

FAST FACTS - AUGUST 2019

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



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



Rate Card:
+15% on chosen buying route

SILVER SPOT



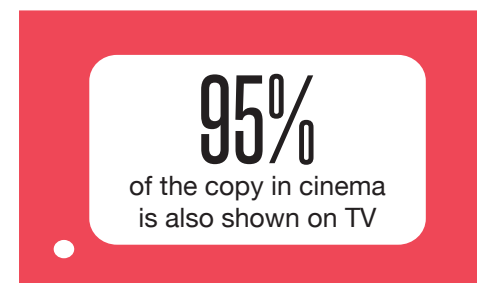
Rate Card:
+30% on chosen buying route

GOLD SPOT

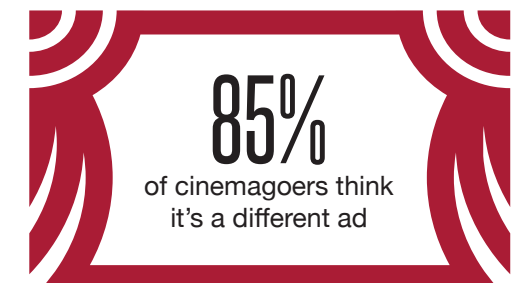


Rate Card:
+60% on chosen buying route

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

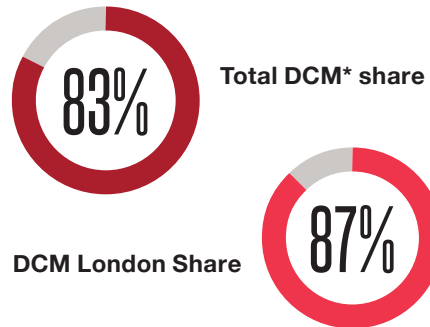


Source: DCM. *Includes CAA clearance.



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DCM'S ADMISSIONS 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%

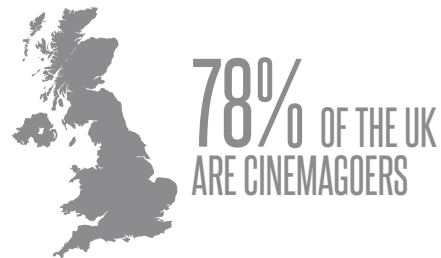
Source: DCM Campaign Management. Based on Q2 2019.

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

THE CINEMA AUDIENCE:



59% ARE ABC1 (55% POPULATION AVERAGE)

51% ARE FEMALE (51% POPULATION AVERAGE)

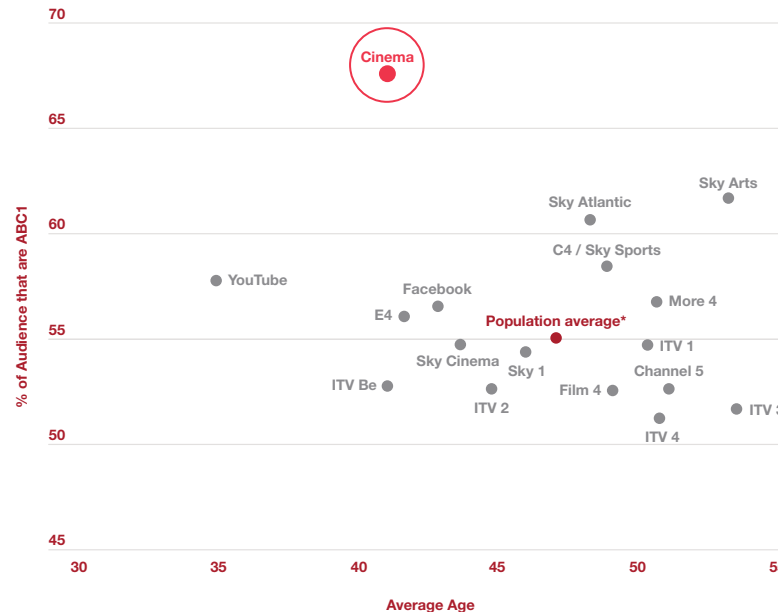
49% ARE MALE (49% POPULATION AVERAGE)

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

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