

THE CINEMA MEDIA GUIDE 2016



digital cinema media



WELCOME TO OUR WORLD

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OUR VISION.



WE CONNECT BRANDS,
FILMS AND PEOPLE BEFORE,
DURING AND AFTER THE
MOVIE EXPERIENCE.

FOREWORD.

2015 has marked a phenomenal year for cinema advertising. Ad revenues, box office figures and admissions have all been up thanks to the power of our unique environment, our upmarket, undistracted audiences and the amazing film content launched in cinema.

Why? Because you just can't beat the big screen for sheer impact and scale.

As creative director and thought leader Dave Trott states: "What gets action is what gets attention. What gets attention is what gets seen. So being visible, being impactful, is the most important part of any communication designed to change behaviour."

According to the latest IPA Touchpoints 6 data, 87% of all adults now consume media simultaneously and brands are experiencing intense competition due to this 'attention deficit'. Fast-changing media habits have led to more content, more screens and more ways than ever for brands to connect with their audiences.

So now is the time for cinema to claim its place on the AV media plan. Cinema has always been the most entertaining and emotional medium – that's why, even in the age of on-demand and free streaming, people still reach for their wallets and make appointments to be told big cinematic stories.

In the last few years, cinema advertising has also become easier to plan and buy, becoming more flexible and even more affordable, with shorter production lead times and improved sound and picture quality.

The world's most immersive medium is now one of the most dynamic and DCM is committed to working with our partners to connect brands and people in the unique

cinema environment.

This fifth edition of the bi-annual DCM Cinema Guide aims to help you navigate the world of cinema media with insights into the role cinema plays in the media mix, the profile of cinemagoers, how you can buy cinema and a preview of the hugely varied 2016 film slate we have to look forward to.

We hope you enjoy it.



Karen Stacey
CEO
Digital Cinema Media

FAST FACTS.

Digital Cinema Media (DCM) is the market leader in UK cinema advertising, providing some 2,988 screens at 462 sites for advertisers. DCM sells 80% of the cinema advertising market through exhibitors including Cineworld, ODEON, Picturehouse Cinemas, Vue and many independent cinemas.

78%

of the UK population are cinemagoers¹

172M

Total cinema admissions²

2.6M

Average DCM cinema weekly admissions³

49%

of UK cinemagoers are male¹

51%

of UK cinemagoers are female¹

72%

of UK cinemagoers are under 44¹

58%

of UK cinemagoers are ABC1¹

£32K

Average family income of UK cinemagoer¹

26%

of admissions are in London⁴

Source: 1. GB TG1 2015 Q3. Base: All Respondents 15+. Target: All cinemagoers. 2. CAA admission estimate Jan-Dec 2015. 3. DCM Campaign Management team. Based on 53 weeks, 172m yearly industry admissions, 80% DCM market share. 4. CAA/Rentrak admissions by region contractor shares Q3 2015.

FAST FACTS.

2,988

DCM Screens¹

17 MINS

spent on average in the foyer²

92%

Are seated before anything is shown on screen³

11 MINS

Average ad reel length⁴

95%

of the copy in cinema is also shown on TV⁵

85%

of cinemagoers think it's a different ad⁶

8X

more ad recall than TV alone⁶

2X

more ad recognition than TV alone⁶

£2.84

ROI for cinema (higher than TV & OOH)⁷

Source: 1. CAA - Screen Tables, Q3 2015. 2. FAME 2014 (BASE 11+ cinemagoers). Mean minutes spent in foyer before & after screening. 3. FAME 2014 (BASE 11+ cinemagoers). Net ever agree. 4. DCM 5. DCM Production est. 6. DCM Engagement Study, 2014. 7. CAA BrandScience, Dec 2011. TV = £2.01; OOH = £2.49.

THE CINEMA AUDIENCE.



77% of the UK are cinemagoers. They are old or young, they set aside time to indulge in their passions and have the disposable income to do so. They are active, out and about, like spending time with friends and family and are hungry for new ideas and experiences – which they can't wait to share.

Cinema is able to engage with a different audience to other media, efficiently targeting hard-to-reach but core target demographics such as ABC1, youth, men and Londoners. In fact, while the total reach of cinema is low, particularly compared to TV, our research study with Millward Brown in 2015 demonstrates that cinema can deliver 2.5% incremental reach over and above TV.

Film is a genuine passion point for this audience and they love the whole cinema experience - checking out the trailers online before, soaking up the foyer atmosphere and taking their seat in time for the lights to go down, ready and waiting to be entertained and engaged for a couple of hours.

“There is nothing like sitting with your popcorn. You've got the shaking of the speakers and the black when the lights go down and you know the film is just about to start.”

THE WOW FACTOR.



There is no appointment to view quite like cinema. For over 100 years, cinema has celebrated and showcased the very best acting, writing and storytelling talent. Launched on the big screen, with thrilling impact and scale, these stories are served to paying guests through cutting-edge technology, be that 3D, 4D, Higher Frame Rates (HFR) or Dolby Atmos.

So what is it that's engaging our audiences? Ultimately, Cinema has the WOW factor.

When talking about the unique cinema experience, our cinemagoers talk about numerous factors such as the impact, the perceived quality of the ads, the big screen, the surround sound and the full attention the cinema environment commands.

Elsewhere screens continue to get smaller, but in the cinema they're getting bigger and better. It's an experience that can't be recreated anywhere else. Nothing can rival viewing the

latest release, with like-minded people, in a darkened room. It's a powerful and emotive experience that involves the audience so they become part of the story.

And even though 95% of our ads run on TV.....85% of cinemagoers think it's a different ad.

Last year, we also ran a study in conjunction with Hall & Partners to provide new evidence into the unique power of cinema advertising. The study proves that cinema advertising is processed by the brain more consciously, explaining why cinema is such a powerful, emotionally engaging medium for brands in today's changing media landscape. It revealed that cinema is triggering advertising response in a very different way to other media. The WOW factor of cinema results in 8X higher ad recall, 2X higher ad recognition and 3X higher brand attribution than TV.

CINEMA'S ROLE IN THE MEDIA MIX.

FIVE KEY TAKEAWAYS

1

CINEMA MAKES BRANDS MEMORABLE

Cinema, magazines and TV are the strongest contributors of saliency (awareness) per person reached. Having strong saliency means consumers are more likely to recall your brand when activated by an idea relating to retailer or category choice. That, in turn, drives sales volume.

2

CINEMA CREATES A BRAND LOVE STORY

Cinema makes consumers fall in love...with brands. No media channel is better at building brand love. It's also the most efficient, delivering 5.4% media ROI for every £1m invested. Love makes brands swell rapidly in value: consumers are far more likely to pay a price premium for what they love.

In 2015, DCM and Millward Brown launched the study, Building Box Office Brands, to explore the role of cinema in today's cross media landscape. Drawing on the combined learnings of 183 Millward Brown CrossMedia European case studies, with almost half from the UK, it explores how each media performs against key metrics proven to drive brand value and sales growth. These metrics are core elements of Millward Brown's Meaningfully Different Framework which proves that brands which are salient, 'Loved' and seen as 'Different' grow faster and command more of a price premium. **To find out more and view the full report visit www.dcm.co.uk.**

BUILDING BOX OFFICE BRANDS.

3

CINEMA GENERATES BRAND DIFFERENCE

Cinema is the number one place to create 'Brand Difference', delivering the biggest contribution per person reached and with 5X more efficiency than online video. Brands that are seen as 'Different' increase brand value, attract new customers, command a price premium and stronger loyalty.

4

CINEMA TURNS AUDIENCES INTO CUSTOMERS

Cinema moves people. Cinema and magazines are the most successful media at driving positive consideration for brands. Cinema also has 20X the media ROI for efficiency vs TV. Consideration helps create customers and is a key brand metric at the furthest point of the purchase funnel.

5

CINEMA WINS INFLUENTIAL FANS FOR BRANDS

Cinema, magazines and online video are the most effective media at driving brand recommendation. That word of mouth - particularly in today's socially networked world - creates brand fans and advocates. A brand which can motivate consumers to talk about it is a brand with the power to significantly grow its sales.

THE RETURN ON INVESTMENT.

CINEMA DELIVERS STRONG ROI WHEN USED AT THE RIGHT LEVELS.

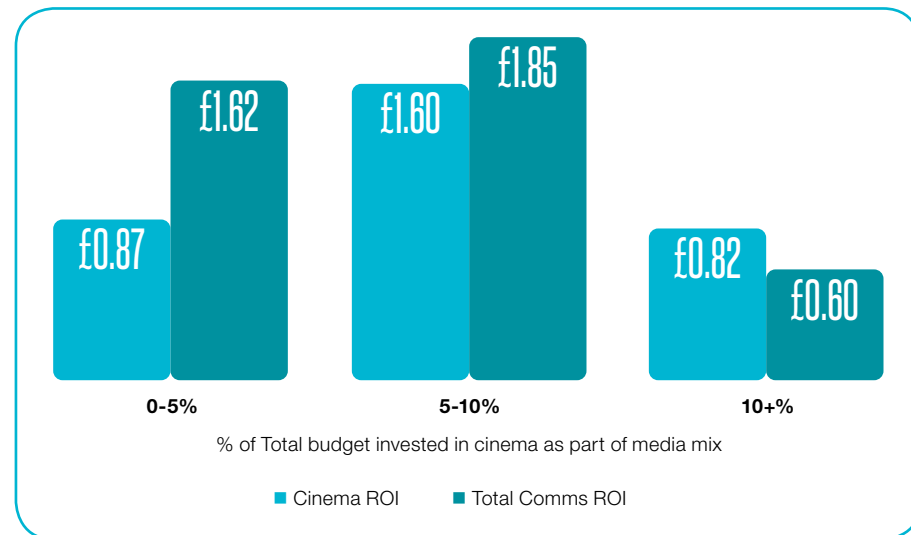
Ultimately, like any medium, cinema delivers strong Return on Investment (ROI) when used at the right levels.

Considering cinema reaches around 5-7% of the UK each week it's not surprising that this is our sweet spot (in terms of share) for delivering effective levels of advertising.

If you under invest in it (below 5%) your cinema ROI isn't as effective, and if you over invest in it you can reach diminishing returns.

Obviously this varies by category and brand – for FMCG food and drink it's 7%, for entertainment and leisure it's 6% but it always sits around these levels.

Invest an average of 5% and you'll get the best results.



Cinema Return on Investment – UK Results 2012

Source: BrandScience UK Results Vault. Tertiles based on % of cinema used in the media mix. Number of cases in each tertile – 0-5% = 20 / 5-10% = 7 / 10+% = 5

STORIES THAT AREN'T JUST MEMORABLE... THEY'RE MEASURABLE.

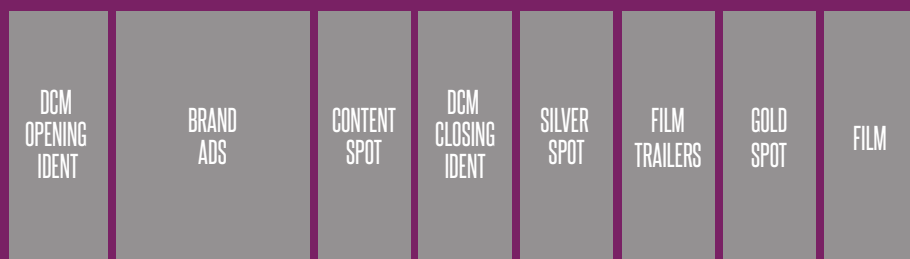
HOW TO BUY.

We've created a range of buying routes to help you plan your cinema campaign and effectively engage your target audiences. As well as being able to plan and buy cinema campaigns by film, by showing, by audience or by cinema, we've created these routes to help you align with key genres, categories and broad cinema audiences throughout the year.

The film may be the main event, but it's the overall experience that makes cinema an advertising medium like no other. Through our digital cinema portfolio you can engage cinemagoers at every stage of the cinema experience to ensure your campaign stays with cinemagoers before, during and after their trip to the movies. Be it in foyer, online, on their smartphones or on the big screen, all of these touchpoints add scale and frequency to your campaign.

THE PLAYLIST

On the big screen, our average playlist length is 11 minutes with a number of different positions available:



While our buying routes are a very popular way for brands to engage with cinemagoers, we can also work with you to create bespoke opportunities. At the DCM Awards this year, the big winners used proximity targeting techniques, hosted preview screenings at our sites, sponsored independent cinema with bespoke content and even created a totally new all-inclusive family ticket.

Find out more at www.dcm.co.uk/awards and contact the DCM Sales team to build and buy your cinema campaign.

BUYING ROUTES.

AUDIENCE GUARANTEE PACK (AGP)

Looking for maximum coverage across the cinema audience?

This is cinema's most popular buying route. It allows you to take ownership of an entire media platform and is the broadest and most cost effective way of reaching the whole cinema audience in any given campaign period. Offering the best opportunity to achieve mass reach, an AGP will hit 77% of national adults in a year.

PACKAGE DETAILS:

- Runs with all films showing over your selected dates
- Guaranteed admissions
- Can be bought on a national or regional basis
- There is an adult only AGP option

Rate Card CPT (Cost Per Thousand admissions): £60

ADULT AGP

Looking to target adults only at the cinema?

The Adult AGP allows you to hit an affluent, socially active populous. It excludes all family films to eliminate wastage and has an even gender split with an ABC1 and 16-34 skew. It is the broadest and most cost effective way of reaching the whole 16+ cinema audience in any given campaign period.

PACKAGE DETAILS:

- Runs with all films not featuring within the family screenings over your selected dates
- Enables a more Adult focused creative message to be used, with the security of not being seen by a younger age group
- Guaranteed admissions
- Can be bought on a national or regional basis

Rate Card CPT: £65

PREMIUM AGP

Looking to target even more upmarket audiences?

The Premium AGP allows you to target highly engaged, upmarket and affluent audiences by buying an AGP that only incorporates films that profile 30%+ AB. The hugely varied film slate enables us to cater for a huge range of audiences while the premium venues that we represent offer a unique environment in which to entertain this hard-to-reach audience.

PACKAGE DETAILS:

- Runs with all films showing over selected dates
- Guaranteed admissions
- Can be bought on a national or regional basis
- Offered subject to film availability over desired campaign period

Rate Card CPT: £70

BUYING ROUTES.

MALE/FEMALE AGP

Looking for more targeted demographic coverage across the cinema audience?

The Male or Female AGP allows you to target a highly engaged male or female audience by buying an AGP that only incorporates films that profile 60%+ against your target audience. Utilising the diversity of our film slate to cater for a gender specific campaign, we use historical film data to create accurate demographic predictions for this pack.

PACKAGE DETAILS:

- Guaranteed admissions
- Can be bought on a national or regional basis
- Offered subject to film availability over the desired campaign period

Rate Card CPT: £70

YOUTH AGP

Looking to target young adults at the cinema?

The Youth AGP allows you to hit the valuable 16-34 demographic at a competitive media rate. 91% of 16-34s are cinemagoers, they make up 44% of our total admissions. This pack comprises purely of films that profile 62%+ 16-34 year olds, delivering a hard-to-reach, young cinema audience.

PACKAGE DETAILS:

- A Youth AGP will run with all films showing over your selected dates
- Guaranteed admissions
- Can be bought on a national or regional basis

Rate Card CPT: £70

ALCOHOL / GAMBLING AGP

Looking to advertise Alcohol or Gambling brands?

The Alcohol / Gambling AGP allows you to be confident you are only advertising in films that profile over 75% 18+, with all films approved by the Cinema Advertising Association (CAA). As so many of our cinema sites also include bars, there are also opportunities for bar sponsorship and product sampling before and after the screenings.

PACKAGE DETAILS:

- Comic book / action hero type releases not included
- Guaranteed admissions
- Can be bought on a national or regional basis

Rate Card CPT: £65

FAMILY PACK

Looking to target families?

The Family Pack allows an advertiser to have presence with all family releases over a given period and utilise the rare opportunity to hit a captive family when they're all together.

As family films are predominantly released across school holiday periods, admissions will be much more buoyant across these periods.

PACKAGE DETAILS:

- Family admissions are available on a national or regional basis
- Creative must be 'U' certification
- All family films can also be bought as film packages

Rate Card CPT: £34-100

FILM PACK

Looking to target individual films?

Film packages allow you to select individual films that profile well against your target audience and engage cinemagoers, while gaining powerful brand association with the hype and excitement around an eagerly anticipated release. We have content which engages an audience almost impossible to reach through other media channels.

PACKAGE DETAILS:

- Booking a film pack is the only way to ensure exhibition with a specific film
- You can choose national or regional targeting
- Film packages offer estimated admissions

Rate Card price on application

GEO-TARGETING

Only interested in sites in a particular location?

We're the only AV media that can effectively target by postcode at a national level. Using Cinemapper, DCM's cinema proximity planning tool, you can run national campaigns with a local spin for every region, city, town or cinema across the UK, to target by both audience demographic and geography, to provide genuinely unique campaigns.

PACKAGE DETAILS:

- All DCM sites can be bought on an individual basis if required
- Pricing will be subject to location and size of venue
- Talk to us about mapping your locations to our sites
- Multiple end frame messaging offers a way of directing consumers direct to their local store, dealership, location or franchise

Rate Card price on application

BUYING ROUTES.

LOOKING FOR PREMIUM POSITIONING?

GOLD SPOT

Become an integral part of the cinema experience. The Gold Spot is the last 60" commercial message after the trailers and before the main feature. This 60" spot offers standout outside the main ad reel when the cinema audience is completely settled and engaged.

The Gold Spot offers the perfect opportunity to be up close to the main event if your brand has an affiliation with the main feature.

PACKAGE DETAILS:

- "Most valuable few seconds in cinema advertising" – Media Week
- 100% of cinemagoers are seated when the Gold Spot begins
- Gives 94% site coverage across the DCM estate
- Guaranteed admissions

Rate Card: +60% on chosen buying route

SILVER SPOT

Positioned after the DCM closing ident, and just before the start of the trailers, this 60" spot offers standout outside the main ad reel when the cinema audience is completely settled, engaged and ready for the unique cinema experience, offering increased brand association to the film content.

The Silver Spot offers the perfect opportunity to be up close to the main event if your brand has an affiliation with the main feature

PACKAGE DETAILS:

- A 60" showcase spot perfect for engaging, powerful content
- A proven premium environment
- 86% of the audience is seated when the Silver Spot begins

Rate Card: +30% on chosen buying route

CONTENT SPOT

The Content Spot offers a premium fixed position at the very end of the main ad reel just before the closing DCM ident.

PACKAGE DETAILS:

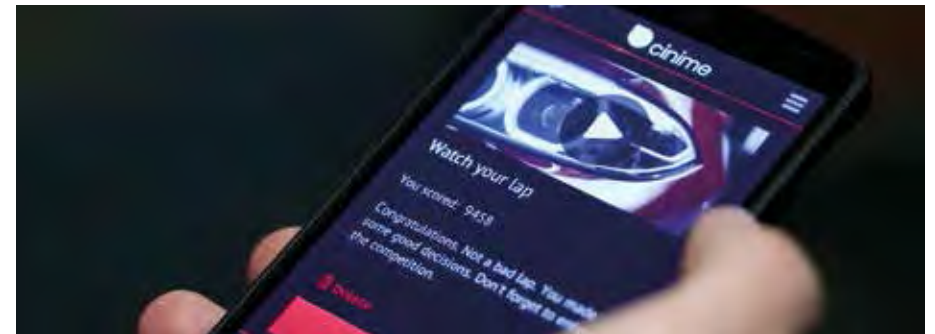
- A 60" spot to showcase great content
- Perfect opportunity to be up close to the main event if your brand has an affiliation with the main feature
- 100% site coverage on the DCM estate

Rate Card: +15% on chosen buying route

OPTIMISE YOUR CAMPAIGN.

HOW TO ADD IMPACT AND INTERACTIVITY.

We have a huge range of opportunities to maximise the impact of your cinema campaign. Whether you're looking to reach all audiences in-foyer, send content straight to the smartphones of cinemagoers or convert your creative to 3D– we have the tools to help.



CINIME

CINIME is a companion mobile app designed to help audiences get more from a trip to the movies. Bringing the second screen to the big screen, brands can engage with cinemagoers throughout the cinema experience, connecting with audiences before and after the movie. CINIME enables advertisers to target audiences in the immersive cinema environment with bespoke offers and competitions, exclusive content and rewards tailored to specific demographics.

Rate Card price on application

THE FOYER

The sense of anticipation begins when cinemagoers enter the foyer and brands can enhance the unique cinema environment through foyer takeovers, sampling and interactive campaigns.

Taking pride of place in the main foyer, Digital 6 Sheets reach all audiences. The 6 x 4 displays provide vivid and eye-catching advertising while the digital elements enable creative animated and interactive campaigns to maximise engagement.

Rate card price on application

3D CONVERSION

Using 3D technology, your brand can jump out of the screen and hover in front of the audiences' eyes, allowing your brand to achieve fantastic stand-out within the ad-reel and drive deeper engagement with cinema audiences.

DCM offers a full service to convert your 2D ad to 3D. We offer competitive rates and custom-tailored depth treatments, working with industry-leading facilities and renowned 3D artists.

Rate Card price on application

SPONSORSHIP OPPORTUNITIES.

We work closely with our cinema owners and other media partners to unlock bespoke commercial opportunities for brands. These include new experiential opportunities in foyers, unique sponsorship platforms and new online and mobile channels to help advertisers get closer to their customers. We also have a range of sponsorship opportunities across our cinema portfolio.

PICTUREHOUSE RECOMMENDS

An upmarket long-term sponsorship opportunity in a top arthouse cinema chain

Picturehouse Recommends (PHR) is an interactive quarterly film and arts magazine showcasing must-see films and events coming up at Picturehouse Cinemas nationwide, as well as in-depth film previews and interviews.

All the content is tailored specifically to Picturehouse Cinemas' upmarket ABC1 audience, with this sponsorship also giving you the opportunity to be synonymous with independent cinema. The package includes co-branding of the stylish PHR magazine, on screen idents, an exclusive ad reel in PHR members preview screenings, as well as online assets. In addition to this, the brands' standard 60" piece of creative will be shown in all non-family films.

AWARDS SEASON SPONSORSHIP

Brand ownership across the year's most prestigious films

Awards Season sponsorship aligns your brand with the year's most coveted films, to take complete ownership of the Awards Season across DCM's portfolio of cinemas.

The package includes access to our 'Premium Plus' AGP which includes all AB/ABC1 films released between October and February via a 30" ad in reel ahead of all films included in the package. The sponsorship will also be communicated to the cinemagoer via a 5" ident in premium position in reel.

FAMILY SHOWTIME

Connect with kids and parents through a shared love of great family entertainment

A family's answer to "What should we do this weekend?" - Family Showtime packages offer opportunities to reach a dedicated family cinema club where kids and parents connect through a shared love of great family entertainment.

Packages include branded ads in the reel as well as brand presence across other touchpoints, including magazine and online destinations, to increase reach and drive brand association with Family Film. Only parents with children can purchase tickets, meaning the audience is as targeted as a family audience can be.



4DX

Target thrill seekers who are looking to experience something even more immersive than IMAX and 3D

4DX cinema provides a revolutionary cinematic experience which stimulates all five senses. It includes high-tech motion seats and special effects including water sprays, gusts of air, fog and strobe lighting, which all work in perfect synchronicity with the action on screen.

Launched in the first cinema in the UK in 2015, the 4DX sponsorship package is now up for grabs for the first time, offering brands the unique opportunity to create a multi-touchpoint cinema package targeting a super-charged, thrill seeking audience through the entire cinema journey.

PARENT AND BABY SCREENINGS

Reach an otherwise hard to target, new parent audience

Parent and Baby Screenings are an opportunity to exclusively reach a valuable, predominantly ABC1 new parent audience with young babies, in a relaxed, dedicated environment ahead of the latest film releases.

Screenings tend to be held on week day mornings (excluding school holidays) for parents whose children are too young to take to regular showings. Packages include ODEON Newbies or Picturehouse Big Scream, with opportunities including branded assets throughout the customer journey, such as co-branded sponsorship idents, online/magazine coverage and social media updates.

SENIOR SCREENINGS

Target a more mature, discerning audience

Senior Screenings are an opportunity to gain unique access to a hard-to-reach audience who prefer a quieter mid-week screening to the busy weekends.

Packages include Vue Senior and ODEON Silver, with opportunities including solus on-screen activity; integrated, standout foyer promotions; promotional collateral and online opportunities. In some cases, sponsors could receive exclusive naming rights and brand integration can be expanded to include a range of bespoke options including film seasons, competition mechanics, bar sponsorships and experiential foyer takeovers.

THE PRODUCTION PROCESS.

NO MORE BARRIERS: FLEXIBLE, DYNAMIC, AFFORDABLE.

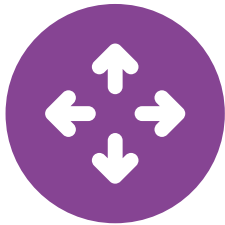
Since going digital we've removed a lot of the barriers to entry... Digital means lower production costs and shorter lead times, which means our medium is more accessible to brands than ever before.

You can now plan your cinema campaigns dynamically. Your messages can be endlessly revised and adapted to suit shifting circumstances. You can plan by day, showing, audience, film or cinema – meaning you're always relevant and on-target.

We can also get your campaign on the big screen within an average of five working days. In 2015 we even turned around a campaign in less than 24 hours for the first time, showing

just how far we've come from the six week lead time before digital.

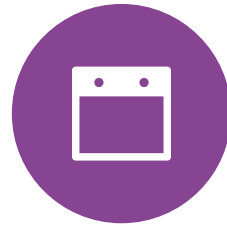
Our Production department also offers a conversion service to adapt commercials to cinema formats, including 2D and 3D digital cinema (DCP) and IMAX. Having invested in the best range of services and leading facility houses, DCM provides the highest possible conversion quality at the most competitive prices in cinema advertising. Most importantly we can convert your ad to be big screen ready for just £3k. A worthwhile investment when you consider that 85% of cinemagoers think the same copy that ran on TV is actually a different ad.



**SCHEDULING
IS DYNAMIC &
TARGETED**



**£3K
CONVERSION COST
TO CINEMA**



**5
WORKING DAY
TURN AROUND**

WE TURN STORIES INTO EXPERIENCES.

OUR CINEMAS.

We work with cinema owners across the UK to provide you with advertising opportunities before, during and after the movie experience. We work collaboratively with every type of cinema in the UK, providing us with unique knowledge of the industry. This knowledge enables us to support our cinema owners and offer advertisers and agencies the most relevant and engaging advertising opportunities.



OUR CINEMA GALLERY.



Visit www.dcm.co.uk/cinema-gallery for more images.

CINEWORLD.



Cineworld Group plc was founded in 1995 and is now one of the leading cinema groups in Europe. Originally a private company, it re-registered as a public company in May 2006 and listed on the London Stock Exchange in May 2007. In December 2012, the Group acquired the Picturehouse chain of cinemas consisting of 23 cinemas, and in

February 2014, the combination with Cinema City completed, creating the second largest cinema business in Europe (by number of screens). The enlarged Group now has 207 sites and a total of 1,912 fully digital screens, a portfolio which includes four out of the 10 highest grossing cinemas in the UK and Ireland.

ODEON.



Perry Bar in Birmingham saw the first ODEON cinema open in 1930 and established the brand as not only simply somewhere to watch films, but somewhere to experience them. Iconic art deco architecture and the very latest technology became synonymous with ODEON where you didn't just go to see a film, you went to the cinema.

ODEON is at the forefront of cinematic experience: its IMAX screens offer extraordinary cinema viewing and ODEON also operates London's BFI IMAX which is the largest cinema screen in the UK and the busiest IMAX in the world! ODEON Leicester Square is another iconic cinema destination, hosting over 700 of Europe's biggest film premieres since the 1930s.

45M

admissions
(35%)

867

screens
(29%)

86

cinemas
(19%)

32M

admissions
(28%)

868

screens
(29%)

109

cinemas
(24%)

VUE.



Vue Entertainment (Vue) is a leader in the premium entertainment cinema sector in the UK. Vue is committed to continued growth and development of its premium entertainment 'big screen' experience, and has 84 state of the art cinemas throughout the UK and Ireland, with 804 screens. This includes 265 3D screens, 11 Extreme Screens, 7 Gold Class screens, 3 Scene Screens and Bars and 2 IMAX screens where Vue project

every film in Sony Digital Cinema 4K for ultra high definition pictures with four times more detail. With a total of 154,062 seats, 98% of which are stadium seating, Vue's innovative development programme includes Westfield London (February 2010) and Vue Westfield Stratford City (September 2011) which remain the first and third highest grossing cinemas in the country.

INDIES.



Our independent sites make up 12% of our overall estate (16m admissions) and are synonymous with independent film, appealing to a more discerning, affluent and eclectic audience.

The Picturehouse audience for example, which accounts for 3m admissions, has

a 78% ABC1 audience with 63% of its regular cinemagoers over the age of 35.

The majority of our independent cinemas also feature a bar/restaurant on site, with cinemagoers spending, on average, an hour within the cinema venues.

33M

admissions
(25%)

790

screens
(26%)

83

cinemas
(18%)

116

exhibitors

495

screens
(16% of DCM
estate)

184

cinemas
(40% of DCM
estate)

GREAT
STORIES
DESERVE
A CAPTIVE
AUDIENCE.

2016 FILMS BY AUDIENCE.





COMING SOON TO A CINEMA NEAR YOU.

Tom Linay, Head of Film, Digital Cinema Media

What a year 2015 was for cinema. From the off, there were stellar performances both on screen and at the box office and records were broken more regularly than a Leicester Square premiere.

So how does cinema follow that in 2016? Surprisingly easily actually. 2016 may not have a Bond film but it's making up for it with the biggest selection of blockbusters, possibly ever, and the family slate will surpass even 2015.

As always, the year kicks off with awards season, and with Quentin Tarantino, David O. Russell and Tom Hooper releasing their latest films, it's as strong as ever. The Oscars could well be dominated once again by Alejandro González Iñárritu (*Birdman*), with *The Revenant*, which has one of the most stunning trailers we've seen in ages.

February sees Derek Zoolander continuing to find out whether there is more to life than being really, really, ridiculously good looking. Two of the world's greatest filmmakers, the Coen brothers return with *Hail, Caesar* and it stars just about everyone good. There are few comedy geniuses in the world but Sacha Baron Cohen is one and he returns with *Grimsby*.

It's a huge year for DC Comics as they make their big play to rival the titan of Marvel. There's a lot riding on *Batman Vs Superman: Dawn Of Justice* but if the trailers are anything to go by, Warner Bros. and DC are leaving nothing in the locker room, so to speak.

April sees Chris Hemsworth and Charlize Theron return in *The Huntsman*, and while the series has lost Kristen Stewart, it has gained Emily Blunt and Jessica Chastain, which seems like a pretty good deal. *Captain America: Civil War* is essentially *Avengers 2.5*, as Iron Man, Black Widow, Ant-Man and even Spider-Man are all set to appear.

Bad Neighbours was one of the funniest films of 2014, so a sequel featuring the same team is most welcome. Three high profile sequels will be

competing over May half term and while the *X-Men* will be the favourites, don't rule out the Turtles, or Alice, who ventures *Through The Looking Glass*.

After *Jurassic World* rocked June 2015, another 90s blockbuster, *Independence Day* makes a comeback next June. Jeff Goldblum and Bill Pullman will be pushing all the nostalgia buttons.

July is frankly insane. The new all-female *Ghostbusters*, *Star Trek Beyond* and Guy Ritchie's *Knights Of The Round Table: King Arthur* will be packing them in. But the most exciting prospect is Matt Damon and Paul Greengrass returning to the *Bourne* series. DC Comics releases *Suicide Squad* in August and a legendary character will be making the jump to the big screen in *David Brent: Life On The Road*.

September and October see four high profile literary adaptations looking to reach the affluent, upmarket audience that cinema delivers so well. *Bridget Jones* returns, and this time she's pregnant, Tom Hanks reprises his role as Robert Langdon in Dan Brown's *Inferno*, Tom Cruise once again steps into the (built up) shoes of *Jack Reacher* and the current holiday read of choice, *The Girl On The Train*, looks to follow in the footsteps of *Gone Girl* and become a big screen sensation.

There's no *Hunger Games* next year but it's been replaced with something even bigger. *Fantastic Beasts & Where To Find Them* is from the same world as Harry Potter and the script is the first to be written by J.K. Rowling.

Finally, the first in the new *Star Wars* Anthology films will dominate Christmas, as *Rogue One* is released. Felicity Jones leads the team who steal the plans to the Death Star which allows the rebels to attack in the original film, *A New Hope*. It should be every bit as thrilling as *The Force Awakens*.

And what of the family slate? It's no exaggeration to say it's the biggest ever. Welcome sequels (*Kung Fu Panda 3*, *Ice Age: Collision Course*) rub shoulders with promising original titles (*Zootropolis*, *The Secret Life Of Pets*) and Pixar finally releases the sequel to one of its most beloved films with *Finding Dory*. It's not just animation either, with Disney continuing to bring live-action versions of their classic animations to the big screen with *The Jungle Book*. Roald Dahl's classic tale, *The BFG*, also gets the big screen treatment and the pedigree couldn't be stronger. Steven Spielberg directs, Mark Rylance plays the *BFG* and *E.T.* screenwriter, Melissa Mathison penned the script. It's going to be huge.

So, following 2015 is no big deal. Cinema constantly surprises and confounds and, once again, the content on the big screen is unrivalled in the media market. Don't miss out on your chance to be involved.

WE'RE THE PROFESSIONALS.

INTRODUCING 25-44 ABC1 CINEMAGOERS.



The Professionals are a thoroughly modern strain of consumer: young enough to be digitally clued up but old enough to be in control of their own purse-strings – and those of their family.

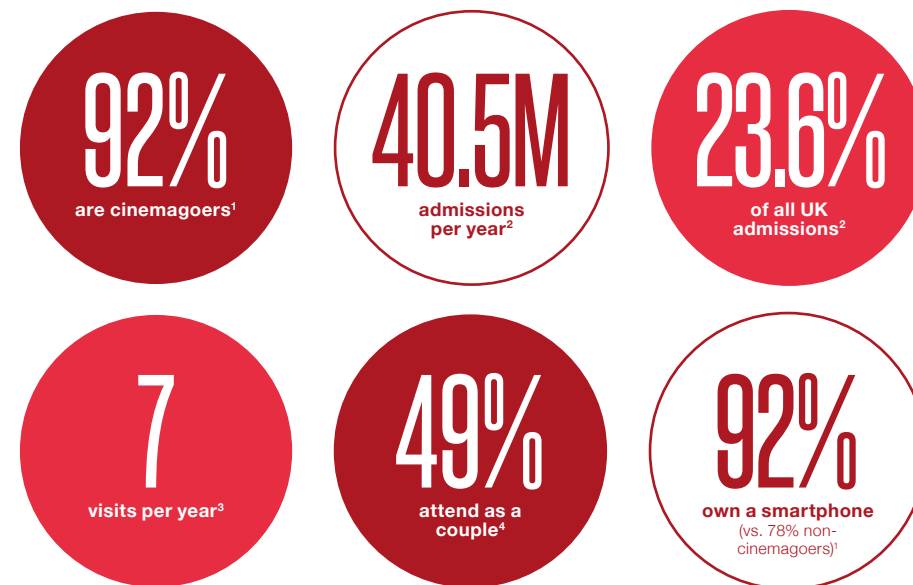
“I usually check what’s on before I go to the cinema. I’ll visit the website, watch a couple of trailers – see what’s there and what ratings it has before deciding.”

They’re curious and adventurous people and their cinemagoing reflects this – the repertoire of genres they enjoy is as broad as anyone’s, but they’re more selective in their choices. Between work and home they can’t spare the time to just go and see anything anymore. But what they sacrifice in quantity they haven’t lost in quality – in fact, the anticipation only serves to make the pay-off more powerful.

For them, a trip to the cinema is a treat worth waiting for and a great way to spend time with their friends and family – it’s an entertainment banker, and an affordable indulgence.

“I don’t get to go as much as I used to because of work, but I really make the most of it when I can”.

FAST FACTS.



SUMMARY

Affordable Indulgence

Entertainment Banker

Ultimate visual experience

Quality time

Key footfall period: Weekends and within the first two weeks

“IF YOU WANT TO TREAT YOURSELF YOU CHOOSE THE CINEMA. JUST TO HAVE THAT ESCAPE, AND GO OUT WITH YOUR FRIENDS OR PARTNER.”

Source: 1. GB TGI 2015 Q3. 2. DCM 2015 estimate 3. CAA Film Monitor Coverage & Frequency 2015. 4. FAME 2015

JOY.



Release Date

1 January 2016

Distributor

20th Century Fox

Director

David O. Russell

Cast

Jennifer Lawrence,
Robert De Niro,
Bradley Cooper

This is the third time that Jennifer Lawrence, Bradley Cooper and Robert De Niro have starred in a David O. Russell film and the first two, *Silver Linings Playbook* and *American Hustle*, struck critical and commercial gold. *Joy* is the story of a family across four generations and the woman who rises to become founder and matriarch of a powerful family business dynasty. Expect Oscar nominations by the truckload.

You'll like this if you liked

American Hustle.

Did you know?

This is the fourth time Jennifer Lawrence and Bradley Cooper have starred in a film together.

THE DANISH GIRL.



Release Date

1 January 2016

Distributor

Universal Pictures

Director

Tom Hooper

Cast

Eddie Redmayne,
Alicia Vikander, Ben
Whishaw, Amber
Heard

The big question is: can Eddie Redmayne make it two Oscars in a row? Director, Tom Hooper is also on a bit of a roll, with *The King's Speech* and *Les Misérables* his last two films. *The Danish Girl* is the remarkable love story inspired by the lives of artists Lili Elbe and Gerda Wegener. Lili and Gerda's marriage and work evolve as they navigate Lili's groundbreaking journey as a transgender pioneer. It's the big British prestige film in 2016's awards season.

You'll like this if you liked

The Theory Of Everything.

Did you know?

Both *The King's Speech* and *Les Misérables* banked over £40m in the UK alone.

THE HATEFUL EIGHT.



Release Date

8 January 2016

Distributor

Entertainment

Director

Quentin Tarantino

Cast

Kurt Russell, Samuel L. Jackson, Jennifer Jason Leigh, Bruce Dern, Channing Tatum

For his second film in a row, Quentin Tarantino takes on that most iconic of American genres, the western. In post-Civil War Wyoming, bounty hunters try to find shelter during a blizzard but get involved in a plot of betrayal and deception. Will they survive? I have no idea, but with Tarantino at the helm it'll be brilliantly entertaining finding out.

You'll like this if you liked

Django Unchained.

Did you know?

This is the first western to be scored by legendary composer Ennio Morricone (*The Good, The Bad The Ugly*) in 40 years.

THE REVENANT.



Release Date

15 January 2016

Distributor

20th Century Fox

Director

Alejandro González Iñárritu

Cast

Leonardo DiCaprio, Tom Hardy, Domhnall Gleeson, Will Poulter, Lukas Haas

A year after *Birdman* won Best Picture and Best Director at the Oscars, director Alejandro González Iñárritu returns with this even more ambitious tale of a frontiersman, Hugh Glass. In the 1820s, he sets out on a path of vengeance against those who left him for dead after a bear mauling. Reports in the press suggest it was one of the most arduous film shoots of all time but if you've seen the, frankly, jaw-dropping trailer you'll agree it was probably worth it.

You'll like this if you liked

The Road.

Did you know?

The film was shot entirely on location and only used natural light for maximum realism.

SPOTLIGHT.



Release Date
29 January 2016

Distributor
eOne

Director
Tom McCarthy

Cast
Michael Keaton, Rachel McAdams, Mark Ruffalo, Liev Schreiber, Stanley Tucci

Everyone cheered when Michael Keaton made a triumphant comeback with *Birdman* last year but, just as exciting, is that he's followed it up with another potential awards heavyweight. *Spotlight* tells the true story of how the Boston Globe uncovered the massive scandal of child molestation and cover-up within the local Catholic Archdiocese. Keaton leads a dynamite cast and early reviews suggests it's a knockout.

You'll like this if you liked
Argo.

Did you know?
Michael Keaton's successful comeback is one of the best stories in cinema over the past few years.

DAD'S ARMY.



Release Date
5 February 2016

Distributor
Universal Pictures

Director
Oliver Parker

Cast
Toby Jones, Bill Nighy, Catherine Zeta Jones, Michael Gambon

Dad's Army is a classic sitcom and in 2016 it gets a big screen remake with a starry British cast. Toby Jones plays the put upon Captain Mainwaring, leading the Walmington-on-Sea Home Guard platoon as they deal with a visiting female journalist and a German spy as World War II draws to its conclusion. Fans of the show (who are still alive) will love it.

You'll like this if you liked
Quartet.

Did you know?
In a 2004 BBC poll, *Dad's Army* was voted the fourth best sitcom of all time.

BOURNE.



Release Date

29 July 2016

Distributor

Universal Pictures

Director

Paul Greengrass

Cast

Matt Damon, Alicia Vikander, Vincent Cassel, Tommy Lee Jones, Julia Stiles

Forget Jeremy Renner's uninspiring outing as Aaron Cross in *The Bourne Legacy*, this is Matt Damon returning in his most famous role and it's all being shepherded by Paul Greengrass, director of the two best Bourne films, *Supremacy* and *Ultimatum*, who has returned to the series after directing *Captain Phillips*. Let's face it, he's directed some of the best action films of the 21st century so this is the stand-out action film of 2016.

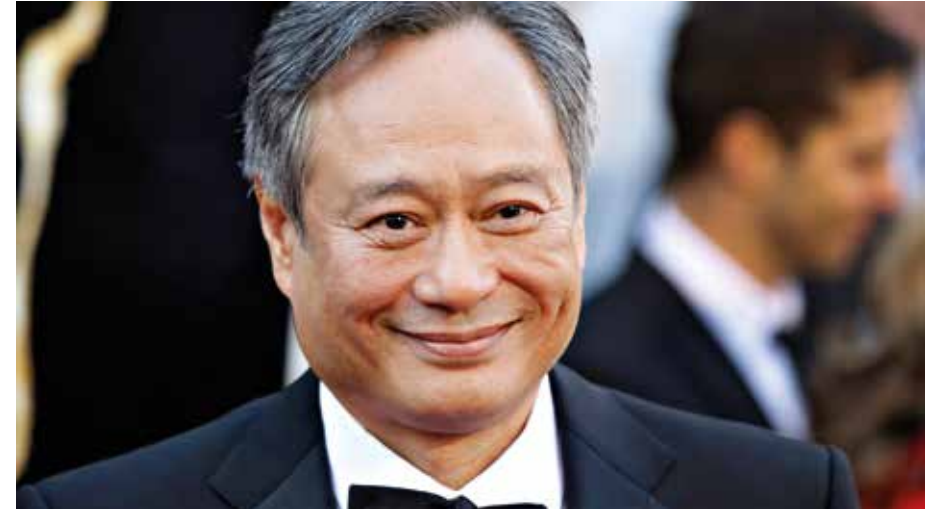
You'll like this if you liked

The Bourne Ultimatum.

Did you know?

The last Matt Damon Bourne film, *The Bourne Ultimatum*, grossed £24m in the UK, making it the seventh biggest film of 2007.

BILLY LYNN'S LONG HALFTIME WALK.



Release Date

11 November 2016

Distributor

Sony Pictures

Director

Ang Lee

Cast

Kristen Stewart, Joe Alwyn, Garrett Hedlund, Vin Diesel, Steve Martin, Chris Tucker

Ang Lee is one of the best directors in the world and his follow up to the huge, Oscar-winning *Life Of Pi* is this tale of an infantryman who recounts the final hours before he and his fellow soldiers return to Iraq. All set to be as visually stunning as *Life Of Pi*, Lee is using the latest ground-breaking filmmaking techniques, shooting the film at an unprecedented 120 frames per second, which should make this another must-see big screen experience.

You'll like this if you liked

Life Of Pi.

Did you know?

Life Of Pi banked £29.9m at the UK box office.

WE'RE THE DIE-HARD CINE-FANS.

INTRODUCING 16-34 MALE CINEMAGOERS.



Die-Hard Cine-Fans know what they want, when they want it, and where to find it. This applies to all their media consumption – but not all media is created equal in their eyes.

“It’s an event – a night out – you’re breathing in that film, and it’s the best immersion in a story you can get.”

They’re into movies in a big way. They are watching more films

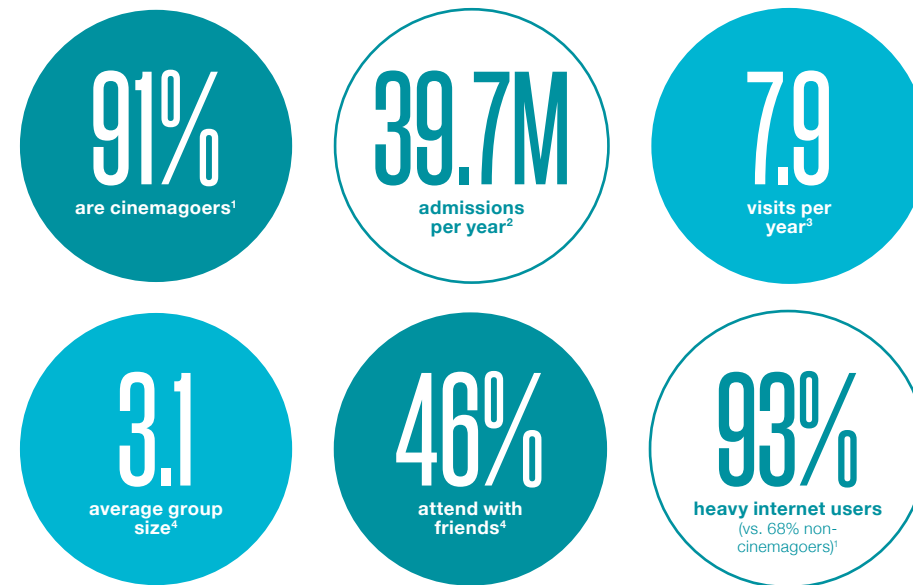
than ever thanks to streaming services, but the best place to experience a movie is where the director intended: on the biggest screen, with the best sound. And, if it’s out in 3D, IMAX or 4DX, that’s the way they want to see it: maximum impact = maximum enjoyment.

These guys are early adopters, so they’re first in the queue when a new film comes out and the first to tell their friends

about it, often on social media, because being the first to know carries extra kudos. This all makes cinema a regular fixture in their social calendar – a guaranteed good night out whatever the occasion.

“It’s important for me to see the film as early as I can – I like to recommend films to people.”

FAST FACTS.



SUMMARY

Passion point

Regular social fixture

Unparalleled viewing

Conversation fuel

Key footfall period: Opening weekend and first week

“I CAN GET THE BIGGEST TV SCREEN I CAN IN MY ROOM BUT IT’S NOT EVER GOING TO COMPARE TO THE CINEMA. I’M ALWAYS GOING TO WANT TO SEE MOVIES ON THE BIG SCREEN.”

Source: 1. GB TGI 2015 Q3. 2. DCM 2015 estimate 3. CAA Film Monitor Coverage & Frequency 2015. 4. FAME 2015

CREED.



Release Date
15 January 2016

Distributor
Warner Bros.

Director
Ryan Coogler

Cast
Michael B. Jordan,
Sylvester Stallone,
Maria Breyman,
Phylicia Rashad

Here's a spin-off film to get excited about. Sylvester Stallone returns as *Rocky* but this time he's playing a supporting role. The former World Heavyweight Champion serves as a trainer and mentor to Adonis Johnson, the son of his late friend and former rival, Apollo Creed. Michael B. Jordan and Ryan Coogler teamed up for the excellent *Fruitvale Station*, and it looks grittier than a *Rocky* film. It's fair to set hopes high.

You'll like this if you liked
Fruitvale Station.

Did you know?
This is the first film in the *Rocky* series not written by Sylvester Stallone.

DEADPOOL.



Release Date
4 February 2016

Distributor
20th Century Fox

Director
Tim Miller

Cast
Ryan Reynolds,
Morena Baccarin, Gina
Carano, Ed Skrein

Deadpool may not be one of the most well-known comic book characters but this wise-cracking anti-hero has a big cult following. Ryan Reynolds plays the former Special Forces operative turned mercenary who is subjected to a rogue experiment that leaves him with accelerated healing powers, and he adopts the alter ego *Deadpool*.

You'll like this if you liked
The Wolverine.

Did you know?
Ryan Reynolds previously played *Deadpool* in *X-Men Origins: Wolverine*.

GRIMSBY.



Release Date
26 February 2016

Distributor
Sony Pictures

Director
Louis Leterrier

Cast
Sacha Baron Cohen,
Mark Strong, Rebel
Wilson, Penelope Cruz

Sacha Baron Cohen proved with both *Ali G* and *Borat* that he's a comedy genius that can rank alongside the very best. *Grimsby* is an action-packed, over-the-top comedy, centering on the world's most accomplished and elite spy (Strong) facing his most challenging mission yet: working alongside his bungling, ne'er-do-well brother (Baron Cohen). With a star-studded cast and Baron Cohen on top form, expect it to be uproariously funny.

You'll like this if you liked
The Dictator.

Did you know?
Borat grossed over £24m at the UK box office.

BATMAN VS SUPERMAN: DAWN OF JUSTICE.



Release Date
25 March 2016

Distributor
Warner Bros.

Director
Zack Snyder

Cast
Ben Affleck, Henry
Cavill, Amy Adams,
Jesse Eisenberg,
Jeremy Irons, Gal
Gadot

2016 is the year that DC Comics come back in a big way and their first film of the year is the long-awaited big screen pairing of two of the biggest of all superheroes. Gotham City's own formidable, forceful vigilante takes on Metropolis' most revered, modern-day saviour, while the world wrestles with what sort of hero it really needs. And with Batman and Superman at war with one another, a new threat quickly arises, putting mankind in greater danger than it's ever known before.

You'll like this if you liked
Man Of Steel.

Did you know?
This will be the first live-action film to feature Batman, Superman and Wonder Woman.

CAPTAIN AMERICA: CIVIL WAR.



Release Date

29 April 2016

Distributor

Walt Disney Pictures

Director

Anthony Russo, Joe Russo

Cast

Chris Evans, Scarlett Johansson, Robert Downey Jr, Elizabeth Olsen, Paul Rudd, Jeremy Renner

This is Avengers 3 in everything except title. Iron Man, Hawk-eye, Black Widow, Ant-Man and Scarlet Witch are all present, so it should comfortably be the biggest *Captain America* film yet. An incident leads to the Avengers developing a schism over how to deal with situations, which escalates into an open fight between allies Iron Man and Captain America. The Russo brothers proved their chops with the much admired, *Winter Soldier*, so this should be one of 2016's biggest blockbusters.

You'll like this if you liked

Avengers: Age Of Ultron.

Did you know?

Civil War contains Spider-Man's first appearance in the Marvel Cinematic Universe (MCU).

X-MEN: APOCALYPSE.



Release Date

19 May 2016

Distributor

20th Century Fox

Director

Bryan Singer

Cast

Jennifer Lawrence, Michael Fassbender, Rose Byrne, James McAvoy, Oscar Isaac

X-Men: Days Of Future Past was the biggest X-Men film yet and this one could go even bigger. Apocalypse, the first and most powerful mutant, recruits a team of powerful mutants, including a disheartened Magneto (Michael Fassbender), to cleanse mankind and create a new world order, over which he will reign. As the fate of the Earth hangs in the balance, Raven (Jennifer Lawrence) with the help of Professor X (James McAvoy) must lead a team of young X-Men to stop their greatest nemesis and save mankind from complete destruction.

You'll like this if you liked

X-Men: Days Of Future Past.

Did you know?

This will be Hugh Jackman's eighth portrayal of Wolverine/Logan, raising his own record for the most times a comic book character has been played by the same actor in theatrical films.

TEENAGE MUTANT NINJA TURTLES 2.



Release Date

30 May 2016

Distributor

Paramount

Director

Jon M. Chu

Cast

Megan Fox, Stephen Amell, William Fichtner, Laura Linney, Will Arnett

The recent live-action *Teenage Mutant Ninja Turtles* was a pleasant surprise. A fun, exciting adventure that didn't outstay its welcome. It was also a big hit, so a sequel was never going to be far away. This time around the Turtles return to save the city from a dangerous threat. We're guessing Shredder will be involved and this time around Bebop and Rocksteady will also be causing mayhem.

You'll like this if you liked

Teenage Mutant Ninja Turtles.

Did you know?

Teenage Mutant Ninja Turtles grossed almost half a billion dollars worldwide in 2014.

INDEPENDENCE DAY: RESURGENCE.



Release Date

24 June 2016

Distributor

20th Century Fox

Director

Roland Emmerich

Cast

Jeff Goldblum, Bill Pullman, Maika Monroe, Liam Hemsworth

The aliens are coming back. Thankfully, so are Jeff Goldblum and Bill Pullman to save the earth from the brink of destruction. Using recovered alien technology, the nations of Earth have collaborated on an immense defence program to protect the planet. But nothing can prepare them for the aliens' advanced and unprecedented force. Only the ingenuity of a few brave men and women can bring our world back from the brink of extinction.

You'll like this if you liked

War Of The Worlds.

Did you know?

Independence Day was the biggest film of 1996.

STAR TREK BEYOND.



Release Date

22 July 2016

Distributor

Paramount

Director

Justin Lin

Cast

Chris Pine, Zachary Quinto, Zoe Saldana, Simon Pegg, Idris Elba

J.J. Abrams' *Star Trek* was an object lesson in how to re-boot a franchise and *Star Trek Into Darkness* was just a rollicking good sci-fi adventure. Abrams has now jumped ship to the *Star Wars* universe but Justin Lin, fresh from turning the *Fast & Furious* series into billion dollar films, takes over the helm. Simon Pegg doesn't just star this time, he's co-written the script, so expect the similar level of wit and invention he's brought to his films with Edgar Wright.

You'll like this if you liked

Star Trek Into Darkness.

Did you know?

Idris Elba plays the bad guy and is quite frankly a brilliant choice.

SUICIDE SQUAD.



Release Date

5 August 2016

Distributor

Warner Bros.

Director

David Ayer

Cast

Margot Robbie, Will Smith, Viola Davis, Jared Leto, Joel Kinnaman, Ben Affleck, Cara Delevingne

The second of DC Comics' big films next year originally seemed like a bit of an unknown quantity but when Warner Bros. released the first footage after Comic Con, it instantly became 2016's most interesting comic book title. A secret government agency recruits imprisoned supervillains to execute dangerous black ops missions in exchange for clemency. The cast is eclectic and it could even overshadow *Batman Vs Superman: Dawn Of Justice*.

You'll like this if you liked

Man Of Steel.

Did you know?

Jared Leto is the third Oscar-winning actor to portray the Joker, after Jack Nicholson and Heath Ledger.

THE MAGNIFICENT SEVEN.



Release Date

23 September 2016

Distributor

Sony Pictures

Director

Antoine Fuqua

Cast

Chris Pratt, Denzel Washington, Ethan Hawke, Matt Bomer

A remake of the classic 1960 western, which itself was a remake of *Seven Samurai*. An all star cast has been assembled, with arguably the biggest movie star in the world, Chris Pratt, taking the lead. Director Antoine Fuqua is also on something of a roll, after *Olympus Has Fallen* and *The Equalizer*. Seven gunmen in the old west gradually come together to help a poor village against savage thieves. It promises to be brutal and thrilling.

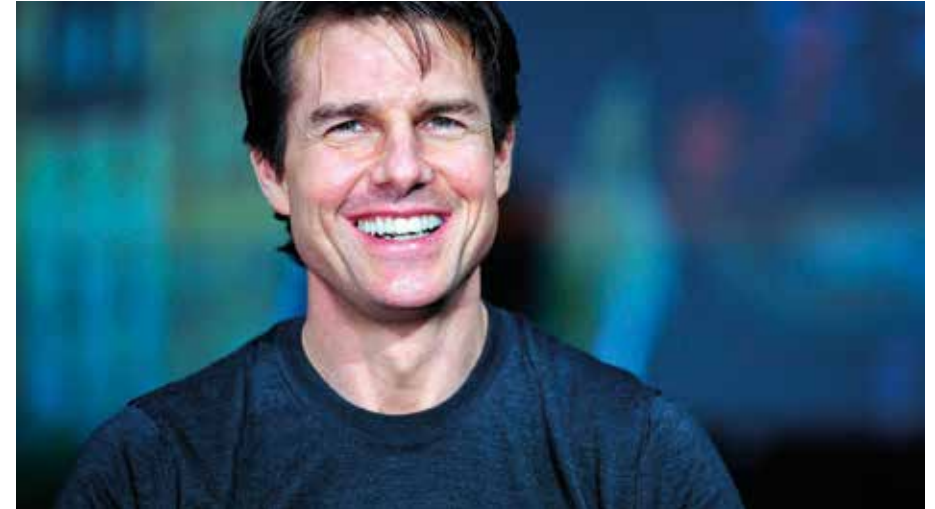
You'll like this if you liked

Django Unchained.

Did you know?

Chris Pratt is the most popular actor in the world.

JACK REACHER 2.



Release Date

21 October 2016

Distributor

Paramount

Director

Edward Zwick

Cast

Tom Cruise, Cobie Smulders, Danika Yarosh

Once you got past the fact that Tom Cruise doesn't really resemble the 6 foot 5 Jack Reacher from Lee Childs' books, the first film was a punchy, satisfying thriller. Cruise once again returns, as Reacher travels back to the headquarters of his old unit, only to find out he's now accused of a 16-year-old homicide. It's never easy being *Jack Reacher* but it's certainly going to be entertaining.

You'll like this if you liked

Jack Reacher.

Did you know?

This is Tom Cruise's first sequel, outside of the *Mission: Impossible* series.

DOCTOR STRANGE.



Release Date
28 October 2016

Distributor
Walt Disney Pictures

Director
Scott Derrickson

Cast
Benedict Cumberbatch, Rachel McAdams, Tilda Swinton, Chiwetel Ejiofor

Marvel's supposedly more risky recent titles, *Guardians Of The Galaxy* and *Ant-Man*, have proven to be two of their most entertaining, which bodes well for *Doctor Strange's* first outing. Benedict Cumberbatch looks to be brilliantly cast as an arrogant surgeon, who after his career is destroyed, gets a new lease of life when a sorcerer takes him under his wing and trains him to defend the world against evil. Marvel always assembles first rate casts but this one takes some beating.

You'll like this if you liked
Ant-Man.

Did you know?
With Martin Freeman taking a role in *Captain America: Civil War*, both Sherlock and Dr. Watson join the Marvel Cinematic Universe in 2016.

STAR WARS ANTHOLOGY: ROGUE ONE.



Release Date
16 December 2016

Distributor
Walt Disney Pictures

Director
Gareth Edwards

Cast
Felicity Jones, Mads Mikkelsen, Ben Mendelsohn, Alan Tudyk, Forest Whitaker, Riz Ahmed

After the release of *The Force Awakens*, *Star Wars* films will be coming thick and fast and that's just fine with us. This first in the anthology series focuses on the rebels who set out on a mission to steal the plans for the Death Star. A fantastic, eclectic cast has been assembled, including Felicity Jones, Mads Mikkelsen, Ben Mendelsohn and Riz Ahmed, and with Gareth Edwards (*Godzilla*) in charge, this could very well be the biggest film released in 2016.

You'll like this if you liked
Star Wars: The Force Awakens.

Did you know?
The film is set before the events of *Star Wars: Episode IV - A New Hope*.

ASSASSIN'S CREED.



Release Date

26 December 2016

Distributor

20th Century Fox

Director

Justin Kurzel

Cast

Michael Fassbender,
Marion Cotillard,
Jeremy Irons, Brendan
Gleeson

Not to tempt fate, but *Assassin's Creed* is shaping up to be the best video game adaptation yet. It's got an unparalleled pedigree, with Fassbender and Cotillard once again teaming up with *Macbeth* director, Justin Kurzel. If you're unaware of the plot of the game, it centres around Callum Lynch (Fassbender) who explores the memories of his ancestor Aguilar and gains the skills of a Master Assassin, discovering he is a descendant of the secret Assassins society.

You'll like this if you liked

The Hobbit: The Battle Of The Five Armies.

Did you know?

Even before the latest instalment, *Assassin's Creed* games had sold over 73m copies worldwide.

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WE'RE THE CINE-SOCIALITES.

INTRODUCING 16-34 FEMALE CINEMAGOERS.



Whether it's for date night or a catch up with the girls, cinema is a social staple for 16-34 year old females. They love the hype and the glamour surrounding movies. Cinema gives this busy group a way to relax, unwind and treat themselves by taking a couple of hours out to spend time with their favourite people.

They use social media to organise a trip to the cinema, but they're less interested in using it to gather film trivia

than the boys – they're more interested in sharing the experience and finding out what one another has been up to.

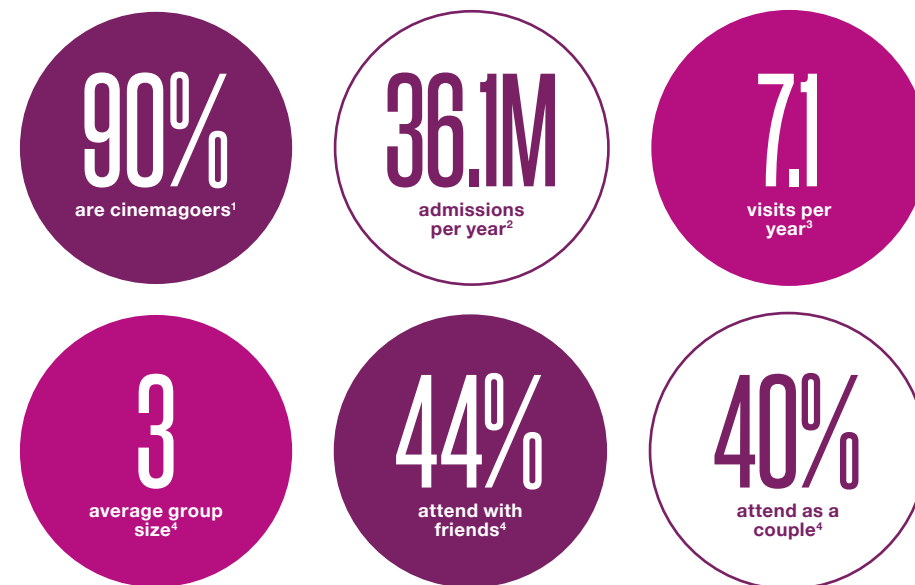
"We're cinema buddies. We love cinema – whether it's a reflection of your own life, or escaping from real-life."

If you think the only way to reach this group in the cinema is to wait for the next rom-com to come out, think again, they're

into cinema just as much as their male counterparts and enjoy everything on offer. They're just as up for heart-stopping horror and big budget blockbusters as they are for the heart-breaks and make-ups of a rom-com!

"What my friends say is important – we like the same things – so if they say it's good it makes me want to see it even more."

FAST FACTS.



SUMMARY

Social staple

Conversation fuel

Escapism

Part of wider trip out

Key footfall period:
Opening week

"YOU CAN GET DRESSED UP A BIT, GO OUT FOR A MEAL, GET YOUR POPCORN AND GET TO SEE YOUR FRIENDS. . . IT'S JUST A REALLY NICE NIGHT OUT."

Source: 1. GB TGI 2015 Q3. 2. DCM 2015 estimate 3. CAA Film Monitor Coverage & Frequency 2015. 4. FAME 2015

ROOM.



Release Date
15 January 2016

Distributor
StudioCanal

Director
Lenny Abrahamson

Cast
Brie Larson, Joan Allen, William H. Macy, Jacob Tremblay

The audience award at the Toronto International Film Festival is a pretty good indicator of future awards and commercial success. Recent winners include *12 Years A Slave*, *The King's Speech*, *The Imitation Game* and *Slumdog Millionaire*. Joining that illustrious list is *Room*. After 5-year old Jack and his Ma escape from the enclosed surroundings that Jack has known his entire life, the boy makes a thrilling discovery: the outside world. Certain to be one of the most moving cinema experiences in 2016, don't be surprised if it's a real awards contender.

You'll like this if you liked
Martha Marcy May Marlene.

Did you know?
Jacob Tremblay, who plays Jack, could become one of the youngest Oscar nominees of all time.

THE DIVERGENT SERIES: ALLEGIANT.



Release Date
10 March 2016

Distributor
eOne

Director
Robert Schwentke

Cast
Shailene Woodley, Theo James, Ansel Elgort, Miles Teller, Naomi Watts, Jeff Daniels, Zoe Kravitz

With a terrific cast, lead by the wonderful Shailene Woodley, the *Divergent series* has developed into a successful young adult franchise. In this third instalment, Beatrice Prior and Tobias Eaton venture into the world outside of the fence and are taken into protective custody by a mysterious agency known as the Bureau of Genetic Welfare. The second film saw a significant increase in box office from the first one and this third one should do the same.

You'll like this if you liked
The Divergent Series: Insurgent.

Did you know?
As is the fashion, this final book in the series will be split into two films.

THE HUNTSMAN.



Release Date

22 April 2016

Distributor

Universal Pictures

Director

Cedric Nicolas-Troyan

Cast

Jessica Chastain, Chris Hemsworth, Emily Blunt, Charlize Theron

Snow White And The Huntsman was a sizeable hit in 2012 and four years later, this sequel is taking the story in a new direction. Kristen Stewart is no longer involved but both Jessica Chastain and Emily Blunt, two of the best actors around, have joined the cast, which is a pretty good deal in our book. Expect another swashbuckling fantasy epic, with one of the best casts of any blockbuster next year.

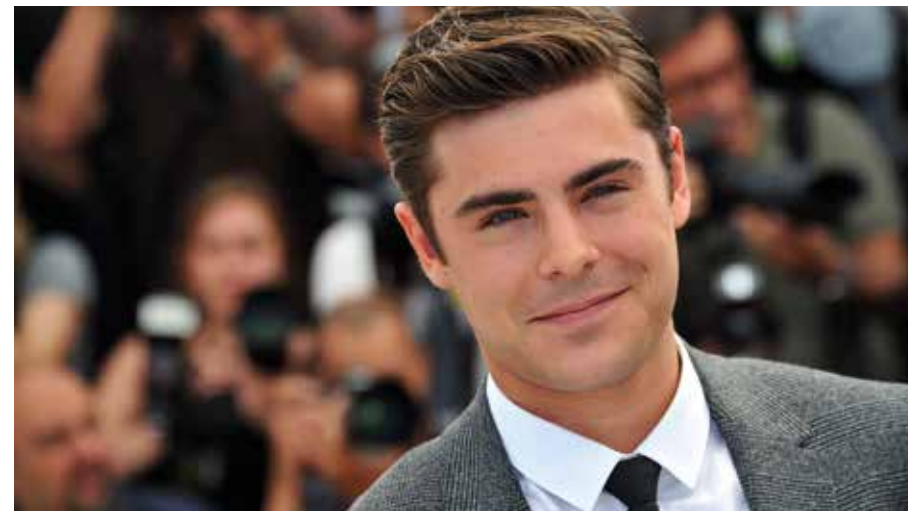
You'll like this if you liked

Snow White And The Huntsman.

Did you know?

Director, Cedric Nicolas-Troyan worked on *Snow White and the Huntsman* as visual effects supervisor and second unit director.

BAD NEIGHBOURS 2.



Release Date

6 May 2016

Distributor

Universal Pictures

Director

Nicholas Stoller

Cast

Zac Efron, Seth Rogen, Rose Byrne, Chloe Grace Moretz, Dave Franco

Bad Neighbours was one of the funniest films of 2014, with a host of great performances from Seth Rogen, Rose Byrne and Zac Efron. The sequel comes out almost exactly two years later and with the same director and team of writers, there's every reason to expect it'll hit the mark like the first film. This time around Chloe Grace Moretz joins the impressive cast.

You'll like this if you liked

Bad Neighbours.

Did you know?

The first *Bad Neighbours* grossed over £16m in the UK, making it one of the biggest comedies of 2014.

THE CONJURING 2.



Release Date

17 June 2015

Distributor

Warner Bros.

Director

James Wan

Cast

Vera Farmiga, Patrick Wilson, Frances O'Connor

The Conjuring was bloody scary and as a result it reached heights horror films seldom reach, crossing £10m in the UK and cementing James Wan's status as a master of the genre. This sequel is reportedly set in North London, and if they venture to Tottenham Ikea, it could be even scarier than the first. Patrick Wilson and Vera Farmiga return as paranormal investigators, Ed and Lorraine Warren, and Wan will ensure fingernails will be scarce by the end.

You'll like this if you liked

The Conjuring.

Did you know?

After directing *The Conjuring*, James Wan directed *Fast & Furious 7*, which is one of the biggest films of all time.

GHOSTBUSTERS 3.



Release Date

15 July 2016

Distributor

Sony Pictures

Director

Paul Feig

Cast

Melissa McCarthy, Kristen Wiig, Leslie Jones, Kate McKinnon, Chris Hemsworth, Bill Murray

Ghostbusters is a classic film, one of the most beloved of the 1980s and this brand new instalment is cause for unbridled optimism. A fantastic cast of female comedic actors, some big name cameos and one of the best comedy directors working today, makes this one of the most exciting prospects for summer 2016.

You'll like this if you liked

The Heat.

Did you know?

Melissa McCarthy deserves to be Oscar nominated for her performance in Paul Feig's *Spy*.

BRIDGET JONES'S BABY.



Release Date

15 September 2016

Distributor

Universal

Director

Sharon Maguire

Cast

Renee Zellweger, Colin Firth, Patrick Dempsey, Sharon Phillips

The last film may have been over 10 years ago but the two *Bridget Jones* films to date are two of the biggest British comedies of all time. Fans have been hoping for a new instalment and it arrives next September. Renee Zellweger returns and this time around, she's planning for a new arrival. Patrick Dempsey has replaced Hugh Grant and director of the first, and biggest Bridget Jones film, Sharon Maguire returns.

You'll like this if you liked

Bridget Jones's Diary.

Did you know?

Bridget Jones's Diary grossed over £42m at the UK box office.

THE GIRL ON THE TRAIN.



Release Date

30 September 2016

Distributor

eOne

Director

Tate Taylor

Cast

Emily Blunt, Rebecca Ferguson, Justin Theroux, Luke Evans

Could this be next year's *Gone Girl*? The book is fast becoming a literary phenomenon and is set to be the holiday read of choice for the next year. Emily Blunt is always great and she's bagged the sought after lead role as a young woman who becomes embroiled in a murder case after becoming obsessed with an attractive young couple.

You'll like this if you liked

Gone Girl.

Did you know?

It has occupied the number one spot of the UK hardback book chart for 20 weeks, the longest any book has ever held the top spot.

INFERNO.



Release Date
14 October 2016

Distributor
Sony Pictures

Director
Ron Howard

Cast
Tom Hanks, Felicity Jones

Tom Hanks returns as Robert Langdon in the third book in Dan Brown's series. With Felicity Jones joining Hanks, all under the direction of Ron Howard (*The Da Vinci Code*, *Rush*, *Apollo 13*), they will surely have another big hit on their hands. After waking up in a hospital room in Florence, with no memory of what has occurred for the last few days, Robert Langdon suddenly finds himself the target of a manhunt. With the help of Dr. Sienna Brooks and his knowledge of symbology, Langdon will try to escape whilst solving the most intricate riddle he's ever faced.

You'll like this if you liked
The Da Vinci Code.

Did you know?
The Da Vinci Code grossed over £31m in the UK in 2006.

WE TURN BRANDS INTO SCREEN ICONS.

WE'RE THE MILLENNIALS.

INTRODUCING 16-34 CINEMAGOERS.



For Millennials, a trip to the cinema is a regular part of social schedule: a chance to escape from the demands of everyday life and transport themselves to another world for a couple of hours of entertainment.

The cinema experience forms an important role in their lives both on and off line. Films are social collateral and it's important for them to be in

the know. They have a fear of missing out so they'll read reviews, watch trailers online and will be the first in the queue when a new film is released.

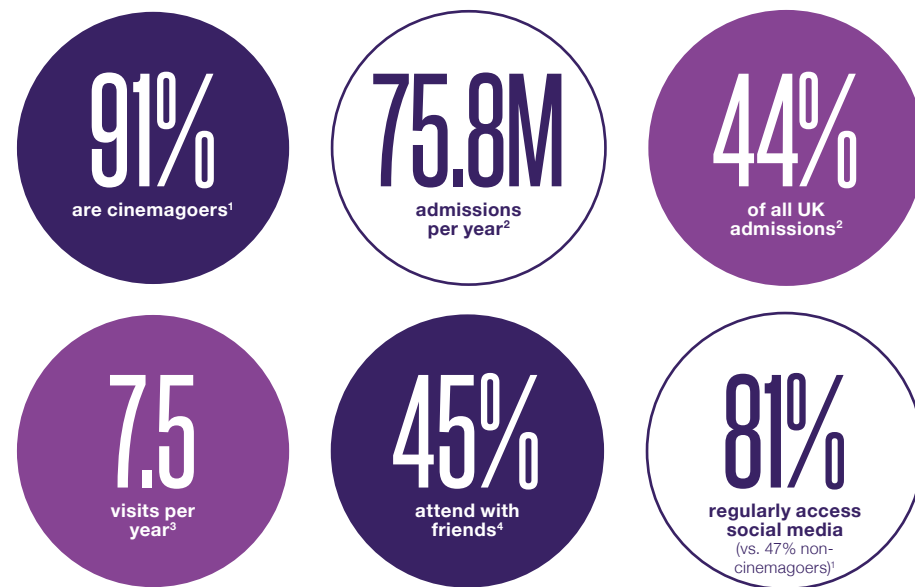
"Talking about it afterwards extends the experience and it's more fun that way."

They're not shy about sharing what they get up to either, posting on Facebook, Twitter

and Instagram to let their friends know what they're up to and if a film is worth a look. Their night doesn't stop when the credits roll with the fun often continuing with food, drink or a good chat on the way home.

"I love getting a group of my mates together and heading to the cinema for a night out."

FAST FACTS.



SUMMARY

Appointment to view

Passion point

Social occasion

Conversation fuel

Key footfall period:
Opening weekend & first week

**"I LOVE WATCHING FILMS
ON THE BIG SCREEN –
I ENJOY THE WHOLE
EXPERIENCE OF IT."**

Source: 1. GB TGI 2015 Q3. 2. DCM 2015 estimate 3. CAA Film Monitor Coverage & Frequency 2015. 4. FAME 2015

ZOOLANDER 2.



Release Date
12 February 2016

Distributor
Paramount

Director
Ben Stiller

Cast
Ben Stiller, Owen Wilson, Will Ferrell

Zoolander, like *Anchorman*, is a comedy that has grown in stature since its relatively inauspicious release in 2001. Like *Anchorman 2*, *Zoolander 2* should be a much bigger hit than its predecessor. Demonstrating how highly the first film is thought of, stars are queuing up to star in this sequel and Kristen Wiig, Benedict Cumberbatch and Penelope Cruz are just three of the rumoured additions. As for the plot, Derek and Hansel begin modelling again and are put under threat when an opposing company attempts to take them out from the business.

You'll like this if you liked
Zoolander.

Did you know?
There is a lot more to life than being really, really, ridiculously good looking.

NOW YOU SEE ME 2.



Release Date
10 June 2016

Distributor
eOne

Director
Jon M. Chu

Cast
Daniel Radcliffe, Jesse Eisenberg, Lizzy Caplan, Mark Ruffalo, Woody Harrelson, Dave Franco

The first *Now You See Me* was a genuine surprise hit, grossing over £11m in 2013. The fact it was an inventive, original thriller with a likeable cast and packed full of eye-popping spectacle must have played a part, and many of the cast have re-united for this welcome sequel. Daniel Radcliffe is the most high profile addition to the cast but expect twists and turns galore.

You'll like this if you liked
Now You See Me.

Did you know?
Everyone likes Mark Ruffalo. Everyone does.

TARZAN.



Release Date

8 July 2016

Distributor

Warner Bros.

Director

David Yates

Cast

Margot Robbie,
Christoph Waltz,
Samuel L. Jackson,
Alexander Skarsgård,
John Hurt

Tarzan is one of the most prolific characters in film but hasn't appeared in a live-action film since 1998. That's all about to change, as *Harry Potter* director, David Yates, brings him back to the big screen, with Alexander Skarsgård taking over the role. Having acclimatised to life in London, Tarzan is called back to his former home in the jungle to investigate the activities at a mining encampment. A top notch support cast makes this one to look out for next summer.

You'll like this if you liked

Dawn Of The Planet Of The Apes.

Did you know?

Christoph Waltz and Samuel L. Jackson last appeared on screen together in *Django Unchained*.

THE BFG.



Release Date

22 July 2016

Distributor

eOne

Director

Steven Spielberg

Cast

Mark Rylance,
Rebecca Hall, Bill
Hader, Jemaine
Clement, Ruby Barnhill,
Penelope Wilton

One of the nation's favourite books from one of Britain's most beloved authors gets the big screen treatment in this live-action blockbuster directed by one of the greatest filmmakers of all time... it should spell box office gold! For those few who haven't read Roald Dahl's classic novel, *The BFG* is the exciting tale of an unlikely friendship between a young girl named Sophie and a big friendly giant (BFG) who introduces her to the wonders & perils of Giant Country. Together they enlist the help of the Queen of England and set out on an adventure to capture the evil giants who have been marauding the human world.

You'll like this if you liked

Paddington, The Hobbit and Jurassic World.

Did you know?

2016 marks 100 years since the birth of Roald Dahl.

DAVID BRENT: LIFE ON THE ROAD.



Release Date

19 August 2016

Distributor

eOne

Director

Ricky Gervais

Cast

Ricky Gervais, Doc Brown

The Office is probably the greatest sitcom of all time and David Brent is one of the greatest characters. Ricky Gervais brings him back for his big screen debut next year and after the hilarity of *Alan Partridge: Alpha Papa* expertly proved that sitcom characters can flourish on the big screen, *Life On The Road* could well be one of the funniest films of 2016.

You'll like this if you liked

Alan Partridge: Alpha Papa.

Did you know?

We've changed our mind, The Office (UK) IS the greatest sitcom ever.

FANTASTIC BEASTS AND WHERE TO FIND THEM.



Release Date

18 November 2016

Distributor

Warner Bros.

Director

David Yates

Cast

Eddie Redmayne, Ezra Miller, Colin Farrell, Samantha Morton, Katherine Waterston

Now that *The Hunger Games* series has reached its conclusion, there's a big hole in the schedule in November. Thankfully Warner Bros. are about to fill it with something even bigger. The first in a proposed trilogy, *Fantastic Beasts* follows the adventures of writer Newt Scamander in New York's secret community of witches and wizards, 70 years before *Harry Potter* reads his book in school. It's set to be a huge fantasy epic that will satisfy the millions of *Harry Potter* fans.

You'll like this if you liked

Harry Potter and the Deathly Hallows Part 2.

Did you know?

This is the first film to be made from a script by J.K. Rowling.

WE'RE THE WEEKENDERS.

INTRODUCING FAMILY CINEMAGOERS.



For 'The Weekenders' a visit to the cinema is a treat – just as it was for the parents when they were children themselves. In spite of a myriad of distractions of modern family life cinema remains a sacred activity. A rare chance to 'unplug' from the virtual world, and distractions of work and home, and spend quality time together.

"It's special coming to the cinema – the really big screen, the popcorn, just the whole atmosphere."

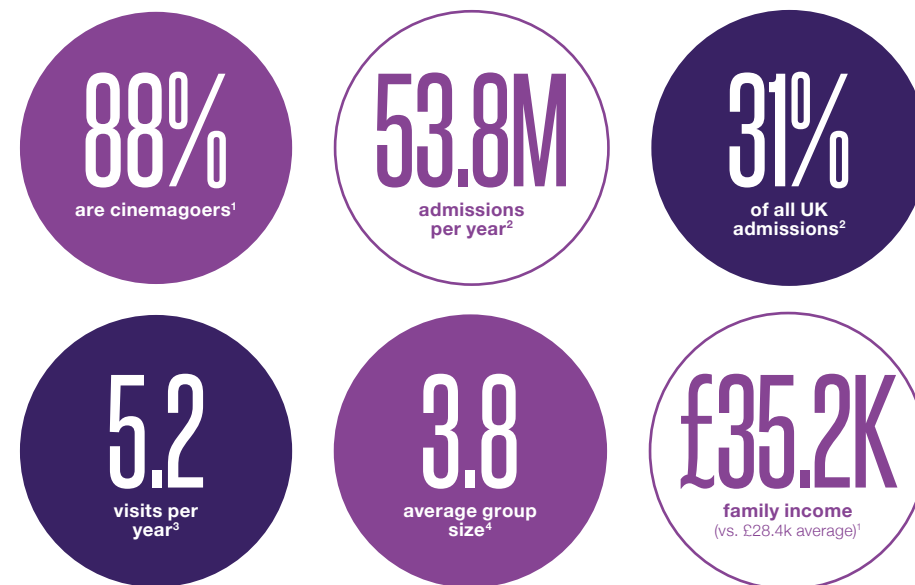
A trip to a stately home or walk in the park will never be met with the same sense of wide eyed excitement as the latest blockbuster and for all the convenience of watching movies at home, nothing can replicate the big screen experience.

Families love to watch, discuss and enjoy films together and cinema's ability to bring them together to watch one film, without distraction, is one of its greatest assets as a medium.

Sharing an experience together heightens the emotions and creates memories that can stay with the whole family for weeks, months and even years later.

"I like being in this very dark room where everyone is concentrating on the big screen and everything seems larger than life."

FAST FACTS.



SUMMARY

Quality bonding time

Shared memories for whole family

Take kids "offline"

Happy kids = Happy parents

Key footfall period: Usually by the second week of release focused around weekends and school holidays

"AS A FAMILY WE CAN ALL ENJOY AND SHARE THE EXPERIENCE AT THE SAME TIME. IT BRINGS US CLOSER TOGETHER AND WE'LL TALK ABOUT IT FOR WEEKS AFTER."

Source: 1. GB TGI 2015 Q3. 2. DCM 2015 estimate 3. CAA Film Monitor Coverage & Frequency 2015. 4. FAME 2015

ALVIN AND THE CHIPMUNKS: THE ROAD CHIP.



Release Date
12 February 2016

Distributor
20th Century Fox

Director
Walt Becker

Cast
Jason Lee, Bella Thorne, Kaley Cuoco, Anna Faris, Christina Applegate, Justin Long

The hugely popular squeaky-voiced rodents are back for their fourth big screen outing. Jason Lee once again plays their exasperated guardian, Dave, as Alvin, Simon and Theodore come to believe that he is going to propose to his new girlfriend in Miami... and dump them. They have three days to get to him and stop the proposal, saving themselves not only from losing Dave but possibly from gaining a terrible stepbrother.

You'll like this if you liked
Alvin and the Chipmunks: Chip-wrecked.

Did you know?
Alvin and the Chipmunks: The Squeakuel grossed over £25m in the UK.

KUNG FU PANDA 3.



Release Date
11 March 2016

Distributor
20th Century Fox

Director
Alessandro Carloni,
Jennifer Yuh

Cast
Jack Black, Bryan Cranston, Angelina Jolie, Dustin Hoffman, Seth Rogen, Jackie Chan

Kung Fu Panda was an immensely satisfying, and funny, big screen animation, with a terrific voice cast. The sequel managed to develop the story in surprising and entertaining ways, so hopes are high for this third outing. Continuing his "legendary adventures of awesomeness", Po must face two hugely epic, but different threats: one supernatural and the other a little closer to his home. Bryan Cranston and J.K. Simmons have joined the star-studded voice cast.

You'll like this if you liked
Kung Fu Panda 2.

Did you know?
With the second *Kung Fu Panda*, director, Jennifer Yuh was the first woman to solely direct an animated feature from a major Hollywood studio.

ZOOTROPOLIS.



Release Date

25 March 2016

Distributor

Walt Disney Pictures

Director

Byron Howard, Rich Moore, Jared Bush

Cast

Jason Bateman, Ginnifer Goodwin, Alan Tudyk, Katie Lowes, Shakira

Disney Animation can do little wrong at the moment and their hot streak will surely continue with *Zootropolis*. Jason Bateman voices a fast-talking fox who's trying to make it big but goes on the run when he's framed for a crime he didn't commit. Zootopia's top cop, a self-righteous rabbit, is hot on his tail, but when both become targets of a conspiracy, they're forced to team up and discover even natural enemies can become best friends.

You'll like this if you liked

Big Hero 6.

Did you know?

There is a poster for Zootopia in *Big Hero 6*, when Baymax and Hiro fly under the train tracks.

THE JUNGLE BOOK.



Release Date

15 April 2016

Distributor

Walt Disney Pictures

Director

Jon Favreau

Cast

Scarlett Johansson, Bill Murray, Idris Elba, Ben Kingsley, Lupita Nyong'o, Christopher Walken

After the success of the live-action *Cinderella*, Disney is lining up its animated classics for the live-action treatment and next on the list is *The Jungle Book*. The story of an orphan boy, raised in the jungle with the help of a pack of wolves, a bear, and a black panther, is well known, but Jon Favreau (*Iron Man*, *Elf*) has put together a terrific cast and who wouldn't want to see Bill Murray as Baloo? It has the potential to outperform *Cinderella* and be one of 2016's best family films.

You'll like this if you liked

Cinderella.

Did you know?

This is the first film to feature both Bill Murray and Scarlett Johansson since *Lost In Translation*.

ANGRY BIRDS.



Release Date

13 May 2016

Distributor

Sony Pictures

Director

Clay Kaytis, Fergal Reilly

Cast

Jason Sudeikis, Bill Hader, Kate McKinnon, Peter Dinklage, Maya Rudolph, Danny McBride

The *Angry Birds* game is a genuine phenomenon. Each individual character has its own personality and traits, so it seemed a logical step to make the leap to the big screen. An all-star cast of US comedians are providing the voices and the directors cut their teeth on some of Disney's biggest animations, including *Frozen*, *Wreck-It Ralph* and *Tangled*. It's perfectly timed for May half-term too.

You'll like this if you liked

Rio 2.

Did you know?

Since it was released in 2009, the *Angry Birds* game has been downloaded more than three billion times across all versions and platforms of mobile devices.

ALICE THROUGH THE LOOKING GLASS.



Release Date

27 May 2016

Distributor

Walt Disney Pictures

Director

James Bobin

Cast

Mia Wasikowska, Anne Hathaway, Johnny Depp, Helena Bonham Carter, Sacha Baron Cohen

Tim Burton's *Alice In Wonderland* was a huge hit in 2010, hitting £40m in the UK and over \$1bn worldwide. Burton has skipped this sequel and the reins have been handed to British director, James Bobin, whose humour and light touch were a perfect fit for his two Muppets films. It should also result in a brighter, funnier sequel to *Alice In Wonderland* and he's managed to get all the big name actors back. If you're looking for the big family film for May half term, look no further.

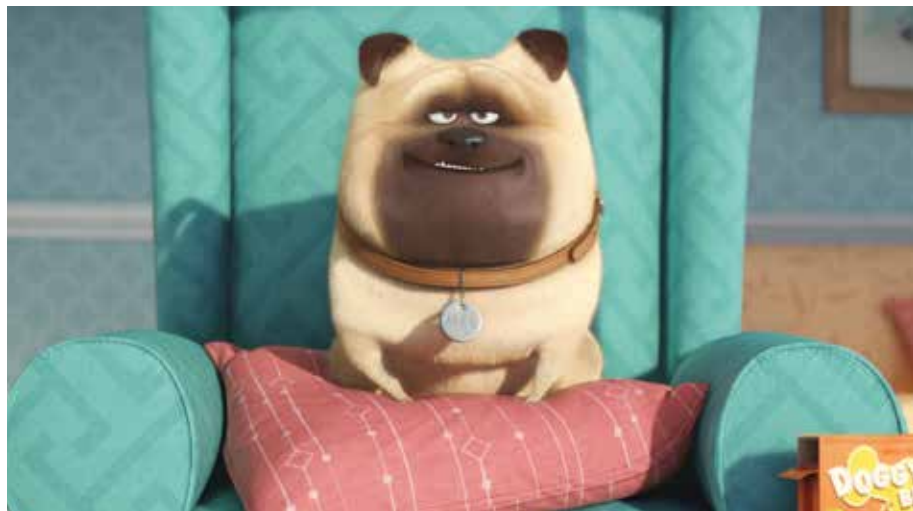
You'll like this if you liked

Alice In Wonderland.

Did you know?

Director, James Bobin was one of the key creatives behind the *Flight Of The Conchords* television show.

THE SECRET LIFE OF PETS.



Release Date

24 June 2016

Distributor

Universal Pictures

Director

Chris Renaud, Yarrow Cheney

Cast

Adam Sandler, Lake Bell, Andy Samberg, Kevin Hart, Ellie Kemper, Steve Coogan

Could this be Illumination Entertainment's (*Despicable Me*) next big franchise? If the hilarious teaser is anything to go by, there's every chance. Taking place in a Manhattan apartment building, Max's life as a favourite pet is turned upside down, when his owner brings home a sloppy mongrel named Duke. They have to put their quarrels behind them when they find out that an adorable white bunny named Snowball is building an army of abandoned pets, determined to take revenge on all happy-owned pets and their owners.

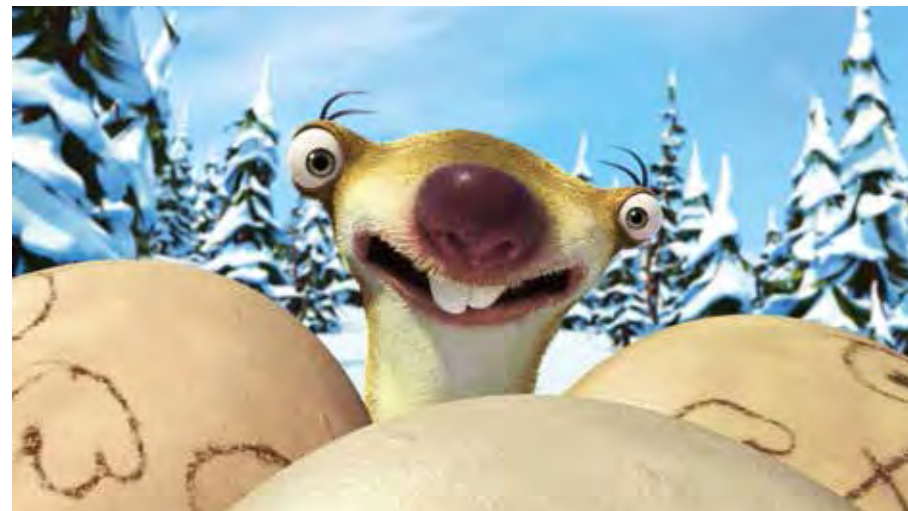
You'll like this if you liked

Toy Story.

Did you know?

Minions has so far banked \$1.2bn dollars worldwide.

ICE AGE: COLLISION COURSE.



Release Date

15 July 2016

Distributor

20th Century Fox

Director

Mike Thurmeier, Galen T. Chu

Cast

Keke Palmer, John Leguizamo, Queen Latifah, Denis Leary, Ray Romano

The Ice Age series is one of the biggest animated franchises around, with the past two entries crossing the £30m mark in the UK. This fifth instalment brings back Manny, Sid and Diego and while the plot is still under wraps, it will no doubt be another pre-historic romp that will keep kids entertained throughout the summer holidays.

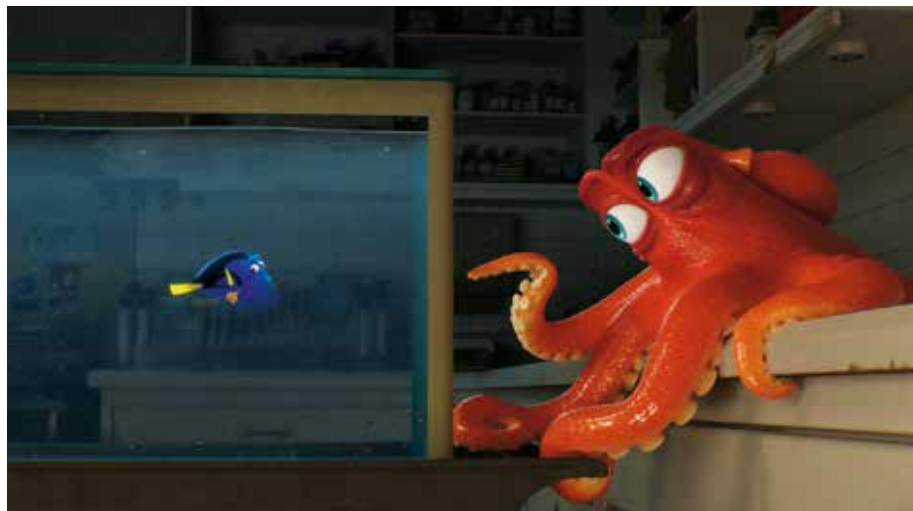
You'll like this if you liked

Ice Age: Continental Drift.

Did you know?

The Ice Age films to date have grossed almost \$3bn worldwide.

FINDING DORY.



Release Date

29 July 2016

Distributor

Walt Disney Pictures

Director

Andrew Stanton,
Angus MacLane

Cast

Ellen DeGeneres,
Albert Brooks, Idris
Elba, Dominic West,
Diane Keaton, Kaitlin
Olson, Ty Burrell

With *Inside Out*, Pixar is back on legendary form and next year brings back one of its greatest achievements. *Finding Nemo* was loved by almost everyone who saw it and it's still Pixar's biggest non-*Toy Story* film worldwide. This sequel focuses on the friendly-but-forgetful blue tang fish, Dory, as she reunites with her loved ones, and everyone learns a few things about the true meaning of family along the way.

You'll like this if you liked

Finding Nemo.

Did you know?

With over 25 million likes, Dory is the most liked character on Facebook from any Disney or Pixar film.

MOANA.



Release Date

2 December 2016

Distributor

Walt Disney Pictures

Director

Ron Clements, Jon
Musker

Cast

Dwayne Johnson, Alan
Tudyk, Auli'i Cravalho

Disney have primed this brand new animation for Christmas 2016 and they'll be hoping for another *Frozen* style phenomenon. *Moana* is the story of a young woman who uses her navigational talents to set sail for a fabled island. Joining her on the adventure is her hero, the legendary demi-god Maui. Dwayne 'The Rock' Johnson voices Maui, which immediately marks this out as one to watch.

You'll like this if you liked

Frozen.

Did you know?

Rumours that Craig McLachlan & Check 1-2 will be re-working their 1989 hit 'Mona' for the soundtrack are currently unsubstantiated.

WE MAKE
CINEMA AS
ESSENTIAL
FOR BRANDS
AS IT IS FOR
FILMMAKERS.

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