DCM FAST FACTS - JUNE 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. 82% DCM market share.*

TOP 10 CATEGORIES - CINEMA SPENDERS

Annual Spend	
Motors	£38.5m
Telecoms	£26.6m
Retail	£23.6m
Entertainment & Leisure	£22.8m
Govt, Social, Political	£16.6m
Finance	£14.8m
Online Retail	£14.8m
Electronics & Household	£13.7m
Computers	£11.6m
Drink	£11.5m

***Source:** Nielsen AdDynamix Cinema 1st April 2016 – 31st March 2017. Top 10 Cinema Category Spenders.*

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.*

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

97% 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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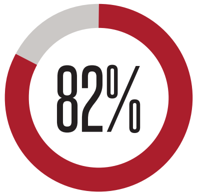
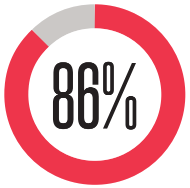
OUR ADMISSIONS SHARE



Total DCM* share

DCM London Share



**Source*: *CAA/Rentrak 2017 Admissions share.*
***Source:** Q1 comScore.*

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	26%
Sunday	20%
Monday	9%
Tuesday	11%
Wednesday	11%
Thursday	8%

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

TOP FILMS PREDICTED FOR 2017 AND 2018

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

2017 Films*	Box Office
Star Wars Episode VIII	£100m
Despicable Me 3	£47m
Paddington 2	£40m
Justice League	£33m
War For The Planet of the Apes	£30m
Thor: Ragnarok	£28m
Spider-Man: Homecoming	£28m
Blade Runner 2049	£25m
Kingsman: The Golden Circle	£22m
Dunkirk	£20m

2018 Films	Month
Early Man	January
Black Panther	February
Ready Player One	March
Avengers: Infinity War	April
Han Solo Movie	May
Jurassic World Sequel	June
The Incredibles 2	July
Holmes & Watson	August
A Star Is Born	September
Venom	October
Fantastic Beasts Sequel	November
Mary Poppins Returns	December

***Source:** DCM. *Films for the rest of 2017.*

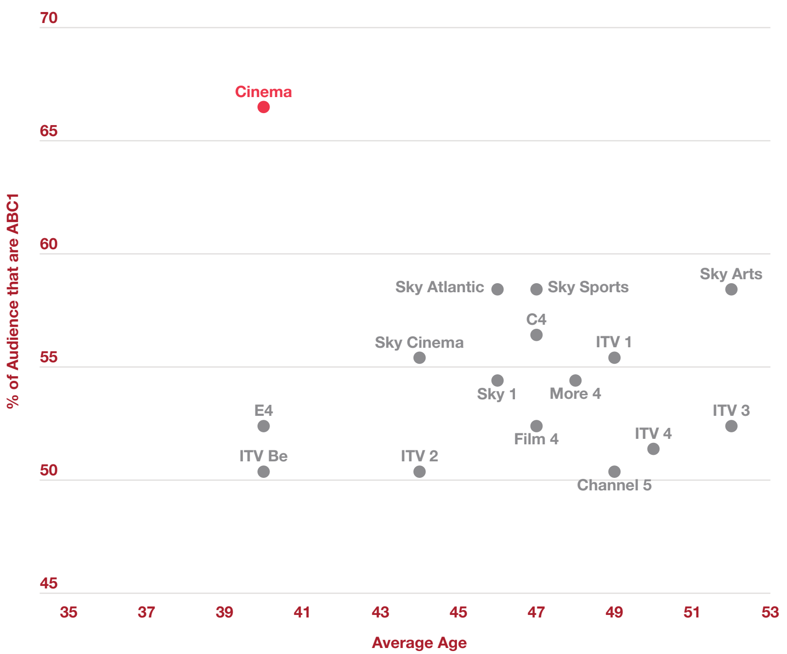
OUR AUDIENCE:

78% OF THE UK ARE CINEMAGOERS*

- 67% ARE UNDER 44*
- 58% ARE ABC1
- 52% ARE FEMALE
- 48% ARE MALE

**Source*: *GB TGI Q1 2017.*
***Source:** CAA Film Monitor Coverage & Frequency Data.*

CINEMA PROFILES YOUNGER AND MORE UPMARKET



***Source:** TGI GB Q1 2017*