

# DCM FAST FACTS - JUNE 2018

## OUR YEAR-ON-YEAR PERFORMANCE

Year	Industry Admissions	DCM Revenue
2016	168.3m	£87.9m (+2%)
2017	171.0m	£91.3m (+4%)
2018*	171.0m	£94.9m (+4%)

Source: 2017 admissions data. CAA/comScore Admissions monitor. Revenue numbers DCM. 2018 DCM predicted admissions & revenue.

## ESTIMATED AVERAGE DCM CINEMA WEEKLY ADMISSIONS



Source: DCM Campaign Management. Based on 52 week year. 171m estimated industry admissions. 81% DCM market share.

## TOP 10 CATEGORIES - CINEMA SPENDERS

Annual Spend	
Entertainment & Leisure	£33.4m
Motors	£31.2m
Finance	£26.3m
Telecoms	£22.2m
Electronics & Household	£17.9m
Drink	£17.7m
Govt, Social, Political	£17.3m
Games & Consoles	£14.9m
Food	£12.3m
Travel & Transport	£11.2m

Source: AdDynamix Jan 2017-Dec 2017. 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 January 2018.

## 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 / AVAILABILITY

### BRONZE SPOT

100% site coverage

Rate Card: +15% on chosen buying route



87% of cinemagoers in their seats\*

### SILVER SPOT

100% site coverage

Rate Card: +30% on chosen buying route



93% of cinemagoers in their seats\*

### GOLD SPOT

98% site coverage

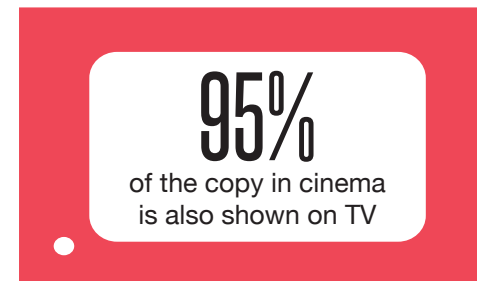
Rate Card: +60% on chosen buying route



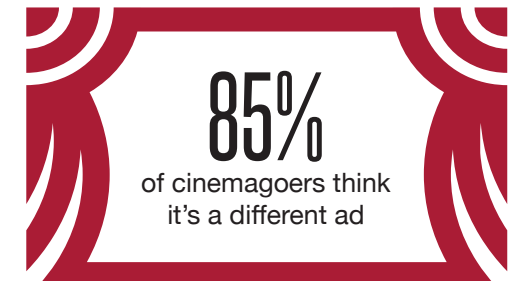
100% of cinemagoers in their seats\*

Source: DCM \*Source: Assosia Independent Audits Jan - Dec 2017.

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

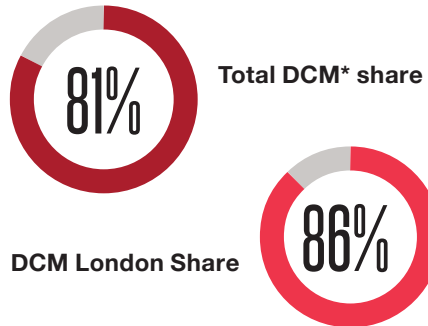


Source: DCM.



# DCM FAST FACTS - JUNE 2018

## OUR ADMISSIONS SHARE



\*Source: CAA/comScore Q1 2018 Admissions share.

## OUR CINEMA PORTFOLIO

The UK's biggest and fastest growing portfolio.

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

## AVERAGE ADMISSIONS DELIVERY

- Friday** 15%
- Saturday** 26%
- Sunday** 19%
- Monday** 9%
- Tuesday** 11%
- Wednesday** 11%
- Thursday** 9%

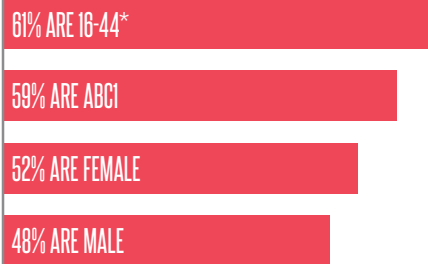
Source: DCM Campaign Management. Based on 2018 YTD Admissions.

## TOP FILMS PREDICTED 2018

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

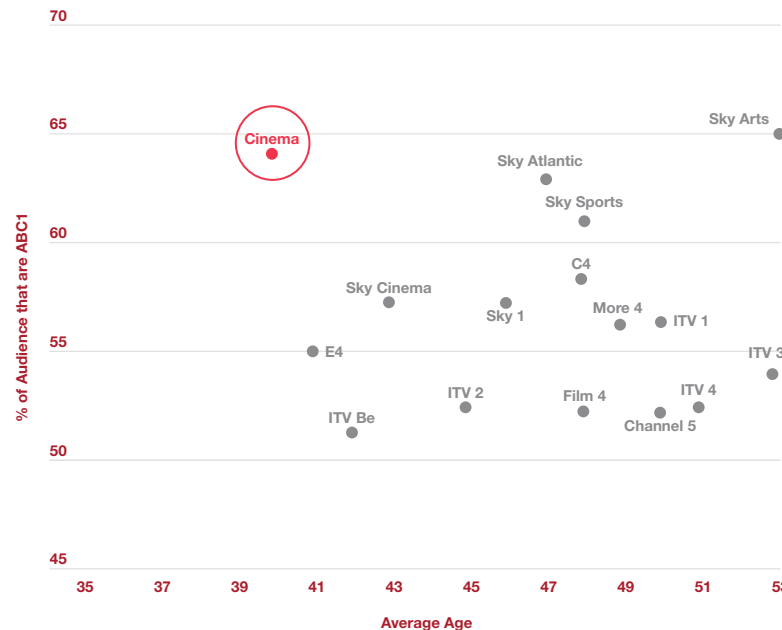
2018 Films	Box Office
Avengers: Infinity War	£65m
Jurassic World: Fallen Kingdom	£50m
Fantastic Beasts: The Crimes Of Grindelwald	£50m
Black Panther	£50m
Mamma Mia! Here We Go Again	£45m
Mary Poppins Returns	£45m
Incredibles 2	£45m
Peter Rabbit	£40m
Deadpool 2	£32m
Ant-Man and the Wasp	£25m

## OUR AUDIENCE:



Source: TGI Q2 2018.  
\*Source: CAA Film Monitor Coverage & Frequency Data.

## CINEMA PROFILES YOUNGER AND MORE UPMARKET



Source: TGI GB Q2 2018