



NCM: The Most Impactful Premium Video Network

As the largest cinema advertising network in the US, we unite brands with young, diverse, hard-to-reach audiences through the power of movies and pop culture.

WORLD'S BEST CONTENT



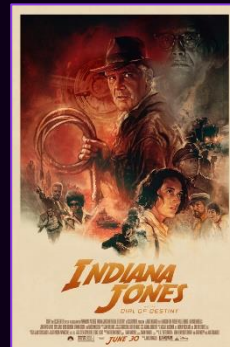
June 16



June 16



June 23



June 30



June 30

UNRIVALED SCALE AND REACH

- 1,600+** Theaters¹
- 20,300+** Screens¹
- 75%** Opening Weekend Box Office²

THE ONLY THREE NATIONAL EXHIBITORS



REGAL

CINEMARK

IMMERSIVE, BRAND-SAFE AD ENVIRONMENT

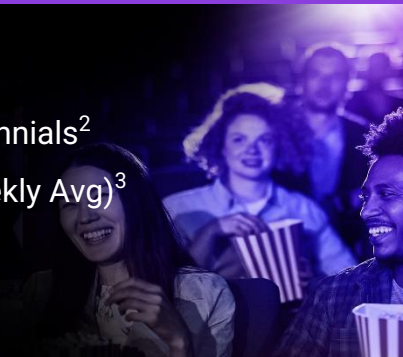
- Unskippable** 40-Foot Screens
- Brand Safe** High-Quality Content
- Immersive** High Engagement
- Shared Experience** 'Live' Activity

HIGH-VALUE 'UNREACHABLES'

- 30** Median Age²
- 75%** GenZ & Millennials²
- 58%** Diverse (Weekly Avg)³

UNPARALLELED BUSINESS RESULTS

- +64%** Awareness Lift (Multi-Category)⁴
- 50%+** Sales Lift (CPG)⁴
- 12%** Store Visit Lift (QSR)⁴
- 50% Higher** QR Code Engagement than CTV⁴





CINEMA IS #1 MEDIA FOR ATTENTION METRICS



4x-7x Greater
than all other
video platforms⁵



Viewed 3x longer
than Linear & CTV,
~10x longer than social



2.5X More Consumers
watched ads at the
movies vs. Linear & CTV

PARTNERSHIP OPPORTUNITIES

ON-SCREEN



Branded Content
Interactive &
Shoppable Ads

BEYOND THE BIG SCREEN



Cross Platform Video
Banner Ads
OTT/CTV
DOOH

PROMOTIONAL



Lobby Programs
Sweepstakes Programs
Screening Events



2023 MOVIE NEWS

BOX OFFICE FAST FACTS

- +26%** YOY Box Office Growth (1/1-6/1/23)
- 9 films** Crossed \$100M
- 3 films** Set Franchise Records (*Creed III*, *Scream VI*, *John Wick: Chapter 4*)
- \$1B** *The Super Mario Bros. Movie* Global BO

Source: Box Office Mojo (as of 6/1/23))

NCM & CINEMA PRESS

[Regal Cinemas, National CineMedia Sign New Long-Term Deal](#)

[All Hail the Return of the Summer Blockbuster](#)

Click links above to read the full story.