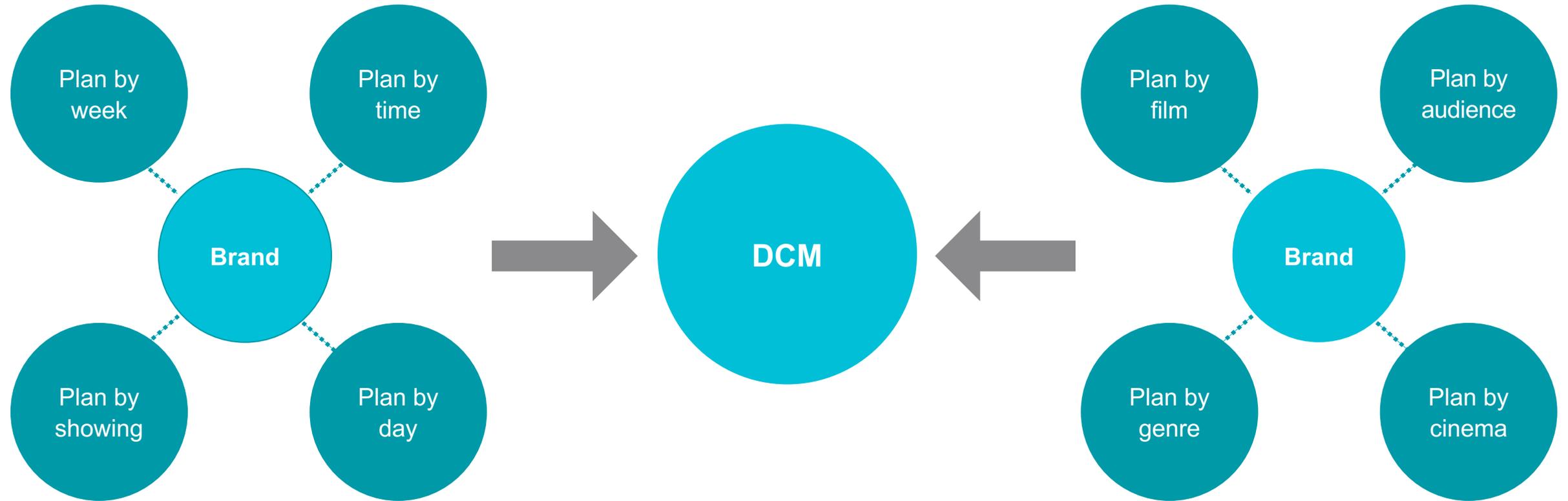


HOW TO BUY CINEMA

YOU CAN PLAN YOUR CINEMA CAMPAIGNS...

...dynamically.



BEGIN PLANNING AT [DCM.CO.UK/PLANNER](https://dcm.co.uk/planner)

Search by date, film or audience buying route to see how many admissions are available to buy

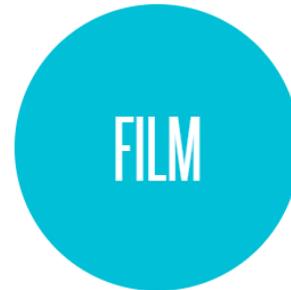


dcm.co.uk →

PLAN YOUR CINEMA CAMPAIGN

PLAN YOUR CINEMA CAMPAIGN BY DATE, FILM OR AUDIENCE WITH DCM'S ONLINE
CAMPAIGN PLANNER

Please note that this tool serves only as a guide and does not allow you to book campaigns. Additional Production costs will be applicable for new copy. Speak to your DCM rep for more details and to receive an official costing. All bookings are subject to DCM's Advertising Policy.



OUR PLAYLISTS

Average reel
length:
11 minutes



Time length factors

5" = 0.35

10" = 0.50

20" = 0.85

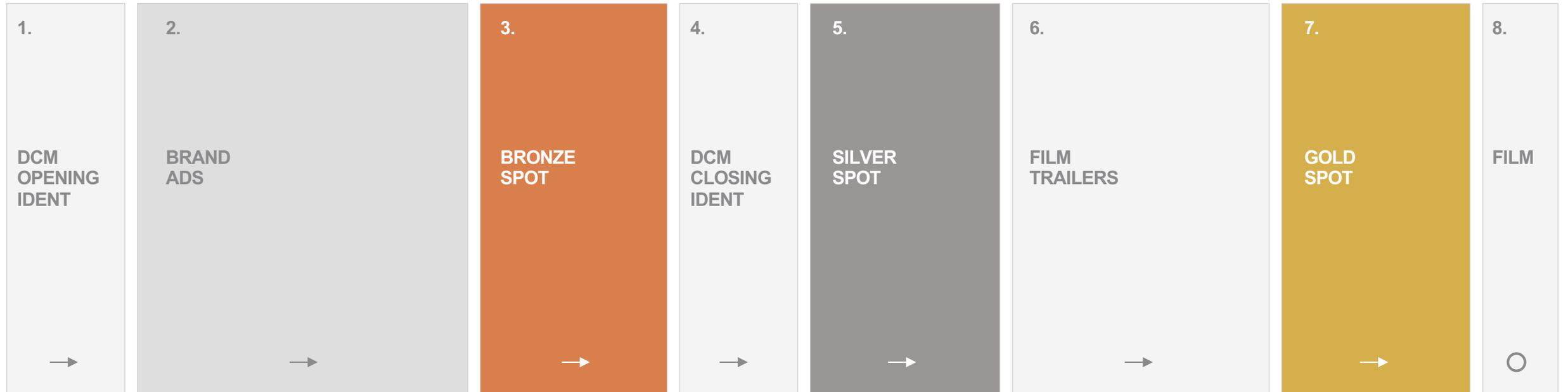
30" = 1.00

40" = 1.33

50" = 1.67

60" = 2.00

THE CINEMA AD REEL



THE GOLD, SILVER & BRONZE SPOTS

Take advantage of the most prestigious positions in advertising

Have your ad sit side-by-side with the greatest content in media, and in front of the most engaged audience, at an appointment to view occasion. Give your creative the impactful spot it deserves.

To book into any premium spots, or find out more, contact your DCM rep.

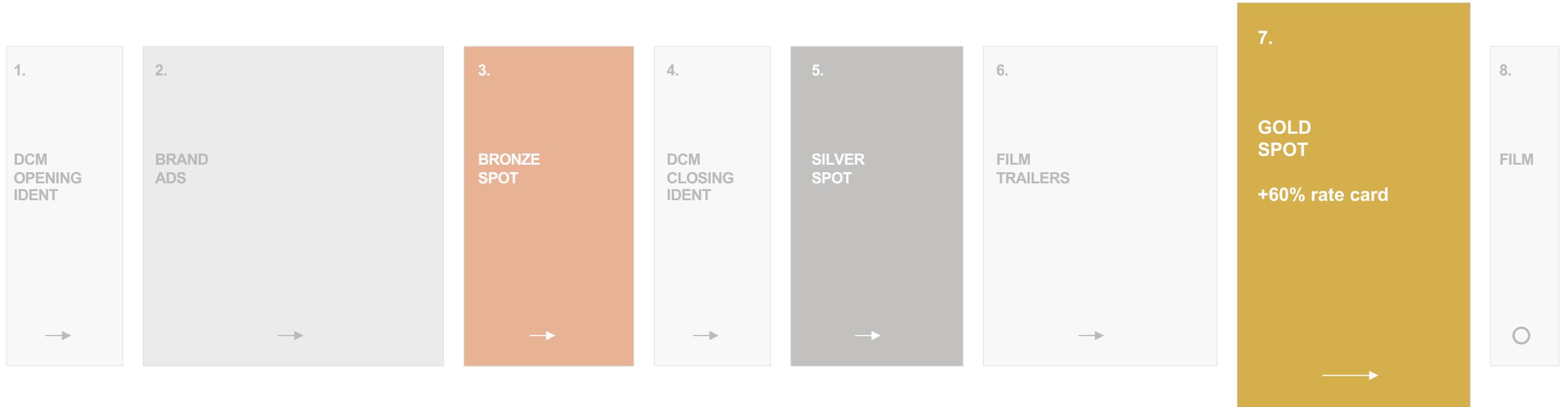


PRESENCE OF AUDIENCE THROUGH THE AD REEL

	2014	2015	2016	2017	2018
Commercial Ad Reel	72%	76%	77%	83%	83%
Bronze Spot	86%	87%	89%	91%	92%
Silver Spot	89%	93%	93%	94%	94%
Gold Spot	100%	100%	100%	100%	100%

THE GOLD SPOT

The most impactful position in advertising



‘The most valuable few seconds in cinema advertising’ – Media Week

The Gold Spot is the premium position, helping brands to become an integral part of the cinema experience.

The Gold Spot is the last commercial message after the trailers and sits, on average, six minutes away from any other advertising.

To book into any premium spots, or find out more, contact your DCM rep.

This 60” or longer spot offers standout outside the main ad reel and offers the perfect opportunity to be up close to the main event.



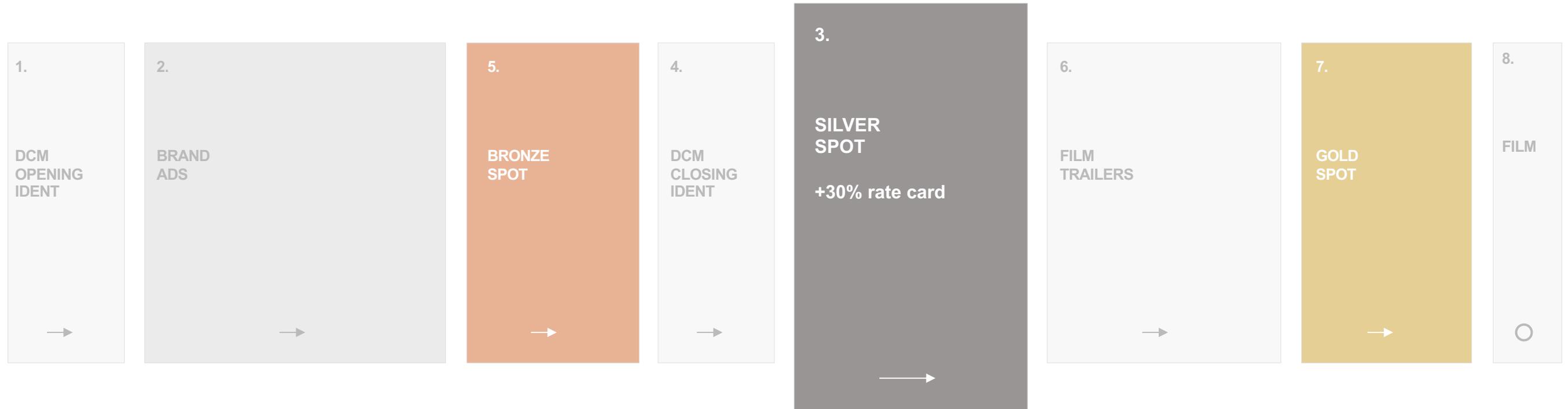
100% of cinemagoers are seated when the Gold Spot begins*



Guaranteed admissions

THE SILVER SPOT

Take advantage of the most prestigious positions in advertising



Positioned after the DCM closing ident and just before the start of the trailers, this 60" or longer 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.

To book into any premium spots, or find out more, contact your DCM rep.

The Silver Spot offers the perfect opportunity to be up close to the main event, right next to the trailers.



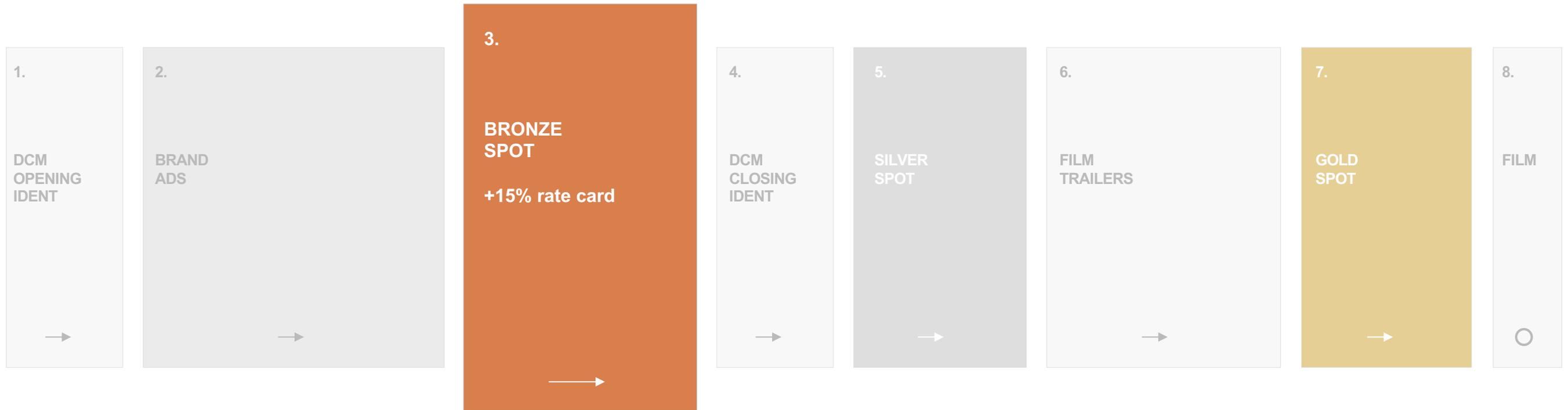
94% of cinemagoers are seated when the Silver Spot begins*



A 60" or longer showcase spot perfect for engaging, powerful content

THE BRONZE SPOT

Take advantage of the most prestigious positions in advertising



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

To book into any premium spots, or find out more, contact your DCM rep.

The Bronze Spot offers the perfect opportunity to achieve standout at the end of the brand ads playlist.

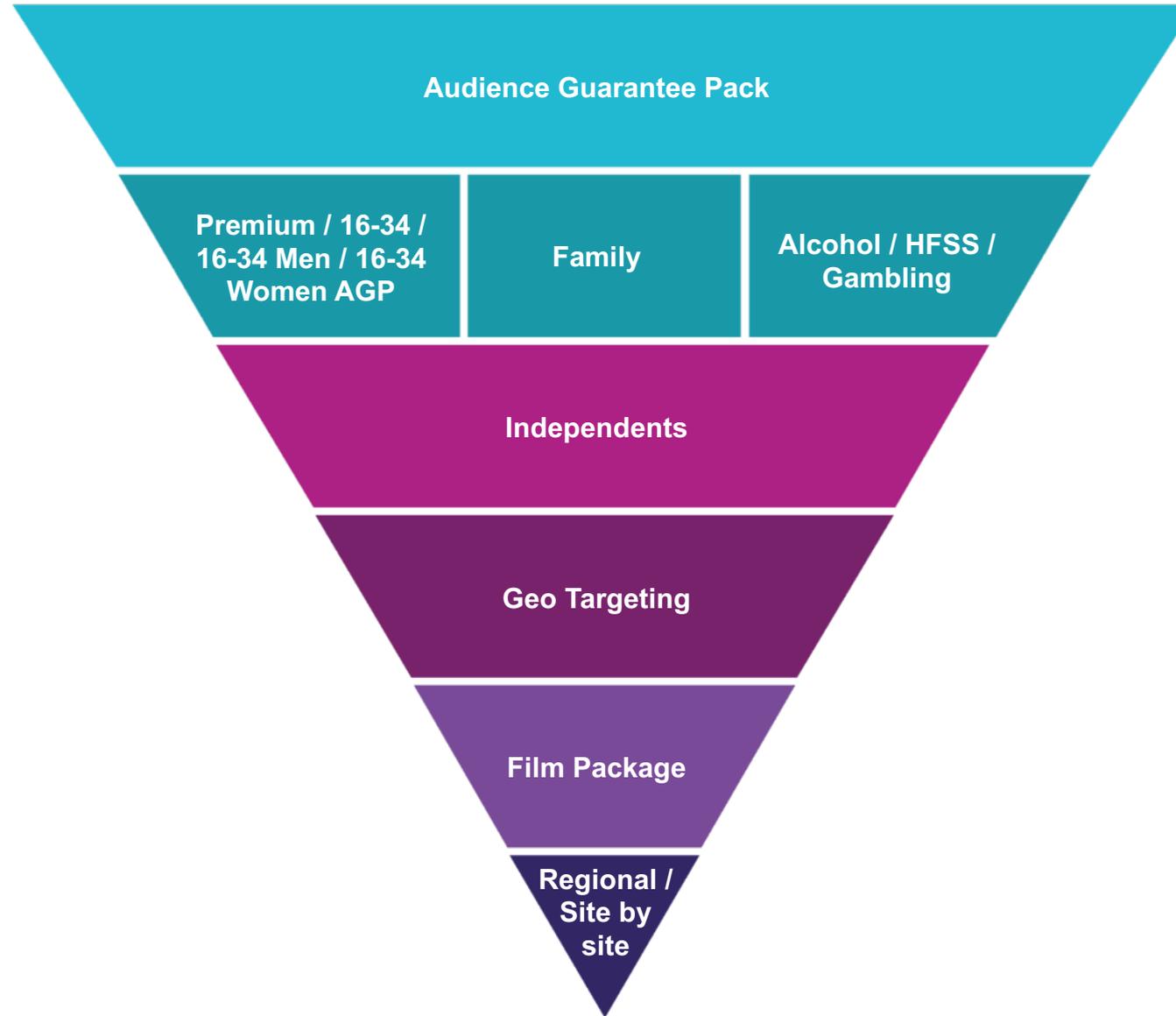


A 60" or longer spot to showcase great content



92% of the audience is seated when the Bronze Spot begins*

CINEMA BUYING ROUTES



AUDIENCE GUARANTEE PACK (AGP)

Cinema's most popular buying route. The broadest and most cost-effective way of reaching the whole cinema audience in any given campaign period.

- Guaranteed industry admissions p/w
- **£60 ratecard CPT**



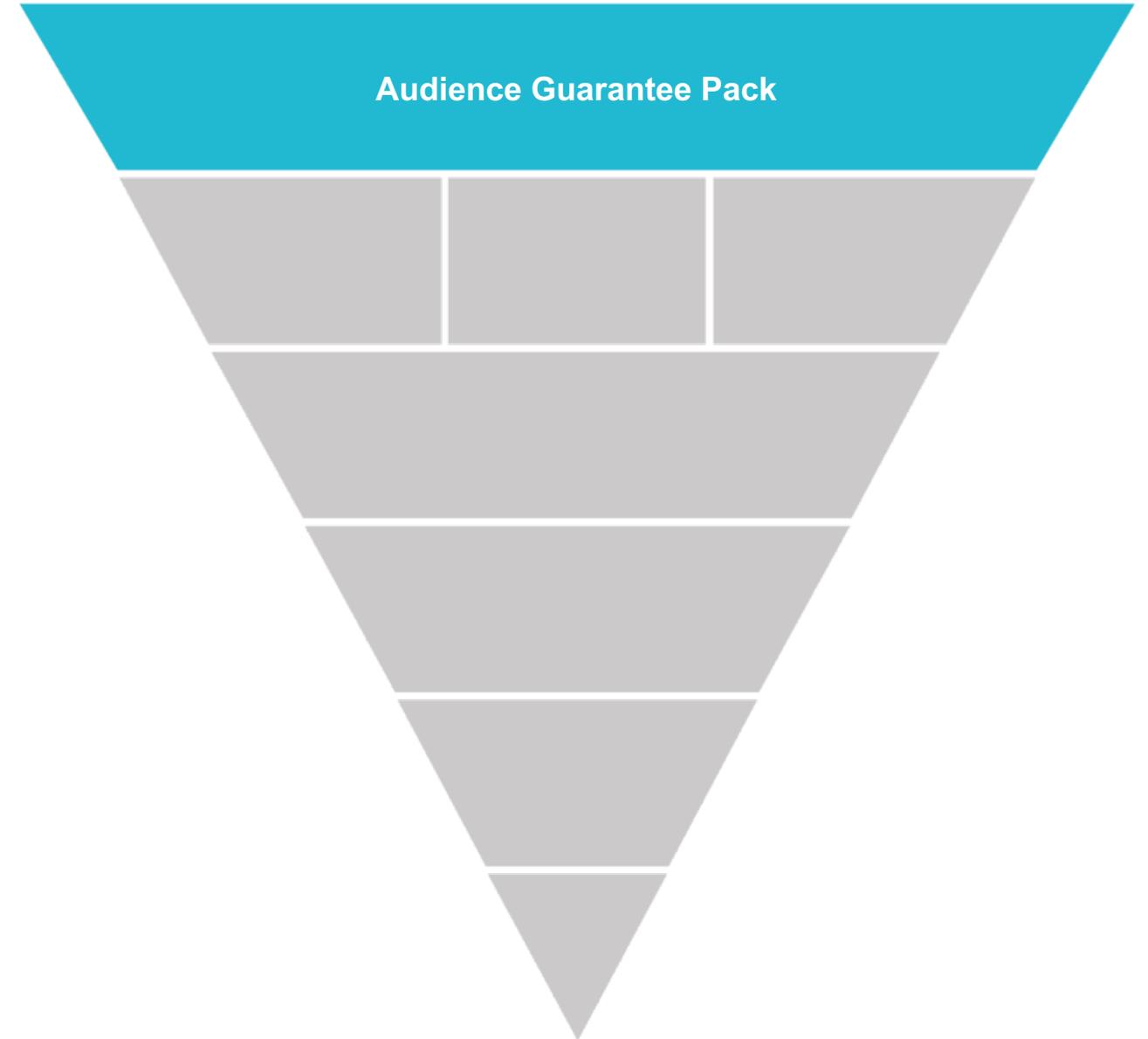
AUDIENCE GUARANTEE PACK (AGP)

Cinema's most popular buying route.

The broadest and most cost-effective way of reaching the whole cinema audience in any given campaign period.

Features:

- Maximum coverage with core 16-44 ABC1 audience
- Widest film association
- Guaranteed industry admissions per week
- **£60 ratecard CPT**



PREMIUM / 16-34 / 16-34 MEN / 16-34 WOMEN AGP

These four audience guarantee packages are more targeted than our AGP. For example, our Premium AGP is more targeted towards an upmarket audience, predominantly incorporating films profiling 68%+ ABC1. Similarly, a 16-34 Women / 16-34 Men AGP predominantly incorporate films that respectively profile 58%+ female/male.

- Minimises unwanted wastage
- Guaranteed industry admissions p/w
- 16-34 Adult, 16-34 Men & 16-34 Women AGP - £70 ratecard CPT
- Premium AGP - £75 ratecard CPT

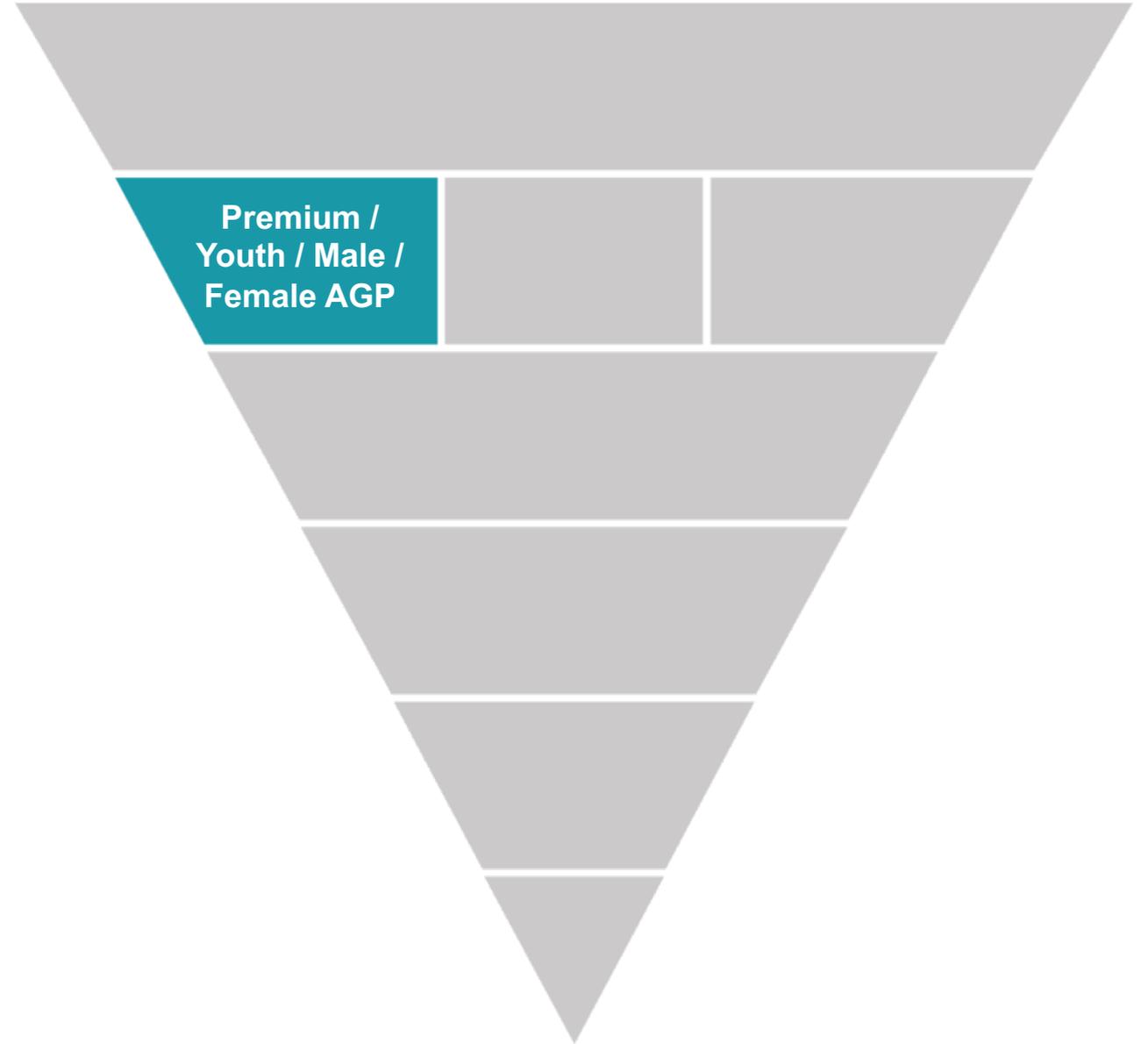
PREMIUM / 16-34 / 16-34 MEN / 16-34 WOMEN AGP

Target a highly engaged audience!

These buying routes allow brands to engage audiences in a more targeted way – selecting films that profile more upmarket, younger and male/female skewing.

Features:

- Extra film filter allows closer audience targeting
- Minimises unwanted audience wastage
- Guaranteed industry admissions per week
- **16-34 Adult, 16-34 Men & 16-34 Women AGP - £70 ratecard CPT**
- **Premium AGP - £75 ratecard CPT**



FAMILY PACK

Engage with families during all family releases over a given period, especially during school holidays and tap into a hard to reach housewives and kids audience.

- Releases fall in school holidays
- £34 - £100 ratecard CPT

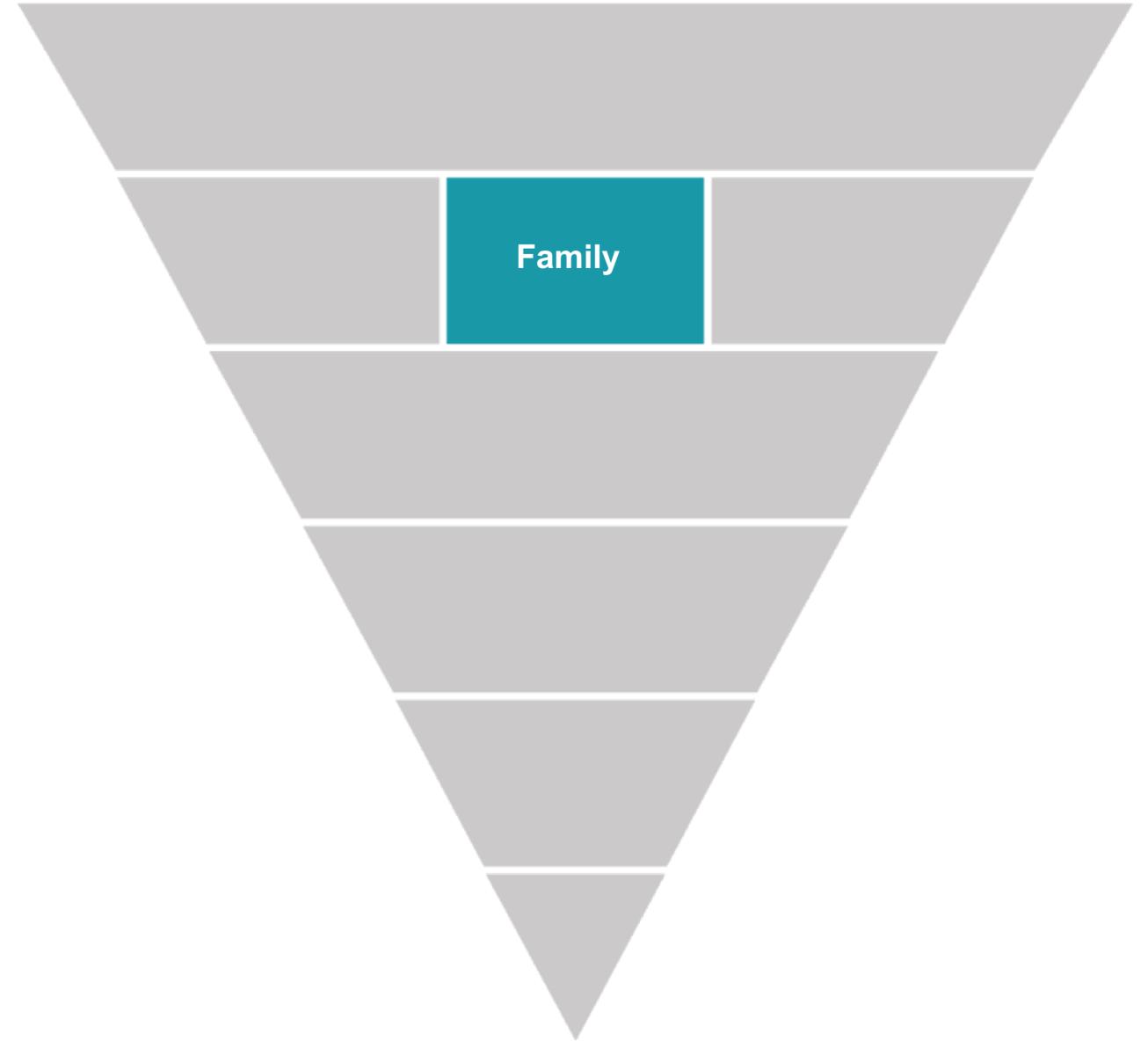


FAMILY PACK

Engage with families during all family releases over a given period, especially during school holidays.

Features:

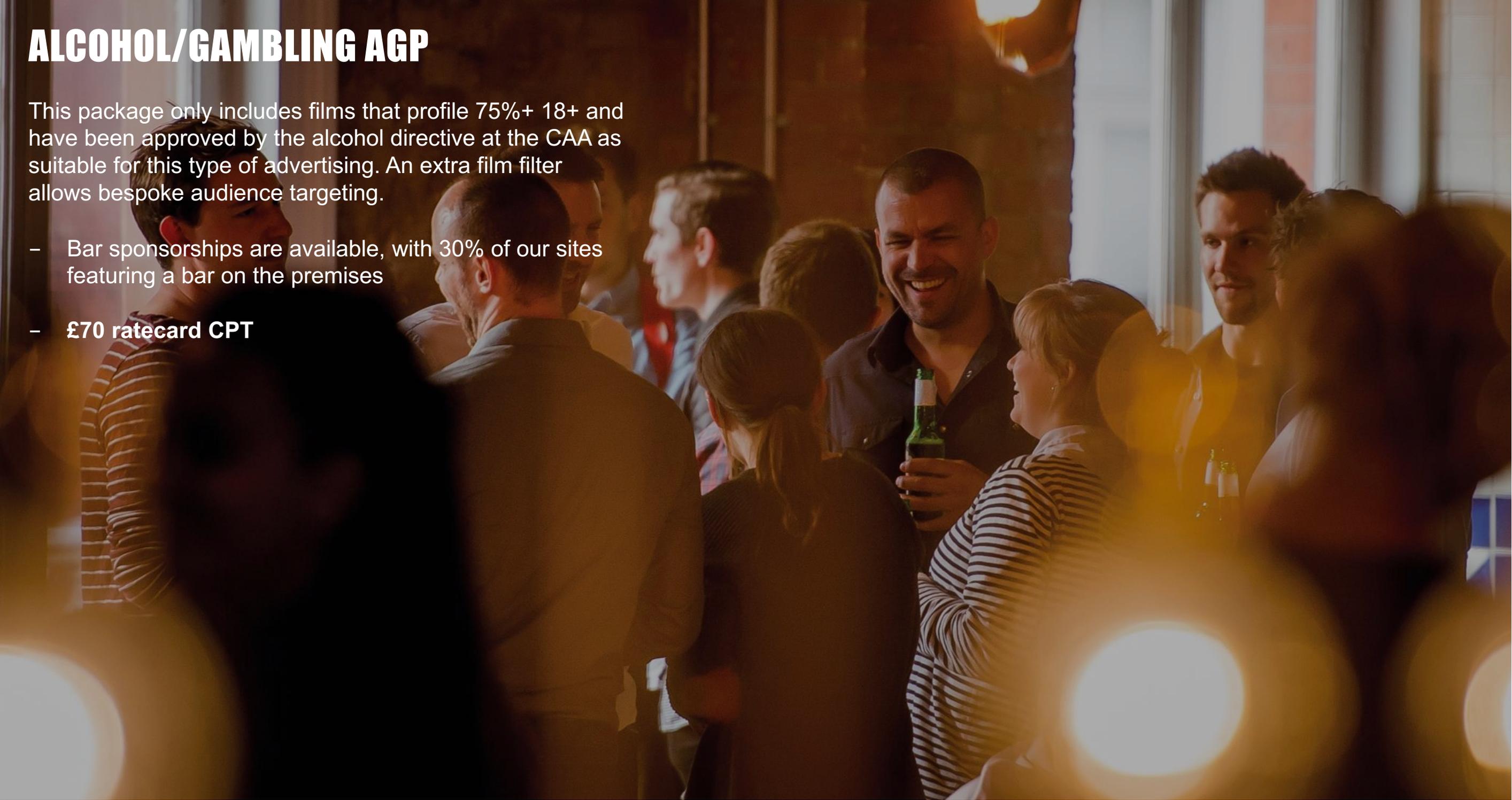
- Most successful film genre
- Unique housewives and kids audience
- Releases fall in school holidays
- **£34 - £100 ratecard CPT**



ALCOHOL/GAMBLING AGP

This package only includes films that profile 75%+ 18+ and have been approved by the alcohol directive at the CAA as suitable for this type of advertising. An extra film filter allows bespoke audience targeting.

- Bar sponsorships are available, with 30% of our sites featuring a bar on the premises
- **£70 ratecard CPT**

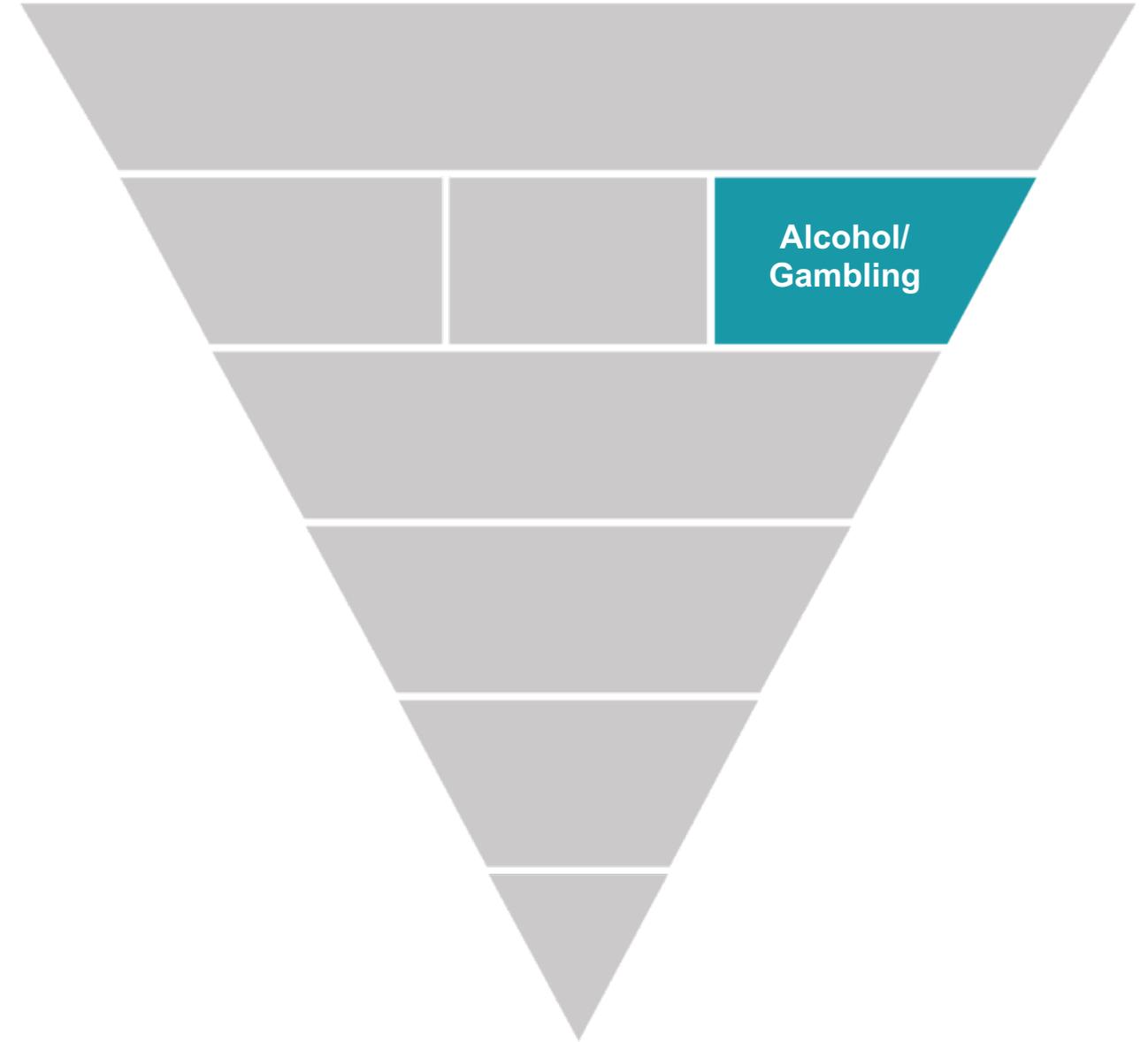


ALCOHOL AND GAMBLING AGP

This package only includes films that profile 75%+ 18+ and have been approved by the alcohol directive at the CAA as suitable for this type of advertising.

Features:

- Extra film filter allows bespoke audience targeting
- Can be bought on a national or regional basis
- Bar sponsorships are available, with 30% of our sites featuring a bar on the premises
- Comic book / action hero type releases will not be included in these packages regardless of profile
- **£70 ratecard CPT**



HFSS AGP

This package only includes films that profile 75%+ 16+ and have been approved by the CAA as suitable for brands considered HFSS.

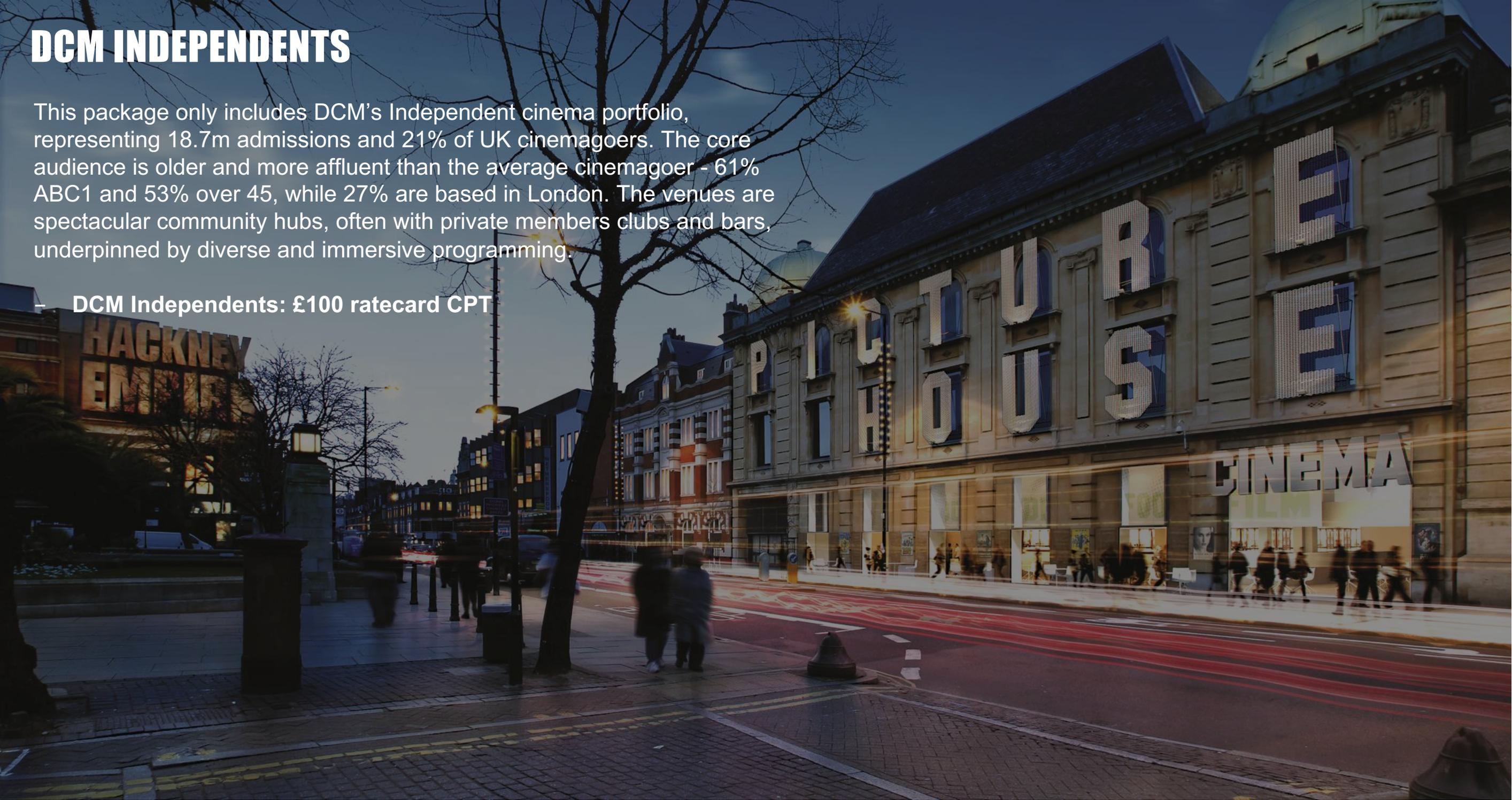
- £65 ratecard CPT



DCM INDEPENDENTS

This package only includes DCM's Independent cinema portfolio, representing 18.7m admissions and 21% of UK cinemagoers. The core audience is older and more affluent than the average cinemagoer - 61% ABC1 and 53% over 45, while 27% are based in London. The venues are spectacular community hubs, often with private members clubs and bars, underpinned by diverse and immersive programming.

– DCM Independents: £100 ratecard CPT



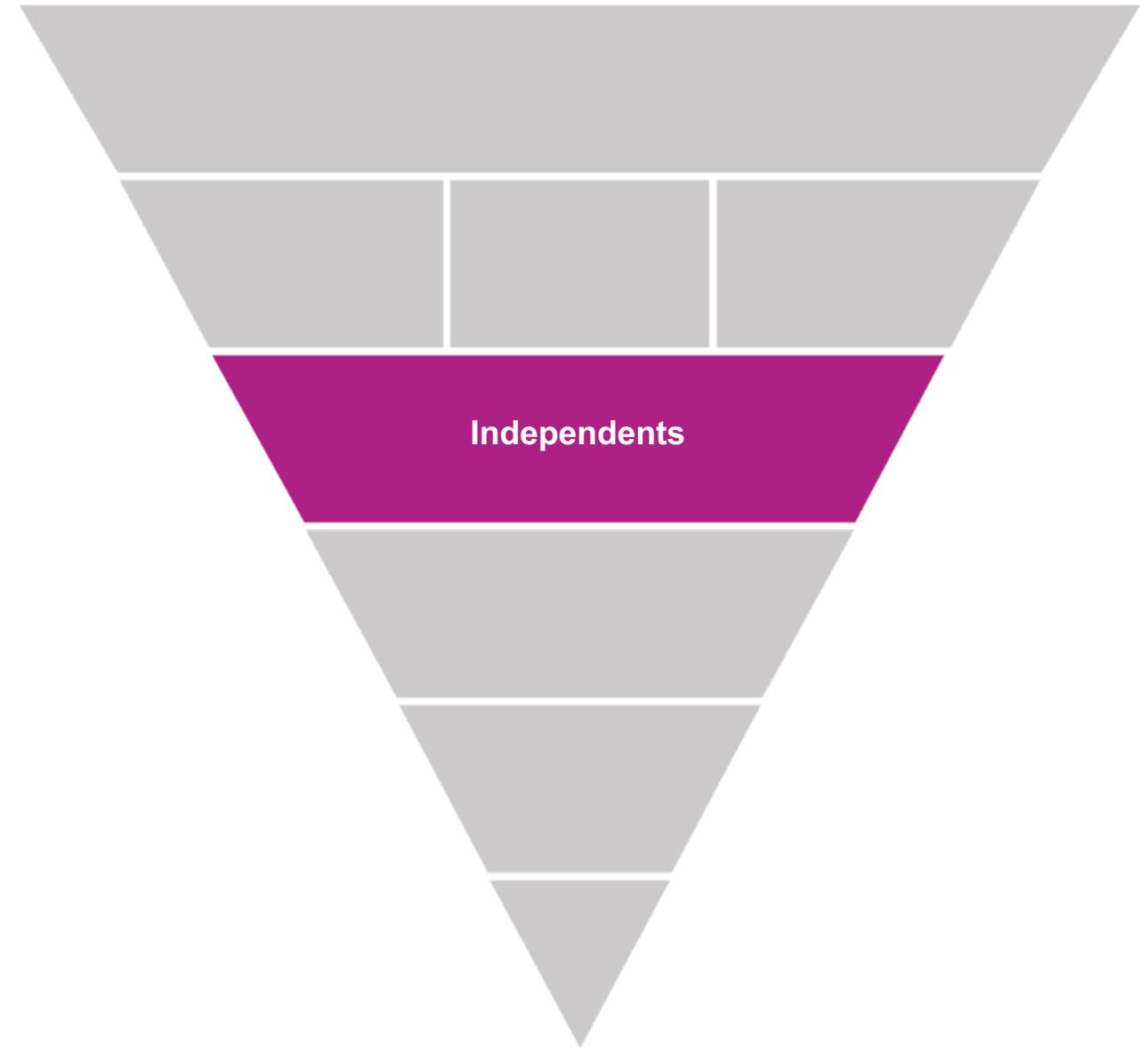
DCM INDEPENDENTS

This package only includes DCM's Independent cinema portfolio, representing 18.7m admissions and 21% of UK cinemagoers.

The venues are spectacular community hubs, often with private members clubs and bars, underpinned by diverse and immersive programming.

Features:

- The core independent audience is older and more affluent than the average cinemagoer: 61% ABC1 and 53% over 45
- 22% of the core independent audience are heavy cinemagoers
- 27% of the core independent audience is based in London
- **£100 ratecard CPT**



GEO-TARGETING PACK

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 via local end frame messaging.

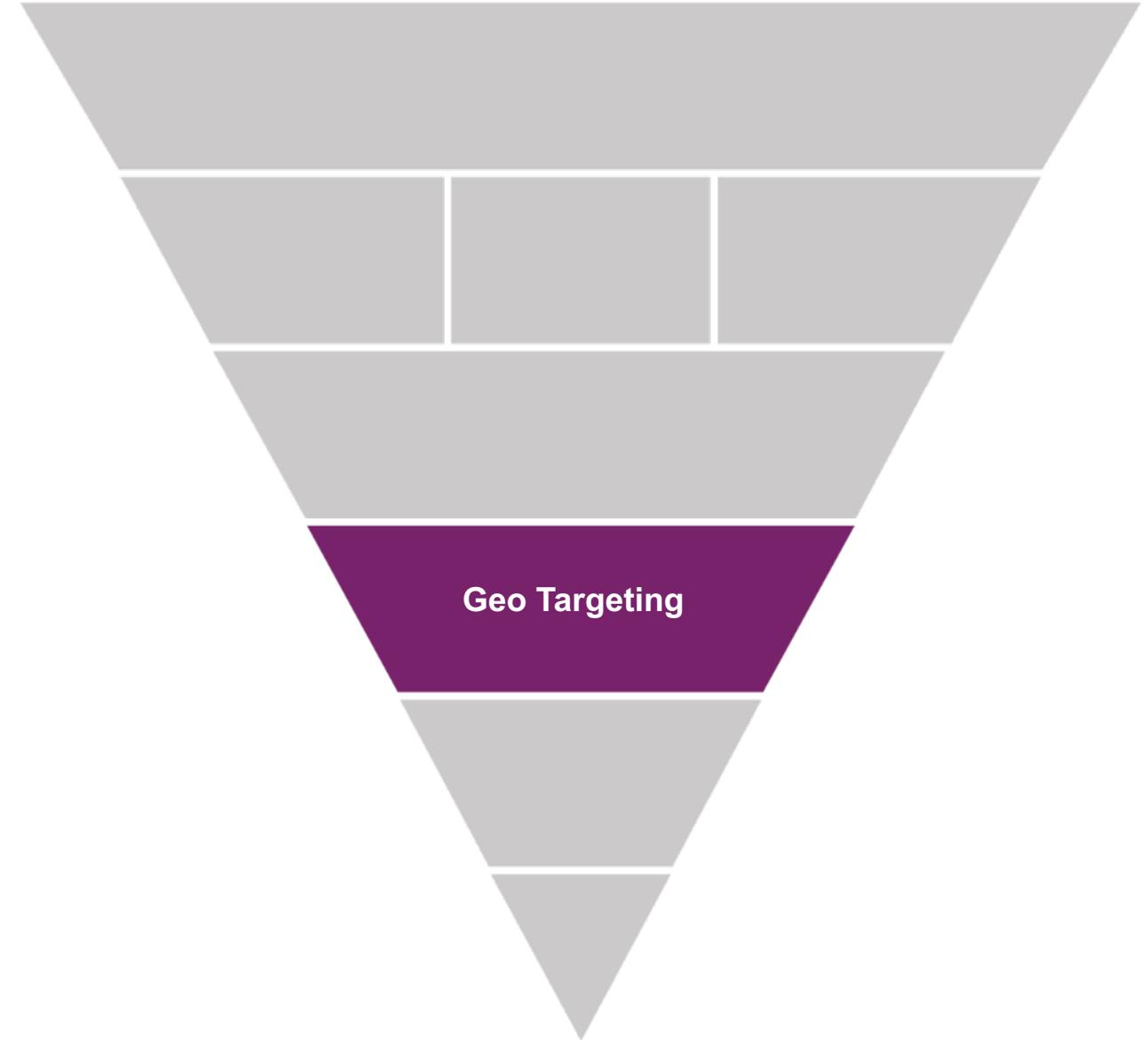


GEO-TARGETING PACK

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.

Features:

- All DCM sites can be bought on an individual basis
- Regions split same as ITV TV regions
- Pricing will be subject to location and size of venue
- Multiple end frame messaging offers a way of directing consumers direct to their local store, dealership, location or franchise
- **Rate Card price on application**



FILM PACKAGES

Selecting individual films that profile well against your target audience can engage cinemagoers and gain association with the hype and excitement around an eagerly anticipated release. It is one of the most highly targeted buying routes in cinema and the only way to ensure your ad is played before a specific film.

- Estimated admissions
- **£80-120 ratecard CPT**

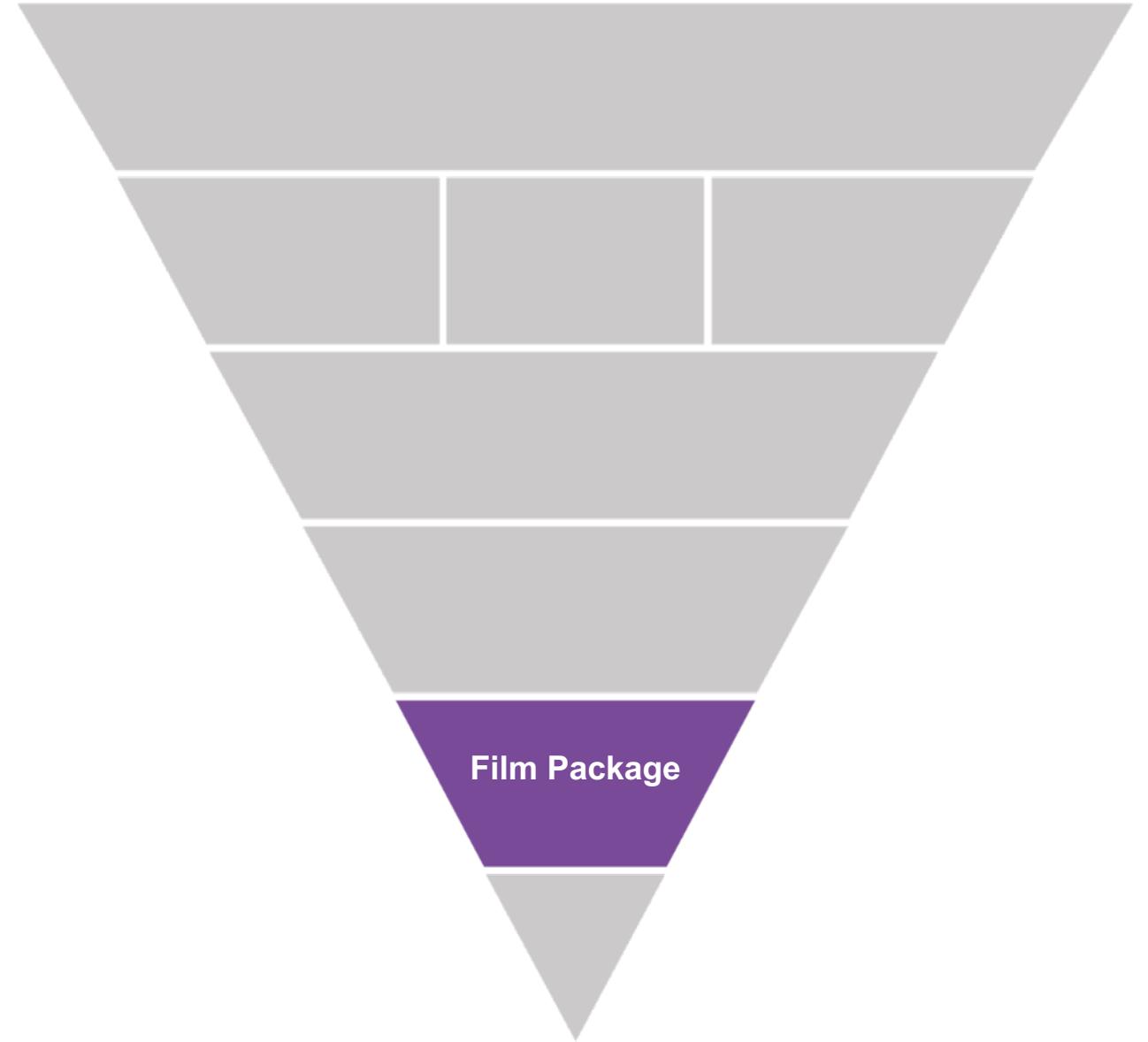


FILM PACKAGES

Selecting individual films that profile well against your target audience can engage cinemagoers and gain association with the hype and excitement around an eagerly anticipated release..

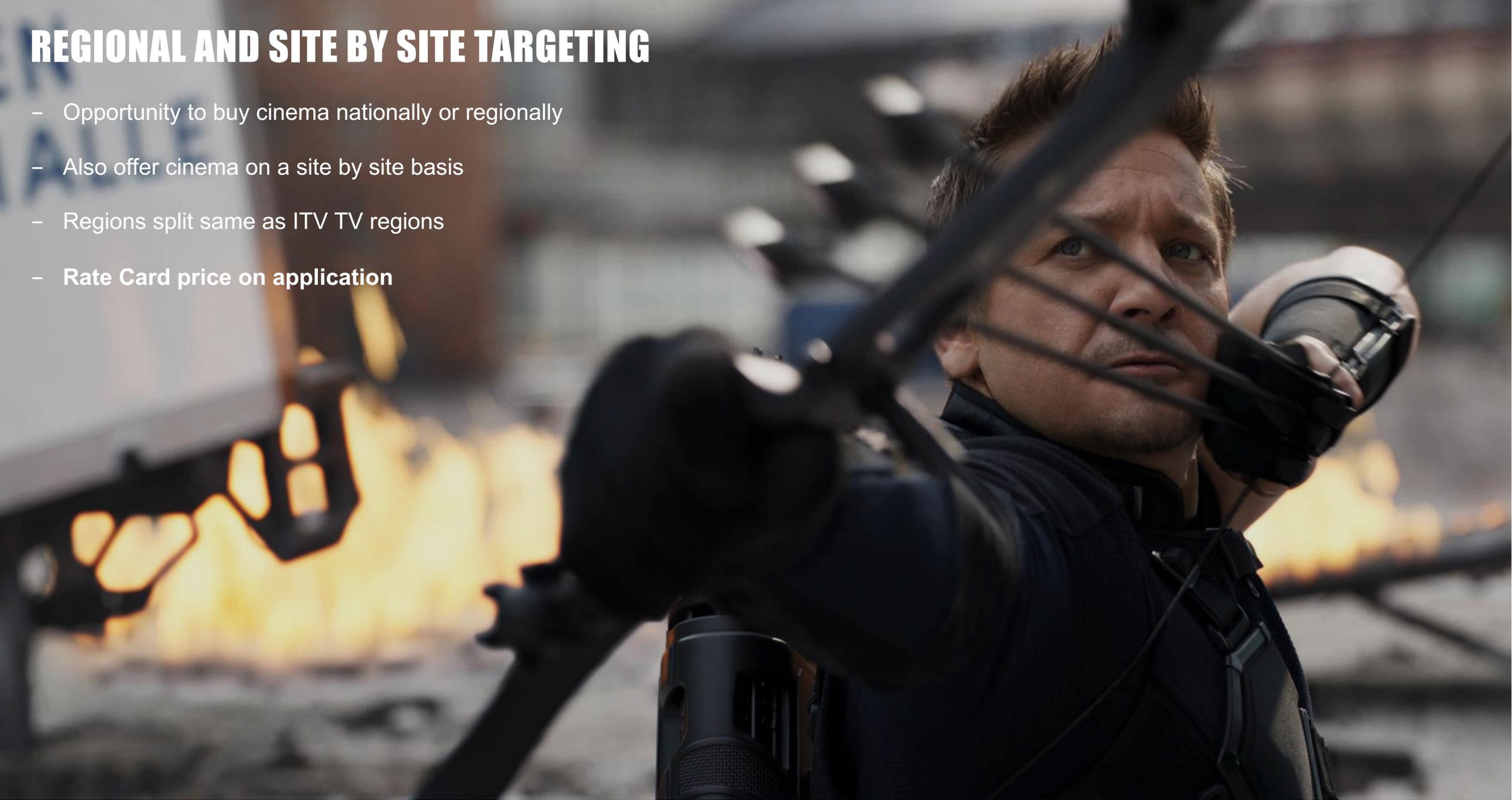
Features:

- Highly targeted audiences
- Ensured exhibition with a specific film
- Estimated admissions
- **£80-120 ratecard CPT**



REGIONAL AND SITE BY SITE TARGETING

- Opportunity to buy cinema nationally or regionally
- Also offer cinema on a site by site basis
- Regions split same as ITV TV regions
- **Rate Card price on application**

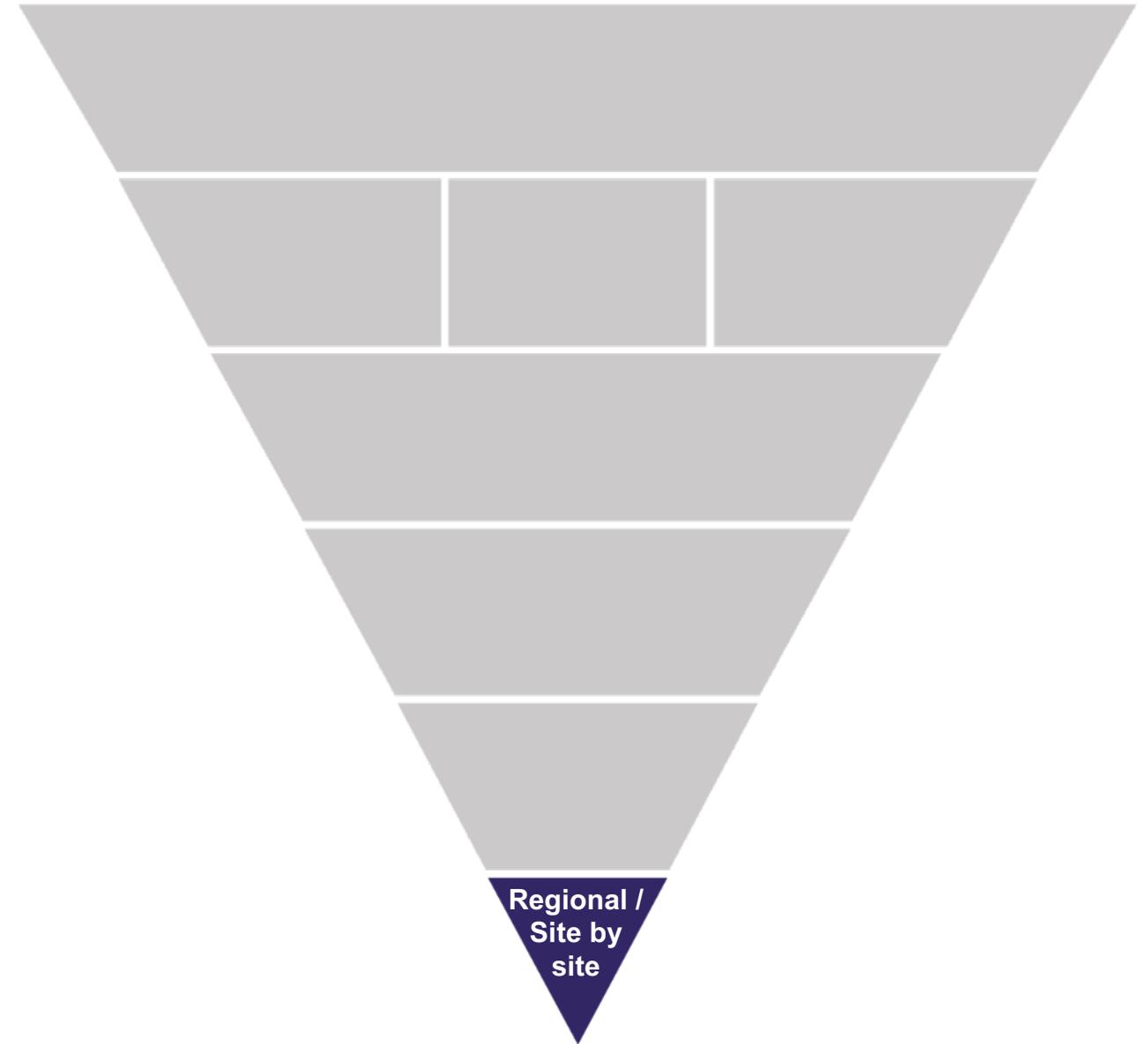


REGIONAL AND SITE BY SITE TARGETING

Cinema's flexibility allows for campaigns to be run regionally or even tailored to just run in specific DCM sites.

Features:

- Opportunity to buy cinema nationally or regionally
- Also offer cinema on a site by site basis
- Regions split same as ITV TV regions
- **Rate Card price on application**



RE-TARGETING AFTER THE CINEMA

Amplify your campaign by retargeting cinemagoers on mobile.

How It Works

DCM provide the Media Agency/Re-targeting agency with the longitude and latitudes of upcoming cinema admissions.

The agency will set up a geo-fence around the cinema and then using people's device data will identify those people who are most likely to have been exposed at those sites.

These people will then be re-targeted with mobile display advertising (within a specified timeframe) to create a truly cross-media campaign.



DYNAMIC CINEMA



7 days

Turnaround to
get on-screen



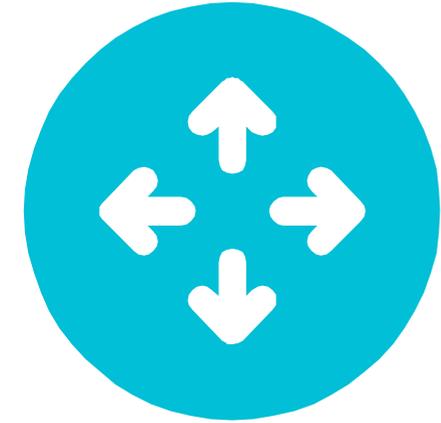
8x

Reduction in
production costs



£3k

Average cost to
be onscreen



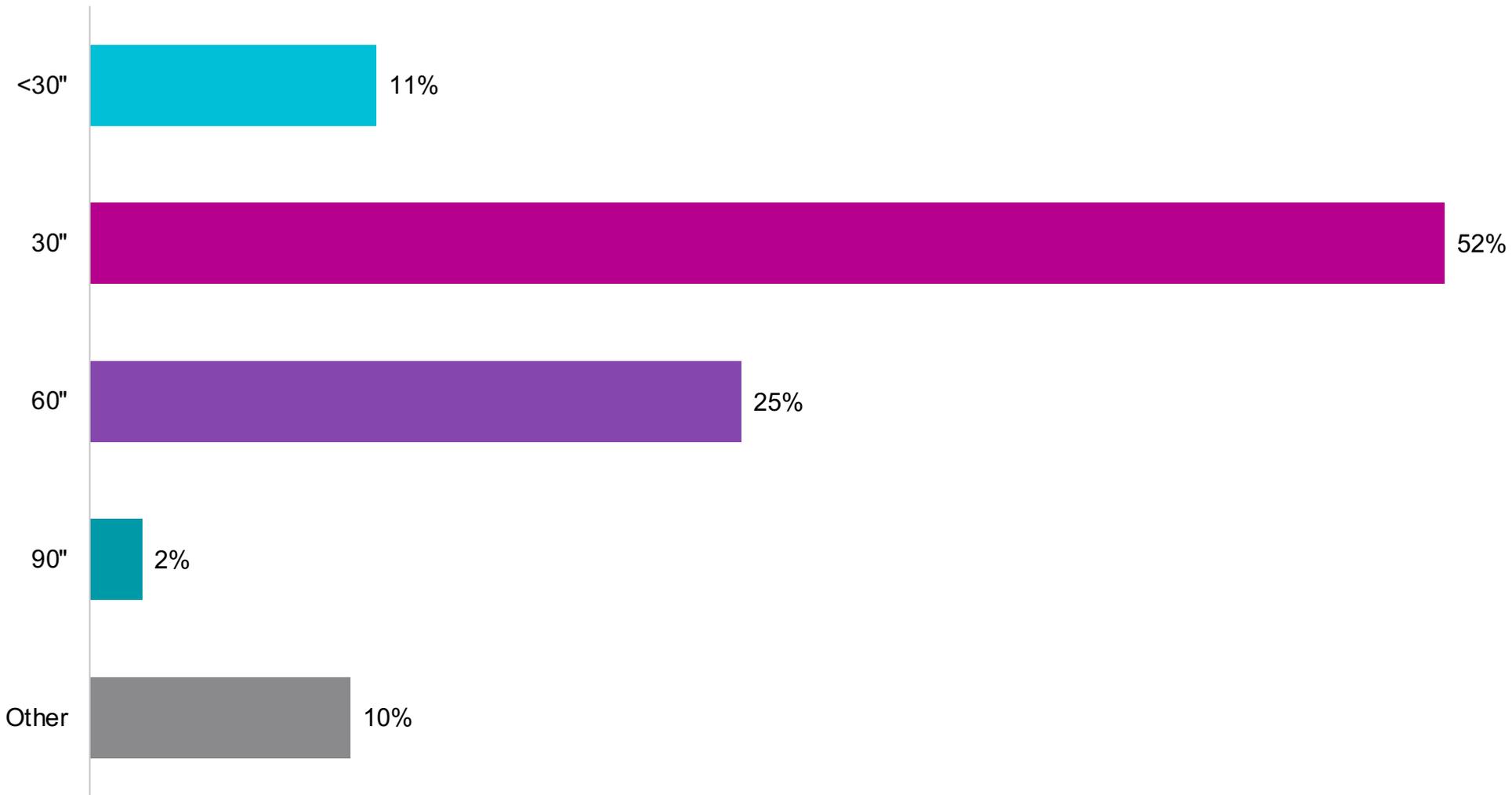
85%

Cinemagoers
think it's a
different ad

CINEMA COPY LENGTHS

1,481 pieces of copy ran on screen in 2019 - with 63% of ads running for 30" or less.

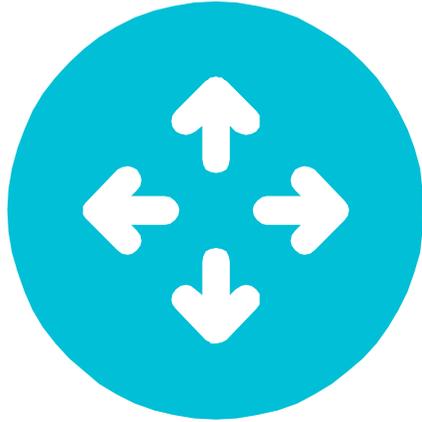
Copy length



No. of pieces of copy



SUMMARY



Digital & flexible



7 days lead time



Audience targeting



Bespoke packages



Premium spots



Film association