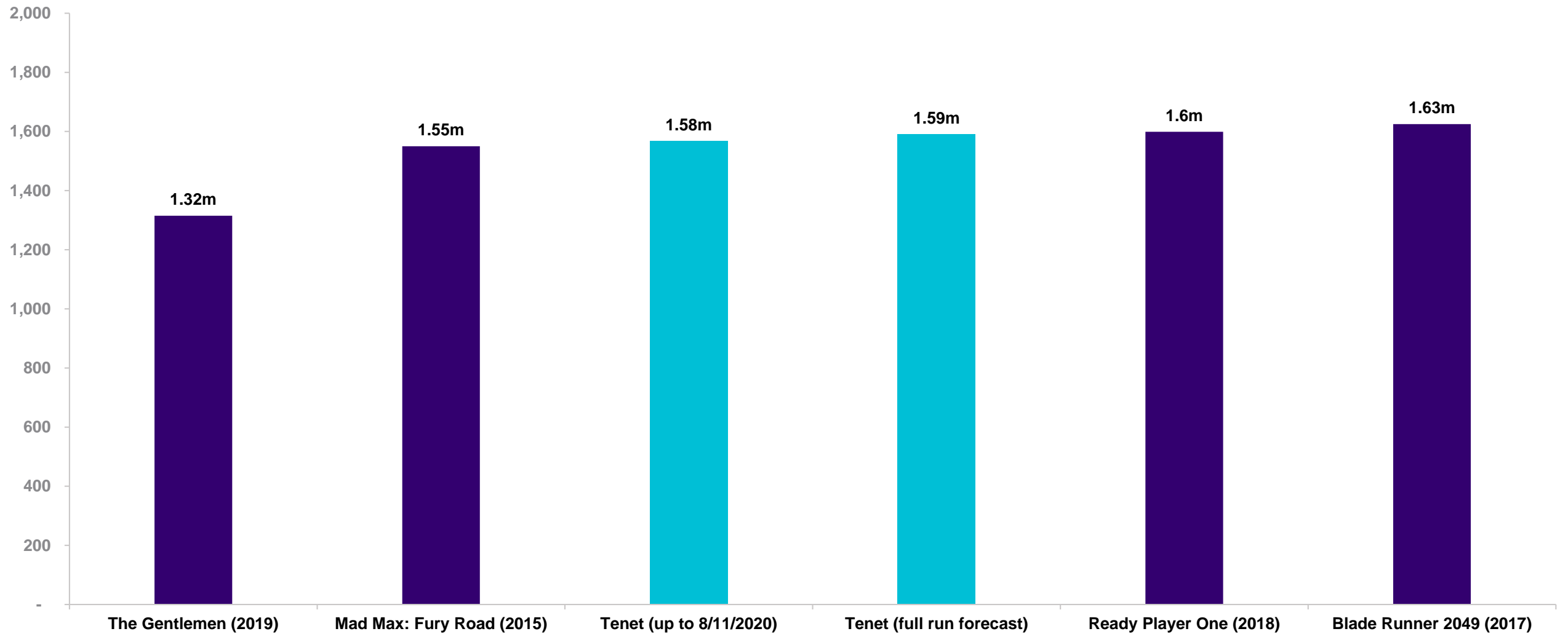
ADMISSIONS STEADY AS CINEMAGOERS RETURNED

Cinema admissions increased throughout July and are now showing consistent levels following the success of *Tenet*, released in late August.



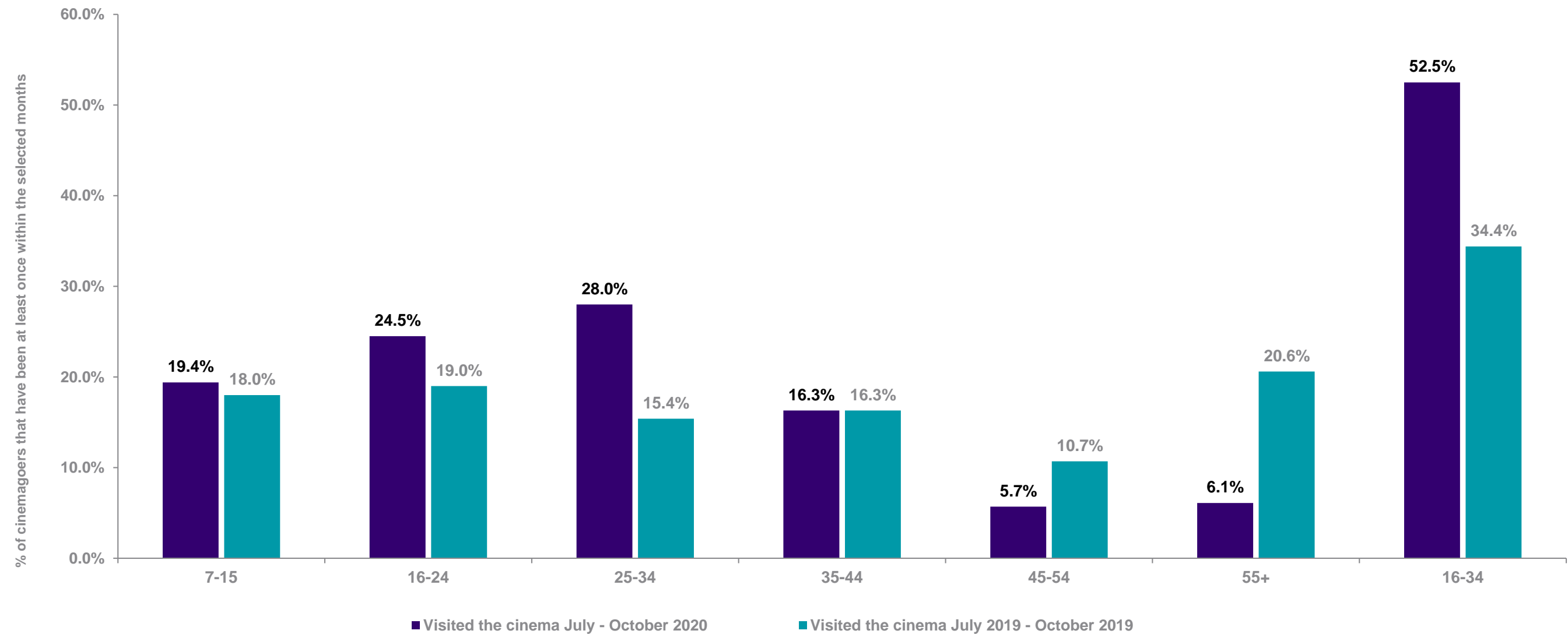
TENET PERFORMED AT A BLOCKBUSTER LEVEL

Christopher Nolan's *Tenet* performed in line with recent blockbusters including nostalgic Sci-Fi sequels, *Mad Max: Fury Road* and *Blade Runner 2049* and Steven Spielberg's, *Ready Player One*



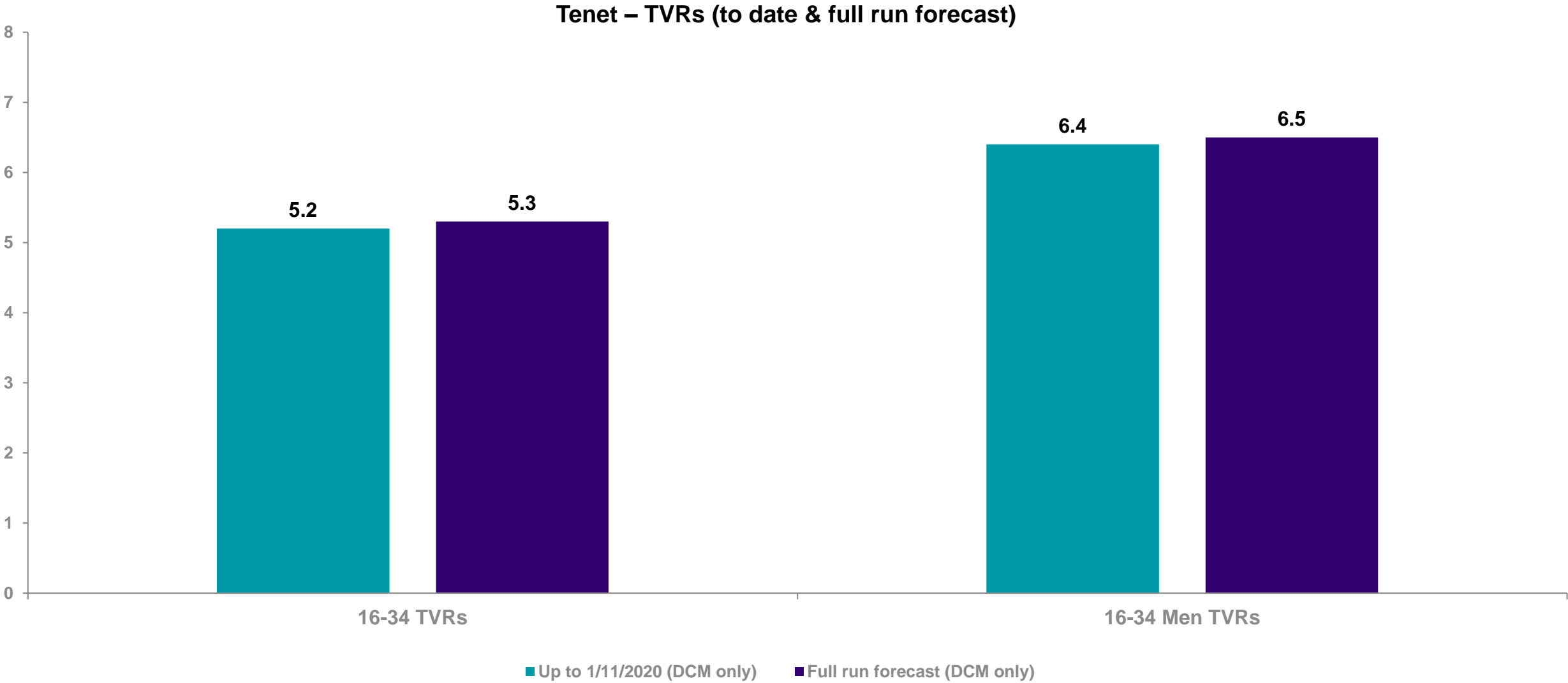
CINEMA'S AUDIENCE PROFILED YOUNGER

Of Film Monitor respondents to visit the cinema at least once between July and October 2020, 53% were aged 16-34, compared to 34% who reported visiting, at least once, between July-October 2019.



ADMISSIONS AND AUDIENCE MEANT TENET RETURNED COMPARABLE RATINGS

Tenet’s positive performance means it is returning strong ratings for brands looking to reach young, harder to reach, audiences



CINEMAGOERS WERE IMPRESSED BY THE EXPERIENCE AND THE CONTENT

People have been sharing their positive cinema experiences on social media after screens reopened to the public



Hannah Sarkar
@hannahsarkar

Watched All My Life at @ODEONCinemas this evening and it was so good 😊😊 enjoyed my solo cinema trip 😊



8:28 pm · 30 Oct 2020 · Twitter for iPhone



Amy
@porggles

First trip to the cinema since March with my film loving boy. Went to see Wolfwalkers @HOME_mcr and the animation and music were so beautiful, and it had been so long since I engaged with the arts, that I cried.

3:58 pm · 29 Oct 2020 · Twitter for Android

7 Likes



Robert Bailey
@Bunglebob66

MIND BLOWN! Bond meets Inception... #Tenet was absolutely brilliant, recommend it to anyone ..Get back to the pictures! There were only 5 of us in the IMAX. Its all done properly without any contact and seats separated. Well done #odeon Chatham 🙌🙌🙌



Carpet Martin
@carpet_martin

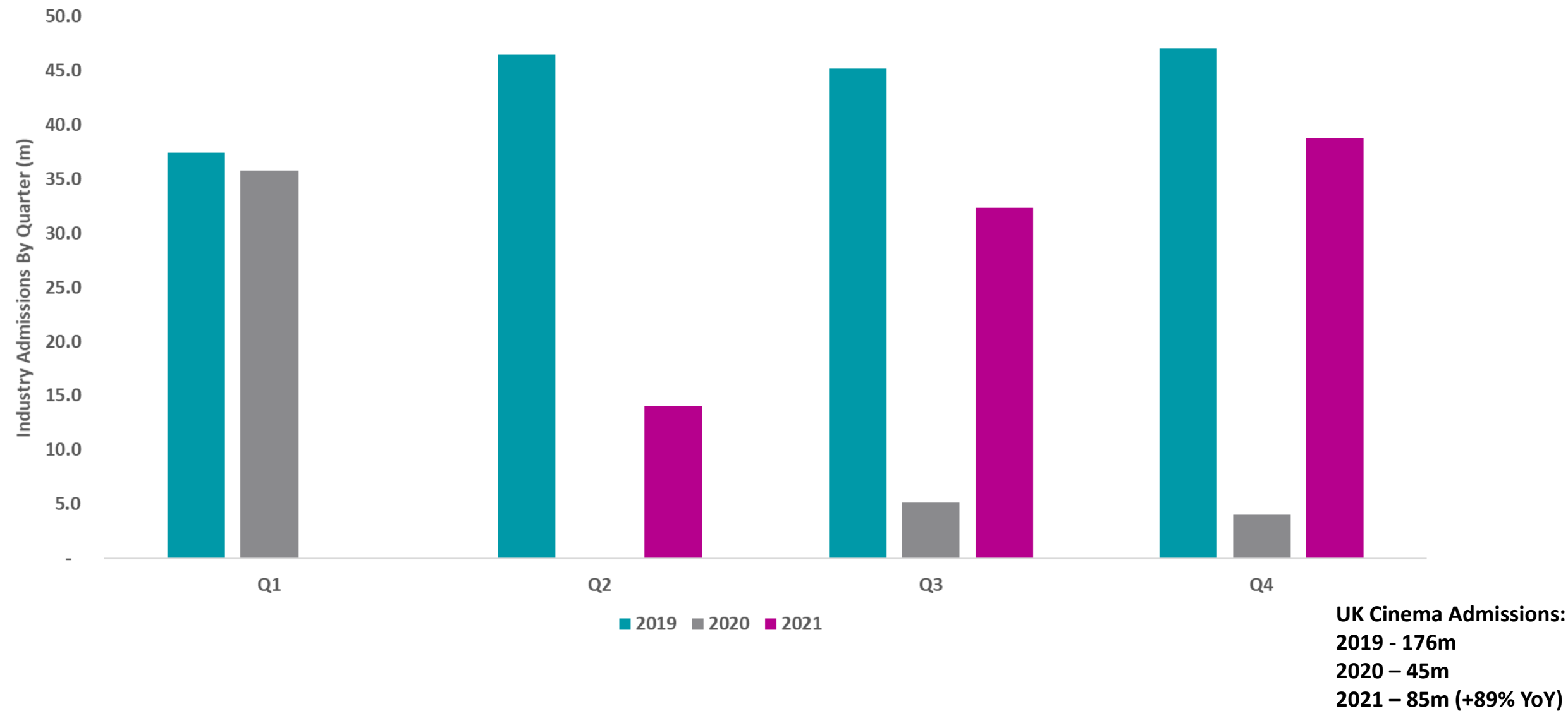
Replying to @ThisisRiverside

I went to see Saint Maud at the @ArchlightC at #BatterseaPowerStation yesterday. What an incredible cinema and literally on our doorstep! It's only got 4 rows of seats which recline and each has a table. It's real luxury! Film was good too but when we come back it's a must go.

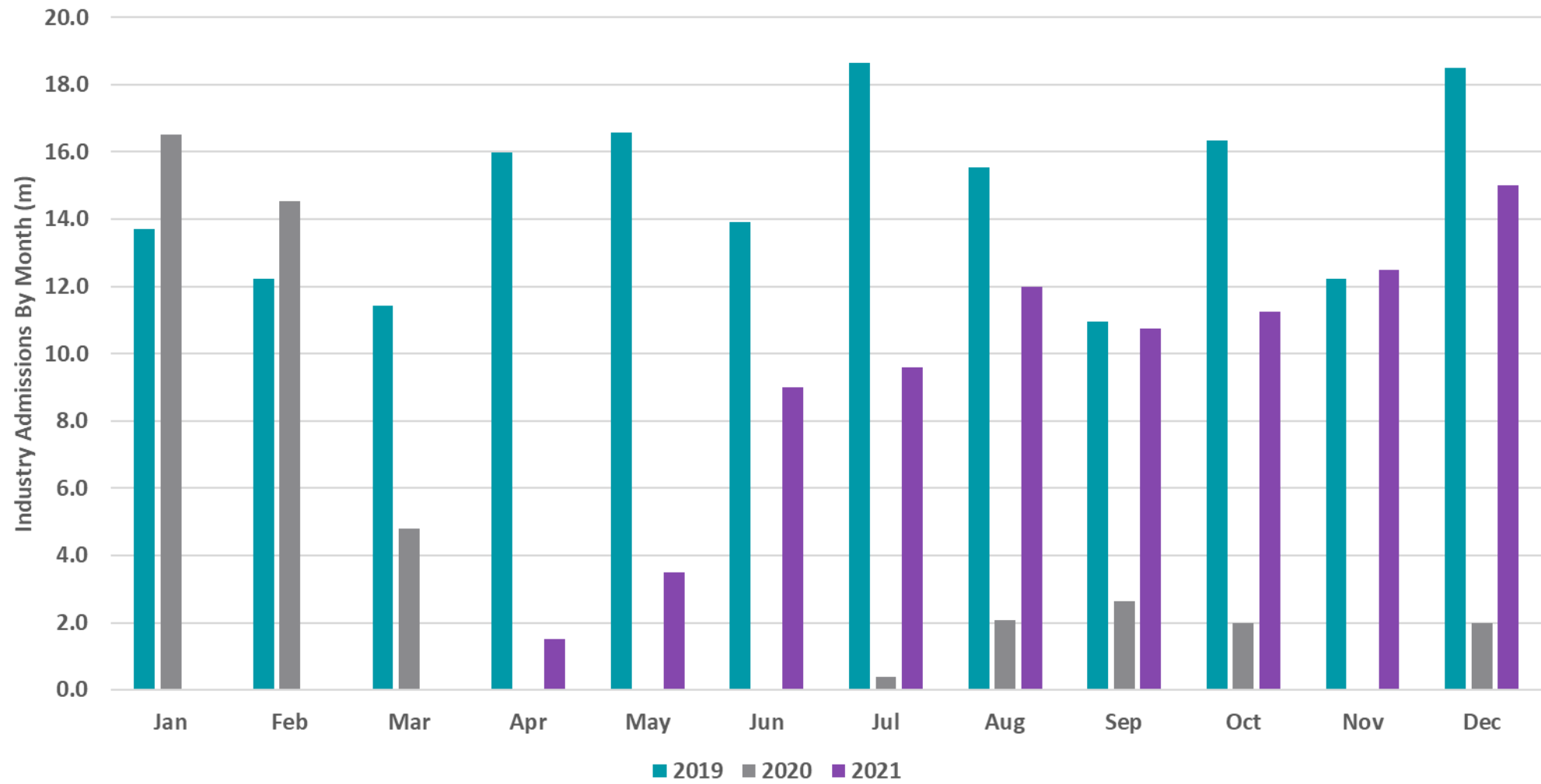


8:06 am · 2 Nov 2020 · Twitter for iPhone

2021 UK CINEMA ADMISSIONS FORECAST

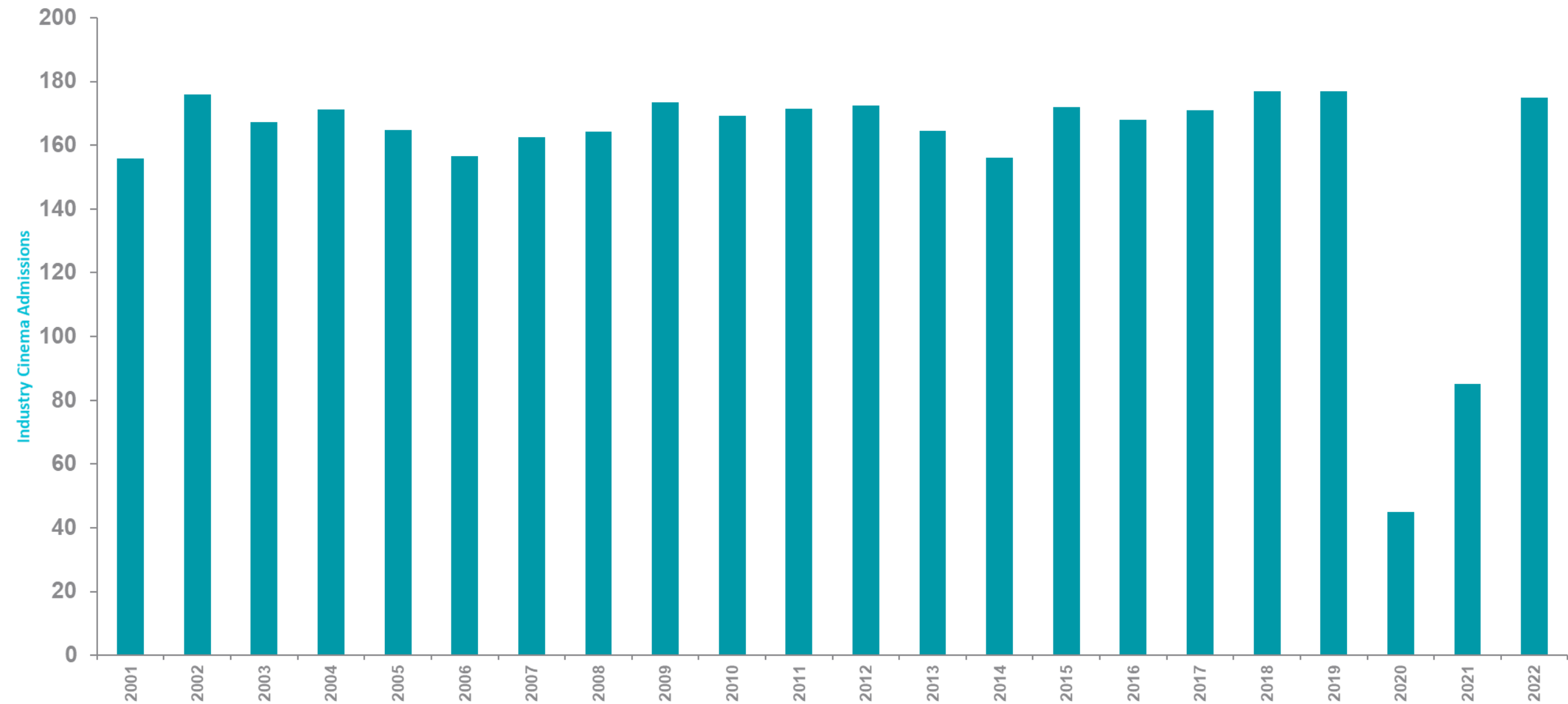


2021 UK CINEMA ADMISSIONS FORECAST



UK Cinema Admissions:
2019 - 176m
2020 – 45m
2021 – 85m (+89% YoY)

UK CINEMA AUDIENCE





THANK YOU.

Please speak to your DCM Business Director about getting your brand's campaign on the big screen and exploring options for 2021.