

# ACCOUNTABILITY

# WHY CINEMA PROVIDES AN OPTIMAL AV EXPERIENCE FOR BRANDS

**Full  
(big) screen**

**Sound  
(always) on**

**Viewed by  
humans**

**Shared  
viewing**

**Brand safe  
quality content  
&  
pre-cleared  
advertising**

**Robust  
reporting**

# WHY YOU CAN TRUST CINEMA

Since becoming a fully digital operation in 2012 we offer an accountable and transparent process to clients

## 1. INFORMED FORECASTS

We forecast admissions for each film, forming the basis of our buying routes. Over 4 years' worth of admissions data is used to inform average footfall by site and screen predictions

## 2. DAILY UPDATES

Cinemas update us daily on what movies they plan to show over the 7-14 days, by site, date and time so we can schedule adverts against them

## 3. TICKET SALES REPORTED

Box office ticket sales are delivered directly from the cinema's in house POS system or web portal to our Data Warehouse

## 4. ACCOUNTABLE REPORTING

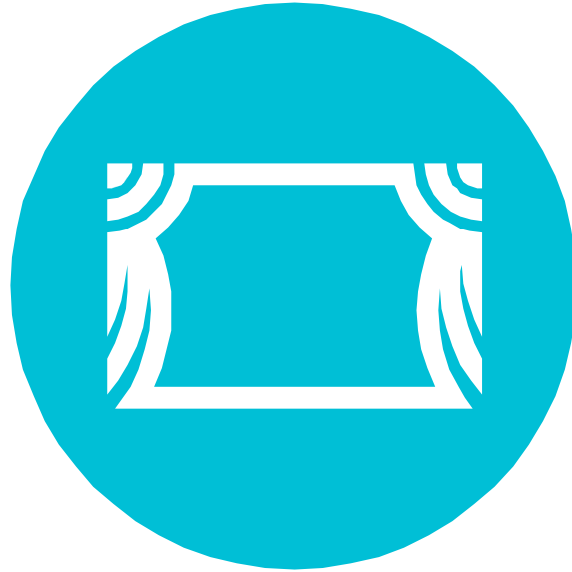
If a film starts outside of its allocated time band, is cancelled, or is shown without our prior knowledge, these admissions are automatically detected and discarded. We only report admissions for films that have a live and accountable playlist and then allocate these to campaigns.

## 5. INDEPENDENT CORROBORATION

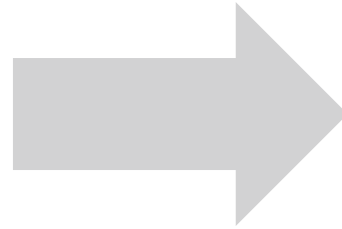
Each week, ComScore who independently measure 95% of worldwide box office data, collect admissions and report these to our campaign management team. This data is used to corroborate our own admissions, ensuring transparency



# HOW WE COLLECT, VERIFY AND REPORT ADMISSIONS



Cinemas update us daily on what movies they plan to show over the next week (with specific showing dates and times) and we schedule ads against these showings



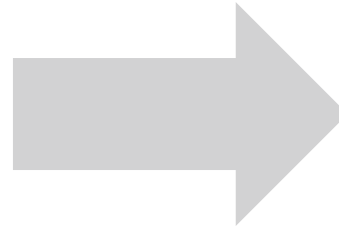
Point of sale ticket information gets sent to our 'data warehouse' by cinema, screen, showing and ticket type

DCM corroborates this with Comscore to ensure accuracy and transparency

# HOW WE COLLECT, VERIFY AND REPORT ADMISSIONS



Data is then matched to campaign playlists in our scheduling system, Accord



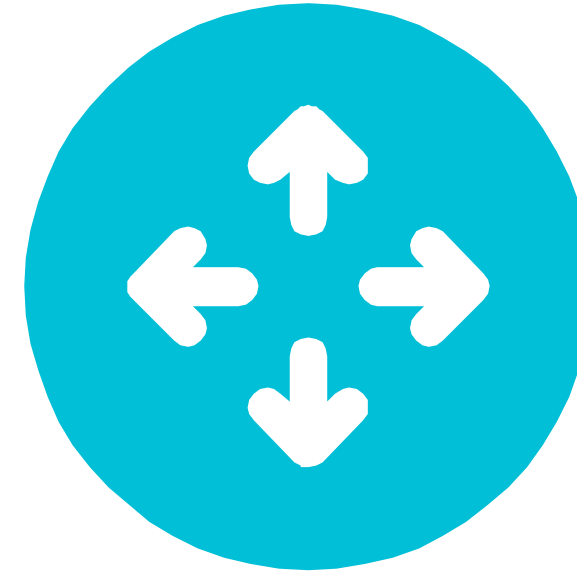
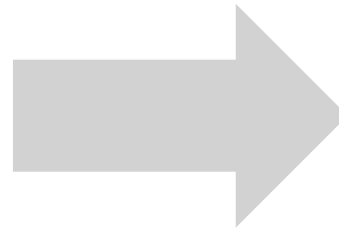
Any film showings we can not match (e.g. a showing we didn't have prior knowledge of) or where any issues have occurred (e.g. cancelled) has its admissions automatically detected and discarded.

Admissions are only reported for films that have a live and accountable playlist and these are then allocated to the campaigns featured.

# HOW WE COLLECT, VERIFY AND REPORT ADMISSIONS



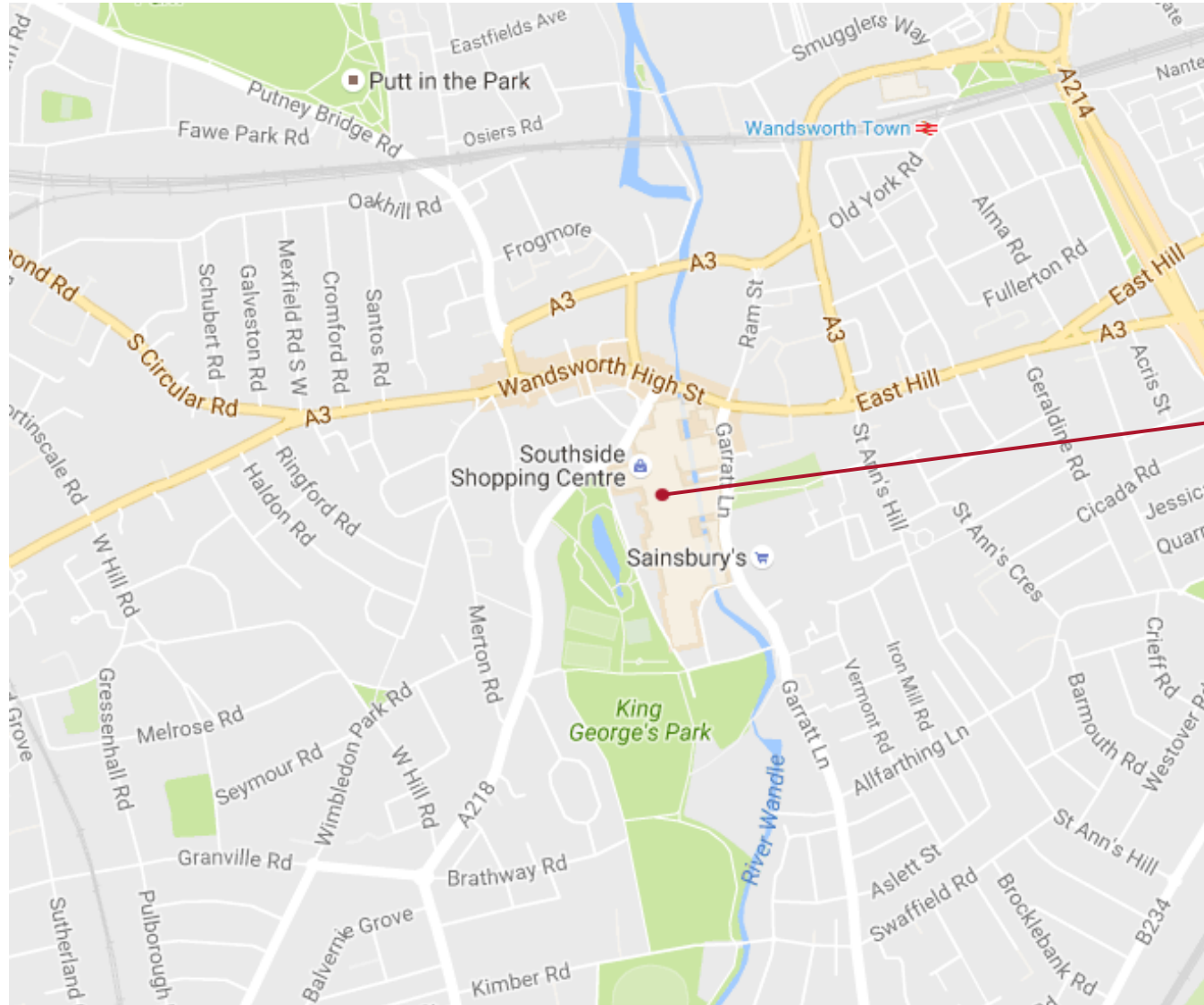
Weekly campaign performance report sent by DCM sales team to agencies & clients



Detailed spot by spot breakdown can be supplied if required by clients or econometric agencies

# WHAT DO WE MEAN BY DETAILED SPOT BY SPOT DATA?

## Cineworld Wandsworth



Screen	Date	Time	Actual	Movie
2	23/02/19	20:00	111	On The Basis Of Sex
2	23/02/19	17:10	89	On The Basis Of Sex
4	23/02/19	13:40	75	Lego Movie 2, The
4	23/02/19	21:50	45	Happy Death Day 2U
5	23/02/19	20:50	47	Vice
8	23/02/19	17:50	78	Instant Family
8	23/02/19	14:50	76	Instant Family
9	23/02/19	18:10	71	Alita: Battle Angel
10	23/02/19	20:10	79	Alita: Battle Angel
11	23/02/19	19:20	85	Instant Family
12	23/02/19	20:20	106	Green Book
12	23/02/19	14:40	79	Kid Who Would Be King, The
14	23/02/19	14:30	68	How To Train Your Dragon: The Hidden World (2D)
14	23/02/19	19:40	48	Mary Queen Of Scots

# INDEPENDENT PRESHOW AUDITS



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## Background and Methodology

### BACKGROUND

The Cinema Advertising Association (CAA) engaged Assosia, a trusted retail research and quality assurance specialist, to undertake monthly audits that would capture presence during various intervals of the preshow experience.

Assosia act as a third party independent agency on behalf of clients to provide unprejudiced and impartial auditing information.

Assosia is considered one of the leading authorities for retail research by many media channels including the BBC, The Guardian, The Telegraph, as well as numerous radio stations.

### METHODOLOGY

Assosia auditors visit selected cinemas monthly across the UK over a weekend (Friday, Saturday and Sunday) to review the pre-reel experience and collate presence throughout the reel data.

Auditors arrive to sit in the auditorium at least 15 minutes prior to the film start time. They are briefed to collect the following information for each screening:

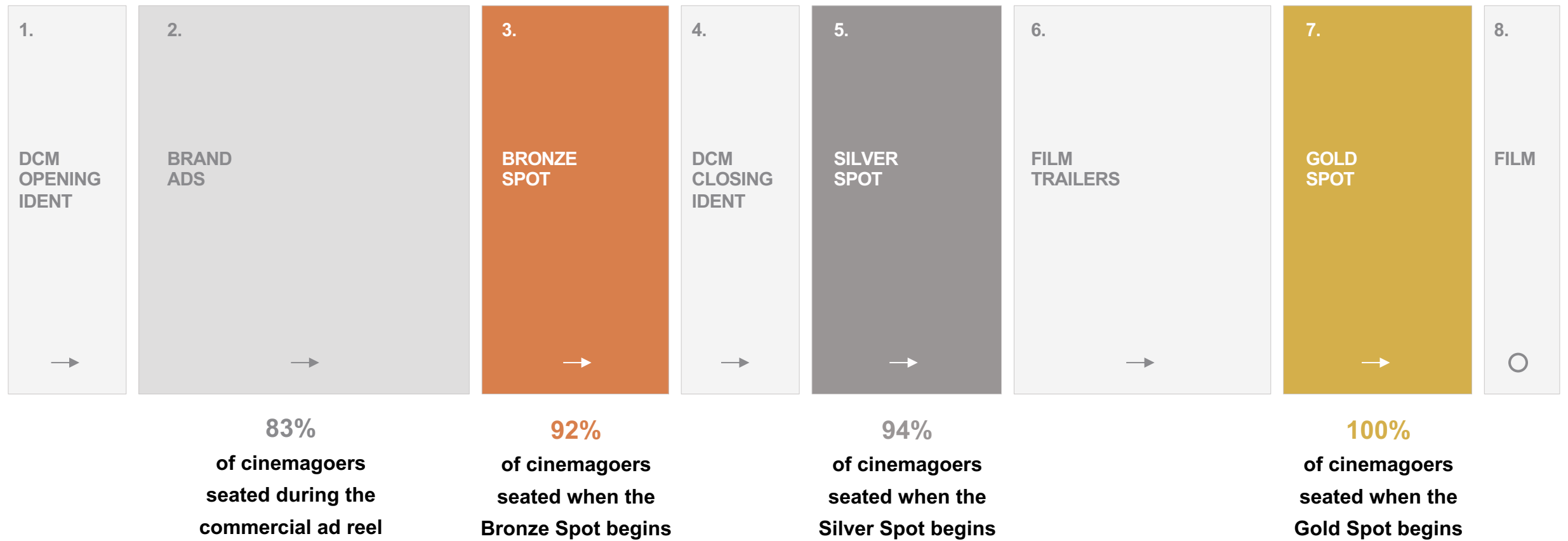
- Number of cinemagoers present during the pre-reel
- Number of cinemagoers present during the bronze spot
- Number of cinemagoers present during the silver spot
- Number of cinemagoers present during the gold spot
- Number of cinemagoers present for the film

The auditor will leave the showing once the film has begun.

Monthly audit data has been collated annually with results published highlighting the annual averages (% of total audience present) for the different stages of the ad reel.

# PRESENCE DURING PRESHOW RESULTS

The latest 'presence during preshow' figures from independent audits conducted by Assosia



# PRESENCE OF AUDIENCE THROUGH THE PRESHOW

The percentage of the cinemagoing audience who are present during the commercial ad reel has actually increased in the last 5 years

	2014	2015	2016	2017	2018
Commercial Ad Reel	72%	76%	77%	83%	83%
Bronze Spot	86%	87%	89%	91%	92%
Silver Spot	89%	93%	93%	94%	94%
Gold Spot	100%	100%	100%	100%	100%