



BUILDING BOX OFFICE BRANDS – CENTRE OF ATTENTION



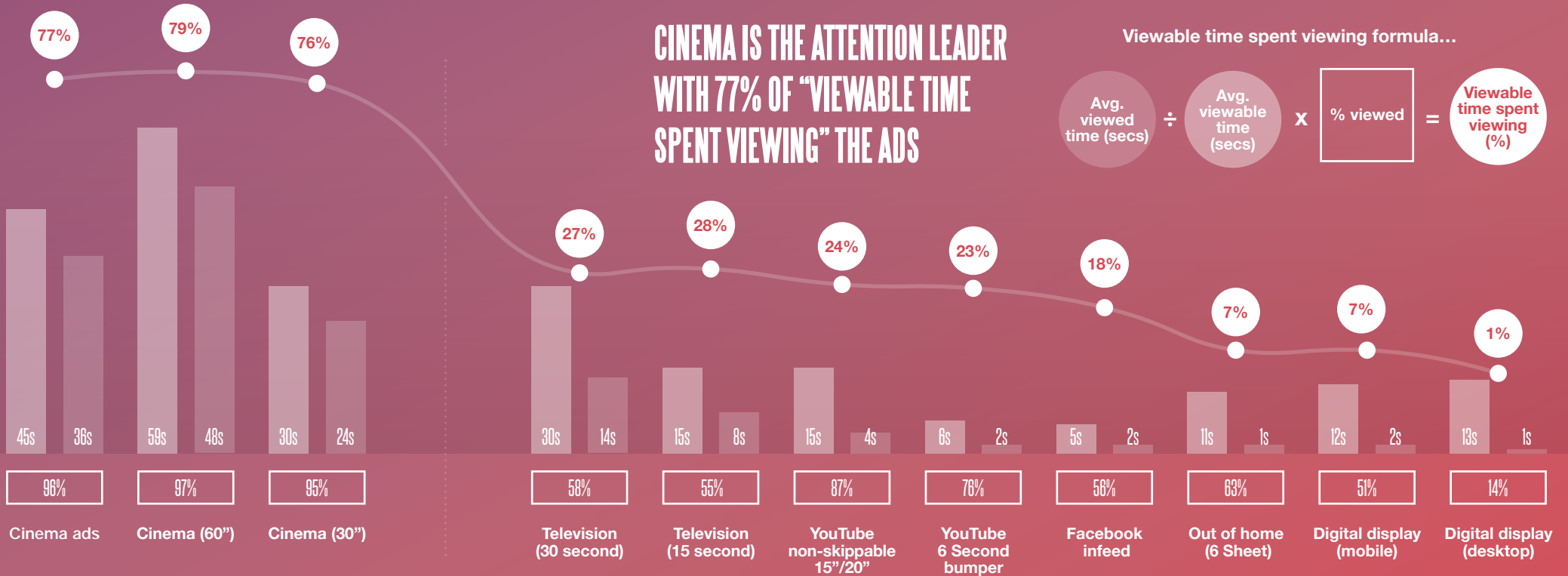
WE'RE PLEASED TO SHARE the latest project in Digital Cinema Media's (DCM) research piece, Building Box Office Brands, exploring the value of cinema within the AV mix. The latest volume, 'Centre of Attention' looks at the topic of attention, which is increasingly dominating headlines and discussions in the ad industry. Advertisers are looking to fully understand

the real value of different media, and simple metrics like viewability don't give an accurate enough picture of how advertising is consumed and its ability to drive impact. We have a lot of claimed data that suggests people pay attention to cinema, however, we know there can be a big difference between what people claim they do and what they actually do. Lumen and DCM

came together to design, execute and analyse a piece of research to answer: how much attention does cinema advertising get?

CINEMA IS FRONT AND CENTRE. The environment provided by cinema – an audience sitting looking straight ahead to a big screen – makes it perfectly placed

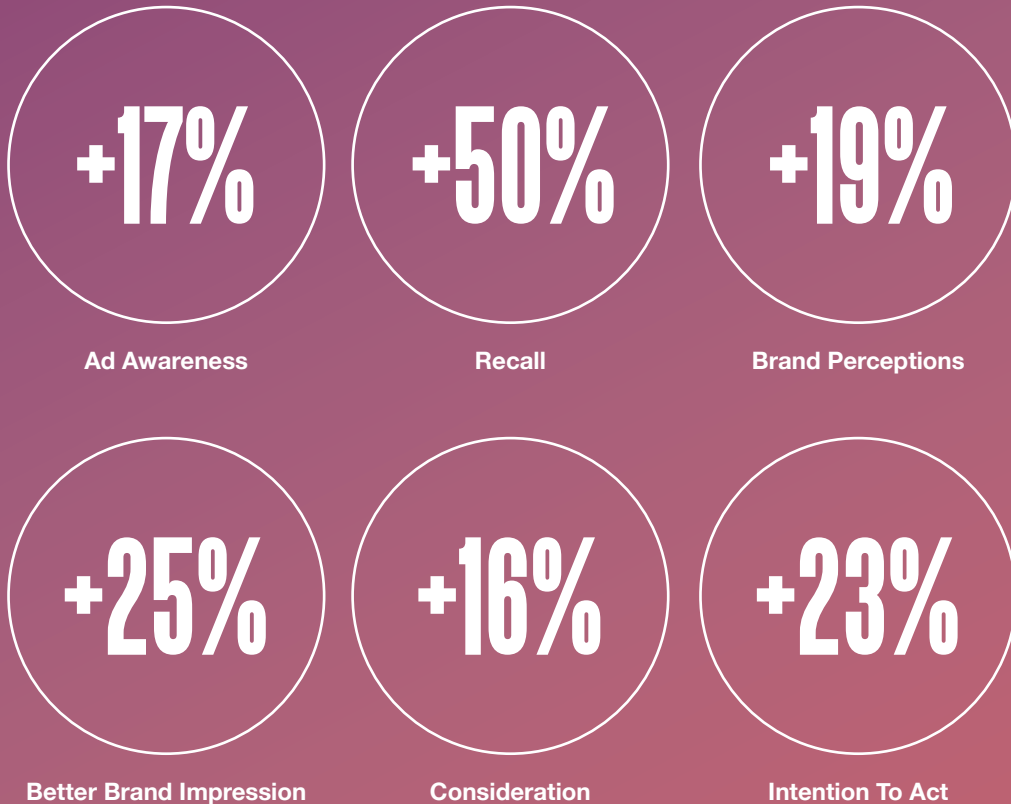
to achieve high viewability and engaged viewing. Compared to other media, cinema really stands out and its ability to grab and hold people's visual attention is unmatched - generating up to **77x** more share of viewing time than display, **11x** more than OOH, **4x** more than Facebook and **3x** YouTube and TV.



Source: Lumen, based on 1,347 on screen cinema ad impressions. Other media sourced from norms: TV data = Tvision / YouTube, Facebook, OOH, Display data = Lumen Research

THE BENEFITS OF CINEMA CAN BE SEEN WHEN WE TAP INTO OUR EFFECTIVENESS DATABANK...

BRAND UPLIFT STUDIES conducted independently by Differentology over the last six years demonstrate the value of high attention impact that cinema delivers brands. Exposure to the ads in cinema have generated significant uplifts across key metrics including awareness, brand perceptions, consideration and intention to act.



Average uplifts: those exposed to the ad in cinema vs those not.

2022 PREDICTED TOP 16-34 BLOCKBUSTERS

THIS YEAR'S INCREDIBLE film slate continues to draw in significant youth audiences, with some of the biggest titles still to come...

FILM NAME	ADMISSIONS*	TVRS*
Black Panther: Wakanda Forever (Nov)	3.5m	23
Avatar: The Way Of Water (Dec)	3.5m	23
Thor: Love And Thunder (Jul)	3.3m	22
Doctor Strange In The Multiverse Of Madness	2.4m	16
Top Gun: Maverick	2.2m	14
The Batman	2.1m	14
Jurassic World: Dominion	2.0m	13
Uncharted	1.7m	12
Black Adam (Oct)	1.4m	9
Nope (Aug)	1.2m	8

Brand lift source: Differentology, based on 54 campaigns from across 18 product categories. Top 3 agree scores reported for perceptions, consideration and brand impression. Predicted top ten source: DCM. *Forecast Industry 16-34 admissions and equivalent 16-34 TVRS.