

# THE CINEMA MEDIA GUIDE 2017



digital cinema media

# WELCOME TO OUR WORLD

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# OUR VISION.



**WE CONNECT BRANDS,  
FILMS AND PEOPLE BEFORE,  
DURING AND AFTER THE  
MOVIE EXPERIENCE.**

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# FOREWORD.

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A record-breaking 2015, with ad revenues, box office and admissions up, set a new base for the cinema industry. In 2016, our medium has continued to grow with admissions and ad revenue up again year-on-year at the end of Q3 – an amazing performance. And in 2017, the investment of the cinema industry gathers pace, while the film slate looks phenomenal. It's an extraordinary time for cinema with brands continuing to demonstrate their confidence and belief by sharing their stories on the big screen.

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Cinema delivers something to brands that's simply impossible to achieve on any other platform: a shared media experience with the WOW factor. An uncluttered media environment where people have actually paid to pay attention. And, as more and more channels offer more choice and more clutter, cinema helps to make brands famous and stand out from the crowd. In fact, while the cinema experience – a darkened room, immersive sounds, an awe-inspiring screen – hasn't changed hugely in the past 100 years, the impact that it drives has magnified intensely.

At Digital Cinema Media we are committed to measuring this impact and we continued to invest in CrossMedia industry research in 2016 through our Building Box Office Brands annual report, which we're proud to say was shortlisted for a Media Week Award. Throughout 2017, we will continue to invest in new ways

to demonstrate cinema's ROI by working with our customers and their econometrics and research partners. We are committed to showing and proving how cinema can be used most effectively to drive business growth and offer something different, but complementary, as part of the AV media mix.

We have seen a range of advertisers innovating in our space in the past year as they have launched memorable campaigns, including the inspirational winners of our Digital Cinema Media Awards, held annually in partnership with Campaign. In 2016 our Grand Prix winner continued to push the boundaries of our medium with Three, LG and Mindshare UK working together to put cinema at the centre of an integrated campaign with a fantastic piece of branded content. Find out more at [dcm.co.uk/awards](http://dcm.co.uk/awards) and plan your entries for 2017. We've also worked with our customers to make cinema

advertising easier to plan and buy, removing the barriers to ensure cinema can now truly be considered as part of any AV media plan.

This seventh edition of the Digital Cinema Media Cinema Guide offers all the essential information you need to navigate the world of cinema advertising with insights into the role the medium can play, details about the different film audiences and how they can be targeted. And what's all that without the blockbusting film content which continues to excite and entertain these captivated audiences?

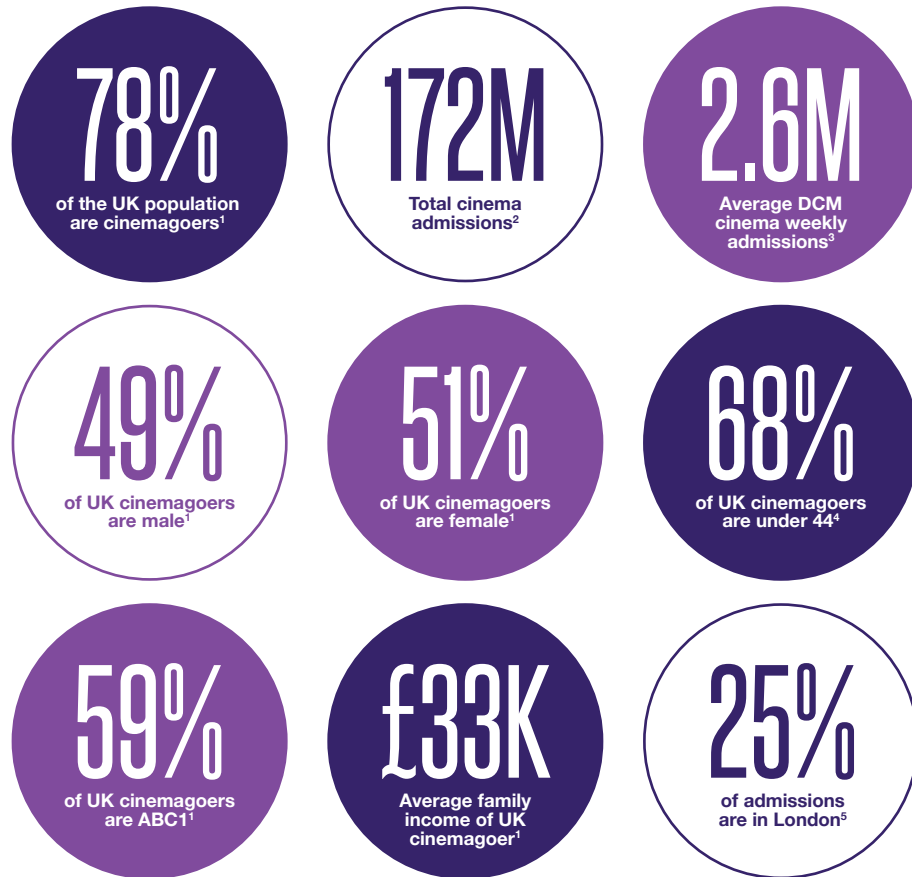
We hope you enjoy our look ahead to 2017.



Karen Stacey  
CEO  
Digital Cinema Media

# FAST FACTS.

Digital Cinema Media (DCM) is the market leader in UK cinema advertising, providing 3,177 screens at 509 sites for advertisers. DCM sells 81% of the cinema advertising market through exhibitors including Cineworld, ODEON, Vue, Curzon Cinemas, Everyman Cinemas, Picturehouse Cinemas and many independent cinemas.



Source: 1. GB TGI 2016 Q2. Base: All Respondents 16+. Target All cinemagoers. 2. CAA admission estimate Jan-Dec 2016  
3. DCM Campaign Management team, based on 52 weeks, 172m yearly industry admissions, 81% DCM market share.  
4. CAA Film Monitor Coverage & Frequency Data, 2015. 5. Comscore CAA contractor admissions share by region, H1 2016.

# FAST FACTS.



Source: 1. DCM Exhibitions. 2. FAME 2015 (Base 11+ cinemagoers, mean minutes spent in foyer before & after screening).  
3. FAME 2015 (Base 11+ cinemagoers, net ever agree). 4. DCM 5. DCM Production est. 6. DCM Engagement Study, 2014.  
7. BrandScience Results Vault, 2011-2016 data, Revenue ROI.



# THE CINEMA AUDIENCE.



In the UK, 78% of the population are cinemagoers who set aside quality time to indulge in their passion with a disposable income to do so. They are active, outgoing, like spending time with friends and family and are hungry for new ideas and experiences in the modern world.

Cinema is able to engage a different audience to that of other media. The medium delivers efficient targeting and extended campaign cover against traditionally hard-to-reach audiences such as 16-34s, ABC1s, Londoners, dual-viewing families and men. What's more is that they pay to be entertained and engaged which speaks volumes about what the unique environment offers.

Film is a genuine passion point for these audiences and they love the unique cinema experience – viewing trailers online before they arrive, soaking up the atmosphere in foyers when they enter and taking their seats in time for the lights to go down, ready to be entertained for the next few hours.

**“There is nothing like sitting with your popcorn. You've got the shaking of the speakers and the black when the lights go down and you know the film is just about to start.”**

# THE WOW FACTOR.



There is no appointment to view quite like cinema. For over a century, the medium has celebrated and showcased the very best writing, acting and storytelling talent on the biggest screen there is. Executed with thrilling impact and scale, these stories are served to paying audiences through cutting-edge technology, be it 3D, 4D, Higher Frame Rates (HFR) or Dolby Atmos.

**So what is it that's so engaging? Ultimately, cinema has the WOW factor.**

When talking about the unique cinema experience, cinemagoers refer to numerous factors such as the perceived quality and impact of the ads, the big screen, the surround sound and the full attention the environment commands.

Elsewhere on the media landscape, choice continues to grow. As technology advances viewing habits continue to change but

cinema's staying power is as strong as ever. Nothing can rival seeing the latest release, with like-minded people in a darkened room. It's a powerful and emotive experience that engages viewers in the moment.

**Even though 95% of our ads run on TV... 85% of cinemagoers think the copy is different.**

In 2014, DCM ran a study in conjunction with Hall & Partners to provide new evidence into the unique power of cinema advertising. The study proved that cinema ads are processed by the brain more consciously, explaining why it's such a powerful, emotionally engaging medium for brands in today's evolving media landscape. The WOW factor of cinema results in 8X higher ad recall, 2X higher ad recognition and 3X higher brand attribution than TV.

# CINEMA'S ROLE IN THE MEDIA MIX.

## FIVE KEY TAKEAWAYS

1

### CINEMA MAKES BRANDS MEMORABLE

Cinema, TV and magazines are the best contributors to awareness per person reached. While TV has the benefit of frequency, results highlight there's real value in the quality of exposure, not just quantity. Exposure to the ad on the big screen when the audience is undistracted and engaged drives the strongest impact per person reached.

2

### CINEMA CREATES A BRAND LOVE STORY

AV channels are king when brands are looking to make audiences fall in love. Cinema, TV and online video deliver the strongest contributions to love per person reached, highlighting the true value of AV content for emotionally engaging audiences. The big screen remains the best place for brands to tell their stories and grow affinity.

3

### CINEMA GENERATES BRAND DIFFERENCE

Cinema is the number one place to create brand difference, delivering the biggest contribution per person reached. The engaging, comparatively clutter-free environment that cinema provides is the perfect blank canvas for brands. It allows them the creative freedom to tell their brand stories and establish sense of trust, premium and stand out.

4

### CINEMA TURNS AUDIENCES INTO CUSTOMERS

Cinema is the most successful medium at driving consideration for brands. The big screen's contribution to consideration per person reached is almost twice as much as magazines, the next best-performing channel. Cinema is able to offer brands an upmarket, affluent audience in an engaged environment that can help drive consideration further.

5

### CINEMA WINS INFLUENTIAL FANS FOR BRANDS

Magazines and cinema provide brands with the biggest contribution to recommendation per person reached and are the most efficient channels in doing so, too. Tapping into the socially-savvy cinema audience is a great way of generating talkability and buzz around a brand.

# BUILDING BOX OFFICE BRANDS.

# THE RETURN ON INVESTMENT.

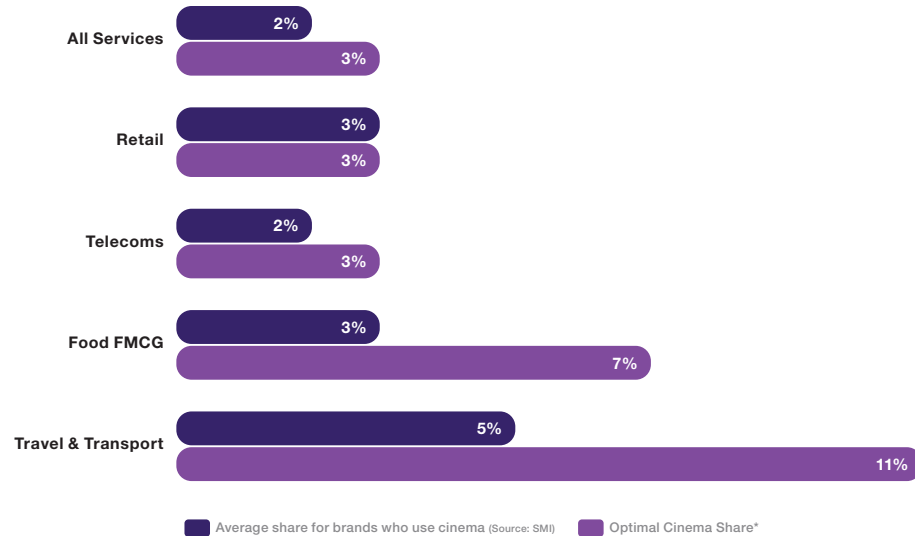
## CINEMA DELIVERS STRONG ROI WHEN USED AT THE RIGHT LEVELS.

In November 2016, DCM launched new return on investment (ROI) insight in partnership with Benchmarking, the highly respected econometric consultancy. Benchmarking undertook a meta-analysis drawing on the combined learnings of 45 cinema advertisers.

The analysis aimed to understand the relationship between increased investment in cinema and overall ROI delivered by the media campaign across five key product sectors – All Services, Food FMCG, Retail, Telecoms and Travel & Transport.

For each category, the findings reveal what the optimal level of investment in cinema is for driving the best Revenue ROI from the overall media campaign.

The findings reveal that advertisers in the Services, Telecoms, Food FMCG and Travel & Transport sectors are not currently investing optimally in cinema. By increasing cinema's share of the budget to the optimal level, these advertisers would see increased Revenue ROI from their overall media campaigns.



Source: BrandScience Results Vault, 2011-2016 including 45 cinema spenders.

# STORIES THAT AREN'T JUST MEMORABLE... THEY'RE MEASURABLE.

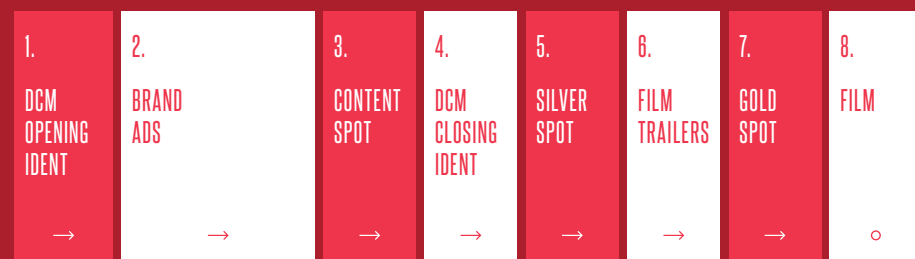
# HOW TO BUY.

We've created a range of buying routes to help you plan your cinema campaign and effectively engage your target audiences. As well as being able to plan and buy cinema campaigns by film, by showing, by audience or by cinema, we've created these routes to help you align with key genres, categories and broad cinema audiences throughout the year.

The film may be the main event, but it's the overall experience that makes cinema an advertising medium like no other. Through our digital cinema portfolio you can engage cinemagoers at every stage of the cinema experience to ensure your campaign stays with them before, during and after their trip to the movies. Be it in the foyer, online or on the big screen, all of these touchpoints add scale and frequency to your campaign.

## THE PLAYLIST

On the big screen, our average playlist length is 11 minutes with a number of different positions available:



While our buying routes are a very popular way for brands to engage with cinemagoers, we can also work with you to create bespoke opportunities.

Find out more at [dcm.co.uk](http://dcm.co.uk) and contact the DCM Sales team to build and buy your cinema campaign.

# BUYING ROUTES.

## LOOKING FOR PREMIUM POSITIONING?

### GOLD SPOT

Become an integral part of the cinema experience. The Gold Spot is the last commercial message after the trailers and before the main feature. This 60" spot offers standout outside the main ad reel when the cinema audience is completely settled and engaged.

The Gold Spot offers the perfect opportunity to be up close to the main event.

### PACKAGE DETAILS:

- "Most valuable few seconds in cinema advertising" – Media Week
- 100% of cinemagoers are seated when the Gold Spot begins
- Gives 98% site coverage across the DCM estate
- Guaranteed admissions

**Rate card: +60% on chosen buying route**

### SILVER SPOT

Positioned after the DCM closing ident, and just before the start of the trailers, this 60" spot offers standout outside the main ad reel when the cinema audience is completely settled, engaged and ready for the unique cinema experience, offering increased brand association to the film content.

The Silver Spot offers the perfect opportunity to be up close to the main event right next to the trailers.

### PACKAGE DETAILS:

- A 60" showcase spot perfect for engaging, powerful content
- A proven premium environment
- 93% of the audience is seated when the Silver Spot begins
- Gives 90% site coverage across the DCM estate

**Rate card: +30% on chosen buying route**

### CONTENT SPOT

The Content Spot offers a premium fixed position at the very end of the main ad reel just before the closing DCM ident.

The Content Spot offers the perfect opportunity to achieve standout at the end of the brand ads in the playlist.

### PACKAGE DETAILS:

- A 60" spot to showcase great content
- 86% of the audience is seated when the Content Spot begins
- 100% site coverage on the DCM estate

**Rate card: +15% on chosen buying route**



# BUYING ROUTES.

## AUDIENCE GUARANTEE PACK (AGP)

### Looking for maximum coverage across the cinema audience?

This is cinema's most popular buying route. It is the broadest and most cost effective way of reaching the whole cinema audience in any given campaign period. Offering the best opportunity to achieve mass reach, an AGP will hit 78% of national adults in a year.

### PACKAGE DETAILS:

- Runs with a variety of films showing over your selected dates
- Guaranteed admissions
- Can be bought on a national or regional basis

**Rate card CPT (Cost Per Thousand admissions): £60**

## ADULT AGP

### Looking to target adults only at the cinema?

The Adult AGP allows you to hit an affluent, socially active populous. It excludes all family films and has an even gender split with an ABC1 and 16-34 skew. It is the broadest and most cost effective way of reaching the whole 16+ cinema audience in any given campaign period.

### PACKAGE DETAILS:

- Runs with a variety of films (excluding family) over your selected dates
- Enables a more adult-focused creative message to be used, with the security of not being seen by a younger age group
- Guaranteed admissions
- Can be bought on a national or regional basis

**Rate card CPT: £65**

## PREMIUM AGP

### Looking to target even more upmarket audiences?

The Premium AGP allows you to target highly engaged, upmarket and affluent audiences by buying an AGP that only incorporates films that profile 71%+ ABC1. The hugely varied film slate enables us to cater for a huge range of audiences while the premium venues that we represent offer a unique environment in which to entertain this hard-to-reach audience.

### PACKAGE DETAILS:

- Runs with a variety of films showing over selected dates
- Guaranteed admissions
- Can be bought on a national or regional basis
- Offered subject to film availability over desired campaign period

**Rate card CPT: £70**

## MALE/FEMALE AGP

### Looking for more targeted demographic coverage across the cinema audience?

The Male or Female AGP allows you to target a highly engaged male or female audience by buying an AGP that only incorporates films that profile 60%+ against your target audience. Utilising the diversity of our film slate to cater for a gender specific campaign, we use historical film data to create accurate demographic predictions for this pack.

### PACKAGE DETAILS:

- Guaranteed admissions
- Can be bought on a national or regional basis
- Offered subject to film availability over the desired campaign period

**Rate card CPT: £70**

## YOUTH AGP

### Looking to target young adults at the cinema?

The Youth AGP allows you to hit the valuable 16-34 demographic at a competitive media rate. Of 16-34s, 91% are cinemagoers; they make up 44% of our total admissions. This pack comprises purely of films that profile 63%+ 16-34 year olds, delivering a hard-to-reach, young cinema audience.

### PACKAGE DETAILS:

- A Youth AGP will run with a variety of films showing over your selected dates
- Guaranteed admissions
- Can be bought on a national or regional basis

**Rate card CPT: £70**

## ALCOHOL / GAMBLING AGP

### Looking to advertise Alcohol or Gambling brands?

The Alcohol / Gambling AGP allows you to be confident you are only advertising in films that profile over 75% 18+, with all films approved by the Cinema Advertising Association (CAA). As so many of our cinema sites also include bars, there are also opportunities for bar sponsorship and product sampling before and after the screenings.

### PACKAGE DETAILS:

- Comic book / action hero type releases not included
- Guaranteed admissions
- Can be bought on a national or regional basis

**Rate card CPT: £65**

# BUYING ROUTES.

## FAMILY PACK

### Looking to target families?

The Family Pack allows an advertiser to have presence with all family releases over a given period and utilise the rare opportunity to hit a captive family when they're all together.

As family films are predominantly released across school holiday periods, admissions will be much more buoyant across these periods.

### PACKAGE DETAILS:

- Family admissions are available on a national or regional basis
- Creative must be 'U' certification
- All family films can also be bought as film packages

**Rate card CPT: £34-100**

## FILM PACK

### Looking to target individual films?

Film packages allow you to select individual films that profile well against your target audience and engage cinemagoers, while gaining powerful brand association with the hype and excitement around an eagerly anticipated release. We have content which engages an audience almost impossible to reach through other media channels.

### PACKAGE DETAILS:

- Booking a film pack is the only way to ensure exhibition with a specific film
- You can choose national or regional targeting
- Film packages offer estimated admissions

**Rate card CPT: £80-120**

## GEO-TARGETING

### Only interested in sites in a particular location?

We're the only AV media that can effectively target by postcode at a national level. Using Cinemapper, DCM's cinema proximity planning tool, you can run national campaigns with a local spin for every region, city, town or cinema across the UK, to target by both audience demographic and geography, to provide genuinely unique campaigns.

### PACKAGE DETAILS:

- All DCM sites can be bought on an individual basis if required
- Pricing will be subject to location and size of venue
- Talk to us about mapping your locations to our sites
- Multiple end frame messaging offers a way of directing consumers to their local store, dealership, location or franchise

**Rate card price on application**

# OPTIMISE YOUR CAMPAIGN.

## ADDING IMPACT AND INTERACTIVITY.

DCM offers a wide range of opportunities for brands looking to maximise the impact of cinema beyond the realms of the traditional on-screen ad. Whether it be in the foyer or the ad reel, the best creative solutions and tools to capture the imagination of the audience are right here.



### 3D & 4D CONVERSION

Using 3D and 4D technology can help brands jump out of the screen, making for fantastic literal stand-out within the ad reel to drive deeper engagement and memorable experiences.

DCM offers a full service to convert 2D to 3D or 4D formats, with competitive and custom rates available and custom-tailored depth treatments. This process is carried out with industry-leading facilities and renowned 3D and 4D artists to ensure the best quality execution and value.

**Rate card price on application**

### SAMPLING

Once in the foyer, cinemagoers are relaxed and positive with something to look forward to. They've already bought into the cinema experience and are keen to get as much out of it as they can.

With most people visiting in groups of three and spending around 19 minutes in the foyer, it's an environment tailor-made for product trials and demonstrations, with opportunities also available for targeted location-based campaigns.

**Rate card price on application**

### DIGITAL 6-SHEETS

Taking pride of place in the main foyer, Digital 6-sheets reach all audiences.

With around 3.1m people passing through these areas each week, they make a great proposition for brands looking for maximum exposure.

The 6 x 4 displays provide vivid and eye-catching advertising, while the digital elements enable creative animated and interactive campaigns, plus social media, NFC and QR technology options.

**Rate card price on application**

# SPONSORSHIP OPPORTUNITIES.

We work closely with our cinema owners and partners to unlock bespoke commercial opportunities for brands. These include new experiential opportunities in foyers, unique sponsorship platforms and online channels to help advertisers get closer to their customers. We also have a range of sponsorship opportunities across our cinema portfolio.

## CINEWORLD UNLIMITED

Reach Unlimited cinemagoers with a media first

There is a unique opportunity to become the headline partner for Cineworld's Unlimited Card membership scheme, renowned across the industry as the ultimate companion for cinema fans. The Unlimited Card sits at the heart of Cineworld's business and, as a result, it gets huge marketing exposure throughout Cineworld's estate. This exciting partnership opportunity will include unrivalled access to the Cineworld audience through multiple touchpoints.

## HEADLINE PARTNER FOR PICTUREHOUSE CINEMAS

An upmarket long-term sponsorship opportunity in a top arthouse cinema chain

This is a chance for a brand to become headline partner for Picturehouse Cinemas, one of the country's leading boutique cinema exhibitors, and align itself with the chain and become engrained in its venues, programming and culture. The partnership covers all 23 of Picturehouse's unique cinemas and offers unrivalled access to its highly desirable upmarket, ABC1 audience, including over 130,000 engaged members.

All content is synonymous with Picturehouse Cinemas' ABC1 audience. Key assets include prominent ad positioning and co-branded trailer idents, delivering six million admissions, as well as ownership of members' film preview screenings throughout the year and sponsorship of Picturehouse's podcast, which regularly features in the top three film podcasts list on iTunes.

## 4DX

Target thrill seekers who are looking to experience something even more immersive than IMAX and 3D

4DX cinema provides a revolutionary cinematic experience which stimulates all five senses. It includes high-tech motion seats and special effects including water sprays, gusts of air, fog and strobe lighting, which all work in perfect synchronicity with the action on screen. Launched by Cineworld in the first cinema in the UK in 2015, the 4DX sponsorship package is now up for grabs, offering brands the unique opportunity to create a multi-touchpoint cinema package targeting a super-charged, thrill-seeking audience throughout the entire cinema journey.



## FAMILY SHOWTIME

Connect with kids and parents through a shared love of great family entertainment

A family's answer to "what should we do this weekend?" – Family Showtime packages offer opportunities to reach a dedicated family cinema club where kids and parents connect through a shared love of great family entertainment.

Packages include branded ads in the reel as well as brand presence across other touchpoints, including magazine and online destinations, to increase reach and drive brand association with family film. Only parents with children can purchase tickets, meaning the audience is as targeted as a family audience can be.

## BLOCKBUSTER OPENING WEEK SPONSORSHIP

Reach an elite audience through the headline acts of the year's cinema slate

Opening weeks are when the biggest blockbusters get the most exposure with the biggest admissions figures – and your brand can be part of the success.

The Early Release Attendees are the earliest adopters, the trendiest trendsetters, the tastiest tastemakers; the elite of the 15-34 ABC1 cinema audience. They are active on social media, strong influencers and display a huge appetite for film and cinema content.

They spend 19 minutes in the foyer on average and are 20% more likely to buy tickets in advance, meaning they are ready and willing to receive your messages during their visit.

## CLASSIC FM & ODEON SENIOR SCREENINGS

Target a more mature, discerning audience

For the first time, DCM and Global Radio have created a cross-media partnership opportunity, designed to engage with 55+ film fans via multiple radio and cinema touchpoints.

The multi-platform partnership will include airtime, presenter support, digital and social, on-screen sponsorship, foyer posters, standees, and counter cards, ODEON Magazine and email newsletters. A unique user journey where on-air content drives listeners to the screenings, which in turn, drives the cinemagoer back to Classic FM, with the sponsor at the heart of every communication.

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# THE PRODUCTION PROCESS.

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## NO MORE BARRIERS: FLEXIBLE, DYNAMIC, AFFORDABLE.

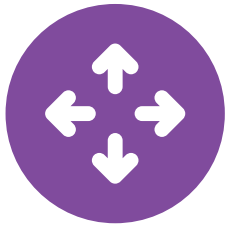
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Since going digital we've removed a lot of the barriers to entry. Digital means lower production costs and shorter lead times, which means our medium is more accessible to brands than ever before.

You can now plan your cinema campaigns dynamically. Your messages can be endlessly revised and adapted to suit shifting circumstances. You can plan by day, showing, audience, film or cinema – meaning you're always relevant and on target.

We can also get your campaign on the big screen within an average of five working days, with the fastest ever campaign turnaround time being less than 24 hours.

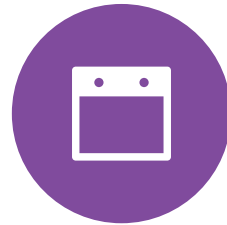
Our Production department also offers a conversion service to adapt commercials to cinema formats, including 2D, 3D and 4D digital cinema (DCP) and IMAX. Having invested in the best range of services and leading facility houses, DCM provides the highest possible conversion quality at the most competitive prices. Most importantly we can convert your ad to be big screen ready for just £3k. A worthwhile investment when you consider that 85% of cinemagoers think the same copy that runs on TV is actually a different ad.



**SCHEDULING  
IS DYNAMIC &  
TARGETED**



**£3K  
CONVERSION COST  
TO CINEMA**



**5  
WORKING DAY  
TURNAROUND**

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# WE TURN STORIES INTO EXPERIENCES.

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# OUR CINEMAS.

We work with cinema owners across the UK to provide you with advertising opportunities before, during and after the movie experience. We work collaboratively with every type of cinema in the UK, providing us with unique knowledge of the industry. This knowledge enables us to support our cinema owners and offer advertisers and agencies the most relevant and engaging advertising opportunities.



# OUR CINEMA GALLERY.



Visit [dcm.co.uk/cinema-gallery](http://dcm.co.uk/cinema-gallery) for more images.



# CINEWORLD.



Cineworld Group plc was founded in 1995 and is now one of the leading cinema groups in Europe. Originally a private company, it re-registered as a public company in May 2006 and listed on the London Stock Exchange in May 2007. In December 2012, the Group acquired the Picturehouse chain of cinemas consisting of 23 cinemas, and in

February 2014, the combination with Cinema City completed, creating the second largest cinema business in Europe (by number of screens). The enlarged Group now has 112 sites and a total of 967 fully digital screens, a portfolio which includes four out of the 10 highest-grossing cinemas in the UK and Ireland.

# ODEON.



Perry Bar in Birmingham saw the first ODEON cinema open in 1930 and established the brand as not simply somewhere to watch films, but somewhere to experience them. Iconic art deco architecture and the very latest technology became synonymous with ODEON where you didn't just go to see a film, you went to the cinema.

ODEON is at the forefront of cinematic experience: its IMAX screens offer extraordinary cinema viewing and ODEON also operates London's BFI IMAX, which is the largest cinema screen in the UK and the busiest IMAX in the world. ODEON Leicester Square is another iconic cinema destination, hosting over 700 of Europe's biggest film premieres since the 1930s.

46M

admissions  
(34%)

892

screens  
(28%)

89

cinemas  
(17%)

38M

admissions  
(28%)

872

screens  
(27%)

110

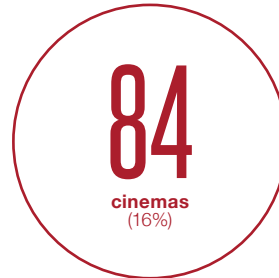
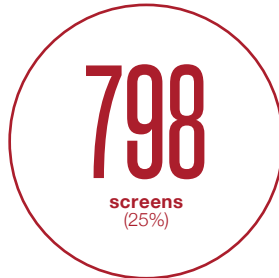
cinemas  
(22%)

# VUE.



Vue Entertainment (Vue) is a leader in the premium entertainment cinema sector in the UK. Vue is committed to continued growth and development of its premium entertainment 'big screen' experience, and has 84 state of the art cinemas throughout the UK and Ireland, with 798 screens. This includes 265 3D screens, 12 Xtreme Screens, seven Gold Class screens, three Scene Screens and seven Bars and two IMAX screens, where

Vue projects every film in Sony Digital Cinema 4K for ultra high definition pictures with four times more detail. With a total of 154,242 seats, 98% of which are stadium seating, Vue's innovative development programme includes Westfield London (February 2010) and Vue Westfield Stratford City (September 2011) which remain the first and third highest grossing cinemas in the country respectively.



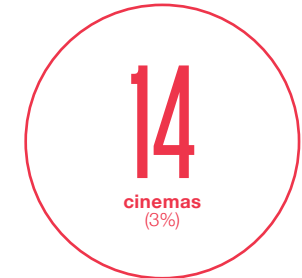
# CURZON CINEMAS.



Founded in 1934, Curzon Cinemas has evolved to meet the demands of audiences and the dynamic film industry and includes 14 exclusive, boutique cinemas across London in Soho, Bloomsbury, Victoria, Mayfair, Chelsea, Wimbledon, Richmond and Mondrian London, as well as Canterbury, Knutsford, Ripon and Sheffield. The same thing drives Curzon as it always has – offering films that it believes are

worth sharing, that spark conversations and stay with you long after the lights have come up.

The Curzon brand also encompasses Curzon Artificial Eye, the company's distribution label which has been part of the historic Curzon group since 2006, and Curzon Home Cinema, its on-demand film service.





# EVERYMAN CINEMAS.



Everyman is an independent network of boutique cinema venues. With a passion for quality, from service of great food and drink to the staple sofa seating, every cinema also features a unique bar, restaurant or social space at its heart.

Creating unique experiences is a core part of the Everyman offering, with entertainment including Everyman curated music events and festivals, cinema installations in surprising

locations and bespoke seasonal menus to surprise and delight every guest. Everyman is also one of the fastest growing independent networks in the UK, with 20 current venues, and new national locations opening every year.

Current venues range from the 104 year old Screen on the Green in Islington and the 96 year old Everyman Bristol, as well as brand new spaces in Birmingham and Chelmsford.

# PICTUREHOUSE CINEMAS.



Formed in 1989 to challenge the multiplex model, Picturehouse Cinemas own and operate 23 cinemas and programme a further 42 venues across the UK.

Picturehouse Cinemas are located in city centres and are architecturally unique venues that provide café bars, restaurants and live events alongside the traditional

movie-going experience. Their programmes encompass quality mainstream, family, art house, independent, foreign-language and documentary films.

The company also runs its own film distribution company, Picturehouse Entertainment, which distributes high-profile alternative content to cinemas throughout the UK and internationally.

**1.8M**

admissions  
(1%)

**55**

screens  
(2%)

**20**

cinemas  
(4%)

**4M**

admissions  
(3%)

**75**

screens  
(3%)

**23**

cinemas  
(5%)

# INDEPENDENTS.



Our independent sites make up 15% of our overall estate (14m admissions) and are synonymous with independent film, appealing to a more discerning, affluent and eclectic audience.

We represent a diverse mixture of cinema types across the country including high-end boutique cinemas, community-based

cinemas, charity-run cinemas, university cinemas and arthouse cinemas, all of which can uniquely complement any national campaign.

The majority of our independent cinemas also feature a bar/restaurant on site, with cinemagoers spending, on average within the cinema venues.



# 2017 FILMS BY AUDIENCE.





# COMING SOON TO A CINEMA NEAR YOU.

## Tom Linay, Head of Film, Digital Cinema Media

Cinema is in a great place. Admissions are as high as they've been in modern history and looking ahead, the strength of the film slate over the coming years means they're only going in one direction. While the big blockbusters will drive huge admissions, we've still got exciting and stimulating smaller titles throughout the year. You only need to look at 2017's awards season to see that it's not just franchise titles that are in a great place. I know we keep saying it, but there's never been a better time to be seen on the biggest screen and coming up are 40 or so reasons that reinforce that fact. Here's to a great 2017.

2015 was a terrific year for cinema. We saw the fourth highest admissions for over 40 years, and an unrivalled year of big films culminated in *Star Wars: The Force Awakens*, which comfortably became the biggest film of all time at the UK box office.

At the turn of the year, we were slightly concerned about how 2016 might follow it. The selection of big films, while impressive, didn't immediately appear to match up to last year. As it happens, we needn't have worried. At the time of publication, admissions are up over 2% year-on-year, and we've already had more £30m films than in the entirety of last year. It's been a team effort and with *Fantastic Beasts and Where to Find Them* and *Rogue One: A Star Wars Story*, the end of the year promises to be a stormer.

So what of 2017? Everything points to the success continuing and we're confident admissions will grow once again. The year is set to get off to a flier as awards season again shows some of the very best that the big screen has to offer. There are new films from Martin Scorsese and Ang Lee, while Damian Chazelle's *La La Land* has been the toast of festival season. There's also a sequel to one of the most iconic films of the last 20 years, in *T2: Trainspotting*.

February is set to be huge, with *Fifty Shades Darker* attempting to become the biggest 18-cert film of all time, a title it would take from its predecessor. *The LEGO Batman Movie* sees the biggest film of 2014 (*The LEGO Movie*) join forces with

the titans of DC Comics in what should be one of the biggest family films of the year. There's also stunning action from *John Wick: Chapter 2*, and intriguing sci-fi in the form of *The God Particle* and *The Dark Tower*.

With so many big films out next year, titles that would ordinarily take prime summer slots are being squeezed into typically quieter times of the year. *Logan*, which sees Hugh Jackman once again star as Wolverine, and *Kong: Skull Island*, which looks like *Godzilla* meets *Apocalypse Now*, have positioned themselves in early March and alongside them is Disney's latest live-action remake, *Beauty and the Beast*.

Easter kicks off a run of massive films, that starts with *Fast & Furious 8*, a series that has seen incredible growth over its last few instalments. Just a couple of weeks later there's another sequel that is being anticipated with much fervour, *Guardians of the Galaxy Vol. 2*. Those two films are likely to be huge throughout May too, but they'll be joined by the fifth *Pirates of the Caribbean* film, *Salazar's Revenge*, which is part of a series where two of the instalments have cracked the £50m mark.

With no sporting distractions in June, *Wonder Woman* gets the summer off to an ass-kicking start, and she's ably supported by *Kingsman: The Golden Circle* and *Transformers: The Last Knight*. *Despicable Me 3* is released at the end of the month and with a prime pre-summer holiday release, it's shaping up to be the biggest family film of the year.

Spectacle is the order in July, as Spider-Man makes his first solo appearance in the Marvel Cinematic Universe in *Spider-Man: Homecoming*. *War for the Planet of the Apes* is the third instalment in one of the best sci-fi series in recent years and Christopher Nolan returns with his latest masterwork, World War II drama, *Dunkirk*.

The second half of the year sees two classic sci-fi films return to the screen, in Ridley Scott's *Alien: Covenant*, and *Blade Runner 2049*. Harrison Ford is back as Deckard, alongside Ryan Gosling, and Denis Villeneuve (Sicario, Arrival) directs what should be one of 2017's stand-out blockbusters. *Thor: Ragnarok* in late-October should see a similar uplift to *Captain America: Civil War*.

November is now firmly ensconced as one of the busiest months of the year, and *Paddington 2* and DC Comics' *Justice League* ensure that next year will be no different. And, once again, the year finishes with the biggest of bangs.

We're still over a year away but December has a new original title from Pixar, in *Coco*, directed by *Toy Story 3*'s Lee Unkrich and there's also *Pitch Perfect 3*. The climax of the year though is once again going to be dominated by *Star Wars: Episode VIII* follows on from *The Force Awakens*, and sees Rey continuing her epic journey, with Finn, Poe and Luke Skywalker.

We couldn't be more excited about cinema in 2017. Come join the fun.



# LET'S GO TO THE MOVIES WITH...



The way that adults consume media has changed significantly in recent years. They're spending less time watching linear TV, instead choosing to watch their favourite shows when they want to, on the device that best suits them. The rise of online streaming services like Netflix has also increased and this has added to their passion for movies - and cinema is where they still

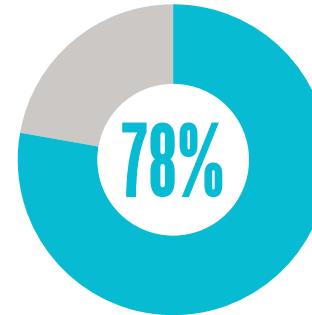
want to head to see the latest, must-see content.

Films are important social collateral and people don't want to miss out on the next release that everyone is going to be talking about. This means they keep a keen eye on what's going on and when a big blockbuster comes along they're happy to get involved in the buzz around the film too.

A trip to the cinema doesn't always stop when the credits roll either - you'll often find them continuing on elsewhere for food or a few drinks so they can chat about the film and catch-up

**"I love getting a group of my mates together and heading to the cinema for a night out."**

# ADULTS.



of Adults are cinemagoers<sup>1</sup>



That's **87%** of all UK cinema admissions<sup>2</sup>

6

Visits per year<sup>2</sup>



2.7

Average group size<sup>3</sup>



38%

Attend with family<sup>3</sup>



## SUMMARY

Universal

Social occasion

Immersive experience

**Key footfall period:**

Opening weekend and first week

**"I LOVE WATCHING FILMS ON THE BIG SCREEN - I ENJOY THE WHOLE EXPERIENCE."**

Source: 1. GB TGI Q2 2016. 2. CAA Film Monitor Coverage & Frequency Data 2015 3. FAME 2015.

# BABY DRIVER.



## Release Date

17 March 2017

## Distributor

Sony Pictures

## Director

Edgar Wright

## Cast

Lily James, Ansel Elgort, Kevin Spacey, Jon Bernthal, Jon Hamm, Jamie Foxx

Edgar Wright has made some of the most successful British comedies of the last decade (*Shaun of the Dead*, *Hot Fuzz*, *The World's End*) and he's returned to the US for his latest action comedy. After being coerced into working for a crime boss, a young getaway driver (Ansel Elgort) finds himself taking part in a heist that's doomed to fail.

### You'll like this if you liked

*Hot Fuzz*.

### Did you know?

Babies make terrible drivers. Do not let your baby drive.

# PIRATES OF THE CARIBBEAN: SALAZAR'S REVENGE.



## Release Date

26 May 2017

## Distributor

Walt Disney International

## Director

Joachim Rønning, Espen Sandberg

## Cast

Johnny Depp, Kaya Scodelario, Javier Bardem, Orlando Bloom, Geoffrey Rush

Between them, the four *Pirates of the Caribbean* films have grossed over \$3.7bn worldwide, with the last film, *On Stranger Tides* clearing \$1bn alone. Johnny Depp returns in his Oscar-nominated role as Captain Jack Sparrow, and he's once again joined by Orlando Bloom and Geoffrey Rush as they search for the trident of Poseidon. Newcomers to the cast include Kaya Scodelario and Javier Bardem.

### You'll like this if you liked

*Pirates of the Caribbean: On Stranger Tides*.

### Did you know?

As of this movie, Johnny Depp, Geoffrey Rush, Kevin McNally and Jack The Monkey are the only actors to appear in every movie in the *Pirates of the Caribbean* franchise.

# WONDER WOMAN.



## Release Date

2 June 2017

## Distributor

Warner Bros.

## Director

Patty Jenkins

## Cast

Gal Gadot, Chris Pine, Robin Wright, Connie Nielsen, Lucy Davis

Monster director, Patty Jenkins, directs the first major film of the classic DC Comics character Wonder Woman. Diana Prince / Wonder Woman was one of the highlights of *Batman v Superman: Dawn of Justice* and fans have been clamouring for a solo movie for some time now. Gal Gadot stars as the Amazonian princess who leaves her island home to explore the world, and ultimately becomes the greatest of its heroes.

## You'll like this if you liked

*The Hunger Games.*

## Did you know?

Gal Gadot is well prepared for battle; she served for two years in the Israeli Defence Forces.

# KINGSMAN: THE GOLDEN CIRCLE.



## Release Date

16 June 2017

## Distributor

20th Century Fox

## Director

Matthew Vaughn

## Cast

Taron Egerton, Julianne Moore, Channing Tatum

*Kingsman: The Secret Service* was a slick, exciting spy thriller and \$400m at the worldwide box office meant that a sequel wasn't going to be far away. It looks like the filmmakers are taking it up a level too, with Julianne Moore and Channing Tatum added to the already excellent cast. This should be one of the stand-out action films of 2017.

## You'll like this if you liked

*Kingsman: The Secret Service.*

## Did you know?

*Kingsman: The Secret Service* even topped *X-Men: First Class* to be director Matthew Vaughn's biggest hit.



# SPIDER-MAN: HOMECOMING.



## Release Date

7 July 2017

## Distributor

Sony Pictures

## Director

Jon Watts

## Cast

Tom Holland, Robert Downey Jr., Marisa Tomei, Michael Keaton

Spider-Man's introduction was one of the highlights of *Captain America: Civil War*, with Tom Holland's incarnation of the character delighting fans. He gets his own film in summer 2017 and Robert Downey Jr. joins the cast as Tony Stark/Iron Man.

### You'll like this if you liked

*Captain America: Civil War.*

### Did you know?

Thankfully, this is not another origin story.

# VALERIAN AND THE CITY OF A THOUSAND PLANETS.



## Release Date

21 July 2017

## Distributor

Lionsgate

## Director

Luc Besson

## Cast

Dane DeHaan, Cara Delevingne, John Goodman, Ethan Hawke, Clive Owen, Rihanna

Luc Besson has been responsible for memorable sci-fi titles such as *Lucy* and *The Fifth Element* and he returns to the genre in summer 2017. Dane DeHaan plays time-travelling agent Valerian, who is sent to investigate a galactic empire, along with his partner Laureline (Delevingne). Based on the French sci-fi comics *Valérian* and *Laureline*, this should be an eye-popping sci-fi treat.

### You'll like this if you liked

*The Fifth Element.*

### Did you know?

The Valerian series has reportedly been a big influence on *Star Wars*.

# MURDER ON THE ORIENT EXPRESS.



## Release Date

22 November 2017

## Distributor

20th Century Fox

## Director

Kenneth Branagh

## Cast

Daisy Ridley, Kenneth Branagh, Michelle Pfeiffer, Judi Dench

Adapted from one of Agatha Christie's most famous novels, *Murder on the Orient Express* features Christie's most famous character, Hercule Poirot. It's been a while since we've had a properly thrilling whodunnit, so there's every hope that this will fill that void. The 1974 version had an all-star cast (Sean Connery, Lauren Bacall, Albert Finney, Ingrid Bergman), and Branagh is assembling a similarly big name cast.

## You'll like this if you liked

*The Great Gatsby.*

## Did you know?

The 1974 adaptation of Christie's novel was nominated for six Oscars, winning one.

# STAR WARS: EPISODE VIII.



## Release Date

15 December 2017

## Distributor

Walt Disney International

## Director

Rian Johnson

## Cast

Daisy Ridley, John Boyega, Gugu Mbatha-Raw, Mark Hamill, Oscar Isaac, Carrie Fisher

The follow-up to the biggest film of all time has some big shoes to fill, but *Looper* director, Rian Johnson, has taken over from J.J. Abrams and has more than enough talent to do it. The new cast members return and there should be a much bigger role for Luke Skywalker in this one. Christmas 2017 is all about *Star Wars* and this is odds-on to be the biggest film of the year.

## You'll like this if you liked

*Star Wars: The Force Awakens.*

## Did you know?

Oscar Isaac is a total dude.



# LET'S GO TO THE MOVIES WITH...



ABC1 adults are busy folks - juggling from work to home, while trying to fit a lot into their hectic schedules. So when precious spare moments occur, they don't want to be disappointed by what they've given up their valuable time for.

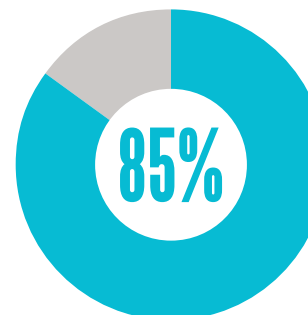
When it comes to cinema, this means that they'll carefully plan their visit, trying to ensure they're seeing the best of what's on offer.

ABC1 adults love a wide range of films - it's not just the latest arthouse releases that intrigue them, you'll find them enjoying blockbuster action, suspenseful thrillers and powerful dramas. Regardless of genre, seeing a film on the big screen is an affordable indulgence that also allows them to get together with other people. Be it a trip with the whole family, a catch-up with friends or a romantic

date night, cinema provides something for every occasion.

**"I usually check what's on before I go to the cinema. I'll visit the website, watch a couple of trailers—see what's there and what ratings it has before deciding."**

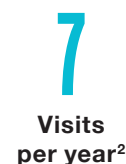
# ABC1 ADULTS.



of ABC1 Adults are cinemagoers<sup>1</sup>



That's 60% of all UK cinema admissions<sup>2</sup>



## SUMMARY

Affordable indulgence

Best place to watch movies

Escapism

**Key footfall period:**

Weekends and within first two weeks

**"IF YOU WANT TO TREAT YOURSELF YOU CHOOSE THE CINEMA. JUST TO HAVE THAT ESCAPE, AND GO OUT WITH YOUR FRIENDS OR PARTNER"**

Source: 1. GB TGI Q2 2016. 2. CAA Film Monitor Coverage & Frequency Data 2015 3. FAME 2015. \*Source: (Index: 112)

# SILENCE.



## Release Date

1 January 2017

## Distributor

StudioCanal

## Director

Martin Scorsese

## Cast

Liam Neeson, Andrew Garfield, Adam Driver, Ciaran Hinds

One of the greatest of all film directors, Martin Scorsese, returns, just in time for awards season, with this epic tale of two Jesuit priests in the 17th century who face violence and persecution when they travel to Japan to locate their mentor and propagate Christianity. Now into his 70s, Scorsese shows no sign of slowing down and you wouldn't bet against him cleaning up at the major awards ceremonies once again.

## You'll like this if you liked

*12 Years a Slave.*

## Did you know?

Martin Scorsese has been nominated for 12 Academy Awards, winning once for *The Departed*.

# BILLY LYNN'S LONG HALFTIME WALK.



## Release Date

6 January 2017

## Distributor

Sony Pictures

## Director

Ang Lee

## Cast

Kristen Stewart, Joe Alwyn, Garrett Hedlund, Vin Diesel, Steve Martin, Chris Tucker

Ang Lee is one of the best directors in the world and his follow up to the huge, Oscar-winning *Life of Pi* is this tale of an infantryman who recounts the final hours before he and his fellow soldiers return to Iraq. All set to be as visually stunning as *Life of Pi*, Lee is using the latest ground-breaking film making techniques, including high frame rate technology, which should make this another big screen must-see.

## You'll like this if you liked

*Life of Pi.*

## Did you know?

*Life of Pi* banked £29.9m at the UK box office.

# LIVE BY NIGHT.



**Release Date**  
13 January 2017

**Distributor**  
Warner Bros.

**Director**  
Ben Affleck

**Cast**  
Ben Affleck, Zoe Saldana, Elle Fanning, Sienna Miller, Brendon Gleeson

Ben Affleck has proved himself spectacularly adept behind the camera, and each of his films to date (*Gone Baby Gone*, *The Town*, *Argo*) have been dynamite thrillers filled with strong performances. That looks all set to continue with *Live by Night*, a story set in the Prohibition era and centred around a group of individuals and their dealings in the world of organised crime. It could also follow in *Argo*'s footsteps and create a splash at the Oscars.

**You'll like this if you liked**  
*Argo*.

**Did you know?**  
This is the second time Ben Affleck has directed a Dennis Lehane novel, after the excellent *Gone Baby Gone*.

# JACKIE.



**Release Date**  
20 January 2017

**Distributor**  
eOne

**Director**  
Pablo Larrain

**Cast**  
Natalie Portman, Peter Sarsgaard, Billy Crudup, Greta Gerwig, Richard E. Grant

Natalie Portman is generating huge awards buzz for her portrayal of Jacqueline Kennedy in Pablo Larrain's unconventional biopic. Following the untimely death of her husband, the First Lady fights through grief and trauma to regain her faith, console her children, and define her husband's historic legacy.

**You'll like this if you liked**  
*Carol*.

**Did you know?**  
If Natalie Portman wins an Oscar for her performance it will be her second Best Actress Oscar after winning in 2011 for *Black Swan*.



# T2: TRAINSPOTTING.



**Release Date**  
27 January 2017

**Distributor**  
Sony Pictures

**Director**  
Danny Boyle

**Cast**  
Ewan McGregor,  
Jonny Lee Miller,  
Ewen Bremner,  
Robert Carlyle

The original *Trainspotting* was a genuine cultural phenomenon and it was one of the best films, British or otherwise, of the 90s. Its huge success launched a whole host of acting careers and announced the arrival of a major new directing talent in Danny Boyle. All the main actors and Boyle return 20 years later for this story, which is loosely based on Irvine Welsh's novel, *Porno*. It's one of the stand-out films of Q1 2017.

**You'll like this if you liked**  
*Trainspotting*.

**Did you know?**  
Ewan McGregor starred in Danny Boyle's first three films but this is the first time they've worked together since 1997's *A Life Less Ordinary*.

# WAR FOR THE PLANET OF THE APES.



**Release Date**  
14 July 2017

**Distributor**  
20th Century Fox

**Director**  
Matt Reeves

**Cast**  
Judy Greer, Woody  
Harrelson, Andy Serkis,  
Steve Zahn

The reboot of the *Planet of the Apes* series is a true cinematic success story and the second film in the franchise, *Dawn of the Planet of the Apes* was one of the best sequels in living memory. This third instalment has the same director, the same writer, and Andy Serkis is back as Caesar. Everything points to it being another stormer.

**You'll like this if you liked**  
*Dawn of the Planet of the Apes*.

**Did you know?**  
Caesar is the only big screen ape to have a salad named after him.



# DUNKIRK.



## Release Date

21 July 2017

## Distributor

Warner Bros.

## Director

Christopher Nolan

## Cast

Tom Hardy, Mark Rylance, Cillian Murphy, Kenneth Branagh, Harry Styles

Christopher Nolan has made some of the best blockbusters of the 20th century and his take on the WWII movie is surely going to be one of the best films of next summer. Allied soldiers from Belgium, Britain, Canada and France are surrounded by the German army and evacuated during a fierce battle in World War II.

## You'll like this if you liked

*Saving Private Ryan.*

## Did you know?

Christopher Nolan is the fifth highest-grossing director of all time.

# ALIEN: COVENANT.



## Release Date

2 August 2017

## Distributor

20th Century Fox

## Director

Ridley Scott

## Cast

Michael Fassbender, Katherine Waterston, Danny McBride, Carmen Ejogo

Ridley Scott once again returns to the world of one of his greatest achievements, *Alien*. This sequel sees the crew of the colony ship, *Covenant*, discover what they think is an uncharted paradise, but it is actually a dark, dangerous world, whose sole inhabitant is the synthetic David, survivor of the doomed *Prometheus* expedition. It should be a sci-fi horror to savour.

## You'll like this if you liked

*Prometheus.*

## Did you know?

*Prometheus* was good.

# BLADE RUNNER 2049.



## Release Date

6 October 2017

## Distributor

Sony Pictures

## Director

Denis Villeneuve

## Cast

Harrison Ford, Ryan Gosling, Robin Wright, Ana de Armas, Dave Bautista

*Blade Runner* is frequently held up as one of the greatest sci-fi films of all time, so a sequel has a very high bar to aim for. Thankfully, hiring Denis Villeneuve to direct looks to be a masterstroke, as with *Prisoners*, *Sicario* and *Arrival*, he's proven himself to be one of the best directors working in Hollywood. The plot for this sequel is currently under wraps but with Harrison Ford returning and some terrific new cast members, everything points to it being a worthy follow-up to a classic film.

## You'll like this if you liked

*Blade Runner*.

## Did you know?

*Blade Runner* was number 11 in Empire's 2014 poll of the best 301 films of all time.

# THE SNOWMAN.



## Release Date

13 October 2017

## Distributor

Universal Pictures

## Director

Tomas Alfredson

## Cast

Michael Fassbender, Rebecca Ferguson, Chloë Sevigny, Val Kilmer, J.K. Simmons, Charlotte Gainsbourg

With *Tinker Tailor Soldier Spy*'s Tomas Alfredson, directing an adaptation of Jo Nesbø's novel, this seems to be the perfect marriage of director and source material. Alfredson has also assembled a great cast, with Michael Fassbender taking on the role of detective, Harry Hole, who investigates the disappearance of a woman whose pink scarf is found wrapped around an ominous-looking snowman. It's all set to be a chilly, thrilling treat.

## You'll like this if you liked

*Tinker Tailor Soldier Spy*.

## Did you know?

Walking in the Air will not be used on this version of *The Snowman* and is, quite frankly, not appropriate.

# LET'S GO TO THE MOVIES WITH...



Film is a big passion point for 16-34 men and thanks to streaming services they're spending more time than ever watching movies. However, this doesn't mean that cinema isn't important for them anymore. Cinema feeds their film habit further by giving them access to the latest blockbusters in the best place to experience them.

16-34 men are assigning greater importance to personal experiences – they want to

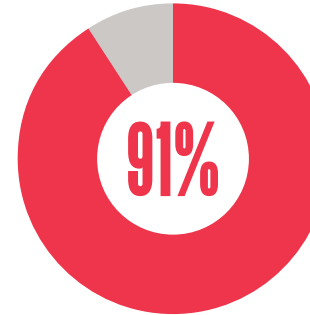
enjoy immersive experiences that are all about creating, capturing and sharing memories. When it comes to the cinema, they want to see the latest films on the biggest screen possible, with the best sound. These guys are more likely to head to their nearest IMAX or 4DX screen to really maximise the impact and their enjoyment of the movie.

They also love the hype surrounding blockbusters and want to be the first ones in line

to see films first – guaranteeing that they aren't missing out on anything and enabling them to be the ones starting the conversation amongst their peers. This all makes cinema a regular fixture in their social calendar – a guaranteed good night out whatever the occasion.

**“It's an event – a night out – you're breathing in that film, and it's the best immersion in a story you can get.”**

# 16-34 MEN.



of 16-34 Men are cinemagoers<sup>1</sup>



That's **23%** of all UK cinema admissions<sup>2</sup>

**8**  
Visits per year<sup>2</sup>



**3**  
Average group size<sup>3</sup>



**67%**  
Light TV viewers<sup>1\*</sup>



## SUMMARY

Passion point  
Cinema is an event  
Conversation fuel

**Key footfall period:**  
Opening weekend & first week

**“I CAN GET THE BIGGEST TV SCREEN I CAN IN MY ROOM BUT IT'S NOT EVER GOING TO COMPARE TO THE CINEMA. I'M ALWAYS GOING TO WANT TO SEE MOVIES ON THE BIG SCREEN”**

Source: 1. GB TGI Q2 2016. 2. CAA Film Monitor Coverage & Frequency Data 2015 3. FAME 2015. \*Source: (Index: 125)

# ASSASSIN'S CREED.



## Release Date

1 January 2017

## Distributor

20th Century Fox

## Director

Justin Kurzel

## Cast

Michael Fassbender,  
Marion Cotillard,  
Jeremy Irons,  
Brendan Gleeson

Not to tempt fate, but *Assassin's Creed* is shaping up to be the best video game adaptation yet. It's got an unparalleled pedigree, with Fassbender and Cotillard once again teaming up with *Macbeth* director, Justin Kurzel. If you're unaware of the plot of the game, it centres around Callum Lynch (Fassbender) who explores the memories of his ancestor Aguilar and gains the skills of a Master Assassin after discovering he is a descendant of the secret Assassins society.

## You'll like this if you liked

*Jason Bourne.*

## Did you know?

Even before the latest instalment, *Assassin's Creed* games had sold over 73m copies worldwide.

# THE DARK TOWER.



## Release Date

17 February 2017

## Distributor

Sony Pictures

## Director

Nikolaj Arcel

## Cast

Idris Elba, Matthew  
McConaughey,  
Katheryn Winnick,  
Jackie Earle Haley,  
Abbey Lee

Stephen King novels have been a fertile ground for filmmakers and the latest to get the big screen treatment is *The Dark Tower*. Idris Elba plays gunslinger Roland Deschain, who roams an Old West-like landscape in search of the Dark Tower, in the hopes that reaching it will preserve his dying world. It's an intriguing set-up and director, Nikolaj Arcel, was responsible for the magnificent *A Royal Affair*, so this should be a knock-out.

## You'll like this if you liked

*Mad Max: Fury Road.*

## Did you know?

The collected series of eight books runs to 4,250 pages.



# LOGAN.



## Release Date

2 March 2017

## Distributor

20th Century Fox

## Director

James Mangold

## Cast

Hugh Jackman,  
Patrick Stewart,  
Elizabeth Rodriguez,  
Boyd Holbrook,  
Stephen Merchant

This is definitely (maybe) Hugh Jackman's last appearance as the pork chop-sideburned X-Man and after the success of the 15-cert *Deadpool* last year, this one is set to be his most violent and adult yet. In the near future, the ageing Wolverine and Professor X must protect a young female clone of Wolverine from an evil organisation. Patrick Stewart is confirmed to reprise his role as Professor Xavier, and Stephen Merchant has joined the cast, which surely is worth the price of admission alone.

## You'll like this if you liked

*Deadpool*.

## Did you know?

*Deadpool* outgrossed both *Batman v Superman: Dawn of Justice* and *Captain America: Civil War* in the UK.

# KONG: SKULL ISLAND.



## Release Date

10 March 2017

## Distributor

Warner Bros.

## Director

Jordan Vogt-Roberts

## Cast

Tom Hiddleston,  
Brie Larson,  
Samuel L. Jackson,  
John Goodman,  
John C. Reilly

Looking like *Godzilla* meets *Apocalypse Now*, the 1970s stylings are just one of the many things that make this one of the stand-out blockbusters of the first half of the year. The absolutely knockout cast is another. This is essentially an origin story for the legend of King Kong and the spectacular first trailer got us very excited indeed.

## You'll like this if you liked

*Godzilla*.

## Did you know?

Kong in this film will be the largest Kong that the big screen has ever seen.

# FAST & FURIOUS 8.



## Release Date

14 April 2017

## Distributor

Universal Pictures

## Director

F. Gary Gray

## Cast

Vin Diesel, Dwayne Johnson, Michelle Rodriguez, Charlize Theron, Helen Mirren

Each film in the *Fast & Furious* franchise gets bigger than the last and *Fast & Furious 7* was by far the biggest, grossing over £38m. While this eighth instalment has a lot to live up to, the cast additions (Charlize Theron and Helen Mirren) and the return of Jason Statham and Kurt Russell fill us with hope.

## You'll like this if you liked

*Fast & Furious 7.*

## Did you know?

*Fast & Furious 8* is the next entry (after *The Italian Job* and *Mad Max: Fury Road*) in the Charlize Theron-driving-and-kicking-ass sub-genre.

# GUARDIANS OF THE GALAXY VOL. 2.



## Release Date

28 April 2017

## Distributor

Walt Disney International

## Director

James Gunn

## Cast

Chris Pratt, Zoe Saldana, Dave Bautista, Bradley Cooper, Vin Diesel, Kurt Russell

Was *Guardians of the Galaxy* Marvel's best film to date? It's a fair shout, so the return of the gang in this sequel marks it out as one of 2017's most anticipated films. Set to the backdrop of another Awesome Mix, *Guardians of the Galaxy Vol. 2* continues the team's adventures as they unravel the mystery of Peter Quill's true parentage.

## You'll like this if you liked

*Guardians of the Galaxy.*

## Did you know?

Rumours that Black Lace's Agadoo is Chris Pratt's favourite track on Awesome Mix Vol. 2 are still unconfirmed.

# THOR: RAGNAROK.



**Release Date**  
27 October 2017

**Distributor**  
Walt Disney  
International

**Director**  
Taiki Waititi

**Cast**  
Chris Hemsworth,  
Mark Ruffalo, Cate  
Blanchett, Idris Elba,  
Anthony Hopkins,  
Jeff Goldblum

Thor returns in his third solo film, and like *Captain America: Civil War*, it's set to be significantly larger than the previous two. Chris Hemsworth once again picks up the enchanted hammer Mjolnir and this time around Mark Ruffalo appears as Bruce Banner/Hulk to give it some extra box office clout.

**You'll like this if you liked**  
*Thor: The Dark World.*

**Did you know?**  
According to Marvel's Kevin Feige, *Thor: Ragnarok* will play a significant role in setting up the events for *Avengers: Infinity War*.

# JUSTICE LEAGUE.



**Release Date**  
17 November 2017

**Distributor**  
Warner Bros.

**Director**  
Zack Snyder

**Cast**  
Ben Affleck, Gal Gadot,  
Ezra Miller, Jason  
Momoa, Henry Cavill,  
Amy Adams,  
J.K. Simmons,  
Amber Heard

Fuelled by his restored faith in humanity and inspired by Superman, Bruce Wayne enlists the help of his newfound ally, Diana Prince, to face an even greater enemy. DC Comics' answer to *The Avengers* sees not just Batman and Wonder Woman join forces, but The Flash, Aquaman and Cyborg too.

**You'll like this if you liked**  
*Suicide Squad.*

**Did you know?**  
*Batman v Superman: Dawn of Justice* had the biggest opening weekend ever for a superhero film in the UK.



# LET'S GO TO THE MOVIES WITH...



Whether it's a catch up with friends or a date night, cinema is a social staple for 16-34 women. Cinema gives this busy group a way to relax, unwind and treat themselves by taking a couple of hours out to spend time with their favourite people.

They use social media to help organise a trip to the cinema and you'll often find them sharing their experience

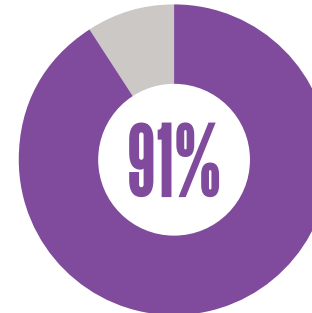
on Facebook, Twitter and Instagram – while also checking out what everybody else has been up to.

If you think the only way to reach 16-34 women in the cinema is to wait for the next rom-com to come out, then think again. This group are into cinema just as much as the guys and enjoy going to see a broad range of films. Yes you'll find some of them

laughing and shedding a tear at the latest romantic offering but they equally enjoy watching tense, thrilling horrors and big-budget fantasy and sci-fi movies.

**“We’re cinema buddies. We love cinema—whether it’s about seeing stories that reflect what’s going on with us or just escaping from reality for a while.”**

# 16-34 WOMEN.



of 16-34 Women are cinemagoers<sup>1</sup>



That's 21% of all UK cinema admissions<sup>2</sup>

7  
Visits per year<sup>2</sup>



2.8  
Average group size<sup>3</sup>



37%  
Attend with friends<sup>3</sup>



## SUMMARY

Social staple  
Escapism  
Conversation capital  
**Key footfall period:**  
Opening week

**“YOU CAN GET DRESSED UP A BIT, GO OUT FOR A MEAL, GET YOUR POPCORN AND GET TO SEE YOUR FRIENDS...IT'S JUST A REALLY NICE NIGHT OUT”**

Source: 1. GB TGI Q2 2016. 2. CAA Film Monitor Coverage & Frequency Data 2015 3. FAME 2015.

# A MONSTER CALLS.



## Release Date

1 January 2017

## Distributor

eOne

## Director

J.A. Bayona

## Cast

Sigourney Weaver,  
Felicity Jones,  
Liam Neeson,  
Toby Kebbell,  
Lewis MacDougall

Spanish director Juan Antonio Bayona (*The Impossible*, *The Orphanage*) takes on this fantasy drama about a boy who seeks the help of a tree monster to cope with his single mom's illness. The top-notch cast is led by Felicity Jones, and Bayona follows this film up with the sequel to *Jurassic World* so he is clearly a director who is going places.

## You'll like this if you liked

*Life of Pi*.

## Did you know?

Liam Neeson voices the monster, proving once again that he has a very unique set of skills.

# LA LA LAND.



## Release Date

13 January 2017

## Distributor

Lionsgate

## Director

Damien Chazelle

## Cast

Emma Stone, Ryan  
Gosling, Finn Wittrock,  
J.K. Simmons,  
Rosemarie DeWitt,  
John Legend

Damien Chazelle burst onto the scene with his second film, the brilliant drama *Whiplash*, announcing himself as a major new directorial talent. His follow-up also has a jazz theme and is a major awards contender after being showered with praise during the festival season. Ryan Gosling plays a jazz pianist who falls for an aspiring actress (Emma Stone) in Los Angeles.

## You'll like this if you liked

*Whiplash*.

## Did you know?

*Whiplash* is the best film of the last three years.

# FIFTY SHADES DARKER.



**Release Date**  
10 February 2017

**Distributor**  
Universal Pictures

**Director**  
James Foley

**Cast**  
Dakota Johnson, Jamie Dornan, Kim Basinger, Rita Ora, Hugh Darcy, Marcia Gay Harden

In 2015 *Fifty Shades of Grey* was a genuine sensation, smashing the record for the highest-grossing 18-cert film of all time by over £12m and grossing over £35m. The first of the two sequels sees Dakota Johnson and Jamie Dornan reunite for another steamy tale of jealousy and lust. While Christian wrestles with his inner demons, Anastasia must confront the anger and envy of the women who came before her.

**You'll like this if you liked**  
*Fifty Shades of Grey.*

**Did you know?**  
*Fifty Shades of Grey* opened with a scorching £13.5m in 2015.

# HIDDEN FIGURES.



**Release Date**  
24 February 2017

**Distributor**  
20th Century Fox

**Director**  
Theodore Melfi

**Cast**  
Taraji P. Henson, Octavia Spencer, Janelle Monáe, Kevin Costner, Kirsten Dunst

Pharrell Williams has done just about everything there is to do in the music industry, so he's turning his hand to film production with this inspirational tale of a team of African-American women who provide NASA with important mathematical data needed to launch the programme's first successful space missions. It's a potential awards contender and certain to make the heart swell.

**You'll like this if you liked**  
*The Help.*

**Did you know?**  
As well as producing the film, Pharrell Williams has written an album of original music for the soundtrack.



# MOTHER/DAUGHTER.



## Release Date

12 May 2016

## Distributor

20th Century Fox

## Director

Jonathan Levine

## Cast

Goldie Hawn,  
Amy Schumer,  
Ike Barinholtz

A Hollywood comedy legend (Hawn) teams up with a relative newcomer (Schumer) in this highly promising action comedy. As the title suggests, Hawn plays Schumer's mum, and they embark on a South American holiday together after Schumer's boyfriend breaks up with her before they're set to go on a romantic break.

## You'll like this if you liked

*The Heat.*

## Did you know?

This is Goldie Hawn's first big screen appearance since *The Banger Sisters* in 2002.

# RED SPARROW.



## Release Date

10 November 2017

## Distributor

20th Century Fox

## Director

Francis Lawrence

## Cast

Jennifer Lawrence,  
Joel Edgerton

Jennifer Lawrence and director, Francis Lawrence, worked together on the last three *Hunger Games* films, and they obviously struck up something of a rapport as they've reunited for this promising thriller. J-Law plays a Russian spy who falls for a CIA officer and considers becoming a double agent.

## You'll like this if you liked

*The Hunger Games: Catching Fire.*

## Did you know?

This is not a spin-off from *Black Swan*.

# PITCH PERFECT 3.



## Release Date

22 December 2017

## Distributor

Universal Pictures

## Director

Trish Sie

## Cast

Anna Kendrick,  
Rebel Wilson,  
Hailee Steinfeld,  
Elizabeth Banks

When the second *Pitch Perfect* film grossed almost three times as much as the first, a third film was never going to be far away. All the major cast members are returning and a whole host of pop favourites will be given an acapella makeover in the way only *Pitch Perfect* can. It should result in one of the biggest comedies of 2017.

## You'll like this if you liked

*Pitch Perfect 2.*

## Did you know?

Anna Kendrick's music video *Cups*, featuring the song *When I'm Gone* from the first *Pitch Perfect*, has had over 300m views on YouTube.

# WE TURN BRANDS INTO SCREEN ICONS.

# LET'S GO TO THE MOVIES WITH...



For Main Shoppers with Children a visit to the cinema is a real treat – for both themselves and the kids.

They spend their days busy juggling a multitude of tasks so cinema gives them a real chance to escape from those demands, while the kids sit captivated by the big screen.

It's these shared moments that are cherished by parents. The whole family might sit together on the sofa at home

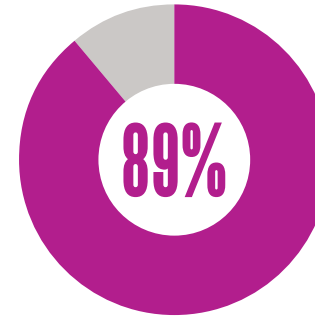
but these days everyone can often be found with a different device, watching something completely different to the person next to them. This makes a trip to the cinema even more special – watching one film, without distraction creates a shared memory that the family can talk about together.

Many Main Shoppers with Children also have to be money-conscious and with family tickets to theme parks

and attractions proving to be incredibly expensive, cinema remains an affordable activity for most. Without breaking the bank, the latest blockbusters and family films are a true entertainment banker for parents - after all, happy kids equals happy parents!

**“It’s special coming to the cinema – the really big screen, the popcorn, just the whole atmosphere.”**

# MAIN SHOPPERS WITH CHILDREN.



of Main Shoppers with Children are cinemagoers<sup>1</sup>



That's **21%** of all UK cinema admissions<sup>2</sup>

6

Visits per year<sup>2</sup>



3

Average group size<sup>3</sup>



21 MINS

Average foyer time<sup>3</sup>



## SUMMARY

Quality bonding time

Shared memories for whole family

Happy kids = happy parents

**Key footfall period:** First two weeks, focused around weekends & school holidays

**“AS A FAMILY WE CAN ALL ENJOY AND SHARE THE EXPERIENCE AT THE SAME TIME. IT BRINGS US CLOSER TOGETHER AND WE’LL TALK ABOUT IT FOR WEEKS AFTER”**

Source: 1. GB TGI Q2 2016. 2. CAA Film Monitor Coverage & Frequency Data 2015 3. FAME 2015.



# SING.



**Release Date**  
27 January 2017

**Distributor**  
Universal Pictures

**Director**  
Garth Jennings

**Cast**  
Scarlett Johansson,  
Matthew McConaughey,  
Taron Egerton,  
John C. Reilly,  
Reese Witherspoon,  
Seth MacFarlane

Millions of people watch *The X Factor*, and millions of people love animated films. That means that *Sing* should be a huge hit. Matthew McConaughey voices a koala named Buster, who recruits his best friend to help him drum up business for his theatre by hosting a singing competition. Garth Jennings directed the funny and charming *Son of Rambow*, which augurs well for *Sing*.

**You'll like this if you liked**  
*The Secret Life of Pets.*

**Did you know?**  
The film will feature more than 85 classic tracks from famous artists.

# THE LEGO BATMAN MOVIE.



**Release Date**  
10 February 2017

**Distributor**  
Warner Bros.

**Director**  
Chris McKay

**Cast**  
Will Arnett,  
Rosario Dawson,  
Ralph Fiennes,  
Zach Galifianakis,  
Michael Cera

*The LEGO Movie* was one of the best animated films in recent times and ended 2014 as the biggest film of the year. One of its best characters gets his own movie in 2017 and he's once again voiced by the brilliant Will Arnett. It should be one of the funniest films of 2017, animated or otherwise.

**You'll like this if you liked**  
*The LEGO Movie.*

**Did you know?**  
*The LEGO Movie* won Best Animated Film at the 2015 BAFTAs but was inexplicably overlooked at the Oscars. Idiots.

# BEAUTY AND THE BEAST.



## Release Date

17 March 2017

## Distributor

Walt Disney International

## Director

Bill Condon

## Cast

Emma Watson, Dan Stevens, Luke Evans, Ian McKellen, Ewan McGregor, Emma Thompson

After *Cinderella* and *The Jungle Book* were huge successes, this is the next big Disney live-action remake that is set to weave its way into the public's hearts. The well-known story revolves around a monstrous prince and a young woman who fall in love. Emma Watson takes on the role of Belle and the terrific casting continues throughout, with Dan Stevens playing Beast, Ewan McGregor playing Lumiere, Ian McKellen playing Cogsworth and Luke Evans as Gaston.

## You'll like this if you liked

*Cinderella.*

## Did you know?

The teaser trailer became the most watched trailer in history, having been viewed 92 million times in 24 hours after its launch.

# THE BOSS BABY.



## Release Date

1 April 2017

## Distributor

20th Century Fox

## Director

Tom McGrath

## Cast

Alec Baldwin, Steve Buscemi, Lisa Kudrow, Patton Oswalt

If you've always wanted to see Alec Baldwin voice a suit-wearing briefcase-carrying baby, then *The Boss Baby* is the film you've been waiting for. As for the plot, Baby (Baldwin) pairs up with his seven-year-old brother to stop the dastardly plot of the CEO of Puppy Co.

## You'll like this if you liked

*Mr. Peabody & Sherman.*

## Did you know?

Looking like a baby is generally thought of as something of a hindrance to rising through the ranks at big corporations.

# CAPTAIN UNDERPANTS.



## Release Date

26 May 2017

## Distributor

20th Century Fox

## Director

David Soren

## Cast

Kevin Hart,  
Kristen Schaal,  
Nick Kroll,  
Ed Helms,  
Jordan Peele

Kevin Hart's energy and personality lit up *The Secret Life of Pets* in summer 2016, so the omens for *Captain Underpants* are already promising as he takes on a leading role. Two mischievous kids hypnotise their mean high school principal and turn him into their comic book creation, the kind-hearted and elastic-banded *Captain Underpants*. It should be a hit with May half-term audiences.

## You'll like this if you liked

*Megamind*.

## Did you know?

*Captain Underpants* could also be the name of a biopic about David Beckham's time as England skipper.

# DESPICABLE ME 3.



## Release Date

30 June 2017

## Distributor

Universal Pictures

## Director

Kyle Balda, Pierre Coffin

## Cast

Steve Carell,  
Miranda Cosgrove,  
Trey Parker,  
Pierre Coffin

*Minions* grossed over \$1.2bn worldwide, making it the second biggest animated film of all time, so the *Despicable Me* brand is in great shape. This third instalment introduces Gru's twin brother, Dru, who is also voiced by Steve Carell. Unsurprisingly, old rivalries re-emerge and the lovable Minions will be playing a part. It's odds-on to be the biggest animated film of 2017.

## You'll like this if you liked

*Minions*.

## Did you know?

People really, really, really love the Minions.



# CARS 3.



## Release Date

14 July 2017

## Distributor

Walt Disney International

## Director

Brian Fee

## Cast

Owen Wilson,  
Larry the Cable Guy,  
Bonnie Hunt,  
Cheech Marin

Aside from the *Toy Story* series, the *Cars* series is the first Pixar property to get a third instalment, showing just how highly they rate it. Owen Wilson once again voices Lightning McQueen, who is now a veteran but still determined to prove to a new generation of racers that he's the best race car in the world.

## You'll like this if you liked

*Cars*.

## Did you know?

The *Cars* franchise has amassed over \$10bn in merchandising sales.

# THE LEGO NINJAGO MOVIE.



## Release Date

13 October 2017

## Distributor

Warner Bros.

## Director

Charlie Bean, Paul Fisher, Bob Logan

## Cast

Jackie Chan,  
Dave Franco,  
Olivia Munn,  
Justin Theroux,  
Michael Peña

The growth of LEGO animated movies shows no sign of slowing down and after *The LEGO Batman Movie*, *The LEGO Ninjago Movie* is the next in line. Six young ninjas are tasked with defending their island home, Ninjago. By night, they're gifted warriors, using their skills and awesome fleet of vehicles to fight villains and monsters. By day, they're ordinary teens struggling against their greatest enemy: high school.

## You'll like this if you liked

*The LEGO Movie*.

## Did you know?

*Ninjago* is being produced by Phil Lord and Chris Miller who directed *The LEGO Movie*.

# PADDINGTON 2.



**Release Date**  
10 November 2017

**Distributor**  
StudioCanal

**Director**  
Paul King

**Cast**  
Ben Whishaw,  
Hugh Bonneville,  
Sally Hawkins

The first *Paddington* was an absolute delight and charmed its way to huge box office numbers in the UK. While the plot is currently under wraps, this sequel has the same creative team, so everything points to it being another family classic. Expect it to be the biggest family film in the run up to Christmas 2017.

**You'll like this if you liked**  
*Paddington*.

**Did you know?**  
*Paddington* was the highest-grossing family film of all time released by a non-U.S. studio.

# COCO.



**Release Date**  
8 December 2017

**Distributor**  
Walt Disney  
International

**Director**  
Lee Unkrich, Adrian  
Molina

**Cast**  
Julianne Moore,  
Benjamin Bratt

With *Finding Dory* in 2016 and *Inside Out* in 2015, Pixar is back on great form and *Coco* promises to be another big hit. Inspired by the Mexican holiday Día de Muertos, *Coco* follows a 12-year-old boy named Miguel who sets off a chain of events relating to a century-old mystery.

**You'll like this if you liked**  
*Inside Out*.

**Did you know?**  
Lee Unkrich directed *Toy Story 3*, which is by far the biggest animated film of all time in the UK.

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WE MAKE  
CINEMA AS  
ESSENTIAL  
FOR BRANDS  
AS IT IS FOR  
FILMMAKERS.

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