

DCM FAST FACTS - SEPTEMBER 2017

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: 2016 admissions data. CAA/comScore Admissions monitor. Revenue numbers DCM. *2017/2018 DCM predicted admissions & revenue.

ESTIMATED AVERAGE DCM CINEMA WEEKLY ADMISSIONS



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	£36.5m
Telecoms	£32.9m
Entertainment & Leisure	£30.5m
Finance	£18.6m
Govt, Social, Political	£18.6m
Food	£14.3m
Drink	£13.8m
Cosmetics & Personal Care	£12.4m
Travel & Transport	£11.0m
Media	£10.9m

Source: Nielsen AdDynamix Cinema 1st June 2016 – 31st May 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 / AVAILABILITY

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

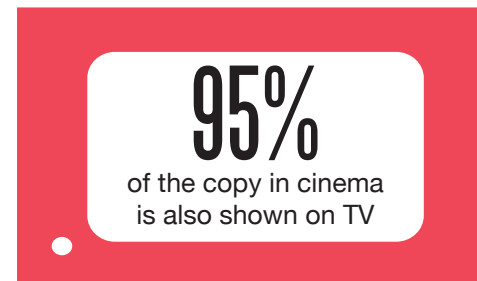
Rate Card: +60% on chosen buying route



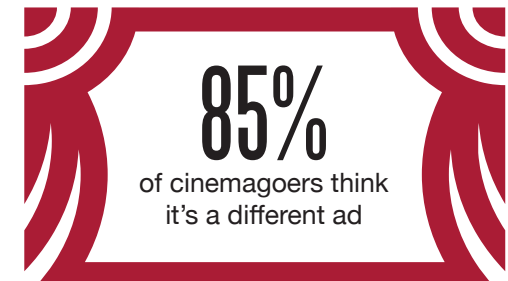
100% of cinemagoers in their seats*

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

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

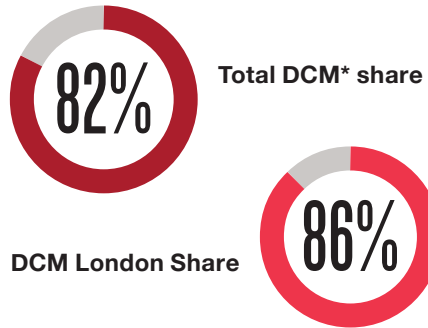


Source: DCM.



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OUR ADMISSIONS SHARE



*Source: CAA/Rentrak 2017 Admissions share.
Source: Q2 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** 23%
- Sunday** 18%
- Monday** 10%
- Tuesday** 11%
- Wednesday** 12%
- Thursday** 11%

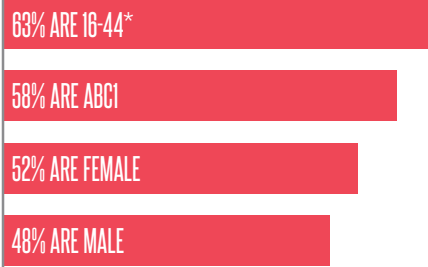
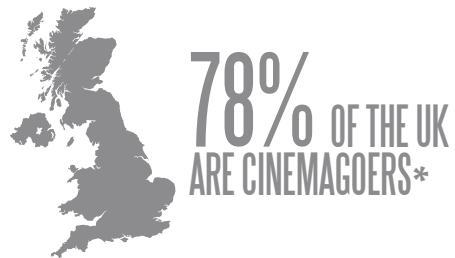
Source: DCM Campaign Management.
Based on 2017 YTD Admissions.

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.

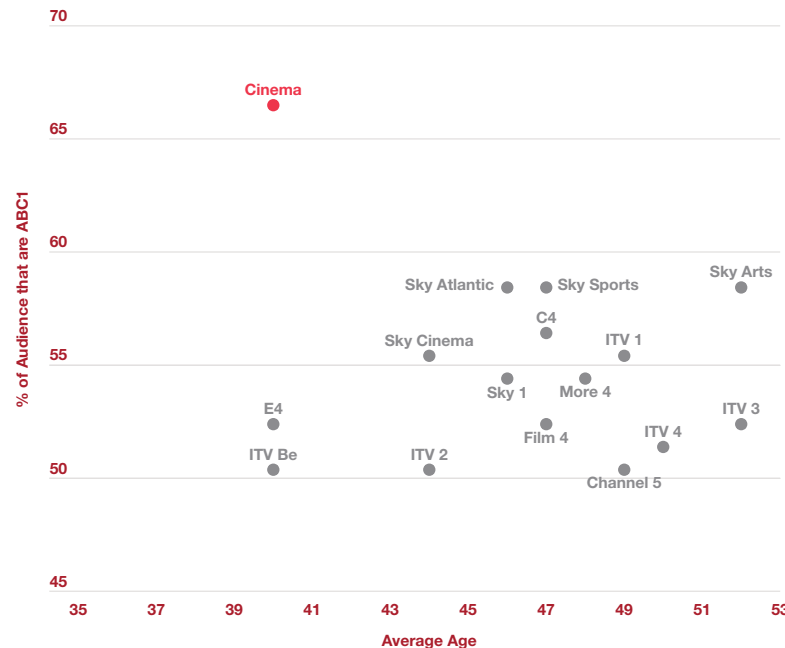
2017 Films*	Box Office
Star Wars: The Last Jedi	£90m
Paddington 2	£40m
Justice League	£33m
Thor: Ragnarok	£28m
Blade Runner 2049	£25m
Kingsman: The Golden Circle	£23m
Jumanji: Welcome To The Jungle	£16m
Pitch Perfect 3	£16m
Murder On The Orient Express	£15m
The LEGO Ninjago Movie	£15m

OUR AUDIENCE:



Source: GB TGI Q2 2017.
*Source: CAA Film Monitor Coverage & Frequency Data.

CINEMA PROFILES YOUNGER AND MORE UP MARKET



Source: TGI GB Q1 2017

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

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