



digital cinema media

2025 ROUND-UP



TOP 10 FILMS OF 2025

What a year.

Minecraft's meme magic turned Gen-Z into flocks of Chicken Jockey enthusiasts, *Bridget Jones* brought closure to Britain's much-loved rom-com, and *Wicked* delivered goodness through music to fans across the country.

It was a year for movie fanatics, one which revived cinematic classics and introduced new ones, keeping cinema firmly at the heart of 2025's biggest cultural moments.

	FILM TITLE	DCM ADMISSIONS
1	A Minecraft Movie	5.6m
2	Lilo & Stitch	3.8m
3	Wicked: For Good	3.5m
4	Bridget Jones: Mad About The Boy	3.5m
5	Jurassic World: Rebirth	3.2m
6	Superman	2.4m
7	How To Train Your Dragon	2.3m
8	Fantastic Four: The First Steps	2.2m
9	Mission Impossible: The Final Reckoning	2m
10	F1 The Movie	1.6m

2025'S CINEMATIC CULTURAL MOMENTS



A Minecraft Movie blasted through the UK box office to reach £56m, taking social media for a spin in the process.



Bridget Jones Mad About the Boy proved romance isn't dead with the second biggest box office.



Sinners gained critical acclaim and became one of the biggest cultural moments of the year with 7 16-34 TVRs.



It was shorts and sun tans at the cinema for a SUPER season which saw summer cinemagoing reach 50% of the top 10 films.



Wicked: For Good broke records with 35% more box office sales than the first film to cement its spot in the top 5 films of the year.



Award-worthy films, such as *Marty Supreme* and *One Battle After Another* sparked online excitement.

NEWS FROM DCM'S ESTATE

Omniplex Cinema Group

The UK's fastest growing cinema chain, Omniplex, joined the DCM estate in November to increase our market share to **85%**.

The Cinema at Selfridges

Take a break from shopping at Oxford Street's luxury theatre, the latest addition to DCM's rapidly growing independent roster.

KIA Backs BIFA

Entering its fourth consecutive year sponsoring independent cinema, KIA supported BIFA's first-ever audience-voted 'Cinema of the Year' Award.

85%



STAND OUT CAMPAIGNS

RAF Anamorphic Ad Soars Above Viewers 🔗

In a thrilling continuation of The RAF's award-winning work with DCM Studios, a 3D anamorphic plane rips through the sky before bursting out of Cineworld screens nationwide.



Lynx Cherry Spritz Fine Fragrance Scent in 4DX 🔗

Lynx became the very first brand to create its own 4DX scent for cinema. In the humorous ad, each onscreen spray was accompanied by a real-life cherry aroma released from the audience seats.



STAND OUT CAMPAIGNS

Google Pixel *Wicked: For Good* TYPO

Google Pixel and DCM Studios delivered *Wicked* big-screen magic for a playful sponsorship of ODEON's Turn Your Phone Off message.

BAFTA's Star-Studded Trailer

BAFTA and DCM Studios teamed up with Susan Wokoma to create an award-winning cinema campaign celebrating video game storytelling.

First Fully-Captioned Ad Reel

DCM produced the first fully-captioned ad reel with 29 brands for *Mission Impossible – The Final Reckoning*, championing accessible cinema.



DCM AWARDS 2025

The ninth Digital Cinema Media Awards was a night to remember.

Hosted in partnership with Campaign, we rolled out the red carpet at BAFTA for our standout winners, proving that cinema remains the best seat in media.

Specsavers' humorous and disruptive cinema campaign earned the top prize, receiving the DCM Award's Grand Prix. The same campaign went on to achieve Gold at the Media Week Awards.

[Watch the DCM Awards Highlight Video.](#) 



DCM EVENTS

DCM Upfronts 2025 🔗

At our biggest Upfronts ever, we filled Odeon Luxe Leicester Square to deliver our groundbreaking research “Maximising Price”, demonstrating the contextual power of cinema. We were joined by an illustrious panel featuring Unilever, Three and Barclays UK.

The Greatest Ad Show 🔗

Hosted in the biggest screen at Picturehouse Central, our event with IPA President and BBH CEO, Karen Martin, celebrated creativity with the nation’s most impactful advertising.

DCM Film Club

From *Bridget Jones* and *F1* to *Zootropolis 2* and *Wicked: For Good*, DCM Film Club brought the media industry together.



AN EXCITING FILM SLATE AHEAD FOR 2026

