

THE UK'S MOST EXCITING, STIMULATING & CINEMA EXPERIENCE...



WHAT IS 4DXP

A truly 360° 3D Cinematic, Immersive Experience

Providing a revolutionary cinematic experience which stimulates all five senses, 4DX includes high tech motion seats and special effects including wind, fog, lightning, bubbles, water, rain and even scents.

These effects work in perfect synchronicity with the action unfolding on screen, creating the most unmissable and exhilarating cinema viewing experience yet. The films play out in both 2D and 3D.

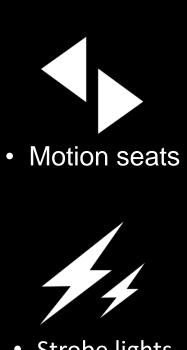
4DX has to be experienced first hand to be believed; please contact DCM for a 4DX showcase & screening.





WHAT IS 4DX?

360° 3D cinematic, immersive experience



















Burst of air

• Fade mists



INNOVATION DRIVEN BY HOLLYWOOD

4DX now partners with all major Hollywood distributors on over 40 titles per year, working collaboratively with them to enhance and deliver enabled content in the post-production period.



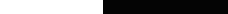
Marvel





Horror







DC



Bond!

Family

Intergalactic blockbusters



REACH A YOUNG & ENGAGED AUDIENCE

Regular Cineworld cinemagoers are younger, tech savvy and broad entertainment consumers...

Demographics Younger-skewing ABC1 audience

	Regular Cineworld cinemagoer	Average UK adult profile
15-34	40%	31%
35-54	38%	33%
55+	22%	37%
ABC1	60%	55%
> £35k	52%	39%

Lifestyle Tech savvy and early adopters

'I make sure I have the most upto-date mobile on the market'

(Index: 146)

'I like to buy new gadgets & appliances'

(Index: 112)

'Currently own a smart home speaker, smart watch or 4K TV'

(Index: 144)

Media habits Subscriptions & broad entertainment channels





4DX AUDIENCE BEHAVIOURS VS AVERAGE CINEMAGOERS



56/44% Male/Female



16-34 years

58%



Average group size

x3



Book in advance

67%



72% Would come again



Willing to pay more

65%



X2
Prepared to travel twice as far



LOCATIONS & FUTURE PLANS

2020

Aberdeen

Basildon

Birmingham Broad Street

Bracknell

Cardiff

Crawley

Castleford

Didsbury

Edinburgh

Glasgow Renfrew Street

Ipswich

London - Enfield

London - Leicester Square

London - 02

London – Wandsworth

Middlesbrough

Milton Keynes

Rushden Lakes

Sheffield

Stevenage

Telford



Broughton

Cheltenham

Ashton under Lyne

Wolverhampton

Plymouth

London - Feltham

Ashford

Newport

Nottingham

Poole

Contact your DCM rep to map these sites to local retail locations.

* 4DX is also in non-DCM cinemas – Newcastle Upon Tyne and Dublin.



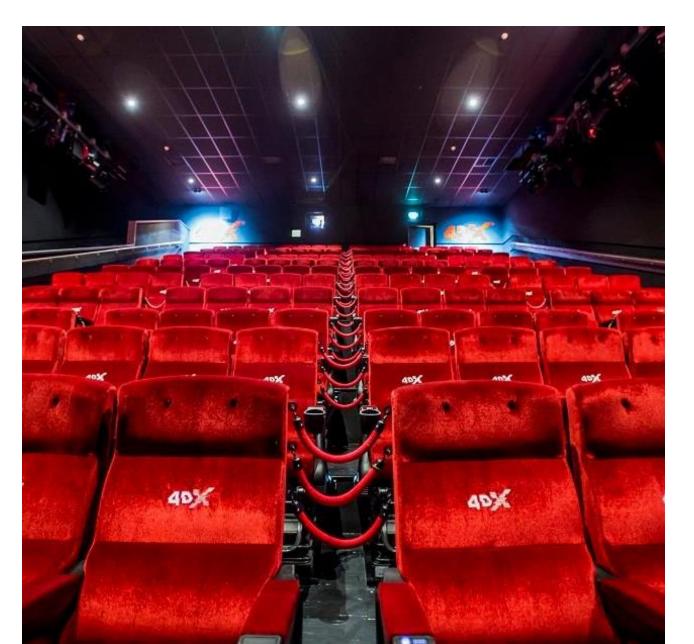


4DX IN THE NEWS





YOUR BRAND & THE UK'S BIGGEST CINEMA CHAIN



Beyond the 4DX Partnership – what else in store for the UK's biggest cinema brand...

Cineworld is the UK's largest exhibitor by admissions, and is indeed part of a global network of cinemas spanning Eastern Europe, the UK and the US.

Combining huge customer numbers and a global approach, Cineworld is using its expertise to pioneer technology in its UK-wide estate. Through new and exclusive development of the in-auditorium screen experience as well as their foyer spaces, a trip to Cineworld is a trip to the cutting edge of cinema.

In screen, Cineworld has exclusive distribution rights of two cutting edge technologies; 4DX and Screen X, two technologies that look to enhance film-viewing beyond the traditional already immersive cinema environment.

On top of this, Cineworld's foyers are some of the most visually striking in the country with a heightened sensory experience delivered through impressive large format digital screens, panels & rotundas as well controlled lighting all combining to help drive excitement for customers before, during and after the film.



THE PACKAGE



AN EXCLUSIVE UK FIRST OPPORTUNITY: IMMERSE YOUR BRAND AS PART OF THE FULL 360° 4DX EXPERIENCE

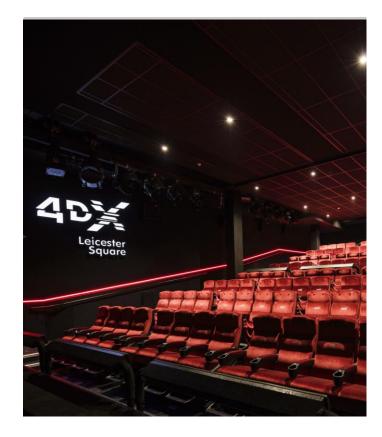


BECOME THE LONG-TERM BRAND PARTNER OF 4DX AS IT CONTINUES TO GROW AND THRILL AUDIENCES ALL OVER THE UK

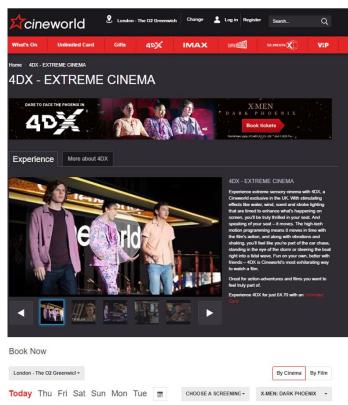


PACKAGE OVERVIEW – 12 MONTHS

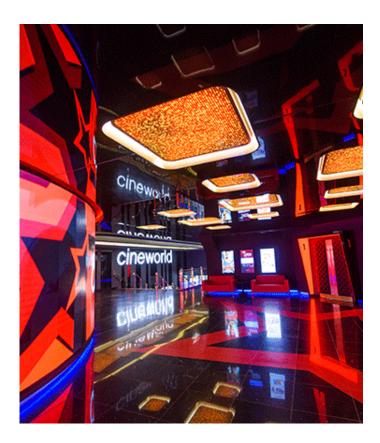
Incredible reach on screen, online and in foyer



Screentime
42m admits
Includes 15m admissions offered as added value!



Online
30m online impressions



DOOH & Foyer 17m



ON SCREEN

BRAND AV

60" BRAND AD - GOLD SPOT

Plays out before all 4DX films in GOLD SPOT position.

On average 40 films per year... and growing!

30" Brand Ad - ADDED VALUE

Up to 15m admissions to be used during the package (outside of Q4) by the brand in Cineworld cinemas during the sponsorship period.

Screentime to be used in reel only.

Element offered as added value.

Co-branded AV

10" co branded end card added to Cineworld 4DX Ad

Runs outside of standard reel, in Cineworld marketing section of the reel around the trailers.

Scheduled across surrounding Cineworld sites to promote attendance at nearby 4DX sites.

Cineworld to produce, working with brand on guidelines.







FOYER

Brand led, and co-branded ownership of some of the UK's most futuristic cinema spaces.

DIGITAL OOH

Largest format digital outdoor creative in UK cinema.

- 30" Brand creative running across ceiling rotundas.
- Co-branded 30" 4DX Ad running across ceiling rotundas
- Co-branded Cineworld 4DX posters on 6 sheets.

SIGNAGE

- Permanent 4DX plus brand signage in foyers.



ONLINE

Far-reaching ownership of Cineworld online channels

Cineworld Home Page

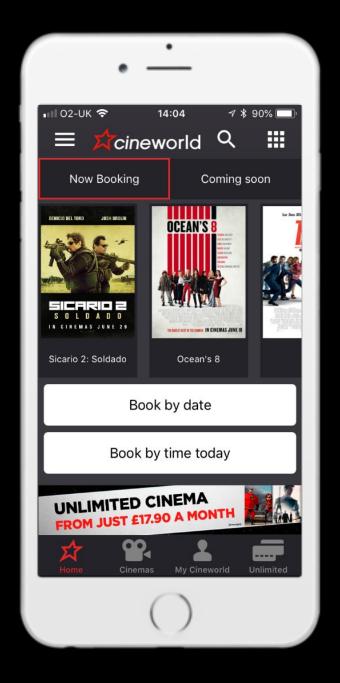
Co-branded Cineworld 4DX banner across desktop, mobile and app.

4DX Home Page

Co-branded Home Page banner and brand content on page welcoming customers to 4DX.

ECRM

Co-branded banner included in 1 x 4DX solus email sent per quarter to database of circa 1.8m.





OTHERADOTTONAL VALUE ACTIVATIONS THROUGHOUT THE PARTNERSHIP...





PREMOUS CAMPAGA EXAMPLESAMO CASE STUDIES



SKODA 4DX PARNTERSHIP - POLAND











FORZA HORIZON 3 CAMPAIGN

BEST MOMENT: The audience had their breath taken away as the 4X4 leaps through the air.













BEST MOMENT: The audience felt every bullet and explosion as the marines charge the beach on D-Day.

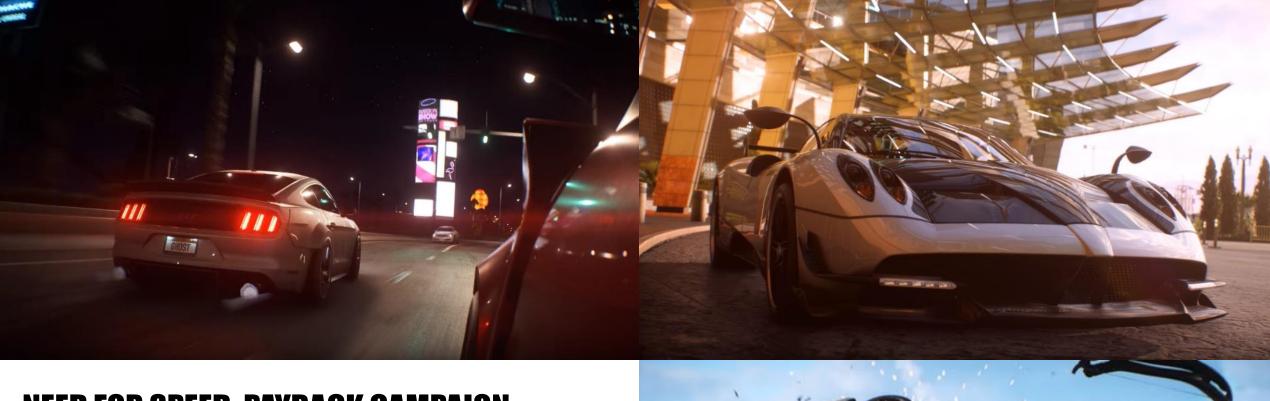












NEED FOR SPEED: PAYBACK CAMPAIGN

BEST MOMENT: The audience felt every bullet and explosion as the marines charge the beach on D-Day.











CINEMA VISUALS

















THANK YOU

Contact your DCM rep for further information.

