

Second Edition

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.

FOREWORD.

As predicted, it's been a fantastic year for cinema so far in 2017. Admissions for the first four months were up 13% year-on-year and more people than ever are visiting the cinema. Advertising spend also increased by 6% in Q1, building on a strong 2016, proving that more brands are investing in the medium, making it the ultimate destination for building long-term business growth.

The 16-week theatrical window is just one reason why cinema will always be one step ahead when it comes to stimulating conversations that are current and culturally relevant. Our audiences are the first to find out and experience thrilling moments before anyone else. This is great news for brands looking to make their mark in the unique environment away from the distractions of the outside world and cinema can be considered a medium that shapes trends and forecasts themes of the moment.

These cultural moments are part of a shared experience that create an event like no other, and when our audiences enter the darkened room and see the big screen they are relaxed, receptive and ready to escape to a parallel universe for hours at a time.

The film slate in 2017 looks the strongest it's ever been, and in the first part of the year

the box office has exceeded all expectations. Admissions for the first four months of 2017 were up 13% year-on-year. Disney's *Beauty and the Beast* is the biggest success story, achieving the fifth highest opening weekend ever, and it has since moved into the top 10 films of all time. The movie was watched by people of all ages and the momentum continues to build with something for everyone on the slate in the months to come.

Some of the highlights from 2017 include *Dunkirk*, *Wonder Woman*, *Blade Runner 2049* and, of course, *Star Wars: The Last Jedi* in December. There's never been a better time to align your brand with the big screen and these films are announced well in advance, making it even easier to plan.

It isn't just the premium film content that makes it such an engaging place to be. Brands continue to tell their stories in

innovative and exciting ways on the big screen and beyond. Our aim is to make the brand ads and premium spots on the playlist as affecting and inspired as the movies they precede.

This second edition of our 2017 Cinema Media Guide aims to equip you with all you need to know about cinema right now in terms of planning a successful campaign. There's information on our sites, buying routes and innovations as well as the all-important film releases and more.

Enjoy what's inside and see you in the cinema soon.



Karen Stacey
CEO
Digital Cinema Media

FAST FACTS.

Digital Cinema Media (DCM) is the market leader in UK cinema advertising, providing 3,255 screens at 516 sites for advertisers. DCM sells 82% of the cinema advertising market through exhibitors including Cineworld, ODEON, Vue, Curzon Cinemas, Everyman Cinemas, Picturehouse Cinemas and many independent cinemas.

78%

of the UK population are cinemagoers¹

171M

Total cinema admissions²

2.7M

Average DCM cinema weekly admissions³

48%

of UK cinemagoers are male¹

52%

of UK cinemagoers are female¹

67%

of UK cinemagoers are under 44⁴

58%

of UK cinemagoers are ABC¹

£32K

Average family income of UK cinemagoer¹

23%

of admissions are in London⁵

Source: 1. GB TGI 2017 Q1. Base: All Respondents 16+. Target All cinemagoers. 2. CAA admission estimate Jan-Dec 2017. 3. DCM Campaign Management team, based on 52 weeks, 171m yearly industry admissions, 83% DCM market share. 4. CAA Film Monitor Coverage & Frequency Data 5. Comscore CAA contractor admissions share by region, H2 2016.

FAST FACTS.

3,255

DCM Screens¹

20 MINS

spent on average in the foyer²

93%

Are seated before anything is shown on screen³

11 MINS

Average ad reel length⁴

95%

of the copy in cinema is also shown on TV⁵

85%

of cinemagoers think it's a different ad⁶

8X

more ad recall than TV alone⁶

2X

more ad recognition than TV alone⁶

£7.73

cinema ROI for services advertisers⁷

Source: 1. DCM Exhibitions. 2. FAME 2016 (Base 11+ cinemagoers, mean minutes spent in foyer before & after screening). 3. FAME 2016 (Base 11+ cinemagoers, net ever agree). 4. DCM 5. DCM Production est. 6. DCM Engagement Study, 2014. 7. Benchmarking 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.

Even after their visit, the conversation continues as cinema creates genuine water cooler moments and forms part of culture.

“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.

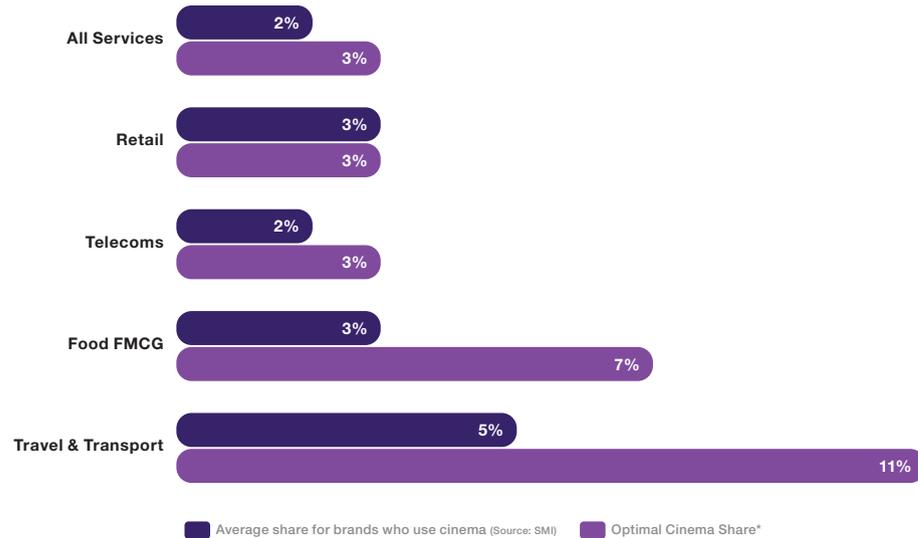
CINEMA DELIVERS STRONG ROI WHEN USED AT THE RIGHT LEVELS.

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 and contact the DCM Sales team to build and buy your cinema campaign.

BUYING ROUTES.

LOOKING FOR PREMIUM POSITIONING?

GOLD SPOT

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

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 maximum standout when the cinema audience is completely settled and engaged.

PACKAGE DETAILS:

- “Most valuable few seconds in cinema advertising” – Media Week
- 100% of cinemagoers are seated when the Gold Spot begins
- Gives 97% site coverage across the DCM estate

Rate card: +60% on chosen buying route

SILVER SPOT

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

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.

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

BRONZE SPOT

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

The Bronze Spot offers the perfect opportunity to achieve standout by being the last brand ad in the playlist.

PACKAGE DETAILS:

- A 60" spot to showcase great content
- 86% of the audience is seated when the Bronze 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
- Can be bought on a national or regional basis

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

ADULT AGP

Looking to only target adults 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
- 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 wide 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
- 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:

- 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
- 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
- Can be bought on a national or regional basis

Rate card CPT: £65

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

BUYING ROUTES.

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

INDEPENDENTS

Interested in reaching an older and more affluent audience?

This package only includes DCM's Independent cinema portfolio, representing 21.6m admissions and 21% of UK cinemagoers. The venues are spectacular community hubs, often with private members' areas, underpinned by diverse and immersive programming.

PACKAGE DETAILS:

- The core Independents audience is older and more affluent than the average cinemagoer:
- 61% ABC1 and 53% over 45
 - 22% of the core independent audience are heavy cinemagoers
 - 27% of the core independent audience is based in London

Rate card: £100

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.

VUE DIGITAL PANELS

Take a more targeted approach with TV walls and digital poster screens

There's more to cinema than the big screen. Vue is digitising its estate to open new opportunities for brands to enhance and complement their on-screen creative with high-impact road blocks throughout cinema foyers. Make the most of TV walls and digital poster screens in high footfall areas at Vue venues by aligning your brand with Vue Digital Panels. This allows your approach to be more targeted and takes the creative beyond the standard DCM ad playlist.

Vue is on a mission to be one of the most valued entertainment experiences on the planet by making the big screen experience as amazing as it possibly can be in all the company's state of the art venues across the UK and Ireland. Vue Digital Panels is another way of cutting through to its engaged audience and adding to your campaign.

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.

THE PRODUCTION PROCESS.

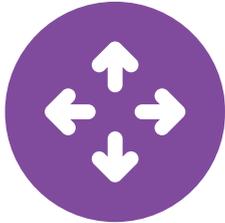
NO MORE BARRIERS: FLEXIBLE, DYNAMIC, AFFORDABLE.

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.

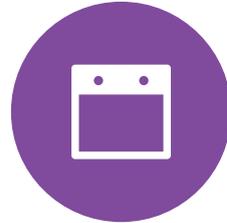
Our Production department also offers a conversion service to adapt commercials to cinema formats, including 2D, 3D and 4D digital cinema (DCP) and IMAX. Having invested in the best range of services and leading facility houses, DCM provides the highest possible conversion quality at the most competitive 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**

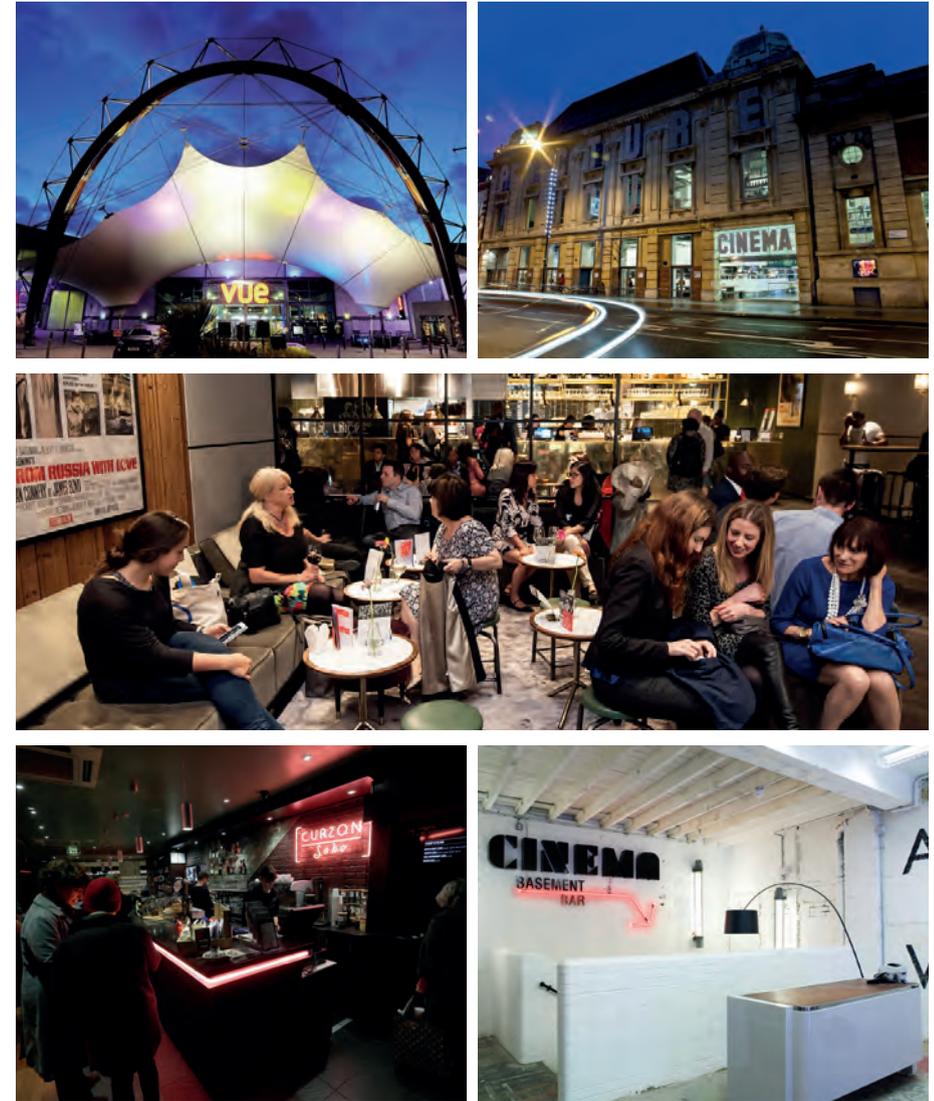
WE TURN STORIES INTO EXPERIENCES.

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 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 23 cinemas, and in February 2014, after completing the combination with Cinema City, became the second largest cinema business

in Europe (by number of screens). The enlarged Cineworld Group now has 207 sites – with more being built in 2017 – and a total of 1,912 fully digital screens, a portfolio which includes four out of the 10 highest-grossing cinemas in the UK and Ireland. Cineworld is the exclusive UK partner for 4DX technology and currently has nine auditoriums in the UK, with more planned.

956

screens

94

cinemas

ODEON.



ODEON is the largest cinema chain in the UK and Ireland and is part of ODEON Cinemas Group, the largest cinema operator in Europe. In 2016, the Group was bought by AMC Theatres, creating the largest movie exhibition company in the world. ODEON is at the forefront of cinematic experience, investing in creating inspiring experiences for every guest. As well as installing new recliner seating and other new hospitality services in its cinemas,

its IMAX, Dolby and iSense screens offer guests extraordinary cinema viewing. The BFI IMAX operated by ODEON in London Waterloo is the largest cinema screen in the UK and the busiest IMAX in the world. ODEON Leicester Square is another iconic cinema, hosting over 700 of Europe's biggest film premieres since the 1930s, in one of Europe's largest auditoriums.

879

screens

110

cinemas

VUE.



Vue Entertainment is on a mission to be one of the most valued entertainment experiences on the planet. It aims to make the big screen experience as amazing as it possibly can be in all its state of the art venues across the UK and Ireland. Vue is a pioneer of the most amazing seat, screen and sound combination in the business and is continually investing

in its portfolio to be better. A multi-million pound investment in the company's flagship Leicester Square venue further cements its reputation for providing the most innovative cinematic experience. The company provides its customers with the best choice of content, environment, technology and refreshments across its estate.

798

screens

84

cinemas

CURZON CINEMAS.



Founded in 1934, Curzon Cinemas has evolved to meet the demands of audiences and the dynamic film industry and includes 10 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.

39

screens

15

cinemas

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 21 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 Chelmsford and Stratford-upon-Avon.

58

screens

21

cinemas

PICTUREHOUSE CINEMAS.



Formed in 1989 to challenge the multiplex model, Picturehouse Cinemas owns and operates 23 cinemas and programmes 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 select quality independent films to cinemas throughout the UK.

76

screens

23

cinemas

INDEPENDENTS.



DCM's independent sites make up 15% of our overall estate (16m 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 art house 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, an hour within the cinema venues.



2017 FILMS BY AUDIENCE.





COMING SOON TO A CINEMA NEAR YOU.

In the first edition of this 2017 DCM Cinema Media Guide, released last November, we said that admissions were only going in one direction, up, but we didn't realise just how fast we'd see them rise. Admissions for the first four months of 2017 were up 13% year-on-year and it was the busiest January – April for almost 50 years. That was thanks to a rich and varied film slate, with *La La Land*, *Logan*, *Beauty and the Beast*, *Guardians of the Galaxy Vol. 2* and *Get Out* - all terrific films, contributing.

We're confident too that this sensational performance is set to continue throughout the second half of the year, and when you look at the film slate, it's not difficult to see why. July kicks off with Spider-Man swinging back onto screens, in *Spider-Man: Homecoming* and, after his stand-out performance in *Captain America: Civil War*, it should be the biggest *Spider-Man* film for years. Just a week later, *War for the Planet of the Apes* looks set to cement the franchise's position as one of the best blockbuster series out there.

Dunkirk has always looked like the stand-out blockbuster in a packed year, and as we get closer to release that view only gets stronger. August sees visionary French stylist Luc Besson return with *Valerian and the City of a Thousand Planets* and it looks like *The Fifth Element*, which makes us very happy indeed.

After *Bridget Jones' Baby* exploded last September, distributors are releasing big

films with confidence in the same month this year, and *It* has already broken records, with the first trailer viewed 191m times in its first 24 hours online. A national treasure, Dame Judi Dench, reunites with *Philomena* director, Stephen Frears in *Victoria* and *Abdul*, and with killer action, sharp suits and snappy one-liners, *Kingsman: The Golden Circle* should be one of the stand-out action films of 2017.

It's difficult to put into words our excitement for *Blade Runner 2049*, which looks jaw-dropping, but it's safe to say 6 October can't come soon enough. The October upmarket literary adaptation seems to be a regular fixture in the schedule now, and this year the spot is taken by *The Snowman*, with Michael Fassbender playing Harry Hole. Finally, *Thor: Ragnarok* is timed for October half term, and with *The Hunt for the Wilderpeople* director Taika Waititi in charge, it could be one of the year's funniest films.

The run up to Christmas this year is where things get really insane, with November seeing a ridiculously star-studded adaptation of *Murder on the Orient Express* released on the same day the *Bad Moms* return. A week later, *Paddington 2* is unleashed on a British public waiting to be charmed once again, and Darren Aronofsky returns with a dark home invasion thriller, with Jennifer Lawrence in the lead. That's not all, *Justice League* should capitalise on the great response to *Wonder Woman* to be one of the year's biggest superhero films.

The year finishes, once again, with *Star Wars*. *The Last Jedi* promises to be a worthy follow-up to the biggest film of all time in the UK and a week later, we can have a big singalong as *Pitch Perfect* returns for a third outing. Boxing Day is often a strong release date, and this year one of the biggest stars of all, Dwayne Johnson, has taken the spot with his new *Jumanji* project.

That gives you an idea of why we're bullish about the rest of the year, but in this edition of the Guide, we've expanded our section on 2018 too. You may be wondering how cinema tops a line-up like the one above, but the way the slate is shaping up, the next 18 months are going to be chock full of great content on the big screen.

To whet your appetite, we've previewed a stellar awards season, with new films starring Jessica Chastain, Kristen Wiig and Matt Damon, while Gary Oldman takes on the role of Winston Churchill. We also look ahead to a selection of blockbusters that can rival any in history, with new *Avengers*, a sequel to *Jurassic World*, the Han Solo Anthology movie, *Deadpool 2* and *Fantastic Beasts* returning. Finally, we're promised two classic animations, with the geniuses at Aardman releasing *Early Man*, and Pixar finally releasing a sequel to the much-loved *The Incredibles*. Like the ship those superheroes travel in, cinema is flying.

Tom Linay,
Head of Film,
Digital Cinema Media

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

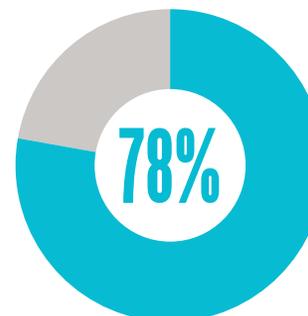
want to head to see the latest, must-see content.

Films are important social and cultural 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 continue the conversation.

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

ADULTS.



of Adults are cinemagoers¹



That's **87%** of all UK cinema admissions²

6

Visits per year²



2.6

Average group size³



41%

Attend with family³



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 Q1 2017. 2. CAA Film Monitor Coverage & Frequency Data 3. FAME 2016

VALERIAN AND THE CITY OF A THOUSAND PLANETS.



Release Date

3 August 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-traveling 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*.

BATTLE OF THE SEXES.



Release Date

20 October 2017

Distributor

20th Century Fox

Director

Jonathan Dayton,
Valerie Faris

Cast

Emma Stone, Steve Carell, Andrea Riseborough, Sarah Silverman, Bill Pullman, Alan Cumming

Fresh off her Best Actress Oscar win for *La La Land*, Emma Stone takes on the true-life role of Billie Jean King, who in 1973 was the world number one tennis player, and took on ex-champ and serial hustler Bobby Riggs in a legendary match. Steve Carell looks brilliantly cast as Riggs and with *Slumdog Millionaire* writer, Simon Beaufoy, penning the script and *Little Miss Sunshine* directors, Dayton and Faris, in charge, this could be an awards contender.

You'll like this if you liked

Little Miss Sunshine.

Did you know?

Dayton and Faris' last film, *Ruby Sparks*, was massively underrated.

PADDINGTON 2.



Release Date

10 November 2017

Distributor

STUDIOCANAL

Director

Paul King

Cast

Hugh Bonneville, Sally Hawkins, Brendon Gleeson, Hugh Grant, Julie Walters, Jim Broadbent, Ben Whishaw

Paddington was an utter delight and this welcome sequel finds the bear happily settled with the Brown family in London, where he has become a popular member of the local community, spreading joy and marmalade wherever he goes. While searching for the perfect present for his beloved Aunt Lucy's 100th birthday, Paddington sees a unique pop-up book in Mr. Gruber's shop, and embarks upon a series of odd jobs to buy it. But when the book is stolen, it's up to Paddington and the Browns to unmask the thief. Hugh Grant is fantastic casting as the bad guy and it should be one of the biggest films of the year.

You'll like this if you liked

Paddington.

Did you know?

While Paddington looks cuddly, you should never attempt to cuddle a grizzly bear.

DADDY'S HOME 2.



Release Date

22 November 2017

Distributor

Paramount

Director

Sean Anders

Cast

Will Ferrell, Mark Wahlberg, Linda Cardellini, Mel Gibson, John Cena, John Lithgow

Daddy's Home was one of the surprise box office hits of Christmas 2015, grossing over £17m in the UK. Mark Wahlberg and Will Ferrell return, with Mel Gibson starring as Wahlberg's father. This time around, the film has a pre-Christmas release date and should have a long and fruitful run before and during the holiday period.

You'll like this if you liked

Meet the Parents.

Did you know?

Will Ferrell is still America's funniest man.

STAR WARS: THE LAST JEDI.



Release Date
14 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 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 it's odds-on to be the biggest film released in 2017.

You'll like this if you liked
Star Wars: The Force Awakens.

Did you know?
Oscar Isaac is a total dude.

JUMANJI: WELCOME TO THE JUNGLE



Release Date
26 December 2017

Distributor
Sony Pictures

Director
Jake Kasdan

Cast
Dwayne Johnson, Kevin Hart, Jack Black, Karen Gillan, Nick Jonas

This is the next chapter in the *Jumanji* story with a 21st century twist. This time around four high school kids discover an old video game console and are drawn into its jungle setting, literally becoming the avatars they chose. What they discover is that you don't just play *Jumanji* - you must survive it. To beat the game and return to the real world, they'll have to go on the most dangerous adventure of their lives, discover what Alan Parrish left 20 years ago, and change the way they think about themselves - or they'll be stuck forever.

You'll like this if you liked
Jurassic World.

Did you know?
If Dwayne Johnson wanted to invent a *Jumanji*-style game in real life, he probably could.

© 2017 CTMG

LET'S GO TO THE MOVIES WITH...



ABC1 adults are busy folks - juggling work and home lives, 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

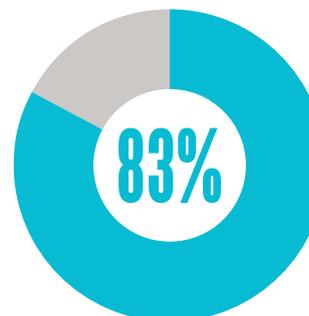
what's on offer.

ABC1 adults love a wide range of films - it's not just the latest art house 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 cinemagoers¹



That's **60%** of all UK cinema admissions²

6.6

Visits per year²



2.5

Average group size³



35%

London/South East⁴



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: (Index: 112)

Source: 1. GB TGI Q1 2017. 2. CAA Film Monitor Coverage & Frequency Data 3. FAME 2016 4. IPA TouchPoints 2016.

WAR FOR THE PLANET OF THE APES.



Release Date

11 July 2017

Distributor

20th Century Fox

Director

Matt Reeves

Cast

Andy Serkis, Woody Harrelson, Steve Zahn, Amiah Miller, Terry Notary, Karin Konoval

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 stunner.

You'll like this if you liked

Dawn of the Planet of the Apes.

Did you know?

Dawn of the Planet of the Apes was the third biggest film of 2014.

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 the summer, if not the year. Allied soldiers from Belgium, Britain, Canada and France are surrounded by the German army and evacuated during a fierce battle in World War II. As usual, a terrific cast has lined up for Nolan, including a debut acting role for One Direction's Harry Styles.

You'll like this if you liked

Saving Private Ryan.

Did you know?

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

AMERICAN MADE.



Release Date
25 August 2017

Distributor
Universal

Director
Doug Liman

Cast
Tom Cruise, Domhnall Gleeson, Caleb Landry Jones, Lola Kirke, Jayma Mays

Tom Cruise reunites with his *Edge of Tomorrow* director, Doug Liman, in this exciting thriller. It tells the story of Barry Seal (Cruise), a TWA pilot who is recruited by the CIA to help counter the emerging communist threat in Central America. Seal's role in this major CIA covert operation led in turn to his involvement with the Medellin cartel, which ultimately embarrassed the Reagan White House after the Iran-Contra scandal became public.

You'll like this if you liked
Black Mass.

Did you know?
21 of the films Tom Cruise has starred in have grossed in excess of \$200m worldwide.

VICTORIA & ABDUL.



Release Date
15 September 2017

Distributor
Universal

Director
Stephen Frears

Cast
Judi Dench, Ali Fazal, Olivia Williams, Michael Gambon, Eddie Izzard

Dame Judi Dench is one of the UK's greatest actors and seeing her take on another meaty leading role is something to be savoured. It's the extraordinary true story of an unexpected friendship in the later years of Queen Victoria's remarkable rule. When Abdul Karim (Ali Fazal), a young clerk, travels from India to participate in the Queen's Golden Jubilee, he is surprised to find favour with the Queen herself. The last time Dench teamed up with Stephen Frears resulted in the wonderful *Philomena*, so this should be prestige British cinema at its finest.

You'll like this if you liked
Philomena.

Did you know?
The last time Dame Judi Dench played royalty (*Shakespeare in Love*) she went on to win her Academy Award.

GOODBYE CHRISTOPHER ROBIN



Release Date
29 September 2017

Distributor
20th Century Fox

Director
Simon Curtis

Cast
Domhnall Gleeson,
Margot Robbie, Kelly
Macdonald

This classy British biography is a behind-the-scenes look at the life of author A.A. Milne and the creation of the Winnie the Pooh stories, inspired by his son C.R. Milne. With a top-notch cast and a beloved subject matter, this should be a big hit.

You'll like this if you liked
Saving Mr. Banks.

Did you know?
In 2006, Winnie the Pooh received a star on the Hollywood Walk of Fame, marking the 80th birthday of Milne's creation.

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, Jared Leto

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. With Harrison Ford returning and some terrific new cast members, this is going to be a film that can stand alongside the classic original.

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

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. When an elite crime squad's lead detective (Fassbender) investigates the disappearance of a victim on the first snow of winter, he fears an elusive serial killer may be active again. With the help of a brilliant recruit (Ferguson), the cop must connect decades-old cold cases to the brutal new one if he hopes to outwit this unthinkable evil before the next snowfall.

You'll like this if you liked
Tinker Tailor Soldier Spy.

Did you know?
Jo Nesbø novels have sold 30 million copies worldwide.

MURDER ON THE ORIENT EXPRESS.



Release Date
3 November 2017

Distributor
20th Century Fox

Director
Kenneth Branagh

Cast
Judi Dench, Kenneth
Branagh, Penélope
Cruz, Willem Dafoe,
Judi Dench, Johnny
Depp, Josh Gad

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 amazingly, Branagh has attracted a similar calibre line-up for this updated version.

You'll like this if you liked
The Girl on the Train.

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



Release Date
24 November 2017

Distributor
Entertainment One

Director
George Clooney

Cast
Matt Damon, Oscar Isaac, Julianne Moore

A comedy crime mystery, directed by George Clooney, co-written by the Coen brothers and starring Matt Damon, Oscar Isaac AND Julianne Moore? Count us all the way in. The movie is set in the quiet family town of Suburbicon, where the best and worst of humanity is reflected through the deeds of seemingly ordinary people. When a home invasion turns deadly, a picture-perfect family turns to blackmail, revenge and betrayal.

You'll like this if you liked
Fargo.

Did you know?
The Coen brothers reportedly wrote the script shortly after the release of their debut film, *Blood Simple*, in 1986.

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

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

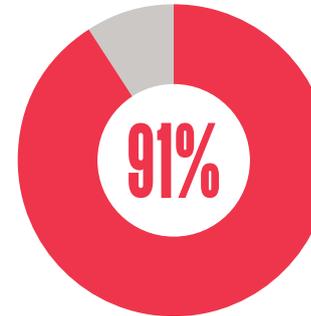
enjoy immersive experiences that are all about creating, capturing and sharing memories. When it comes to the cinema, they want to see the latest films on the biggest screen possible, with the best sound. These guys are more likely to head to their nearest IMAX or 4DX screen to really maximise the impact 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 cinemagoers¹



That's **23%** of all UK cinema admissions²

8
Visits per year²



2.8
Average group size³



69%
Light TV viewers^{4*}



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: (Index: 125)

Source: 1. GB TGI Q1 2017. 2. CAA Film Monitor Coverage & Frequency Data 3. FAME 2016. 4. IPA TouchPoints 2016

SPIDER-MAN™: HOMECOMING.



Release Date

5 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. Following the events of *Civil War*, Peter Parker attempts to balance his life in high school with his career as the web-slinging superhero. Robert Downey Jr. joins the cast as Tony Stark/Iron Man, and with Michael Keaton playing the Vulture, this is set to be the best *Spider-Man* film in years.

You'll like this if you liked

Captain America: Civil War.

Did you know?

This is not another origin story.

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ATOMIC BLONDE.



Release Date

9 August 2017

Distributor

Universal

Director

David Leitch

Cast

Charlize Theron, James McAvoy, John Goodman, Toby Jones

One of the co-directors of *John Wick* helms this action flick about an undercover MI6 agent who is sent to Berlin during the Cold War to investigate the murder of a fellow agent and recover a missing list of double agents. The first trailer showcased the expertly choreographed action and Theron's amazing work in recent action films, such as *Mad Max: Fury Road*, looks set to continue.

You'll like this if you liked

John Wick Chapter 2.

Did you know?

There's already been an *Atomic Blonde* vs. *John Wick* face-off - Charlize Theron and Keanu Reeves both trained at the same gym while preparing for their respective roles.

THE DARK TOWER.



Release Date

18 August 2017

Distributor

Sony Pictures

Director

Nikolaj Arcel

Cast

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

There are other worlds than these. Stephen King's *The Dark Tower*, the ambitious and expansive story from one of the world's most celebrated authors, makes its launch to the big screen. The last Knight Warrior, Roland Deschain (Elba), has been locked in an eternal battle with Walter O'Dim, also known as the Man in Black (McConaughey), determined to prevent him from toppling the Dark Tower, which holds the universe together. With the fate of the worlds at stake, good and evil will collide in the ultimate battle as only Roland can defend the Tower from the Man in Black. It's an intriguing set-up and director, Nikolaj Arcel, was responsible for the magnificent *A Royal Affair*, so this will 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.

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KINGSMAN: THE GOLDEN CIRCLE.



Release Date

20 September 2017

Distributor

20th Century Fox

Director

Matthew Vaughn

Cast

Colin Firth, Julianne Moore, Taron Egerton, Mark Strong, Halle Berry, Channing Tatum

Kingsman: The Secret Service was a slick, exciting spy thriller and \$400m worldwide meant that a sequel wasn't going to be far away. Director, Matthew Vaughn, is taking it up a level too, with Julianne Moore, Jeff Bridges and Channing Tatum added to the already excellent cast. When their headquarters are destroyed and the world is held hostage, the Kingsman's journey leads them to the discovery of an allied spy organisation in the US. These two elite secret organisations must band together to defeat a common enemy. 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?

Elton John takes on his first non-cameo film role since 1975's *Tommy*.

THOR: RAGNAROK.



Release Date
27 October 2017

Distributor
Walt Disney
International

Director
Taiki Waititi

Cast
Chris Hemsworth,
Mark Ruffalo, Cate
Blanchett, Idris Elba,
Jeff Goldblum, Tom
Hiddleston

Thor returns in his third solo film, and like *Captain America: Civil War*, it's set to be significantly larger than the previous two. Imprisoned, the mighty Norse god finds himself in a lethal gladiatorial contest against the Hulk, his former ally. Thor must fight for survival and race against time to prevent the all-powerful Hela (Cate Blanchett) from destroying his home and the Asgardian civilisation.

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

Did you know?
According to Kevin Feige, *Thor: Ragnarok* will play a significant role in setting up the events for *Avengers: Infinity War - Part 1 & 2* (2018/2019).

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, Jesse
Eisenberg

Batman v Superman: Dawn of Justice and *Suicide Squad* were both huge hits in the UK, so it looks like the fans are well behind DC Comics' latest output. Fuelled by his restored faith in humanity and inspired by Superman's selfless act, Bruce Wayne enlists the help of his newfound ally, Diana Prince, to face an even greater enemy. With Aquaman, Shazam and The Flash also featuring, this should be another big success.

You'll like this if you liked
Batman v Superman: Dawn of Justice.

Did you know?
Jason Momoa (Aquaman) loves the water – he was a lifeguard as a teenager and had his first acting role playing one in the TV series *Baywatch*.

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

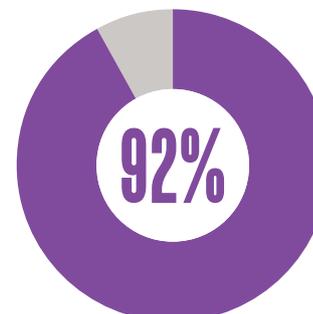
on Facebook, Twitter and Instagram – while also checking out what everybody else has been up to.

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 cinemagoers¹



That's 21% of all UK cinema admissions²

7

Visits per year²



2.8

Average group size³



34%

Attend with friends³



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 Q1 2017. 2. CAA Film Monitor Coverage & Frequency Data 3. FAME 2016

THE BEGUILED.



Release Date

14 July 2017

Distributor

Universal

Director

Sofia Coppola

Cast

Nicole Kidman, Kirsten Dunst, Elle Fanning, Colin Farrell

Sofia Coppola's remake of a 1971 film starring Clint Eastwood is set at a girls' school in Virginia during the Civil War, where the young women have been sheltered from the outside world, and a wounded Union soldier is taken in. Soon, the house is taken over with sexual tension, rivalries and an unexpected turn of events. Coppola is one of the best filmmakers in America, so this should be a spicy drama.

You'll like this if you liked

The Virgin Suicides.

Did you know?

Sofia Coppola won the Best Director award at the 2017 Cannes Film Festival for her work on *The Beguiled*, becoming only the second woman in history to do so.

IT.



Release Date

8 September 2017

Distributor

Warner Bros

Director

Andrés Muschietti

Cast

Bill Skarsgård, Finn Wolfhard, Sophie Lillis, Javier Botet

It is the main reason people hate clowns. The release of Stephen King's novel, followed by the 1990 mini-series put millions of children's entertainers out of business and the world has been a better place for it. In this updated version of the story, children start to disappear in the town of Derry, Maine. The neighbourhood children unite together to face Pennywise, an evil clown whose history of murder and violence dates back centuries. The recent launch of the trailer smashed records, being watched an incredible 191m times in 24 hours. People's hatred for clowns is clearly as strong as ever.

You'll like this if you liked

Mama.

Did you know?

All clowns are evil, not just Pennywise.

FLATLINERS.



Release Date
29 September 2017

Distributor
Sony Pictures

Director
Niels Arden Oplev

Cast
Nina Dobrev, Diego Luna, Ellen Page, Kiefer Sutherland

This isn't a remake of the popular 1990 thriller, but a sequel, with Kiefer Sutherland reprising his role from the original. Medical students experiment on "near death" experiences that involve past tragedies until the dark consequences begin to jeopardise their lives.

You'll like this if you liked
Source Code.

Did you know?
Director, Niels Arden Oplev, was behind the original *The Girl with the Dragon Tattoo*, so he's not short of talent.

© 2017 CTMG

A BAD MOM'S CHRISTMAS.



Release Date
3 November 2017

Distributor
Entertainment

Director
Jon Lucas, Scott Moore

Cast
Mila Kunis, Kristen Bell, Kathryn Hahn

Bad Moms seemed to come from nowhere to gross almost £10m in the UK. Fewer than 18 months later a sequel will be hitting screens and this time it has a particularly seasonal theme. Mila Kunis, Kristen Bell and Kathryn Hahn return as Amy, Carla and Kiki, who are struggling to cope when their respective mothers visit for the holidays.

You'll like this if you liked
Bad Moms.

Did you know?
Kathryn Hahn is America's most underrated comic actor.

MOTHER!



Release Date
10 November 2017

Distributor
Paramount

Director
Darren Aronofsky

Cast
Jennifer Lawrence, Javier Bardem, Michelle Pfeiffer, Ed Harris, Domhnall Gleeson, Kristen Wiig

Darren Aronofsky has consistently been one of the most interesting directors working today. Although little is known of his latest film, it promises a return to the thrilling horror of *Black Swan*, and he's assembled a sensational cast too. The story centres on a couple whose relationship is tested when uninvited guests arrive at their home, disrupting their tranquil existence. It's potentially a major awards contender.

You'll like this if you liked
Black Swan.

Did you know?
Jennifer Lawrence is the youngest actor to receive four Academy Award nominations.

PITCH PERFECT 3.



Release Date
22 December 2017

Distributor
Universal

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. It also helped that the mixture of sassy songs, likeable stars and a witty script still feels fresh, so this third film is very welcome. All the major cast members return and with a release date timed for the Christmas holidays, it should be another big hit.

You'll like this if you liked
Pitch Perfect 2.

Did you know?
Word has it that this will be the last time you'll see this version of the Barden Bellas together.

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

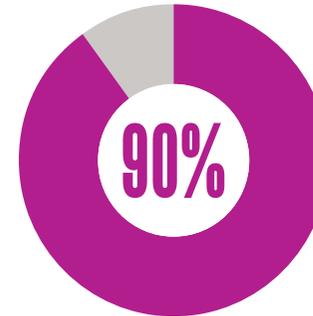
but these days everyone can often be found with a different device, watching something completely different to the person next to them. This makes a trip to the cinema even more special – watching one film, without distraction creates a shared memory that the family can talk about together.

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 cinemagoers¹



That's 21% of all UK cinema admissions²

5.6

Visits per year²



3

Average group size³



24 MINS

Average foyer time³



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 Q1 2017. 2. CAA Film Monitor Coverage & Frequency Data 3. FAME 2016.

CARS 3.



Release Date

14 July 2017

Distributor

Walt Disney International

Director

Brian Fee

Cast

Owen Wilson, Armie Hammer, Cristela Alonzo, Kerry Washington

Aside from the *Toy Story* series, the *Cars* series is the first Pixar property to get a third instalment, showing just how highly it's rated. Owen Wilson once again voices Lightning McQueen, who is now a veteran racer 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 franchise has amassed over \$10 billion in merchandising sales.

CAPTAIN UNDERPANTS: THE FIRST EPIC MOVIE



Release Date

24 July 2017

Distributor

20th Century Fox

Director

David Soren

Cast

Kevin Hart, Ed Helms, Nick Kroll, Kristen Schaal

Based on the popular children's book, this comic animation has a talented voice cast. It's the story of two overly imaginative pranksters named George and Harold, who hypnotise their school principal into thinking he's a ridiculously enthusiastic, incredibly dim-witted superhero named Captain Underpants.

You'll like this if you liked

The Boss Baby.

Did you know?

The Captain Underpants series includes 12 books and 3 spin-offs, with more than 70 million books sold worldwide.

THE LEGO NINJAGO MOVIE.



Release Date
13 October 2017

Distributor
Warner Bros

Director
Charlie Bean, Paul Fisher, Bob Logan

Cast
Dave Franco, Olivia Munn, Justin Theroux, Jackie Chan, 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 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?
There are over 100 different LEGO Ninjago products available to buy including Dragon's Forge which contains over 1,137 pieces!

MY LITTLE PONY: THE MOVIE.



Release Date
20 October 2017

Distributor
Lionsgate

Director
Jayson Thiessen

Cast
Zoe Saldana, Emily Blunt, Kristin Chenoweth, Michael Peña

One of the most popular toy brands makes the leap to the big screen, just in time for October half-term. When a dark force threatens Ponyville and the Mane 6, they go on a journey to the end of Equestria to save their beloved home and they meet new friends and dangerous challenges along the way.

You'll like this if you liked
Trolls.

Did you know?
The My Little Pony brand grossed over \$1bn in retail sales in both 2014 and 2015.

FERDINAND.



Release Date
16 December 2017

Distributor
20th Century Fox

Director
Carlos Saldanha

Cast
John Cena, Kate
McKinnon, Gina
Rodriguez, David
Tennant

This charming-looking animation is from the director of the *Rio* series and the early *Ice Age* films. After Ferdinand, a bull with a big heart, is mistaken for a dangerous beast, he is captured and torn from his home. Determined to return to his family, he rallies a misfit team on the ultimate adventure.

You'll like this if you liked
Rio.

Did you know?
A bull's heart is actually the size of an adult human head.

WE TURN BRANDS INTO SCREEN ICONS.



THE BIG FILMS JUST KEEP ON COMING.

2017 looks like ending as a record breaker, and it doesn't stop there. Another thing that sets cinema apart from other media is that we have visibility on the big films for years to come. We already know that 2018 is going to be huge. Don't just take our word for it, here's just a snapshot of some of the incredible content we know is going to be on the big screen in 2018.

THE GREATEST SHOWMAN

Release date: 1 January 2018
Distributor: 20th Century Fox
Director: Michael Gracey
Cast: Hugh Jackman, Rebecca Ferguson, Zac Efron

The success of *Beauty and the Beast*, and more significantly, *La La Land*, proves that musicals are back in a big way and the next one hoping to make your heart soar is *The Greatest Showman*. It's the story of impresario, P.T. Barnum, a visionary who rose from nothing to create his famous spectacle that became a worldwide sensation. Hugh Jackman, with his musical theatre background, looks perfectly cast in the lead, while Zac Efron gets to show off his singing skills once again.

You'll like this if you liked: *Les Misérables*.

Did you know? Director Michael Gracey has cut his teeth in the advertising world directing ads including the multi-award winning T-Mobile "Dance" flashmob campaign.

DARKEST HOUR

Release date: 12 January 2018
Distributor: Universal
Director: Joe Wright
Cast: Gary Oldman, Lily James, Ben Mendelsohn, Kristin Scott Thomas, John Hurt

Gary Oldman is one of the UK's greatest actors and next year he takes on the role of Winston Churchill, in this prestige British drama covering the early days of World War II where Churchill leads a charge against Adolf Hitler's army. It has class all over it, from *Atonement* director, Joe Wright, to the stellar supporting cast.

You'll like this if you liked: *Atonement*.

Did you know? Gary Oldman has only ever been nominated for one Best Actor Oscar, for his terrific turn in *Tinker Tailor Soldier Spy*.



DOWNSIZING

Release date: 19 January 2018
Distributor: Paramount
Director: Alexander Payne
Cast: Matt Damon, Kristen Wiig, Laura Dern, Christoph Waltz, Jason Sudeikis

With *Election*, *Sideways*, *The Descendants* and *Nebraska*, Alexander Payne has frequently proved himself one of the best directors in America. His latest looks to be his most ambitious yet. It's a social satire in which a guy (Matt Damon) realises he would have a better life if he were to shrink himself. With a dynamite cast and an original premise this could be a big awards contender.

You'll like this if you liked: *Sideways*.

Did you know? Alexander Payne has received Oscar nominations for the last three films that he's directed (*Nebraska*, *The Descendants* and *Sideways*).

MOLLY'S GAME

Release date: 19 January 2018
Distributor: Entertainment One
Director: Aaron Sorkin
Cast: Jessica Chastain, Idris Elba, Kevin Costner, Chris O'Dowd

Aaron Sorkin is one of the most influential screenwriters of the last 30 years, with his television work including *The West Wing*, and his big screen output including *Steve Jobs*, *Moneyball* and *The Social Network*. His directorial debut sees Jessica Chastain play Molly Bloom, a young skier and former Olympic hopeful who becomes a successful entrepreneur and a target of an FBI investigation when she establishes a high-stakes, international poker game.

You'll like this if you liked: *Erin Brockovich*.

Did you know? Kevin Costner makes any film 38% better.



COCO

Release date: 19 January 2018
Distributor: Walt Disney International
Director: Lee Unkrich, Adrian Molina
Cast: Gael Garcia Bernal, Benjamin Bratt, Renee Victor, Anthony Gonzalez

With *Finding Dory* and *Inside Out*, Pixar is back on top form and *Coco* should be another hit. Despite his family's baffling ban on music, Miguel (Gonzalez) dreams of becoming a musician like his idol. Desperate to prove his talent, Miguel finds himself in the colourful Land of the Dead following a mysterious chain of events. Along the way, he meets Hector (García Bernal), and they set off on a journey to unlock the story behind Miguel's family history.

You'll like this if you liked: *The Book of Life*.

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

EARLY MAN

Release date: 26 January 2018
Distributor: STUDIOCANAL
Director: Nick Park
Cast: Eddie Redmayne, Tom Hiddleston, Maisie Williams, Timothy Spall, Richard Ayoade

Nick Park is a legend of animation being the man behind *Wallace and Gromit*. His latest stop-motion marvel is set at the dawn of time, when dinosaurs and woolly mammoths roamed the earth, and tells the story of how one plucky caveman unites his tribe against a mighty enemy and saves the day. It's likely to be one of the funniest films of 2018.

You'll like this if you liked: *Chicken Run*.

Did you know? There's also a film called *First Man* released in 2018, about astronaut Neil Armstrong and directed by Damien Chazelle (*La La Land*).

FIFTY SHADES FREED

Release date: 9 February 2018
Distributor: Universal
Director: James Foley
Cast: Dakota Johnson, Jamie Dornan, Tyler Hoechlin, Rita Ora

The two *Fifty Shades* films have been huge hits in the UK and everything points to this third and final instalment achieving similar success. Following the events of *Fifty Shades Darker*, Christian and Ana are now married. However, Ana's life is threatened when her former boss, Jack Hyde, swears revenge for being fired from SIP.

You'll like this if you liked: *Fifty Shades Darker*.

Did you know? Both *Fifty Shades* films are the two highest-grossing 18-certificate films in UK history.

BLACK PANTHER

Release date: 12 February 2018
Distributor: Walt Disney International
Director: Ryan Coogler
Cast: Chadwick Boseman, Lupita Nyong'o, Michael B. Jordan, Martin Freeman, Daniel Kaluuya

Ryan Coogler is one of the best young directors working today, with his last film *Creed* expertly bridging the past and the present of the *Rocky* series. Marvel very wisely gave him the reins on *Black Panther*, which sees T'Challa, the new ruler of the advanced kingdom of Wakanda, try to defend his land from being torn apart by enemies from outside and inside the country. A brilliant director with a brilliant cast; this could be Marvel's best film yet.

You'll like this if you liked: *Captain America: Civil War*.

Did you know? *Creed* was the best American film of 2016.



RED SPARROW

Release date: 2 March 2018
Distributor: 20th Century Fox
Director: Francis Lawrence
Cast: Jennifer Lawrence, Joel Edgerton, Matthias Schoenaerts, Jeremy Irons, Mary-Louise Parker

Jennifer Lawrence and director, Francis Lawrence (no relation), worked together on the final three *Hunger Games* films, and they obviously struck up something of a rapport as they've reunited for this promising espionage 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? Matthias Schoenaerts should be the next James Bond.

PETER RABBIT

Release date: 16 March 2018
Distributor: Sony Pictures
Director: Will Gluck
Cast: James Corden, Rose Byrne, Domhnall Gleeson, Daisy Ridley, Margot Robbie, Elizabeth Debicki

Like *Paddington*, this feature adaptation of Beatrix Potter's classic tale of a rebellious rabbit trying to sneak into a farmer's vegetable garden, mixes live action with animation. James Corden voices the leporine hero and a terrific cast joins him. It should be one of the biggest films of Q1 2018.

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

Did you know? More than 45 million copies of Beatrix Potter's original book, *The Tale of Peter Rabbit*, have been sold since it was first published in 1902.

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A WRINKLE IN TIME

Release date: 23 March 2018
Distributor: Walt Disney International
Director: Ava DuVernay
Cast: Gugu Mbatha-Raw, Reese Witherspoon, Chris Pine, Zach Galifianakis, Oprah Winfrey

Selma director, Ava DuVernay, gets to take on a project the size her talent deserves with this adaptation of Madeleine L'Engle's sci-fi novel. After the disappearance of her scientist father, three peculiar beings send Meg, her brother, and her friend to space to find him. DuVernay and her talented cast should produce a sci-fi fantasy film that appeals to all ages.

You'll like this if you liked: *Miss Peregrine's Home for Peculiar Children*.

Did you know? The novel has also been adapted into an opera, a graphic novel and several plays.

READY PLAYER ONE

Release date: 30 March 2018
Distributor: Warner Bros
Director: Steven Spielberg
Cast: Olivia Cooke, T.J. Miller, Mark Rylance, Ben Mendelsohn, Simon Pegg, Tye Sheridan

Any Steven Spielberg film is a major event, but when he's taking on a cult sci-fi novel, it's even more exciting. He's also teamed up again with his current muse, Mark Rylance. When the creator of a multi-player online game called the Oasis dies, he releases a video in which he challenges all Oasis users to find his Easter egg, which will give the finder his fortune. Wade Watts (Sheridan) finds the first clue and starts a race for the egg.

You'll like this if you liked: *Ghost in the Shell*.

Did you know? Steven Spielberg could have three films released in 2018.





AVENGERS: INFINITY WAR

Release date: 27 April 2018
Distributor: Walt Disney International
Director: Anthony Russo, Joe Russo
Cast: Robert Downey Jr, Chris Pratt, Scarlett Johansson, Brie Larson, Chris Hemsworth

The Avengers are back, and this time they're joined by the Guardians of the Galaxy. And Doctor Strange. And Spider-Man. It's certainly going to be crowded, but Kevin Feige and the team at Marvel have barely put a foot wrong yet. *Avengers Assemble* and *Avengers: Age of Ultron* are still Marvel's two biggest films in the UK, so expect *Infinity War* to be huge too.

You'll like this if you liked: *Captain America: Civil War*.

Did you know? The Avengers are all set to return in 2019 too.

UNTITLED HAN SOLO MOVIE

Release date: 25 May 2018
Distributor: Walt Disney International
Director: Phil Lord, Chris Miller
Cast: Alden Ehrenreich, Donald Glover, Emilia Clarke, Woody Harrelson, Thandie Newton

The UK public went for the first *Star Wars* Anthology story, *Rogue One*, in a big way and next up is an origin story for the series' most popular character. Alden Ehrenreich has already proved himself to be a charismatic screen presence in films such as *Hail, Caesar!* and the great casting continues throughout.

You'll like this if you liked: *Rogue One: A Star Wars Story*.

Did you know? Phoebe Waller-Bridge, star of BBC's *Fleabag* appears in a 'CGI-driven' role.

JURASSIC WORLD 2

Release date: 7 June 2018
Distributor: Universal
Director: J.A. Bayona
Cast: Chris Pratt, Bryce Dallas Howard, Jeff Goldblum

Jurassic World brought the series back in fine fashion and was a massive global hit – currently the fourth biggest film of all time worldwide. This sequel has a great director in charge, the Spanish J.A. Bayona (*The Impossible*, *A Monster Calls*), while Chris Pratt's career goes from strength to strength. The biggest news though is that Jeff Goldblum is back as Ian Malcolm. That alone should ensure that *Jurassic World 2* will be another huge hit.

You'll like this if you liked: *Jurassic World*.

Did you know? Dinosaurs are still cool.

OCEAN'S 8

Release date: 22 June 2018
Distributor: Warner Bros
Director: Gary Ross
Cast: Cate Blanchett, Sandra Bullock, Anne Hathaway, Matt Damon, Olivia Munn, Helena Bonham Carter

With possibly the most star-studded cast of any film in 2018, this return to the *Ocean's* franchise sees Danny Ocean's estranged sister Debbie (Bullock) attempt to pull off the heist of the century at New York City's annual Met Gala. Her first stop is to assemble the perfect crew: Lou, Rose, Daphne Kluger, Nine Ball, Tammy, Amita, and Constance.

You'll like this if you liked: *Ocean's 11*.

Did you know? Sandra Bullock should be in more films.

ANT-MAN AND THE WASP

Release date: 29 June 2018
Distributor: Walt Disney International
Director: Peyton Reed
Cast: Paul Rudd, Evangeline Lilly, Michael Peña, Michael Douglas

Ant-Man was a great surprise, with Paul Rudd and Michael Peña making an inspired comic pairing. Very wisely, they've been brought back for this sequel, which sees Evangeline Lilly take on the role of the Wasp. Expect it to follow the usual Marvel trajectory of being significantly bigger than the first film.

You'll like this if you liked: *Ant-Man*.

Did you know?

Ant-Man was Marvel's funniest film to date.

DEADPOOL 2

Release date: 4 July 2018
Distributor: 20th Century Fox
Director: David Leitch
Cast: Ryan Reynolds, Morena Baccarin, T.J. Miller, Josh Brolin

Deadpool is the superhero success story of the last few years. A character whose previous appearances on screen had been disastrous, starring a far from bankable actor, marshalled by an unproven director, resulted in the biggest superhero film of 2016. Next year Reynolds is back on the big screen as the most irreverent of superheroes. Good taste will be in short supply, but laughs certainly won't be.

You'll like this if you liked: *Deadpool*.

Did you know?

Deadpool grossed over £37m at the UK box office.



THE INCREDIBLES 2

Release date: 13 July 2018
Distributor: Walt Disney International
Director: Brad Bird
Cast: Holly Hunter, Samuel L. Jackson, Sarah Vowell, Raymond Ochoa

Pixar has made a whole host of classic films but *The Incredibles* was up there with the very best. In 2018, 14 years after the first film, we'll be getting a hugely anticipated sequel that reunites the crime fighting family. Brad Bird is once again directing what should be, not just one of the stand-out family films of 2018, but one of the stand-out films of any genre.

You'll like this if you liked: *The Incredibles*.

Did you know?

Brad Bird directed both *The Incredibles* and *Ratatouille*. Yes, he's an animation genius.

FANTASTIC BEASTS 2

Release date: 16 November 2018
Distributor: Warner Bros
Director: David Yates
Cast: Eddie Redmayne, Katherine Waterston, Johnny Depp

The first *Fantastic Beasts* film was the second biggest film of 2016, only behind *Rogue One*, and it was so charming it even managed to lure non-*Harry Potter* fans to the cinema to see it. The second instalment will follow the further adventures of Newt Scamander and his likeable band of allies as they take on Johnny Depp's evil Gellert Grindelwald.

You'll like this if you liked: *Fantastic Beasts and Where to Find Them*.

Did you know?

Nifflers should be real.

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