

DCM FAST FACTS - FEBRUARY 2019

OUR YEAR-ON-YEAR 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*	178.0m	£97.7m (+6%)

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

ESTIMATED AVERAGE DCM CINEMA WEEKLY ADMISSIONS

2.8M
★ PER WEEK ★

Source: DCM Campaign Management. Based on a 52 week year. 178m industry admissions. 82% market share.

TOP 10 CATEGORIES - CINEMA SPENDERS

Annual Spend	
Entertainment & Leisure	£37.9m
Motors	£33.3m
Finance	£30.9m
Drink	£17.4m
Govt, Social, Political	£17.4m
Telecoms	£16.3m
Food	£15.1m
Travel & Transport	£11.2m
Games & Consoles	£10.7m
Media	£10.3m

Source: AdDynamix Jan 2018 - Dec 2018. Top 10 Cinema Category Spenders.

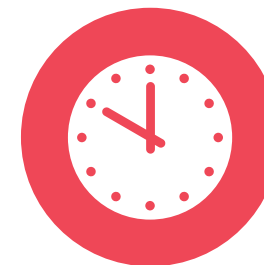
AVE ADMISSIONS 'BURN RATES' - BY WEEK

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 Jan 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*

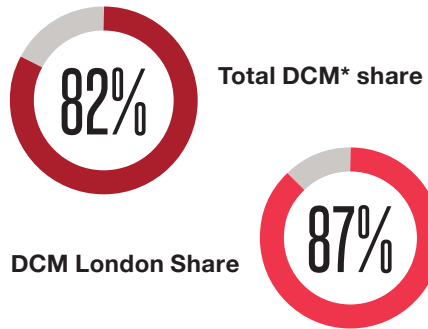
95%
of the copy in cinema is also shown on TV

85%
of cinemagoers think it's a different ad

Source: DCM. *Includes CAA clearance.

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OUR ADMISSIONS SHARE



*Source: CAA/comScore Q4 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** 23%
- Sunday** 18%
- Monday** 10%
- Tuesday** 11%
- Wednesday** 12%
- Thursday** 11%

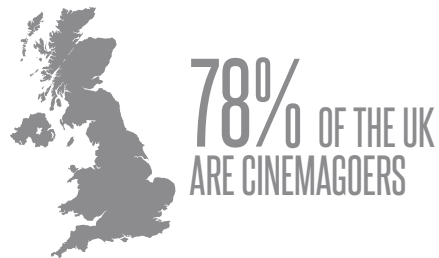
Source: DCM Campaign Management. Based on 2018 Admissions.

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
The Lion King <i>(Released 19 July)</i>	£73m	27
Avengers: Endgame <i>(Released 26 April)</i>	£68m	25
Star Wars: Episode IX <i>(Released 19 December)</i>	£68m	16
Toy Story 4 <i>(Released 21 June)</i>	£55m	19
Frozen 2 <i>(Released 22 November)</i>	£35m	14
Aladdin <i>(Released 24 May)</i>	£35m	13
Downtown Abbey <i>(Released 13 September)</i>	£30m	11*
Captain Marvel <i>(Released 8 March)</i>	£30m	13
Dumbo <i>(Released 29 March)</i>	£30m	10
Jumanji Sequel <i>(Released 13 December)</i>	£30m	8

OUR AUDIENCE:



61% ARE 16-44* (49% POPULATION AVERAGE)

59% ARE ABC1 (55% POPULATION AVERAGE)

52% ARE FEMALE (51% POPULATION AVERAGE)

48% ARE MALE (49% POPULATION AVERAGE)

Source: TGI Q4 2018.

*Source: CAA Film Monitor Coverage & Frequency Data.

CINEMA PROFILES YOUNGER AND MORE UPMARKET



Source: TGI Q4 2018 *55% = ABC1, Age = 47

16-34 TVRs up until 31/12/2019. *ABC1 TVRs