FAST FACTS - AUGUST 2019

digital cinema media

CINEMA'S YOY PERFORMANCE

Year	Industry Admissions	DCM Revenue
2015	172.0m	£86.1m (+23%)
2016	168.3m	£87.9m (+2%)
2017	171.0m	£91.3m (+4%)
2018	177.0m	£92.2m (+1%)
2019*	177.0m	£100.0m (+8%)

*Source: 2018 admissions data. CAA/comScore Admissions monitor. Revenue numbers DCM. *2019 DCM predicted admissions & revenue.*

ESTIMATED AVERAGE CINEMA WEEKLY ADMISSIONS

3.4M
★ PER WEEK ★

Source: CAA. Based on 177m annual industry admissions.

TOP 10 CATEGORIES - CINEMA SPENDERS

Annual Spend	
Entertainment & Leisure	£40.6m
Motors	£33.6m
Finance	£31.8m
Telecoms	£24.1m
Govt, Social, Political	£19.9m
Drink	£19.4m
Food	£15.9m
Media	£13.7m
Games & Consoles	£13.6m
Travel & Transport	£13.4m

Source: Nielsen AdDynamix Cinema 1st July 2018 – 30th June 2019. 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 July 2019.

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

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

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

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

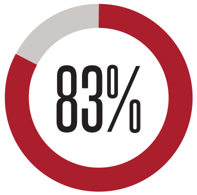
85% of cinemagoers think it's a different ad

*Source: DCM. *Includes CAA clearance.*

FAST FACTS - AUGUST 2019

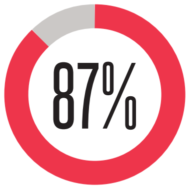
digital cinema media

DCM'S ADMISSIONS SHARE



Total DCM* share

DCM London Share



**Source*: CAA/comScore Q2 2019 Admissions share.*

DCM'S CINEMA PORTFOLIO

The UK's biggest and fastest growing portfolio.

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

DCM'S AVE ADMISSIONS DELIVERY

Friday	14%
Saturday	22%
Sunday	19%
Monday	11%
Tuesday	11%
Wednesday	12%
Thursday	11%

***Source:** DCM Campaign Management. Based on Q2 2019.*

THE CINEMA AUDIENCE:

78% OF THE UK ARE CINEMAGOERS

59% ARE ABC1 (55% POPULATION AVERAGE)

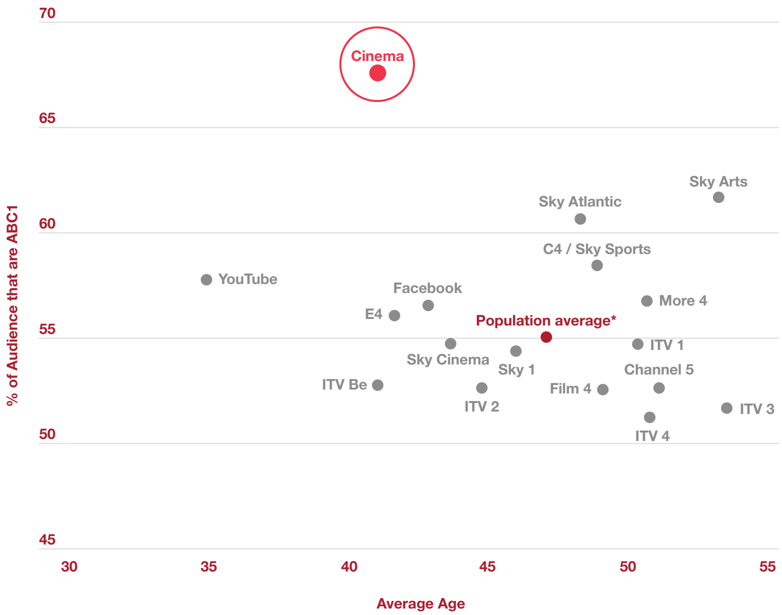
51% ARE FEMALE (51% POPULATION AVERAGE)

49% ARE MALE (49% POPULATION AVERAGE)

44% ARE 16-34* (28% POPULATION AVERAGE)

***Source**: TGI Q2 2019.*
***Source**: CAA Film Monitor Coverage & Frequency Data.*

CINEMA PROFILES YOUNGER AND MORE UPMARKET



***Source:** TGI Q2 2019 *55% = ABC1, Age = 47*

2019 TOP 10 FILM FORECAST

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

2019 Films	Box Office	16-34 TVRs
Avengers: Endgame *(Released 26 April)*	£89m	36
Star Wars: The Rise Of Skywalker *(Released 19 December)*	£85m	23
The Lion King *(Released 19 July)*	£75m	27
Toy Story 4 *(Released 21 June)*	£60m	20
Frozen II *(Released 22 November)*	£55m	14
Captain Marvel *(Released 8 March)*	£40m	17
Aladdin *(Released 24 May)*	£36m	15
Spider-Man: Far From Home *(Released 2 July)*	£35m	14
Downton Abbey *(Released 13 September)*	£30m	11*
Jumanji: The Next Level *(Released 13 December)*	£30m	10

***Source:** CAA C+F Planner. 16-34 adults TVRs. Based on industry admissions *ABC1 adult TVRs*