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

UNRIVALED SCALE AND REACH

1,600+ Theaters
20,300+ Screens
75% Opening Weekend Box Office

THE ONLY THREE NATIONAL EXHIBITORS

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 Age
75% GenZ & Millennials
58% Diverse (Weekly Avg)

UNPARALLELED BUSINESS RESULTS

+64% Awareness Lift (Multi-Category)
50%+ Sales Lift (CPG)
12% Store Visit Lift (QSR)
50% Higher QR Code Engagement than CTV
CINEMA IS #1 MEDIA FOR ATTENTION METRICS

4x-7x Greater than all other video platforms
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

NCM & CINEMA PRESS
- Regal Cinemas, National CineMedia Sign New Long-Term Deal
- All Hail the Return of the Summer Blockbuster