DCM FAST FACTS - AUGUST 2018

digital cinema media

OUR YEAR-ON-YEAR PERFORMANCE

Year	Industry Admissions	DCM Revenue
2016	168.3m	£87.9m (+2%)
2017	171.0m	£91.3m (+4%)
2018*	171.0m	£94.9m (+4%)

Source: 2017 admissions data. CAA/comScore Admissions monitor. Revenue numbers DCM. 2018 DCM predicted admissions & revenue.

ESTIMATED AVERAGE DCM CINEMA WEEKLY ADMISSIONS

2.7M
★ PER WEEK ★

Source: DCM Campaign Management. Based on 52 week year. 171m estimated industry admissions. 82% DCM market share.

TOP 10 CATEGORIES - CINEMA SPENDERS

Annual Spend	
Entertainment & Leisure	£34.5m
Motors	£30.5m
Finance	£28.4m
Drink	£18.7m
Electronics & Household	£18.1m
Govt, Social, Political	£14.6m
Telecoms	£13.9m
Food	£13.8m
Games & Consoles	£13.5m
Media	£10.4m

Source: AdDynamix June 2017-May 2018. Top 10 Cinema Category Spenders.

AVE ADMISSIONS 'BURN RATES' – BY WEEK

Week	Adult	Family
1	50%	34%
2	25%	26%
3	13%	15%
4	6%	9%
5	4%	5%
6	2%	3%
7	1%	2%
8	-	2%
9	-	2%
10	-	2%

Source: DCM Campaign Management January 2018.

OUR PLAYLISTS

AVERAGE REEL LENGTH: 11 MINUTES

TIME LENGTH FACTORS

5" = 0.35
10" = 0.50
20" = 0.85
30" = 1.00
40" = 1.33
50" = 1.67
60" = 2.00

OUR PREMIUM POSITIONS / AVAILABILITY

BRONZE SPOT	SILVER SPOT	GOLD SPOT
Rate Card: +15% on chosen buying route	Rate Card: +30% on chosen buying route	Rate Card: +60% on chosen buying route

*Source: DCM *Source: Assosia Independent Audits Jan – Dec 2017.*

PRODUCTION: FIVE DAYS AVERAGE LEAD TIME / £3,000 AVERAGE CONVERSION COST

95% of the copy in cinema is also shown on TV

85% of cinemagoers think it's a different ad

Source: DCM.

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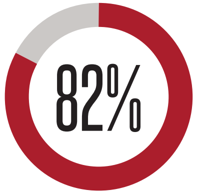
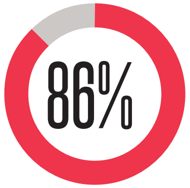
OUR ADMISSIONS SHARE



Total DCM* share

DCM London Share



Source: CAA/comScore Q3 2018 Admissions share.

OUR CINEMA PORTFOLIO

The UK's biggest and fastest growing portfolio.

– Cineworld	– Picturehouse
– Odeon	– Reel
– Vue	– Merlin
– Curzon	– Picturedrome
– Everyman	– Independents

AVERAGE ADMISSIONS DELIVERY

Friday	15%
Saturday	26%
Sunday	19%
Monday	9%
Tuesday	11%
Wednesday	11%
Thursday	9%

Source: DCM Campaign Management. Based on 2018 YTD Admissions.

TOP FILMS PREDICTED 2018

The big screen is the ONLY place to see these films for the first 16 weeks of their release.

2018 Films	Box Office
Avengers: Infinity War	£71m
Mamma Mia: Here We Go Again!	£65m
Mary Poppins Returns *(Released 21 December)*	£55m
Incredibles 2	£54m
Fantastic Beasts: The Crimes of Grindelwald *(Released 16 November)*	£50m
Black Panther	£50m
Jurassic World: Fallen Kingdom	£42m
Peter Rabbit	£41m
Deadpool 2	£33m
Bohemian Rhapsody *(Released 24 October)*	£30m

OUR AUDIENCE:

79% OF THE UK ARE CINEMAGOERS

62% ARE 16-44* (43% POPULATION AVERAGE)

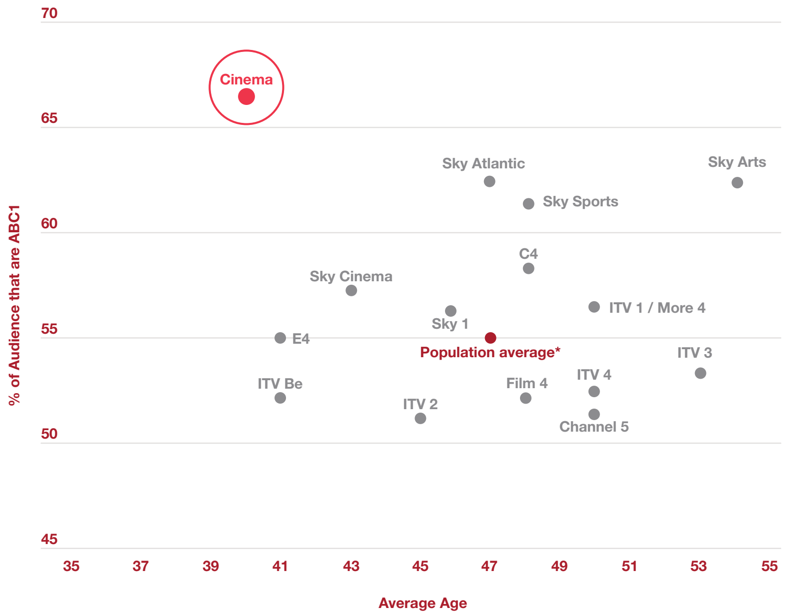
59% ARE ABC1 (55% POPULATION AVERAGE)

52% ARE FEMALE (51% POPULATION AVERAGE)

48% ARE MALE (49% POPULATION AVERAGE)

Source: TGI Q3 2018.
**Source: CAA Film Monitor Coverage & Frequency Data.*

CINEMA PROFILES YOUNGER AND MORE UPMARKET



*Source: TGI Q3 2018. *ABC1 = 55%, Age = 47*