Cinema Measurement: A Best Practice Framework

AN EBIQUITY INFOGRAPHIC

THE MEASUREMENT PROBLEM

Cinema is consistently undervalued because it is consistently undermeasured.

Cinema sits at under 2% of typical advertiser budgets - below the MMM detection threshold and creating a structural measurement blind spot

Profit Ability 2 ROI data (£2.56 vs. TV's £5.94) is widely cited but poorly understood, based on post-Covid 2021-2023 campaigns with limited cinema sample sizes and single metric ROI viewpoint

The result: investment decisions made on incomplete evidence, not genuine performance

> **"The question is not whether cinema works. The question is whether we are measuring it correctly."**

RETHINKING THE ROI LENS

Traditional ROI is the wrong primary metric for cinema.

CINEMA LEADS ALL CHANNELS IN ATTENTIVE SECONDS
21,610 attentive seconds per 1,000 impressions vs. 6,726 for TV and 470 for online display

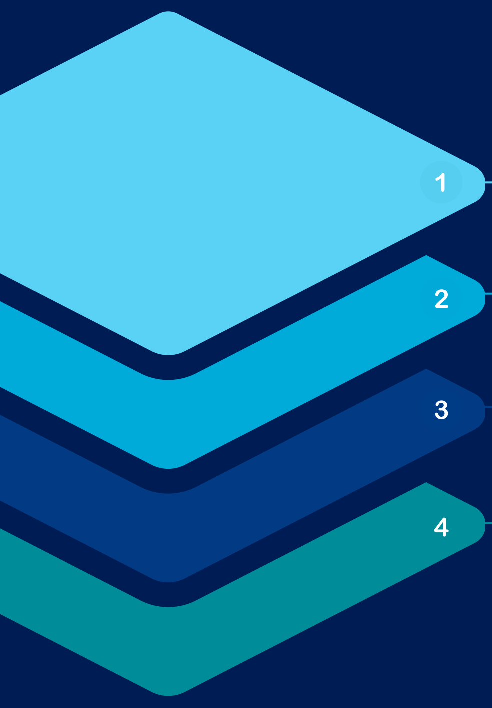
'ACPM' JUDGES THE EFFICIENCY OF ATTENTION
Cinema's ACPM of £1.85 is the second lowest only to TV (£1.19), showing attention's inherent influence on trading prices

R2 = 0.979: ATTENTION AND INCREMENTAL PROFIT
There is a strong correlation between attentive seconds and media channel efficacy (i.e., the long-term incremental profit it delivers per 000 impression). *Source: Ebiquity x Lumen, 2024*

PROFIT CONTRIBUTION PER 000 FLIPS THE PICTURE FOR CINEMA
Cinema's long-term profit contribution-per-000 impressions at £102 is the standout figure and higher than any other channel

THE BEST PRACTICE FRAMEWORK

Measuring cinema properly requires a layered approach, not a single model. A four layered framework:



	METHOD	WHAT IT CAPTURES
1	Attention-weighted impressions (3.2x multiplier)	Quality of exposure
2	MMM with Bayesian priors	Short and long-term revenue contribution
3	Incrementality testing	Causal lift where MMM lacks power
4	Brand uplift studies	Consideration, perception, and price premium

Cinema must be modelled as a separate variable, segmented by context (blockbuster vs. standard), not bundled into a generic AV line.

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MAKING MMM WORK FOR CINEMA

Small budgets do not mean unmeasurable. They mean model carefully.

- The statistical power problem: low spend = low variation in data = weak coefficient estimates. This is solvable.
- Bayesian priors: encode prior knowledge of cinema effectiveness directly into the model to stabilise estimates where data is sparse
- Data requirements: spot-level data (DCM provides this), aligned to weekly or daily granularity, with film title and context flags
- Long-term multipliers: cinema's brand-building effect means short-term ROI alone captures a fraction of true value. Long-term multipliers must be applied.
- Reporting standard: always report short-term ROI, long-term ROI, profit-per-impression, and reach contribution together

DCM's spot-by-spot reporting capability can be the data foundation for credible modelling.

THE IMPLEMENTATION CHECKLIST

Practical steps any brand or agency can take now.

DATA COLLECTION

- Request spot-level cinema data from DCM, including film title and buy context
- Align to weekly granularity minimum; daily preferred
- Align on geographic matching (TV region vs postcode vs custom)

MODEL SPECIFICATION

- Model cinema as a standalone channel variable
- Begin coding buy type variables (Film Pack vs AGP, Gold Spot vs In Reel)
- Segment at film level by blockbuster vs. standard context
- Apply 3.2x attention multiplier to impressions
- Use Bayesian priors where sample size is limited

REPORTING

- Report short-term ROI, long-term ROI, profit-per-impression, and reach contribution as a set
- Never present cinema ROI in isolation against TV without attention adjustment

VALIDATION

- Commission incrementality test or brand uplift study where MMM confidence is low

THE COMMERCIAL IMPERATIVE

Correct measurement leads to correct investment. The cost of not doing this is real.
In conclusion:

Brands are systematically underinvesting in cinema due to measurement artefacts, not genuine underperformance

Cinema's 16-34 reach premium (+6pp) and price perception uplift (+10-14%) are strategically irreplaceable for launch and brand campaigns

The framework presented today is implementable immediately with existing data and modelling infrastructure

Ebiquity's position: Independent, evidence-based, not advocating for cinema spend. Advocating for accurate measurement.

> “Measure it correctly, then decide. The data earns cinema a fair hearing.”

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