FAST FACTS - DECEMBER 2019

digital cinema media

CINEMA'S YOY PERFORMANCE

Year	Industry Admissions	DCM Revenue
2016	168.3m	£87.9m (+2%)
2017	171.0m	£91.3m (+4%)
2018	177.0m	£92.2m (+1%)
2019*	177.0m	£105.0m (+14%)
2020*	177.0m	£110.0m (+5%)

*Source: 2018 admissions data. CAA/comScore Admissions monitor. Revenue numbers DCM. *2019/20 DCM predicted admissions and 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	£41.2m
Motors	£34.6m
Finance	£27.3m
Telecoms	£27.0m
Govt, Social, Political	£18.7m
Drink	£18.3m
Food	£15.3m
Travel & Transport	£14.4m
Appliances & Tech	£14.1m
Media	£11.5m

Source: Nielsen AdDynamix Cinema 1 November 2018 – 31 October 2019.

AVG 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 Oct 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*

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.*

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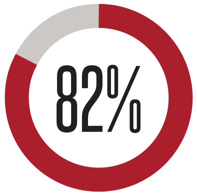
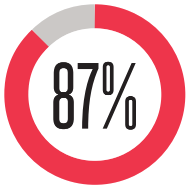
DCM'S ADMISSIONS SHARE



Total DCM* share

DCM London Share



**Source*: CAA/comScore Q3 2019 Admissions share.*

DCM'S CINEMA PORTFOLIO

The UK's biggest and fastest growing portfolio.

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

DCM'S AVE ADMISSIONS DELIVERY

Friday	15%
Saturday	21%
Sunday	18%
Monday	11%
Tuesday	12%
Wednesday	13%
Thursday	10%

***Source:** DCM Campaign Management. Based on Q3 2019.*

2020 PREDICTED TOP 10 FILMS

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

2020 Films	Box Office	16-34 TVRs
No Time to Die *(Released 2 April)*	£90m	27
Minions: The Rise of Gru *(Released 10 July)*	£48m	12
Tenet *(Released 17 July)*	£36m	18
Black Widow *(Released 1 May)*	£35m	13
The Eternals *(Released 6 November)*	£35m	14
Soul *(Released 19 June)*	£35m	9
Peter Rabbit 2 *(Released 27 March)*	£32m	7
West Side Story *(Released 18 December)*	£32m	10
Wonder Woman 1984 *(Released 5 June)*	£30m	10
Fast & Furious 9 *(Released 22 May)*	£28m	13

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

THE CINEMA AUDIENCE:

77% OF THE UK ARE CINEMAGOERS

58% ARE ABC1 (55% POPULATION AVERAGE)

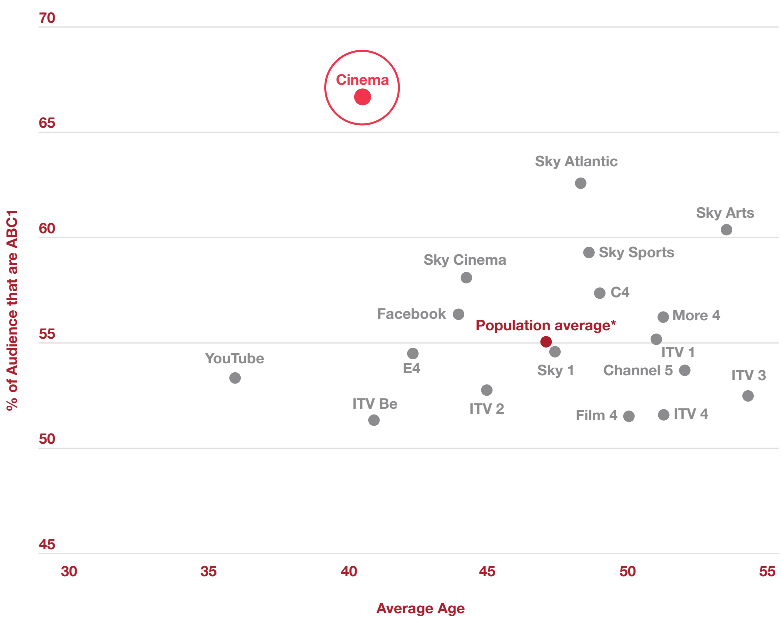
51% ARE FEMALE (51% POPULATION AVERAGE)

49% ARE MALE (49% POPULATION AVERAGE)

44% ARE 16-34* (30% POPULATION AVERAGE)

***Source**: TGI Q4 2019.*
**CAA Film Monitor Coverage & Frequency Data.*

CINEMA PROFILES YOUNGER AND MORE UPMARKET



***Source:** TGI Q4 2019 *55% = ABC1, Age = 47.*