



OUR CINEMAS

Digital Cinema Media (DCM) represents 80% of the UK cinema marketplace

THE NUMBERS

UK CINEMA

4,637
screens

846
sites

Digital Cinema Media: 80% of UK admissions

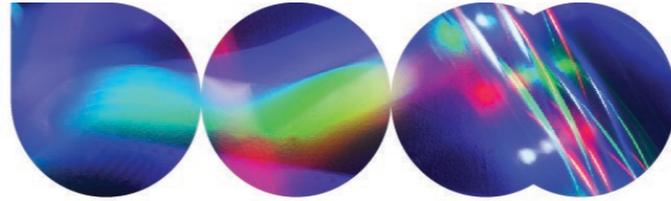
3,527
screens

516
sites

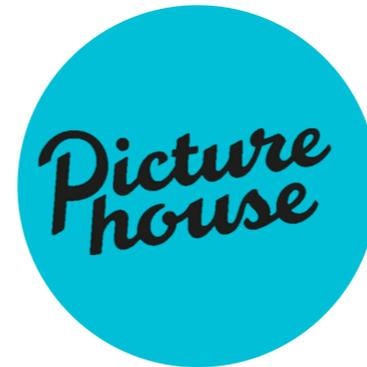
P&D: 20%

Pearl & Dean
is the only other
major competitor

DCM: OUR CINEMA PARTNERS



digital cinema media



PLUS 160+ INDEPENDENT CINEMAS

THE DCM ESTATE



SITES	101	112	87	27	13	169
SCREENS	1074	896	834	98	100	475

THE CINEMA EXPERIENCE IS MORE THAN JUST THE FILM

Our exhibitors are world leaders in ensuring their cinemas provide a luxurious and innovative experience for audiences.



OUR CINEMAS ARE ALWAYS LOOKING TO INVEST IN NEW TECH TO ENHANCE THE EXPERIENCE



4DX is extreme sensory cinema. With stimulating effects like water, wind, scent and strobe lighting, that thrill you in your moving seat 4DX is the most exhilarating way to watch a film.

4DX screens can be found in **34 Cineworld sites** across the UK with plans to continue rolling out more in future.

Brands can '4DX' their own ads to fully immerse the audience in the ad and maximise the impact of creative amongst a young thrill-seeking audience.

Case study from the British Army available on dcm.co.uk



Screen X is a state-of-the-art atmospheric experience that uses twelve additional projectors to extend the film out onto the side walls of the screening room and surround the audience in their seats with 270° projection. Extending the film beyond the audience's peripheral vision brings them closer to the action than ever before.

Screen X can be found in **23 Cineworld sites** across the UK with plans to increase this further. Brands can showcase their own ads in Screen X format – see a case study from Halifax on dcm.co.uk



Dolby Atmos expands on existing surround sound systems by adding height channels, allowing sounds to be interpreted as three-dimensional objects – fully enveloping audiences in the soundscape of the film. Installed in **over 60 screens** so far, brands can upgrade their ad to take advantage of this stunning audio in cinema.



IMAX screens stretch from floor to ceiling and from wall to wall, creating a picture so big it feels like you're inside the film but yet still being able to see every detail in stunning high-resolution. Available for brands to upgrade their ads to IMAX and showcase in **over 40 cinemas**.







ODEON LUXE









DCM: OUR INDEPENDENT CINEMA PARTNERS



Graves
Cumbernauld



Phoenix









**DCM
INDEPENDENTS**





Electric White City



Archlight, Battersea

**RECENT
ADDITIONS:
LONDON**



Rio Dalston



Barbican