DCM FAST FACTS - FEBRUARY 2017

digital cinema media

OUR YEAR-ON-YEAR PERFORMANCE

Year	Industry Admissions	DCM Revenue
2016	168.3m	£87.9m (+2%)
2017*	171.0m	£91.5m (+4%)
2018*	172.0m	£98.0m (+7%)

*Source: 2017 admissions data. CAA/Rentrak Admissions monitor. Revenue numbers DCM. *DCM Predicted admissions and revenue.*

ESTIMATED AVERAGE DCM CINEMA WEEKLY ADMISSIONS

2.7M
★ PER WEEK ★

Source: DCM Campaign Management. Based on 52 week year. 171m estimated industry admissions. 83% DCM market share.

TOP 10 CATEGORIES - CINEMA SPENDERS

Annual Spend	
Motors	£36.0m
Telecoms	£26.0m
Retail	£22.4m
Entertainment & Leisure	£21.2m
Online Retail	£14.7m
Electronics & Household	£13.7m
Travel & Transport	£12.9m
Drink	£12.4m
Govt, Social, Political	£11.5m
Finance	£11.0m

Source: Nielsen AdDynamix cinema 01 January 2016-31 December 2016. Top 10 cinema category spenders.

OUR AUDIENCE:
78% OF THE UK ARE CINEMAGOERS*

- 71% ARE ABC1
- 67% ARE UNDER 44*
- 52% ARE FEMALE
- 48% ARE MALE

**Source*: GB TGI Q1 2017.*
Source: CAA IMS C&F System. Weighted population 171m admissions.

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
100% site coverage
Rate Card: +15% on chosen buying route
87% of cinemagoers in their seats*

SILVER SPOT
90% site coverage
Rate Card: +30% on chosen buying route
93% of cinemagoers in their seats*

GOLD SPOT
100% site coverage
Rate Card: +60% on chosen buying route
100% of cinemagoers in their seats*

*Source: DCM *Source: Assosia Independent Audits Jan – Dec 2016.*

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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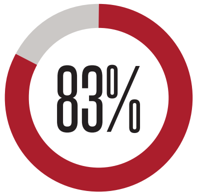
OUR ADMISSIONS SHARE



Total DCM* share

DCM London Share

**Source*: *CAA/Rentrak 2017 Admissions share.*
***Source:** DCM CRM.*

OUR CINEMA PORTFOLIO

The UK's biggest and fastest growing portfolio.

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

AVERAGE ADMISSIONS DELIVERY

Friday	13%
Saturday	30%
Sunday	23%
Monday	7%
Tuesday	9%
Wednesday	10%
Thursday	8%

***Source:** DCM Campaign Management. Based on 2017 YTD Admissions.*

REGIONAL SHARES Q1 2017

	INDUSTRY	DCM
Region	Admissions delivery %	Share of admissions %
London	22%	88%
Meridian	12%	88%
Anglia	9%	87%
Central	12%	75%
West Country	2%	72%
Wales	4%	90%
West	3%	78%
Granada	10%	87%
Yorkshire	8%	89%
Tyne Tees	4%	74%
Border	1%	83%
Central Scotland	7%	86%
North Scotland	2%	90%
Ulster	4%	33%
TOTAL	100%	-

**Source*: Comscore admissions by region by contractor. Q1 2017. Everyman admissions included under DCM.*

TOP 10 FILMS PREDICTED FOR 2017

Film	Box Office
Star Wars Episode VIII	£110m
Despicable Me 3	£50m
Beauty and the Beast	£48m
Paddington 2	£40m
Guardians of the Galaxy Vol. 2	£40m
The LEGO Batman Movie	£35m
Fast & Furious 8	£35m
Justice League	£35m
War for the Planet of the Apes	£30m
La La Land	£30m

***Source:** DCM.*

AVE ADMISSIONS 'BURN RATES' – BY WEEK

Week	Adult	Family
1	54%	34%
2	26%	26%
3	11%	15%
4	5%	9%
5	2%	5%
6	1%	3%
7	1%	2%
8	-	2%
9	-	2%
10	-	2%

***Source:** DCM Campaign Management January 2017.*