

WELCOME TO OUR WORLD

CINEMA GUIDE 2015

USE CINIME TO GET MORE FROM DCM'S CINEMA GUIDE.



Cinime is a companion mobile app, developed by Digital Cinema Media (DCM) and Yummi, to help audiences get more from their trip to the movies. Bringing the second screen to the big screen, brands can engage with cinemagoers throughout the cinema experience, connecting with audiences before and after the movie.

How to use cinime

We've cinime-enabled the whole of this cinema guide using image-recognition technology so that you can view film trailers via your mobile. Once you've watched the trailer, you can save its release date to your phone and we'll send you a push notification to make sure you don't

miss the opening weekend. Find out more about cinime on p14 of the guide.

Not every film featured has released a trailer yet, but we'll keep updating the cinime content throughout the year.

How to access cinime content



1) Download cinime
from either the App Store
or Google Play



2) Tap eye-icon to open scanner
Hover over the pages where you
see the cinime icon



3) Watch content
including film trailers and
save release dates to
your phone

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OUR VISION.

WE CONNECT BRANDS,
FILMS AND PEOPLE
BEFORE, DURING AND
AFTER THE FILM.



WELCOME TO OUR WORLD.

Digital Cinema Media (DCM) is the market leader in UK cinema advertising, providing some 2,929 screens at 455 sites for advertisers. DCM sells 80% of the cinema advertising market through exhibitors including Cineworld, ODEON, Picturehouse, Vue and many independent cinemas.

In a multi-screen, multi-platform world of content and chaos, you still can't beat the big screen for sheer impact and scale. Cinema has always been the most entertaining and emotional medium — that's why, even in the age of on-demand and free streaming, people still reach for their wallets and make appointments to be told big cinematic stories.

The very best acting, writing, directing and storytelling talent is served to these paying guests through cutting-edge technology, be that 3D, 4D,

Higher Frame Rates (HFR) or Dolby Atmos.

In 2012, DCM became the first UK cinema advertising company to become a pioneering, fully digital operation. DCM is now at the heart of the industry's ongoing digital transformation, dedicated to introducing ever faster and more flexible ways of creating, planning, buying and distributing cinema.

The world's most immersive medium is also one of the most dynamic and DCM is committed to working with

pioneering advertisers and agencies to connect brands and people in the unique cinema environment.

This third edition of the bi-annual DCM Cinema Guide aims to help our partners navigate the cinema experience with insights into cinemagoers, new advertising opportunities around different film genres and the hugely varied 2015 film slate.

Enjoy!

FAST FACTS.

165.5M
total admissions¹.

75%
of the GB population².

£1.2BN
UK box office receipts³.

600
new films a year⁴.

4.2M
advertising playlists⁴.

2.8BN
30" impacts⁴.

Source: 1. CAA 2013. 2. TGI Q3 2014. 3. Rentrak 2013. 4. On average figures. Digital Cinema Media 2014.

DIGITAL CINEMA IS...



DIGITAL CINEMA IS POWERFUL.

WE PAY, WE CONCENTRATE, WE LOSE OURSELVES.

It's about more than big stars and special effects. The true power of cinema is the shared experience—friends and strangers communing with one purpose in mind: to be told a great story and be taken on a wild ride.

“You walk into an air-conditioned, freezing theatre and soon it starts to get really hot. People start making noise and having a good time. You're lifted by it... And all of us go into a kind of lock-step where the audience is just galvanised, almost hypnotised, all watching the same things, all knowing where to look at the exact same time... it's a wonderful thing. There is nothing greater than that.”

Steven Spielberg

“We live in a multi-screen world and you sell the ultimate screen.”

Sir John Hegarty
BBH

“A panoramic scene on a telly is just a joke, but it can take your breath away in a cinema.”

André Laurentino
Executive Creative Director at TBWA

“When you go to a movie and see a certain sequence, and if there's real cinematic power and cinematic flair...with a combination of editing and sound, visual images connected with music, those things work and they really connect...you forget to breathe and are transported to a different place. Music doesn't quite do that on its own and novels don't quite do it and a painting doesn't quite do it, they do it in their own way, but in cinema, when you are sharing that experience with a bunch of people, it's just truly thrilling!”

Quentin Tarantino

“It's a great communal experience. The real reward [for a filmmaker] comes from seeing it with an audience. The ultimate goal is to get excited yourself. Most of us are social freaks. I go to see my movies with 500 of my closest friends. It's a beautiful thing.”

Guillermo Del Toro

“Just like a regular visit to the movies, the anticipation of going, the excitement of being in the foyer, the total enclosure of the cinema screen, the enormity of the experience, the perfect picture, the extraordinary sound quality and the post-movie experience all make up what 'going to the movies' is all about. No other medium can conjure up such a positive emotional experience and therein lies the unique power of cinema.”

Andy Law
SuperCommunications

“Cinema provides an atmosphere charged with emotion and is the ultimate appointment to view, ensuring engagement with the screen, making it a perfect match for Volkswagen and our brand messages.”

Silke Anderson
Communications Manager, Volkswagen

DIGITAL CINEMA IS CREATIVE.

THE BIG SCREEN IS A BLANK CANVAS. LET'S PAINT.

Cinema has always been the ultimate destination for creative expression—the blank canvas on which the world's most talented artists and performers paint their big screen masterpieces. And now, with the advent of digital storytelling tools, the possibilities are limitless.



The latest technology
Including 3D, 4D, Higher Frame Rates (HFR) & Dolby Atmos



The very best
Writers, directors and actors



Superb quality
Ads played to the same technical excellence as movies that cost \$1.3m a minute to make

Source: Production budget & Worldwide box office figure based on top 10 performing films of 2013. Boxofficemojo.com. Date of release to 06.01.13 / Run times (minutes) IMDB 06.01.13.

DIGITAL CINEMA IS ENGAGING.

TOUCH PEOPLE IN THE CINEMA...THEN FOLLOW THEM HOME.

Cinemagoers are there to be told stories—in fact, they've paid for the privilege. As such, they're at their most receptive and most retentive—they receive your message and carry it with them long after the credits roll.



Cinema advertising
gives **8X** more standout¹



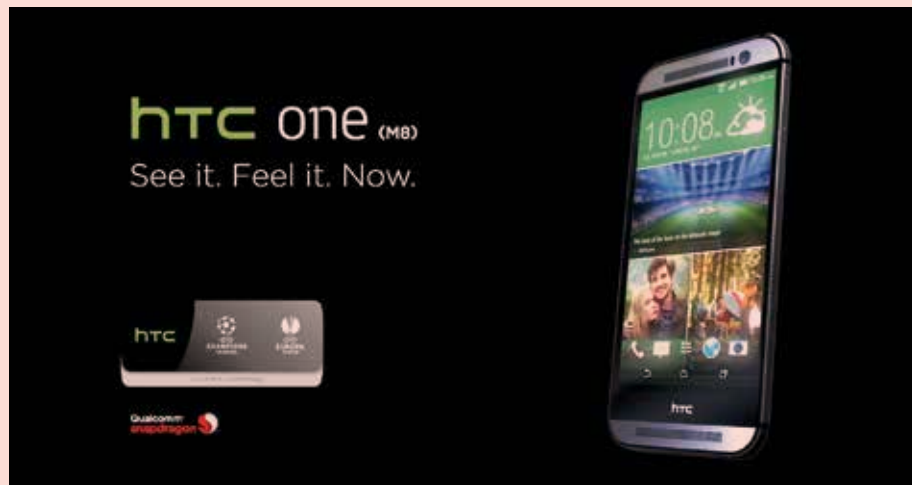
Cinema advertising
is **2X** as memorable¹



£1= £2.84
Higher return on investment than TV or out-of-home (OOH)²

Source: 1. Digital Cinema Media Engagement Study - The Bigger Picture, 2014. 2. RROI: CAA Brand Science UK, December 2011.

CASE STUDY.



HTC.

BESPOKE OPENING WEEK PACKAGE.

Advertiser: HTC
Coverage: National
Media Agency: M2M
Creative Agency: Tag Worldwide
Target Audience: 18–34 year olds
Duration: 2014 (12 months)

Background
HTC was launching the new M8 phone to a 'changemaker' target audience and wanted to ensure optimum reach and frequency throughout the campaign. 'Changemakers' are trendsetters and early

adopters: 85% live in urban locations and 49% fall within the age of 18–34. The campaign was based on the core insight that film is a key passion point for the M8 target audience, who were identified as 'early release' cinemagoers, who make up 47% of 18–34 year old cinemagoers.

Idea
Digital Cinema Media (DCM) created a new bespoke Opening Week Package across UK cinemas, enabling HTC to get as close as

possible to their 'changemaking' target audience. HTC is sponsoring the opening weeks of Blockbuster films in 2014, riding on the hype and excitement these films generate at every touchpoint in the cinema journey using onscreen, digital 6 Sheets and DCM's cinime app. High profile film titles included in the package are: *X-Men: Days of Future Past*, *Captain America*, *The Winter Soldier*, *Godzilla*, *Dawn of the Planet of the Apes*, *The Inbetweeners 2* and *The Hobbit: The Battle of the Five Armies*.

FIGURES FOR HTC.



10.3m

cinemagoers have seen the digital 6 Sheet creative, as of June 2014 and is projected to reach a total audience of 21m admissions by the end of the year¹



39%

average interaction rate with the cinime app for all HTC sponsored releases²



1 in 2

cinemagoers went on to enter a cinime competition that ran alongside the campaign²

Results

The on-screen campaign has delivered 12.8 million admissions to date, and is on track to deliver 21 million by the end of the campaign.

The advent of digital cinema has allowed DCM to schedule and package inventory in a new and exciting way for HTC. This campaign is the first instance of a brand having a presence across all cinema touchpoints, incorporating foyer, screen and mobile. The inclusion of a bespoke HTC ident welcoming cinemagoers to new blockbuster releases was a first in any global cinema market.

Innovation and insight allowed us to collaborate with M2M in order to produce a ground-breaking cinema sponsorship, tailored to HTC's needs throughout 2014.

"The HTC Opening Week Package allowed us to take advantage of new digital technologies to deliver a targeted, innovative campaign that utilises all cinema has to offer.

By focusing on the opening week of high profile film releases across UK cinemas, we were able to maximise efficiencies by reaching our most relevant 'changemaker' audience."

Ben Walsh
Head of Marketing, HTC UK & Ireland

Source: 1. UK Exhibitor admissions (Odeon / Vue / Cineworld) 2014. / 2. Yummi Media Group, 2014.

DIGITAL CINEMA IS TARGETED.

KNOW YOUR AUDIENCE: EXAMPLE 15-34 FEMALES.

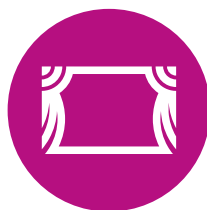
Our extensive research and audience data means we don't just know who is in our screenings and when, we know what they're taking from their experience and how that translates into their day-to-day lives after the credits roll. As such, you can now tailor your messages to a particular audience segment for maximum impact. Take, for instance, the 15–34 year old females example detailed below.

43.9% agree that "I'm more likely to talk about ads I've seen in the cinema to other people than ads on TV".¹

They will probably talk about it: 73% talk about the cinema experience with friends and family.²



There are only **7.7m** of them in the UK. Hard to reach at that scale³



77.3% normally watch the ads before the main feature⁴



44.3% are heavy or medium TV viewers (56.7% light TV viewers)⁴

Source: 1. CAA FAME 2014; Agree "Products that advertise in the cinema are more relevant to me than ones on TV" / 2. agree "I'm more likely to talk about the ads I've seen in the cinema to other people than ads on TV" and / or "Watching a film at the cinema gives me something to talk about with friends and family". / 3. Film Monitor 2013. / 4. CAA FAME 2014.

DIGITAL CINEMA IS SOCIAL.

GET PEOPLE TALKING (JUST NOT DURING THE SCREENING PLEASE).

Cinema is all about communication—not only between the filmmaker and the audience, but also between cinemagoers. It's social and cultural currency that fuels friendships and conversation in their everyday lives, both on-and-offline.



Average group size:
3



69% of cinemagoers use social media to discuss their cinema experience*

Source: CAA FAME 2014 Base 11+ Cinemagoers. / *CAA FAME 2014; Base: 11+; agree with any of: "liked or followed a brand I saw advertised in the cinema / posted a status update around the film I saw / posted an update while waiting for the film to start / shared my location while in the cinema / posted an update right after the film".

DIGITAL CINEMA IS MULTI-PLATFORM.

SO MUCH MORE THAN A MOVIE.

The film may be the main event, but it's the overall experience that makes cinema an advertising medium like no other. Since becoming digital, we can ensure that your campaign stays with cinemagoers before, during and long after their trip to the movies. Be it onscreen, online, on their smartphones or through traditional media, all of this adds untold scale and frequency to your campaign.



Social

+34% more likely to use social networking sites (+36% more likely to use them' regularly)¹

Onscreen

4m² playlists throughout the year

Mobile

78% of heavy cinemagoers own a smartphone (ix. 132)¹

Experiential

46% of heavy cinemagoers are interested in taking part in competitions related to advertising (ix. 128)¹

Online

70m⁴ monthly impressions with 36% booking tickets in advance²

In foyer

18 minutes foyer dwell time²

Source: 1. GB TGI Q3 2014; Base: 15+; Target: Heavy Cinemagoers / 2. CAA FAME 2014; Base: 11+; Target: Heavy Cinemagoers.

DIGITAL CINEMA IS MOBILE.

cinime

USE YOUR LITTLE SCREEN TO GET MORE FROM THE BIG SCREEN.

Cinime is a companion mobile app, developed by Digital Cinema Media (DCM) and Yummi, to help audiences get more from their trip to the movies. Bringing the second screen to the big screen, brands can engage with cinemagoers throughout the cinema experience, connecting with audiences both before and after the movie.

The app harnesses cutting-edge image-recognition and bespoke audio watermarking technologies to deliver rewards and unlock bonus brand and film content. Combined with geo-location technology, cinime enables advertisers to target audiences in the immersive cinema environment with bespoke offers and competitions, exclusive content and special rewards tailored to specific demographics.

Uniquely, cinime also works in flight mode without WiFi or mobile connectivity to

seamlessly enable opt-in two-way interaction between brands and cinemagoers.

Users can watch trailers and view movie content, interact with foyer posters and, after taking their seats (and switching their phones to silent!), connect their mobiles to play and win prizes on the big screen before the movie. Cinime responds and interacts with the screen while cinemagoers sit back and enjoy the ads, delivering content, offers and discounts directly to smartphones.

How it works

Image recognition technology

unlocks film content by scanning foyer movie posters

Audio watermarking

allows direct interaction with the cinema screen

Social network connectivity

allows deeper engagement with brands and the film via Facebook Connect

Fast facts

- Available in more than **277** selected cinemas across the ODEON, Vue and Cineworld portfolios
- Nearly **550,000** downloads in the UK to date
- On average, **100,000** active users per month

DIGITAL CINEMA IS FLEXIBLE.

SURE, WE DO 3D: DIRECT, DIVERSE, DYNAMIC.

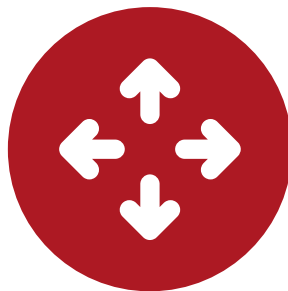
Digital means lower production costs and shorter lead times, which means our medium is more accessible to brands than ever before.



8x
reduction in
production costs



10%
reduction in
lead times



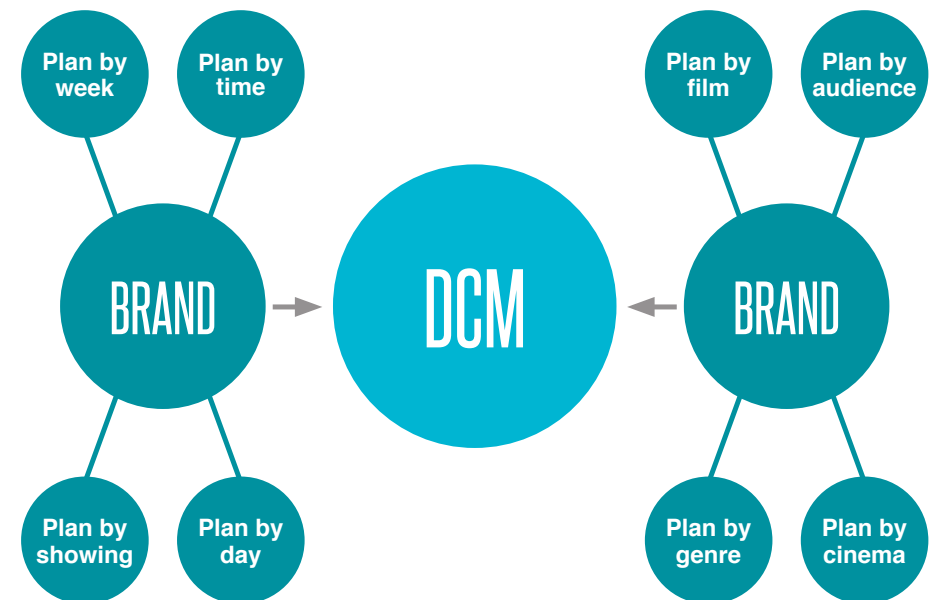
Scheduling is now
dynamic

Source: DCM 11.02.13 Production cost reduced by average of 80% since 28.09.12 vs. 28.09.11. Lead times from 6 weeks to 1 week.

DIGITAL CINEMA IS DYNAMIC.

WHAT YOU LIKE, WHEN YOU LIKE, TO WHOM YOU LIKE.

Your messages can be endlessly revised and adapted to suit shifting circumstances. You can plan by showing, audience, film or cinema — meaning you're always relevant and on-target.



CASE STUDY.



BMW.

INTERACTIVE CINIME GAME AND COMPETITION.

Advertiser: BMW
Coverage: National
Media Agency: Vizeum / Yummi
Creative Agency: Dare
Target Audience: ABC1 males
Duration: 14 February–9 March 2014

Background
In launching the new BMW 2 series, BMW was looking for an opportunity to connect directly with its young target audience, putting participation at the heart of its content and communications strategy.

A fully integrated campaign crossing multiple platforms and utilising paid, owned and earned channels was created. At the heart of the campaign was an interactive driving experience which allowed participation in a 'virtual lap' via Facebook, mobile and cinema.

Idea
The big idea was to use cinime's audio watermarking technology to enable cinemagoers to interact directly with BMW's on-screen creative.

Aiming to portray the sporty driving aspects of the new BMW 2 Series, DCM worked with Dare to create a big screen driving experience that allowed cinemagoers to 'drive' a virtual race on the big screen, using cinime to navigate key driving lines.

Results
Cinime was employed as a means to recruit respondents for pre-campaign vs. post-exposure research, which

FIGURES FOR BMW.



24,826
games were played over the three week campaign¹



14m+
people were reached in cinemas nationwide over the course of the campaign²



2,911
users entered the competition¹



£54 vs. £64
is the cost per entry for cinime, compared to the driving game hosted solely on Facebook³

allowed us to compare the impact of exposure to the screentime and game amongst the client's 25+ male target audience. In addition to generating statistically significant positive shifts in perception against the majority of the client's KPIs, both brand consideration — and first choice preference— improved following exposure to the on-screen creative. Amongst those who claimed to recall the on-screen executions, brand consideration and first choice preference were improved to be on-par with the client's largest competitor, from a very definite second-place.

“At BMW, we place innovation at the core of our business, so it's important that we continue to find new and engaging ways to talk to our audience. With this campaign, we are demonstrating several industry-firsts that place audience participation and social media at the heart of the communications.”

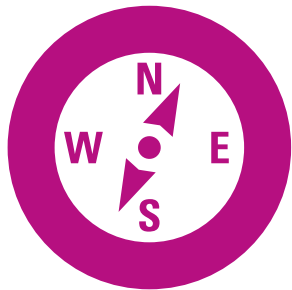
Laura Stead, Launch and Brand Manager of Marketing Communications, BMW

Source: 1. UK Exhibitor admissions (Odeon / Vue / Cineworld) 2014. / 2. Yummi Media Group, 2014. 3. Vizeum 2014.

DIGITAL CINEMA IS LOCAL.

WHERE YOUR JOURNEY BEGINS...

Being flexible, adaptable and targeted means you can be ultra-relevant to every cinemagoer, no matter where they are. Now you can run national campaigns with a local spin for every region, city or town, thereby talking directly to your audience in the environment they are most comfortable—where they live.



Coverage:
455



Proximity:
88%



Scheduling:
1 copy = 300 end frames

Source: Coverage: CAA end Q3 2014. Proximity: Google Maps. Site within one mile of retail environment; Dec 2012.

CASE STUDY - CINEMAPPER.



VIRGIN TRAINS.

Digital Cinema Media (DCM) created a new bespoke Audience Guaranteed Pack (AGP) to enable Virgin Trains to get as close as possible to its target audience along its own footprint of railway stations.

Using Cinemapper, DCM's cinema proximity planning tool, DCM tracked all Virgin train stations that were within a 20 minute drive time of a DCM cinema. 42 out of 43 Virgin train stations were covered

—a 98% reach, with the whole campaign reaching a total of 1.7m DCM admissions. Providing flexibility in this way allowed Virgin Trains to target a relevant audience locally, yet on a national scale.



20 mins
Drive time
(distance mapped)



133
DCM cinemas
required for booking



42
Virgin train stations
covered by
DCM cinemas



1.7m
DCM average
weekly admissions

Source: Cinemapper / Distance used: 20 minute drive time from a DCM cinema / Postcode list supplied
Accurate as 13/11/14. Data subject to change.

DIGITAL CINEMA IS YOUR SPACE.

**WE'RE NOT IN THE MOVIE BUSINESS.
WE'RE IN THE CINEMA EXPERIENCE BUSINESS.**

Media control has changed hands. These days, audiences decide what they watch and how, when and where they watch it. For the established media industries, this means one thing: adapt or die. Now, more than ever, is the time for us to sit up and pay attention to audience behaviour and preference and then respond swiftly—and to our full capability.

For DCM, this means working with our partners to provide entertainment that goes way beyond advertising. We're talking about the creation of unique branded content, alternative screen opportunities and powerful media experiences that engage cinemagoers before, during and after the movie.



GREAT STORIES DESERVE A CAPTIVE AUDIENCE.

WE'RE THE CINEMAGOERS.

Cinemagoers are active, out and about, spending time with friends and family and hungry for new ideas and shared experiences. Old or young, they set aside time to indulge in their passions and have the disposable income to do so.

Just as each film tells its own story, a visit to the cinema means different things to different people. It might be a mate night or date night, a way to spend quality time as a family, or a means of accumulating social collateral. But what's for certain is that it's a medium like no other.

A visit to the cinema is an appointment to view in the truest sense: it's researched,

planned, anticipated and paid for. Most importantly though, it's enjoyed. Film is a genuine passion point and cinema is the best way to indulge it.

Elsewhere, screens continue to get smaller, but in the cinema they're getting bigger and better. It's an experience that can't be recreated anywhere else. Cinemagoers go to watch the film, but it stays with them because of the atmosphere, sheer size of screen and impact of the surround sound. Nothing can rival viewing the latest release, with like-minded people, in a darkened room. It's a powerful and emotive experience that involves the audience so they become part of the story.

Cinema is also the most social of all media: it fuels real-life friendships and drives online conversations. Social media is part and parcel of the experience—meaning the fun (and opinions) can be shared with friends and family for days or weeks after.

But it's not all about the film. They visit the cinema to be entertained and engaged. They check out trailers online before, soak up the foyer atmosphere and are in their seats to catch the ads. New advances in cinema technology mean it's even easier to catch the eye of this valuable audience and start a conversation.



FAST FACTS.

Reach

- 75% of the UK population
- Increased from 70% in 2011
- 168.9m admissions per year

Frequency

- 5.5 visits per year

Average group size

- 3

Demographics

- Male: 48% / Female: 52%
- ABC1: 59% vs. 54% UK average
- 15-34: 38% vs. 32% UK average

- Family income: £31.8k vs. 29.7k UK average

Gadgets & technology

- Own a smartphone: 70% vs. 39% non-cinemagoers
- Heavy internet users: 82% vs. 48% non-cinemagoers
- Regularly use social media: 49% vs. 21% non-cinemagoers

KEY CINEMA BEHAVIOUR.

Pre-visit

- Cinema chain website
- Email booking confirmation

Foyer

- Average foyer time: 19 mins
- Foyer posters / standees
- Toilet posters

- Cinema leaflets / magazines
- Ticket backs

Activation ideas

- Mobile interaction
- NFC & QR technology
- Social media
- Offers & promotions
- Quizzes & competitions

Post cinema activities

- Go grocery / high street shopping
- Go for fast food / restaurant / coffee



38%
of all cinemagoers
book in advance

“Cinema puts the ‘quality’ in quality time.”

“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.”

Source: GB TGI Q4 2014; Base 15+ / Film Monitor Coverage and Frequency 2013
Base 15+ / CAA FAME 2014. / GB TGI Q4 2014; Base 15+.



COMING SOON TO A CINEMA NEAR YOU.

You may have heard that 2015 is going to be a remarkable year for cinema. If you haven't...2015 is going to be a remarkable year for cinema. There's never been a line-up of blockbusters like it.



The Avengers once again assemble, there's a revitalised *Star Wars* featuring Harrison Ford, Mark Hamill and Carrie Fisher, and a certain Mr. Bond makes an appearance too.

In between those behemoths, there's *Jurassic World*, the final *Hunger Games* film, *Fifty Shades of Grey*, *Fast & Furious 7*, *Mission: Impossible 5* and Seth Macfarlane's foul-mouthed bear, *Ted*, is back.

It's not just adult blockbusters though, the animation selection has the potential to be the biggest ever.

For the first time ever, Pixar will be releasing two films in one year, one of which, *Inside Out*, promises to be their most striking since *Up*.

There's also a spin-off from 2013's biggest film, *Despicable Me 2*, with their hugely popular band of Minions and the titans of

Marvel and Disney animation join forces for the first time ever with *Big Hero 6*.

Other family titles include live action re-tellings of classic children's tales, *Cinderella*, *Pan* (as in Peter Pan) and *The Jungle Book*.

It's not just huge blockbusters everywhere either. The awards season features a number of titles that can stand toe-to-toe with any selection from recent years.

Stunning performances are everywhere you look, from Eddie Redmayne in *The Theory Of Everything*, Reese Witherspoon in *Wild*, Steve Carell in *Foxcatcher* and Miles Teller in *Whiplash*.

There are also ambitious projects from cinematic visionaries, including Alejandro González Iñárritu's *Birdman* and Paul Thomas Anderson's *Inherent Vice*.

Some of cinema's most revered talents make highly anticipated returns later in the year, including Michael Mann (*Blackhat*), Steven Spielberg (*St. James Place*) and Robert Zemeckis (*The Walk*).

If you're a fan of comedy, the recent huge success of the genre means there's even more to come in 2015 and some of the genre's biggest names will be present including Will Ferrell, Melissa McCarthy, Sacha Baron Cohen and Judd Apatow.

In our opinion, there's never been a year like it. 2014 has seen some truly fantastic big screen content from *The Lego Movie 3D* and *The Wolf Of Wall Street* to *Guardians Of The Galaxy 3D* and *Interstellar*, but 2015 has the power to eclipse them all.

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

2015 FILMS BY AUDIENCE.



WE'RE THE PROFESSIONALS.

INTRODUCING 25-44 ABC1 CINEMAGOERS.



The Professionals are curious and adventurous—but not indiscriminately so. They've got more serious demands on their time now as they develop careers and start families, so their curiosity requires some focus.

Their cinemagoing reflects this—the repertoire of genres they enjoy is as broad as anyone's, but they're more selective in their choices. They won't just go and see anything.

"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."

Whether they're sustaining the final throes of early adulthood through the wages of their first 'proper job' or taking tentative steps towards parenthood, they epitomise the post-credit crunch frugal consumer—they do their research and know what represents value.

For them, a trip to the cinema is a treat, a great way to spend time with friends or family, an entertainment banker, and an affordable indulgence.

They can't go as often as they used to, but what they sacrifice in quantity they haven't lost in quality—in fact, the anticipation only serves to make the pay-off more powerful.

"If you want to treat yourself, you choose the cinema. Just to have that escape and go out with your friends or partner."

They are a thoroughly modern strain of consumer: young enough to be digitally clued-up, but old enough to be in control of their own purse-strings—and those of their family.

FAST FACTS.

Reach

- 91% are cinemagoers
- Increased from 88% in 2012
- 36.5m admissions per year
- 22% of all UK cinema admissions

Frequency

- 5.9 visits per year

Demographics

- Male: 49% / Female: 51%

Lifestage

- Unconstrained couples: 10%
- Playschool parents: 25%
- Primary school parents: 15%

Attend with

- Partner: 51%
- Family: 29%
- Friends: 35%

Average group size

- 2.6

Gadgets & technology

- Own a smartphone: 88% vs. 73% non-cinemagoers
- Heavy internet user: 94% vs. 75% non-cinemagoers
- Regularly access social networks: 63% vs. 38% non-cinemagoers

KEY CINEMA BEHAVIOUR.

Key football periods

- Opening week of release
- Weekends

Pre-visit

- Trailer views
- Specialist review sites
- Cinema chain's website
- Advance ticket booking

Foyer

- Average foyer-time: 17 mins
- Foyer posters / standees
- Film leaflets / magazines

Activation ideas

- Offers or promotions
- Quizzes and competitions

Post cinema activities

- Go out for fast food / to a café
- Go to a pub / bar for a drink
- Go high street shopping



SUMMARY

QUALITY TIME: FRIENDS, FAMILY OR PARTNER

AFFORDABLE INDULGENCE

ULTIMATE VISUAL EXPERIENCE

ENTERTAINMENT BANKER

Source: GB TGI Q3 2014 / Rentrak Admissions / CAA Film Monitor Coverage & Frequency 2013 / CAA FAME 2014.

THE THEORY OF EVERYTHING.



Release Date
1 January 2015

Distributor
Universal

Director
James Marsh

Cast
Eddie Redmayne
Felicity Jones
Charlie Cox
Emily Watson
David Thewlis

This moving British drama takes a look at the relationship between the famous physicist Stephen Hawking and his wife, Jane. After premiering at the Toronto Film Festival in September 2014, both Eddie Redmayne and Felicity Jones have been gaining huge awards buzz and this tear-jerker, directed by James Marsh (*Man On Wire*, *Shadow Dancer*) is sure to be making a splash at the BAFTAs in February.

You'll like this if you liked
The King's Speech

Did you know?
Stephen Hawking was previously played by Redmayne's rival for 2015 acting awards, Benedict Cumberbatch (*The Imitation Game*), in the television production *Hawking*.

BIRDMAN.



Release Date
1 January 2015

Distributor
20th Century Fox

Director
Alejandro González Iñárritu

Cast
Michael Keaton
Edward Norton, Emma Stone, Naomi Watts, Zach Galifianakis, Andrea Riseborough

A Michael Keaton leading-man comeback has been long overdue but it's finally here as he takes the lead in this original and bizarre tale that wowed critics when it opened the Venice Film Festival in August 2014. Keaton plays a washed-up actor who formally played an iconic superhero and must overcome his ego and family trouble as he mounts a Broadway play to reclaim his past glory. The supporting cast is fantastic and Alejandro González Iñárritu has proved himself among the best directors working today with *21 Grams*, *Babel* and *Amores Perros*.

You'll like this if you liked
Being John Malkovich

Did you know?
The film unfolds in one seemingly continuous take.

FOXCATCHER.



Release Date
9 January 2015

Distributor
eOne

Director
Bennett Miller

Cast
Steve Carell
Channing Tatum
Mark Ruffalo
Sienna Miller
Vanessa Redgrave

Steve Carell or Channing Tatum—Oscar winners? Asking this question a few years ago, people would have looked at you as if you'd tried to chat to them randomly on the Tube, but next year it's a serious possibility. Both are nothing short of sensational in Bennett Miller's true-life drama. Based on the story of Mark Schultz (Tatum), an Olympic wrestler whose unlikely relationship with sponsor John du Pont (Carell) and brother Dave Schultz (Mark Ruffalo), leads to tragic consequences. It's a masterful film with an eerie, bizarre atmosphere and Carell, Tatum and Ruffalo deserve every accolade coming their way.

You'll like this if you liked
Black Swan, *Prisoners* and *Moneyball*

Did you know?
Bennett Miller's previous two films have been nominated for 11 Academy Awards between them.

WHIPLASH.



Release Date
16 January 2015

Distributor
Sony Pictures
Releasing

Director
Damien Chazelle

Cast
Miles Teller
J.K. Simmons
Paul Reiser

Having already seen *Whiplash*, I'm going to put this out there early and say that it will take something unbelievable to stop this from being my favourite film of 2015. Miles Teller plays a young jazz drummer with ambitions to become a legend. He joins a New York conservatory where he encounters J.K. Simmons' sociopathic instructor, whose methods are a little unorthodox to say the least. It's a hugely entertaining, original film about the pursuit of greatness and what people will do to achieve it, building to a stunning crescendo.

You'll like this if you liked
The Artist

Did you know?
The film was shot in a remarkable 19 days.

WILD.



Release Date

16 January 2015

Distributor

20th Century Fox

Director

Jean-Marc Vallée

Cast

Reese Witherspoon
Gaby Hoffman
Laura Dern

American author Cheryl Strayed's hugely inspirational memoir gets the big screen treatment and, after premiering at the Telluride Film Festival, Reese Witherspoon's lead performance was installed as one of the favourites for acting awards. With good reason too as director, Jean Marc Vallée, led both Matthew McConaughey and Jared Leto to Oscars in *Dallas Buyers Club* earlier this year. Witherspoon plays Strayed who, after a personal tragedy, undertakes a 1,100 mile solo hike to come to terms with her grief. Prepare to be moved.

You'll like this if you liked

127 Hours

Did you know?

The screenplay was written by British writer, Nick Hornby.

TRASH.



Release Date

30 January 2015

Distributor

Universal

Director

Stephen Daldry

Cast

Rooney Mara
Martin Sheen
Wagner Moura

A potential awards contender, *Trash,h* is based on the novel by English author, Andy Mulligan. Set in Brazil, three kids who make a discovery in a garbage dump soon find themselves running from the cops and trying to right a terrible wrong. With awards magnet Stephen Daldry directing a script by British comedy royalty, Richard Curtis (*Love Actually, Notting Hill*), this could be an upmarket smash hit.

You'll like this if you liked

Slumdog Millionaire

Did you know?

Every film Stephen Daldry has directed has been Oscar-nominated for either directing or Best Picture.

INHERENT VICE.



Release Date

30 January 2015

Distributor

Warner Bros.

Director

Paul Thomas Anderson

Cast

Joaquin Phoenix
Reese Witherspoon
Josh Brolin
Owen Wilson

Generally regarded as one of the world's greatest film directors, Paul Thomas Anderson returns with this adaptation of Thomas Pynchon's novel. Anderson once again teams up with Joaquin Phoenix, who plays drug-fuelled detective Larry "Doc" Sportello in 1970s Los Angeles as he investigates the disappearance of a former girlfriend. With an unbelievable cast and Anderson's mesmerising direction, it's sure to be challenging, confounding and a genuine must-see.

You'll like this if you liked

The Big Lebowski

Did you know?

Inherent Vice has been compared to *The Big Lebowski*, which is one of the best films of all time.

SELMA.



Release Date

6 February 2015

Distributor

Pathé

Director

Ava DuVernay

Cast

David Oyelowo
Carmen Ejogo
Oprah Winfrey
Tom Wilkinson
Tim Roth

Selma is a stirring and powerful recreation of the 1965 'Selma to Montgomery' voting rights marches led by James Bevel, Hosea Williams, and Martin Luther King Jr. British actor, David Oyelowo, has been quietly impressing in a range of supporting roles, but this could be the one that catapults him into the big league. After its premiere at the American Film Institute Festival, this has become a surprise frontrunner in the upcoming awards race.

You'll like this if you liked

Mandela: Long Walk to Freedom

Did you know?

Director, Ava DuVernay, won the Best Director award at the 2012 Sundance Film Festival for her second film, *Middle Of Nowhere*.

BLACKHAT.



Release Date

20 February 2015

Distributor

Universal

Director

Michael Mann

Cast

Chris Hemsworth
Viola Davis
Wei Tang

A global cybercrime thriller sounds pretty on point and, allied with the return of Michael Mann (*Heat*, *Miami Vice*, *The Insider*), this one should be a knockout. Chris Hemsworth plays a furloughed convict who is recruited by the American and Chinese authorities to pursue a mysterious cyber criminal. If you were selecting the best director for a globe-trotting hacking thriller, Michael Mann's name would be very near the top of the list.

You'll like this if you liked

Heat

Did you know?

Director Michael Mann was the recipient of *Empire Magazine's* Inspiration Award in 2002.

THE SECOND BEST MARIGOLD HOTEL.



Release Date

26 February 2015

Distributor

20th Century Fox

Director

John Madden

Cast

Dame Judi Dench
Dame Maggie Smith
Richard Gere
David Strathairn

The Best Exotic Marigold Hotel was a worldwide hit, grossing over \$130m globally and over £20m in the UK alone. With a cast of British acting royalty, it brought people to the cinema who, perhaps, don't go too often. Dame Maggie Smith, Dame Judi Dench and Bill Nighy are back and, this time, there's the addition of two classy American actors for good measure, in Richard Gere and David Strathairn. Tell your mum to put 26 February 2015 in her diary from now.

You'll like this if you liked

The Best Exotic Marigold Hotel

Did you know?

In the trailer, Evelyn (Dame Judi Dench) claims Muriel (Dame Maggie Smith) is only 19 days older than her. In real life, Maggie Smith is in fact exactly 19 days younger than Judi Dench.

IN THE HEART OF THE SEA.



Release Date
13 March 2015

Distributor
Warner Bros.

Director
Ron Howard

Cast
Chris Hemsworth
Cillian Murphy
Ben Whishaw
Charlotte Riley

Ron Howard (*Rush*, *Apollo 13*) directs this drama based on the incident that inspired the famous story of Moby Dick. In 1820, a whaling ship is preyed upon by a sperm whale, stranding its crew at sea for 90 days, thousands of miles from home. Filmed predominantly at Leavesden Studios here in the UK, this promises to be a thrilling sea-based epic.

You'll like this if you liked
Master and Commander: The Far Side of the World

Did you know?
Director Ron Howard used to be Richie Cunningham in *Happy Days*.

SUITE FRANÇAISE.



Release Date
13 March 2015

Distributor
eOne

Director
Saul Dibb

Cast
Michelle Williams
Matthias Schoenaerts
Kristin Scott Thomas
Sam Riley
Ruth Wilson
Margot Robbie

British director, Saul Dibb, made a splash with his debut film, *Bullet Boy* and followed it up with handsome Oscar-winning costume drama, *The Duchess*. He's back with this sumptuous romance, based on the bestselling novel by Irène Némirovsky, and has put together a terrific cast. During the early years of WWII German occupation in France, romance blooms between Lucile Angellier (Michelle Williams), a French villager and Bruno von Falk (Matthias Schoenaerts), a German soldier. Williams is always captivating and anyone who saw *Rust And Bone* will know what Schoenaerts is capable of.

You'll like this if you liked
Atonement

Did you know?
Michelle Williams is the best actor ever to star in *Dawson's Creek*.

THE WATER DIVINER.



Release Date

3 April 2015

Distributor

eOne

Director

Russell Crowe

Cast

Russell Crowe
Jai Courtney
Olga Kurylenko

Russell Crowe has proven himself one of the most compelling actors working in front of the camera today and, with *The Water Diviner*, he's finally trying his hand behind the camera too. It tells the tale of an Australian man who travels to Turkey after the Battle of Gallipoli to try and locate his three missing sons. The material sounds incredibly moving, so make sure you have some tissues to hand.

You'll like this if you liked

War Horse, *The Railway Man* and *The Impossible*

Did you know?

Russell Crowe used to be the front man in a band called 30 Odd Foot Of Grunts.

CHILD 44.



Release Date

17 April 2015

Distributor

eOne

Director

Daniel Espinosa

Cast

Tom Hardy
Gary Oldman
Noomi Rapace
Paddy Considine
Jason Clarke

A film with a cast list including Tom Hardy, Gary Oldman, Noomi Rapace and Jason Clarke immediately captures the attention and this story set in Stalin-era Soviet Union of a disgraced MGB agent dispatched to investigate a series of child murders, sounds unmissable. Swedish director, Daniel Espinosa, made a successful English language debut with *Safe House*, so it's fair to set expectations to high.

You'll like this if you liked

Tinker Tailor Soldier Spy, *Shutter Island* and *Girl with the Dragon Tattoo*

Did you know?

Child 44 is an adaptation of the first of a trilogy of crime thrillers by author Tom Rob Smith.

MAN FROM U.N.C.L.E.



Release Date
14 August 2015

Distributor
Warner Bros.

Director
Guy Ritchie

Cast
Henry Cavill
Hugh Grant
Armie Hammer
Alicia Vikander

Guy Ritchie has directed two hugely popular *Sherlock Holmes* stories and he's now turning his attention to this cult 60s television show. If you're unfamiliar with the set-up, two spies in the early 1960s, CIA agent Napoleon Solo and KGB operative Illya Kuryakin, participate in a joint mission against a mysterious criminal organization, which is working to proliferate nuclear weapons. It will have a strong British feel and is likely to showcase Ritchie's trademark flashy style.

You'll like this if you liked
Sherlock Holmes: Game of Shadows

Did you know?
Both of Guy Ritchie's *Sherlock Holmes* films have grossed over £25m at the UK Box Office.

MR HOLMES.



Release Date
Q4 2015

Distributor
eOne

Director
Bill Condon

Cast
Sir Ian McKellen
Laura Linney
Milo Parker
Hattie Morahan

Thanks to the crackerjack TV show starring Benedict Cumberbatch and Martin Freeman, Sherlock Holmes is big news again and this crime drama promises to provide an interesting spin on the legend. National treasure, Sir Ian McKellen, plays an aged, retired Sherlock Holmes who looks back on his life and grapples with an unsolved case involving a beautiful woman.

You'll like this if you liked
Mr. Turner

Did you know?
Sir Ian McKellen's presence in a film improves it by approximately 22%.

ST. JAMES PLACE.



Release Date
9 October 2015

Distributor
20th Century Fox

Director
Steven Spielberg

Cast
Tom Hanks
Eve Hewson
Amy Ryan
Alan Alda

Any Steven Spielberg film is an event, regardless of subject matter, but the prospect of him tackling a meaty Cold War spy thriller is especially mouth-watering. He's also teaming up with Tom Hanks for the fourth time, after *Saving Private Ryan*, *Catch Me If You Can* and *The Terminal*, in this tale of an American lawyer who is recruited by the CIA during the Cold War to help rescue a pilot detained in the Soviet Union. Expect palms to get sweaty.

You'll like this if you liked
Captain Phillips

Did you know?
The script is co-written by the Coen brothers.

WE GET PEOPLE
TALKING.
(JUST NOT
DURING THE
SCREENING
PLEASE).

WE'RE THE DIE-HARD CINE-FANS.

INTRODUCING 15-34 MALE CINEMAGOERS.



Die-Hard Cine-Fans know what they want, when they want it, and where to find it. This applies to all their media consumption—but not all media is created equal in their eyes.

“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.”

They’re into movies in a big way. They are watching more films than ever thanks to digital subscription or streaming services, but the best place to experience a movie is where

the director intended: on the biggest screen, with the best sound. And, if it’s out in 3D or IMAX, that’s the way they want to see it: maximum impact = maximum enjoyment.

They do their homework—using specialist websites such as IMDb—finding out as much as they can before they decide what to watch. These guys are early adopters, so they’re first in the queue when a new film comes out and the first to tell their friends about it, because being the first to know carries extra kudos.

“It’s important for me to see the film as early as I can—I like to recommend films to people.”

Cinema plays an important part in their lives. It’s a regular fixture in their social calendar—a guaranteed good night out whatever the occasion. An invitation to the cinema will rarely be met with a “Yeah, whatever”, more likely a “Yeah, what’s on?”

FAST FACTS.

Reach

- 88% are cinemagoers +4% since 2007
- 42.6m admissions per year
- 25% of all UK cinema admissions

Frequency

- 7.0 visits per year

Average group size

- 3.3

Demographics

- ABC1: 53%
- London / South East: 39%

Lifestage

- Fledglings: 32%
- Flown the nest: 19%
- Nest builders: 22%

Attend with

- Friends: 56%
- Partner: 30%

Gadgets & technology

- Own a smartphone: 86% vs. 60% non-cinemagoers
- Heavy internet user: 91% vs. 65% non-cinemagoers
- Regularly access social networks: 67% vs. 39% non-cinemagoers

KEY CINEMA BEHAVIOUR.

Key football periods

- Opening weekend Incl. previews
- Opening week generally Wed / Fri / Sat

Foyer

- Average foyer-time: 18 mins
- Foyer posters / standees

- Film leaflets / magazines

Pre-visit

- Trailer views and specialist review sites
- Cinema app or website for film times

Activation ideas

- IMAX / 3D
- Social media

Post cinema activities

- Go out for food / drink
- Browse online
- Go grocery / high street shopping



SUMMARY

UNPARALLELED VIEWING

INFLUENTIAL
OPINION LEADERS

CONVERSATION FUEL

PASSION POINT

Source: GB TGI Q3 2014 / Rentrak Admissions / CAA Film Monitor Coverage & Frequency 2013 / CAA FAME 2014.

TAKEN 3.



Release Date

8 January 2015

Distributor

20th Century Fox

Director

Olivier Megaton

Cast

Liam Neeson
Maggie Grace
Forest Whitaker
Famke Janssen

With perhaps the exception of Denzel Washington, nobody delivers comeuppance to bad guys as satisfyingly as Liam Neeson and the *Taken* films are where he delivers it most effectively. Who is left to get taken this time? Well it would seem nobody is. Bryan Mills (Neeson) finds his life is shattered when he's falsely accused of a murder that hits close to home. As he's pursued by a savvy police inspector, Mills employs his particular set of skills to track the real killer and exact his unique brand of justice.

You'll like this if you liked

Taken 2

Did you know?

Taken 2 was a huge hit, grossing over £23m at the UK Box Office.

KINGSMAN: THE SECRET SERVICE.



Release Date

29 January 2015

Distributor

20th Century Fox

Director

Matthew Vaughn

Cast

Colin Firth
Taron Egerton
Samuel L. Jackson
Sir Michael Caine

Based on a graphic novel by Scottish author Mark Millar, Colin Firth stars as a secret agent who takes a young upstart under his wing. Featuring an all-star cast, including Sir Michael Caine and Samuel L. Jackson, the action sequences are reportedly sensational. With Matthew Vaughn (*Kick-Ass*, *X-Men: First Class*) directing, this could be a stunner.

You'll like this if you liked

Skyfall

Did you know?

Luke Skywalker himself, Mark Hamill, has a small role in the film.

JUPITER ASCENDING (3D).



Release Date

6 February 2015

Distributor

Warner Bros

Director

Andy Wachowski,
Lana Wachowski

Cast

Channing Tatum
Mila Kunis
Sean Bean
Eddie Redmayne

It may have moved its release date from last summer, but this original sci-fi epic from the Wachowski siblings (*The Matrix* trilogy) is still an intriguing prospect. Set in the future, Mila Kunis plays a young destitute woman named Jupiter, who is targeted for assassination by the Queen of the Universe. With the help of mysterious warrior, Caine (Channing Tatum), Jupiter begins her destiny to finish the Queen's reign. 2013's *Cloud Atlas* proved the Wachowskis can still deliver jaw-dropping sci-fi spectacle, so it's fair to be excited for this one.

You'll like this if you liked

The Matrix

Did you know?

The visual effects were created by Framestore in London, who produced the visual effects for *Gravity*.

CHAPPIE.



Release Date

6 March 2015

Distributor

Sony Pictures
Releasing

Director

Neill Blomkamp

Cast

Hugh Jackman
Sigourney Weaver
Sharlito Copley
Dev Patel

In just two films, Neill Blomkamp has proven he's an expert in constructing wholly believable dystopian environments and his third film sounds like those skills will be called upon again. After being kidnapped by two criminals during birth, Chappie becomes the adopted son in a strange and dysfunctional family. Chappie is preternaturally gifted, one of a kind, a prodigy. He also happens to be a robot. Blomkamp regular, Sharlito Copley, plays Chappie and Hugh Jackman brings his considerable star power.

You'll like this if you liked

District 9

Did you know?

District 9 was nominated for four Academy Awards, including Best Picture.

FAST & FURIOUS 7.



Release Date

3 April 2015

Distributor

Universal

Director

James Wan

Cast

Vin Diesel, Paul Walker, Dwayne Johnson, Jason Statham, Michelle Rodriguez, Kurt Russell

The series goes from strength to strength, but this seventh instalment will inevitably be tinged with sadness after the tragic death of Paul Walker. In his final big screen performance, Walker returns as Brian O'Conner as he and Dominic Toretto (Vin Diesel) battle with Ian Shaw (Jason Statham) who is after vengeance following the death of his brother. Expect spectacular vehicular mayhem and, with James Wan (*The Conjuring*, *Insidious*), directing the series for the first time, hopefully one or two surprises.

You'll like this if you liked

Fast & Furious 6

Did you know?

The last *Fast & Furious* film grossed over £25m at the UK Box Office.

AVENGERS: AGE OF ULTRON.



Release Date

24 April 2015

Distributor

Walt Disney Pictures

Director

Joss Whedon

Cast

Robert Downey Jr.
Mark Ruffalo
Scarlett Johansson
Chris Evans
Chris Hemsworth

Marvel's *Avengers Assemble* took everyone by surprise in grossing over £50m at the UK Box Office and becoming the third biggest film of all time worldwide. Since then, Marvel has barely put a foot wrong, even turning a film about a relatively unknown group of characters into a huge global hit (*Guardians Of The Galaxy*). Despite the success of their other titles, nothing comes close to the anticipation behind the next *Avengers* film and the prospect of seeing the disparate group of superheroes unite once again. This time around, they're all set to battle Ultron and, with director Joss Whedon back in the chair, Box Office gold surely awaits.

You'll like this if you liked

Avengers Assemble

Did you know?

Joss Whedon created TV shows *Buffy The Vampire Slayer* and *Firefly* and, for that alone, he's a hero.

MAD MAX: FURY ROAD.



Release Date

15 May 2015

Distributor

Warner Bros

Director

George Miller

Cast

Tom Hardy
Charlize Theron
Nicholas Hoult
Rosie Huntington-Whiteley

It may be almost 30 years since the last *Mad Max* film but George Miller's original trilogy is held in the highest regard for its stunning, realistic action sequences. Miller is back and, judging by the eye-popping first trailer, his kinetic directing style, using practical stunts and effects, is as spectacular as ever. Tom Hardy takes over as Max and, with a supporting cast including Charlize Theron and Nicholas Hoult, this should be the action film for grown-ups next summer.

You'll like this if you liked

Mad Max

Did you know?

Mad Max 2 was voted the fifth best action movie of all time in a recent *Time Out* poll.

JURASSIC WORLD (3D).



Release Date

12 June 2015

Distributor

Universal

Director

Colin Trevorrow

Cast

Chris Pratt
Bryce Dallas Howard
Jake Johnson
Judy Greer
Ty Simpkins

Let's cut to the chase, *Jurassic Park* is one of the very best blockbusters there is. It's been a while since the inferior sequels, so I'm ready for another trip to Isla Nublar. This new version is reportedly set 22 years after the events of the first film and the island is now a fully functioning dinosaur theme park. Chris Pratt leads the terrific cast and, after *Guardians Of The Galaxy*, his star couldn't be higher.

You'll like this if you liked

Jurassic Park

Did you know?

Until the release of *The Full Monty* in 1997, *Jurassic Park* was the highest grossing film in UK history.

TERMINATOR GENISYS.



Release Date

3 July 2015

Distributor

Paramount

Director

Alan Taylor

Cast

Arnold Schwarzenegger
Jai Courtney
Emilia Clarke
Matt Smith
Jason Clarke

Now that he's not being the governor of California, Arnold Schwarzenegger is free to return to some of his most famous roles, and they don't get more famous than the T-800. The *Terminator* franchise has stumbled slightly with its previous two instalments but, with *Genisys*, they have the opportunity to return to the ground-breaking sci-fi of the first two films. *Thor: The Dark World* director, Alan Taylor, is in charge so fingers crossed they produce a film to rank with the series' best.

You'll like this if you liked

Terminator: Salvation

Did you know?

This is the first in a new trilogy, with sequels set for 2017 and 2018.

ANT-MAN.



Release Date

17 July 2015

Distributor

Walt Disney Pictures

Director

Peyton Reed

Cast

Paul Rudd
Michael Douglas
Judy Greer
Evangeline Lilly

Marvel is on a roll. Following the phenomenal success of *Guardians Of The Galaxy* earlier this year, the Marvel brand has shown it's strength when releasing a new cinematic franchise. With that, *Ant-Man* is in a similar position taking up the summer slot in the Marvel release schedule. As usual, they've cast it brilliantly and it's certain to have a strong sense of humour. Paul Rudd plays Scott Lang who is armed with a super-suit, with the astonishing ability to shrink in scale, but increase in strength. Scott must embrace his inner hero and help his mentor, Dr. Hank Pym, plan and pull off a heist that will save the world.

You'll like this if you liked

Guardians of the Galaxy

Did you know?

This film is intended to launch phase three of the Marvel 'cinematic universe'. The previous two phases were launched by *Iron Man 1* and 2.

GRIMSBY.



Release Date

24 July 2015

Distributor

Sony Pictures
Releasing

Director

Louis Leterrier

Cast

Sacha Baron Cohen
Isla Fisher
Penélope Cruz
Mark Strong

Sacha Baron Cohen proved with both *Ali G* and *Borat* that he's a comedy genius that can rank alongside the very best. In the intriguingly titled *Grimsby*, Mark Strong plays a British black-ops spy whose new assignment forces him to team up with his football hooligan brother (Baron Cohen). Expect it to be in spectacularly bad taste but uproariously funny.

You'll like this if you liked

The Dictator

Did you know?

The *Ali G* television show will never not be funny.

FANTASTIC FOUR (3D).



Release Date

6 August 2015

Distributor

20th Century Fox

Director

Josh Trank

Cast

Miles Teller
Kate Mara
Michael B. Jordan
Toby Kebbell
Jamie Bell

The last two *Fantastic Four* films, whilst being financially successful, felt like a missed opportunity and, if the casting is anything to go by, director Josh Trank is determined not to make the same mistake with this reboot. Some of the most exciting young actors around have taken the lead roles and Trank previously directed the impressive found-footage sci-fi, *Chronicle*, so *Fantastic Four* is shaping up very nicely indeed.

You'll like this if you liked

Avengers Assemble

Did you know?

Miles Teller is the best new actor working today.

STAR WARS: THE FORCE AWAKENS.



Release Date

18 December 2015

Distributor

Walt Disney Pictures

Director

J.J. Abrams

Cast

John Boyega
Daisy Ridley
Harrison Ford
Mark Hamill
Carrie Fisher

In any year without a *Bond* film, this would be a near certainty for the title of biggest film of the year. JJ Abrams has left the Starship Enterprise to bring *Star Wars* back to the big screen and he's very wisely signed up Harrison Ford, Mark Hamill and Carrie Fisher. The new cast members are intriguing too, with British actor John Boyega (*Attack the Block*) in the lead and Oscar Isaac and Adam Driver in supporting roles. This is going to be a huge sci-fi Christmas present.

You'll like this if you liked

Star Wars Episode IV: A New Hope

Did you know?

The Empire Strikes Back was recently named the best film of all time after a poll conducted by *Empire Magazine*.

SPEAK TO AN AUDIENCE THAT PAYS TO LISTEN.

WE'RE THE CINE-SOCIALITES.

INTRODUCING 15-34 FEMALE CINEMAGOERS.



Whether it's a date night or a mate night, cinema is a social staple. They love the hype and the glamour surrounding movies.

"We're cinema buddies. We love cinema—whether it's a reflection of your own life, or escaping from real-life."

Cinema gives this busy group a way to relax, unwind and take a couple of hours out to spend time with their friends or partners.

They use social media to organise a trip to the cinema, but they're less interested in using it to gather film trivia than the boys—they're more interested in sharing the experience and finding out what one another have been up to.

"What my friends say is important—we like the same things—so if they say it's good it makes me want to see it even more."

If you think the only way to reach this group in the cinema is to wait for the next rom-com to come out, think again.

They're into cinema just as much as their male counterparts—and while rom-coms do rank high in terms of preference—they're just as up for heart-stopping horror as heartbreak, and big budget blockbusters as break-ups!

FAST FACTS.

Reach

- 88% are cinemagoers
- +11% since 2007
- 34.8m admissions per year
- 21% of all UK cinema admissions

Frequency

- 6.5 visits per year

Average group size

- 3.2

Lifestage

- Fledglings: 30%
- Flown The Nest: 13%
- Nest Builders: 19%
- Playschool Parents: 26%

Attend with

- Friends: 54%
- Partner: 36%

Gadgets & technology

- Own a smartphone: 87% vs. 60% non-cinemagoers
- Heavy internet user: 92% vs. 65% non-cinemagoers
- Regularly access social networks: 78% vs. 39% non-cinemagoers

KEY CINEMA BEHAVIOUR.

Key footfall periods

- Opening week: Wed / Sat

Pre-visit

- Online trailer views
- Cinema chain website
- Social media & word of mouth

Foyer

- Average foyer-time: 18 mins
- Foyer posters / standees
- Film leaflets / magazines

Activation ideas

- Social media tags
- Shareable content
- Smartphone notifications

Post cinema activities

- Go out for food / drink
- Browse online
- Go grocery / high street shopping



SUMMARY

CONVERSATION FUEL

VERSATILE SOCIAL ACTIVITY

ESCAPISM

PART OF WIDER OUT-OF-HOME TRIP

Source: GB TGI Q3 2014 / Rentrak Admissions / CAA Film Monitor Coverage & Frequency 2013 / CAA FAME 2014.

THE WOMAN IN BLACK: ANGEL OF DEATH.



Release Date
1 January 2015

Distributor
eOne

Director
Tom Harper

Cast
Phoebe Fox
Jeremy Irvine
Helen McCrory

The Woman In Black is one of the longest-running plays in the West End and the 2012 film adaptation was a huge hit. The sequel is scheduled to get 2015 off to a creepy start and it's set 40 years after the first haunting at Eel Marsh House. This time, a group of children evacuated from WWII London arrive at the house, awakening its darkest inhabitant.

You'll like this if you liked
The Woman in Black

Did you know?
The Woman In Black grossed over £20m at the UK Box Office in 2012, making it one of the biggest horror films of all time in the UK.

INTO THE WOODS.



Release Date
9 January 2015

Distributor
Walt Disney Pictures

Director
Rob Marshall

Cast
Emily Blunt
Meryl Streep
James Corden
Johnny Depp
Chris Pine

The Broadway play this film is based on is by revered musician and lyricist, Stephen Sondheim. It's won countless awards and talk of it being adapted into a film has been rumbling away for years. Finally, Rob Marshall has managed to bring it to the screen and, confirming its exalted status, a host of big name stars have jumped aboard. It's a fairytale story in which a witch conspires to teach important lessons to various characters of popular children's stories including *Little Red Riding Hood*, *Cinderella*, *Jack and the Beanstalk* and *Rapunzel*. The witch is played by Meryl Streep in what will probably deliver her annual Oscar nomination.

You'll like this if you liked
Alice in Wonderland

Did you know?
If, as expected, Meryl Streep does receive an Oscar nomination for her role in the film, it will be her 19th nomination, a record for any actor.

FIFTY SHADES OF GREY.



Release Date

13 February 2015

Distributor

Universal

Director

Sam Taylor-Johnson

Cast

Dakota Johnson
Jamie Dornan
Jennifer Ehle
Marcia Gay Harden

It may have started as *Twilight* fan fiction but the books have since become a literary phenomenon to rival *The Twilight Saga*. Literature student Anastasia Steele's life changes forever when she meets handsome, yet tormented, billionaire Christian Grey. The casting alone caused a huge amount of online buzz, with Jamie Dornan taking on the iconic role of Christian and Dakota Johnson playing Anastasia. When the film finally hits cinemas in February, it's all set to be one of the most talked about films of 2015 and if the rumoured 18 certificate is true, fans of the book's saucier scenes will not be disappointed.

You'll like this if you liked

Sex and the City

Did you know?

The UK version of the trailer has been viewed over 37 million times on YouTube.

THE DIVERGENT SERIES: INSURGENT (3D).



Release Date

20 March 2015

Distributor

eOne

Director

Robert Schwentke

Cast

Shailene Woodley,
Theo James, Naomi
Watts, Miles Teller,
Kate Winslet, Octavia
Spencer, Ansel Elgort

After the first *Divergent* was a worldwide blockbuster success, the second and third book were greenlit, with the sequel arriving in March, less than a year after the first film. In *Insurgent*, Beatrice Prior must confront her inner demons and continue her fight against a powerful alliance which threatens to tear her society apart. Shailene Woodley is now one of the most sought after actors around, following roles in *Divergent* and *The Fault In Our Stars*, and she returns alongside dramatic heavyweights, Kate Winslet and Naomi Watts.

You'll like this if you liked

The Hunger Games

Did you know?

The final book in the series, *Allegiant*, is being split into two films, set for release in 2016 and 2017.

PITCH PERFECT 2.



Release Date

15 May 2015

Distributor

Universal

Director

Elizabeth Banks

Cast

Anna Kendrick
Hailee Steinfeld
Anna Camp
Rebel Wilson
Elizabeth Banks

Pitch Perfect was a breakout comedy gem and this second instalment is one of the most welcomed comedy sequels of recent years. Anna Kendrick was the perfect lead, adept at comedy, singing and just generally being hugely engaging. This sequel follows Beca, Fat Amy and the rest of the Barden Belles through their senior year at Barden University and it also marks the feature directorial debut of Elizabeth Banks, who once again reprises her role as Gail in the film.

You'll like this if you liked

Pitch Perfect

Did you know?

The *Pitch Perfect* soundtrack album sold over one million copies in the US alone.

SPY.



Release Date

22 May 2015

Distributor

20th Century Fox

Director

Paul Feig

Cast

Melissa McCarthy
Jason Statham
Rose Byrne
Jude Law
Allison Janney

Paul Feig directed both *Bridesmaids* and *The Heat* so it's fair to say he's one of the most sought after comedy directors working today. Like his previous two films, *Spy* stars Melissa McCarthy and, this time, she's a secret agent and James Bond type character named Susan Cooper. The roles of the other big name actors are currently unclear but there's no doubt that this is already shaping up to be one of 2015's stand-out comedies.

You'll like this if you liked

The Heat

Did you know?

Melissa McCarthy was Oscar-nominated for her role in *Bridesmaids*.

MAGIC MIKE XXL.



Release Date

31 July 2015

Distributor

Warner Bros.

Director

Gregory Jacobs

Cast

Channing Tatum
Amber Heard
Matt Bomer
Jada Pinkett Smith

Not only was *Magic Mike* a commercial hit, grossing over £8.4m at the UK Box Office, it was also one of the most strongly female films we've seen in years. Film Monitor research showed that the audience was 90% women so it's ideal for targeting a predominantly female audience. Channing Tatum returns as the titular exotic dancer and he's once again set to thrill audiences, while probably wearing very small pants.

You'll like this if you liked

Magic Mike

Did you know?

The first film's \$6.5m budget was reportedly self-financed by Channing Tatum and director Steven Soderbergh. It earned over \$167m worldwide.

INSIDIOUS 3.



Release Date

5 June 2015

Distributor

eOne

Director

Leigh Whannell

Cast

Dermot Mulroney
Lin Shaye
Leigh Whannell
Stefanie Scott

The first *Insidious* was scary. The second *Insidious* was scary. We're guessing that the third one will be too. This time, it's a prequel set before the haunting of the Lambert family, revealing how gifted psychic Elise Rainier reluctantly agrees to use her ability to contact the dead in order to help a teenage girl who has been targeted by a dangerous supernatural entity.

You'll like this if you liked

Insidious Chapter 2

Did you know?

Leigh Whannell created both the *Saw* and *Insidious* franchises alongside James Wan (*Saw*, *The Conjuring*, *Fast & Furious 7*).

SINISTER 2.



Release Date
21 August 2015

Distributor
eOne

Director
Ciaran Foy

Cast
Shannyn Sossamon
Tate Ellington
James Ransone

The first *Sinister* was terrifying. Director, Scott Derrickson, conjured up some truly unsettling imagery and even the usually soothing presence of Ethan Hawke couldn't calm matters. Hawke's not back for the sequel (if you've seen the first, you'll know why) so this one follows a young mother and her twin sons, who move into a rural house that's marked for death. Why they don't move out immediately will need to be explained.

You'll like this if you liked
Sinister

Did you know?
We've only just recovered from the scene with the family and the tree in the first *Sinister* film.

BRING YOUR BEST STORIES.

WE'RE THE CINE-ENVIRONMENTALISTS.

INTRODUCING 15-34 CINEMAGOERS.



Cine-environmentalists are exposed to thousands of messages every day. Most they don't notice and the majority they ignore. But cinema offers something different. The right story, in the right environment, where they're paying to be engaged.

"I love watching films on the big screen—I enjoy the whole experience of it."

It's not a one-off treat either. A trip to the flicks is a regular part of their social schedule: a chance to escape from the demands of everyday life and transport themselves to another world for an hour or two.

Cinema is a social media in the truest sense and it plays an important role in their lives both on and off line. Films are social collateral and it's important for them to be in the know. They have a fear of missing out so read reviews, watch trailers online and are first in the queue when a new film is released.

They're not shy about sharing what they find, posting on Facebook or Twitter to let their friends know what they're up to and if a film is worth a look.

"Talking about it afterwards extends the experience and it's more fun that way."

They engage with every stage of the cinema journey; before, during and after. There isn't a pause button for the big screen. The ads are part of the experience and the brands that advertise are more relevant, meaning they sit up and pay attention (no mean feat for this audience).

They go because they love it. It's an experience they take with them and share with their world. And it doesn't stop when the credits roll, the fun continues with food, drink or just a chat on the way home.

FAST FACTS.

Reach

- 88% are cinemagoers
- Increased from 86% in 2012
- 77.3m admissions per year
- 46% of all UK cinema admissions

Frequency

- 6.8 visits per year

Demographics

- ABC1: 54%
- London / South East: 38%
- Male 50% / Female 50%

Attend with

- Friends: 55%
- Couple: 33%

Average group size

- 3.3

Gadgets & technology

- Own a smartphone: 86% vs. 65% non-cinemagoers
- Heavy internet user: 91% vs. 66% non-cinemagoers
- Regularly access social networks: 73% vs. 44% non-cinemagoers

KEY CINEMA BEHAVIOUR.

Key footfall periods

- Opening weekend
- Incl. previews
- Opening week generally
- Wed / Fri / Sat

Pre-visit

- Cinema app / website for trailers & film times

Foyer

- Average foyer-time: 18 mins
- Foyer posters / standees
- Interactive
- QR codes / NFC

Activation ideas

- Social media
- Music / apps / games

Post cinema activities

- Go out for food / drink
- Go high street shopping
- Browse online / social media



SUMMARY

APPOINTMENT TO VIEW

SOCIAL OCCASION

CONVERSATION FUEL

PASSION POINT

Source: GB TGI Q3 2014 / Rentrak Admissions / CAA Film Monitor Coverage & Frequency 2013 / CAA FAME 2014.

TED 2.



Release Date

10 July 2015

Distributor

Universal

Director

Seth Macfarlane

Cast

Mark Wahlberg
Seth Macfarlane
Amanda Seyfried
Liam Neeson
Morgan Freeman

It's funny to consider that before *Ted* was released in cinemas, there were question marks over whether Seth Macfarlane's particular brand of comedy would translate to the big screen. After *Ted* grossed over £30m in the UK, those questions were emphatically dispelled. It would seem that everyone loves a foul-mouthed bear and *Ted* returns, alongside Mark Wahlberg, in Summer 2015. If it's not the biggest comedy of 2015, it'll be very close.

You'll like this if you liked

Ted

Did you know?

Ted earned over \$549m worldwide.

BOND 24.



Release Date

23 October 2015

Distributor

Sony Pictures
Releasing

Director

Sam Mendes

Cast

Daniel Craig
Ben Whishaw
Ralph Fiennes

This is undeniably the biggest film in a year full of big films. *Skyfall* broke UK Box Office records in 2012, becoming the first film to gross over £100m at the UK box office and over one billion dollars worldwide. Excitement for this 24th *Bond* film is already stratospheric. Sam Mendes returns in the director's chair, so expect the same level of craftsmanship and style as in *Skyfall*. This, coupled with the return of Daniel Craig and a list of rumoured cast members that's hugely exciting, means that in 2015, *Bond 24* is the film to beat.

You'll like this if you liked

Skyfall

Did you know?

It bears repeating that *Skyfall* grossed over £103m at the UK box office, almost £10m more than the second highest grossing film (*Avatar*).

THE HUNGER GAMES: MOCKINGJAY PT. 2.



Release Date

20 November 2015

Distributor

Lionsgate

Director

Francis Lawrence

Cast

Jennifer Lawrence
Philip Seymour Hoffman
Julianne Moore
Josh Hutcherson

When it first came on the scene, it was dubbed the 'new *Twilight*', but the quality of the cast and breadth of story quickly marked it out as something very different. After being symbolized as the 'Mockingjay', Katniss Everdeen and District 13 engage in an all-out revolution against the autocratic Capitol. This final instalment promises to be the thrilling climax the series deserves and a true cinematic event.

You'll like this if you liked

The Hunger Games: Catching Fire

Did you know?

This film features one of the final performances from the great Philip Seymour Hoffman.

EVERY
GOOD STORY
NEEDS
A GOOD
STORYTELLER.

WE'RE THE WEEKENDERS.

INTRODUCING FAMILY CINEMAGOERS.



A visit to the cinema is a treat. This was the same for parents when they were children themselves. In spite of the myriad distractions of modern family life, cinema remains a sacred activity. A rare chance to 'unplug' from the virtual world and distractions of work and home, and spend quality time together.

"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"

A trip to a stately home or a walk in the park will never be met with the same sense of wide eyed excitement as

the latest blockbuster. For all the convenience of watching movies to order at home, nothing can replicate the size of the screen, surround sound and eye-popping 3D that makes families feel part of the movie rather than a viewer of it.

"I like being in this very dark room where everyone is concentrating on the big screen and everything seems larger than life"

Cinema is arguably one of the most social forms of media. Families love to watch, discuss and enjoy films together. This shared viewing aspect to cinema is one of its greatest assets as a medium. Sharing

heightens emotions and deepens the ad experience and the talkability aspect paves the way to brand interaction.

It's an experience, one that stays with them for weeks, months, even years afterwards. Creating memories not just for the children, but the parents as well.

FAST FACTS.

Reach

- 88% are cinemagoers
- Increased from 80% in 2012
- 73.3m admissions
- 43% of all UK cinema visits

Frequency

- 5.2 visits per year

Average group size

- 3.4

Demographic

- ABC1: 54%
- Male 46% / Female 54%

Family income

- £34.6k
- vs. £29.7k UK average

Lifestage

- Playschool Parents: 37%
- Primary School Parents: 21%
- Secondary School Parents: 25%

KEY CINEMA BEHAVIOUR.

Key footfall periods

- Sat / Sun
- Half-term & school holidays

Foyer

- Average foyer-time: 19 mins
- Foyer posters & washroom posters
- Digital 6 Sheets

- Magazines
- Ticket-backs

Pre-visit

- Cinema chain website
- Email booking confirmation

Activation ideas

- Interactive formats

- Gamification
- Competition & promotions
- Social media

Post-visit

- Go grocery / high street shopping
- Go for fast food / visit restaurant / cafe



SUMMARY

QUALITY BONDING TIME

ENTERTAINMENT FOR CHILDREN

AFFORDABLE FAMILY ACTIVITY

TAKES CHILDREN 'OFFLINE'

HAPPY KIDS = HAPPY PARENTS

Source: GB TGI Q3 2014 / Rentrak Admissions / CAA Film Monitor Coverage & Frequency 2013 / CAA FAME 2014.

BIG HERO 6.



Release Date

30 January 2015

Distributor

Walt Disney Pictures

Director

Don Hall
Chris Williams

Cast

Ryan Potter
Scott Adsit
Jamie Chung
Alan Tudyk
James Cromwell

Marvel and Walt Disney Animation have both been on a roll recently, so their first big screen collaboration surely can't fail. After a family tragedy, science prodigy Hiro Hamada forms a special bond with plus-sized inflatable robot Baymax. Along with a group of friends, the pair form a band of high-tech heroes to battle a mysterious foe. In the early footage, it's clear that Baymax is going to be top of a lot of children's present lists.

You'll like this if you liked

Wreck-It Ralph

Did you know?

In the first official trailer of the film, there's a wanted sign of Hans that can be found on the wall in the police officer's office. Hans is a character from Disney's previous animated film *Frozen*.

SHAUN THE SHEEP MOVIE.



Release Date

6 February 2015

Distributor

StudioCanal

Director

Mark Burton
Richard Starzack

Cast

TBC

This is a bold claim, but Aardman are the equal of Pixar and can stand equal with the very best animation studios in the world. Shaun The Sheep is one of their most beloved characters and he finally makes the leap from the small screen to the big screen in time for February half-term. When Shaun decides to take the day off and have some fun, he gets a little more action than he bargained for. A mix up with the Farmer, a caravan and a very steep hill leads them all to the Big City and it's up to Shaun and the flock to return everyone safely to the green grass of home. There won't be much talking but there's sure to be lots of laughing.

You'll like this if you liked

Wallace and Gromit: The Curse of the Were-Rabbit

Did you know?

Shaun first appeared in the 1995 Oscar winning Wallace and Gromit film, *A Close Shave*.

CINDERELLA.



Release Date

27 March 2015

Distributor

Walt Disney Pictures

Director

Kenneth Branagh

Cast

Cate Blanchett,
Helena Bonham
Carter, Hayley Atwell,
Lily James

After the success of *Maleficent*, the next fairytale to receive the live-action big screen treatment is the story of Cinderella. Lily James, of *Downton Abbey* fame, stars in the title role as a servant step-daughter who wins the heart of a prince. This has a strong British feel, with Kenneth Branagh directing and the cast predominantly British. It should be a lavish re-telling of a much loved story.

You'll like this if you liked

Maleficent

Did you know?

Glass slippers, while looking lovely, are almost impossible to walk in.

MINIONS.



Release Date

26 June 2015

Distributor

Universal

Director

Kyle Balda
Pierre Coffin

Cast

Steve Carell
Sandra Bullock
Jon Hamm

Despicable Me 2 was the biggest film in the UK in 2013. Why? Because of the Minions. Everyone loves the Minions and they deservedly get their own film in 2015 which covers their origin story. This isn't a cheap spin-off either. Pierre Coffin, who co-directed both *Despicable Me* films is co-directing this one and Sandra Bullock has joined Steve Carell in the voice cast. Additions don't get much bigger than that and next year, animation won't get much bigger than *Minions*.

You'll like this if you liked

Despicable Me 2

Did you know?

Despicable Me 2 grossed over £47m at the UK Box Office.

PAN (3D).



Release Date

17 July 2015

Distributor

Warner Bros.

Director

Joe Wright

Cast

Hugh Jackman
Rooney Mara
Amanda Seyfried
Garrett Hedlund

Peter Pan is one of the most popular of all stories but *Pan* is a side of the tale that's perhaps not as well known. It's the story of an orphan who is spirited away to the magical Neverland where he finds both fun and danger and, ultimately, discovers his destiny - to become the hero who will be forever known as Peter Pan. Hugh Jackman heads the strong cast as the villain, Blackbeard, and with Joe Wright (*Atonement*, *Hanna*) directing, this should be of the highest quality.

You'll like this if you liked

Nanny McPhee and *the Big Bang*

Did you know?

Director Joe Wright's parents founded the Little Angel Theatre for pupils in Islington, London, where he began his career.

INSIDE OUT.



Release Date

24 July 2015

Distributor

Walt Disney Pictures

Director

Pete Docter

Cast

Bill Hader
Mindy Kaling
Amy Poehler
Phyllis Smith
Lewis Black

The first of Pixar's two films in 2015 is their most intriguing for years. Told from the perspective of the emotions inside the mind of a little girl, it's directed by one of Pixar's most talented directors, Pete Docter (*Up*, *Monsters, Inc.*) and written by Michael Arndt (*Toy Story 3*). This is the most exciting animated title in a year full of them and could well even be Pixar's biggest hit since *Toy Story 3*.

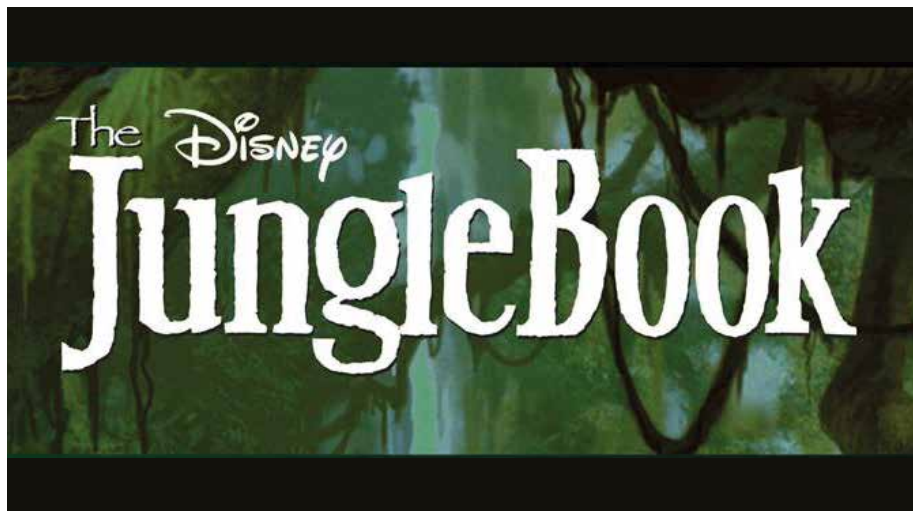
You'll like this if you liked

Monsters, Inc.

Did you know?

As of December 2013, Pixar's feature films have made over \$8.5 billion worldwide.

THE JUNGLE BOOK.



Release Date

16 October 2015

Distributor

Walt Disney Pictures

Director

Jon Favreau

Cast

Scarlett Johansson
Bill Murray
Idris Elba
Sir Ben Kingsley
Lupita Nyong'o

The original animated film of *The Jungle Book* is one of Disney's most loved creations. This new version mixes live action with computer animation and with Jon Favreau (*Iron Man*, *Elf*) directing, it could be huge. We all know the story - an orphan boy is raised in the Jungle with the help of a pack of wolves, a bear and a black panther. The voice cast Favreau has put together for this is terrific: Bill Murray as Baloo and Scarlett Johansson as Kaa? Consider us sold.

You'll like this if you liked

Disney's animated version of *The Jungle Book*

Did you know?

Bill Murray is the most popular person in the world ahead of Dame Judi Dench and David Beckham.

THE GOOD DINOSAUR.



Release Date

20 November 2015

Distributor

Walt Disney Pictures

Director

Peter Sohn

Cast

Neil Patrick Harris
Judy Greer
Bill Hader
John Lithgow
Frances McDormand

The second of Pixar's two films in 2015 is this charming tale of Arlo, a 70-foot-tall teenage apatosaurus, who befriends a young human boy named Spot. With a typically excellent voice cast, this should charm audiences both young and old in the run up to Christmas 2015.

You'll like this if you liked

Finding Nemo

Did you know?

Pixar has won 27 Academy Awards.

BUYING ROUTES.

As well as being able to plan and buy cinema campaigns by film, by showing, by audience or by cinema, we've created targeted buying routes to help you engage with key genres, categories and broad cinema audiences throughout the year.

AUDIENCE GUARANTEE PACK.



Looking for maximum coverage across the cinema audience?

Cinema's most popular buying route is the broadest and most cost-effective way of reaching the whole cinema audience in any given campaign period.

Package Details

- An AGP will run with all films showing over your selected dates
- Admissions bought are guaranteed
- An AGP can be bought on a national or regional basis
- Adult only AGP option

MALE OR FEMALE AGP.



Looking for more targeted coverage across the cinema audience?

Target a highly engaged male or female audience by buying an AGP that only incorporates films that profile 60%+ against your target audience.

Package Details

- Admissions bought are guaranteed
- Mass reach with minimal wastage
- Packages are offered subject to suitable film availability over your desired campaign period

YOUTH AGP.



Package Details

- An AGP will run with all films showing over your selected dates
- Admissions bought are guaranteed
- An AGP can be bought on a national or regional basis
- Adult only AGP option

CULTURAL AGP.



Package Details

- An AGP will run with all films showing over your selected dates
- Admissions bought are guaranteed
- An AGP can be bought on a national or regional basis
- Adult only AGP option

ALCOHOL/GAMBLING AGP.



An Audience Guarantee Pack that only includes films that profile 75%+ 18+ and have been approved by the alcohol directive at the CAA as suitable for this type of advertising.

Comic book / action hero type releases will not be included in these packages regardless of profile.

Package Details

- Guaranteed admissions
- Can be bought on a national or regional basis
- 30% of our sites have a bar on the premises
- Bar sponsorship options are available
- Stocking of product is a possibility at some sites

FAMILY PACK.



The Family Pack allows an advertiser to have presence with all family releases over a given period.

As family films are predominantly released across school holidays, 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

BUYING ROUTES.

GOLD SPOT (CURRENTLY UNAVAILABLE).

Become an integral part of the cinema experience. The Gold Spot is the last 60" commercial message after the trailers and directly before the main feature.

Positioned after the closing ident, and just before the start of the trailers, this 60" spot offers standout outside the main ad reel when the cinema audience are completely settled, engaged and ready for their cinema experience.

"The most valuable few seconds in cinema advertising."

Media Week

Package Details

- 100% of cinemagoers are seated when the Gold Spot begins
- Runs in all CEA cinemas, that's 579 sites equalling 3540 screens
- Perfect opportunity to be up close to the main event if your brand has an affiliation with the main feature
- Gold Spot can be bought for all cinema admissions or just an adult or family audience
- Guaranteed admissions
- Minimum 12 month contract
- Previous Gold Spot sponsors include: Orange / EE, Sky, Volkswagen (VW) and Disney

SILVER SPOT.

Positioned after the closing ident, and just before the start of the trailers this 60" spot offers standout outside the main ad reel when the cinema audience are completely settled, engaged and ready for their cinema experience.

Package Details

- A 60" showcase spot perfect for engaging, powerful content
- A proven premium environment
- Perfect opportunity to be up close to the main event if your brand has an affiliation with the main feature
- 86% of the audience is seated when the Silver Spot begins

CONTENT SPOT.

Silver Spot unavailable? Not to worry - the Content Spot offers a premium fixed position at the very end of the main ad reel just before the closing ident:

Package Details

- A 60" spot to showcase great content
- Perfect opportunity to be up close to the main event if your brand has an affiliation with the main feature

PACKAGE ADD-ONS.

Targeted directional end frames to direct cinemagoers direct to your retail outlet or franchise

Package Details

- Audio watermarking your campaign to utilise cinime or Shazam to send content straight to the smartphones of cinemagoers

- Maximising the 17 mins dwell time of cinemagoers in foyer and promote your brand via our network of digital 6 Sheets, sampling, run a foyer demo

- Converting your creative to 3D for an even deeper level of impact and engagement
- Bringing your brand to life with a Live Ad

FILM PACKAGES.

Looking to target specifically male or female cinemagoers?

Selecting individual films that profile well against your target audience can engage cinemagoers and gain association with the hype and excitement around an eagerly anticipated release.

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

WE TURN
BRANDS
INTO
SCREEN
ICONS.

CONTACT US.

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