

DCM UPFRONTS 2024



digital cinema media



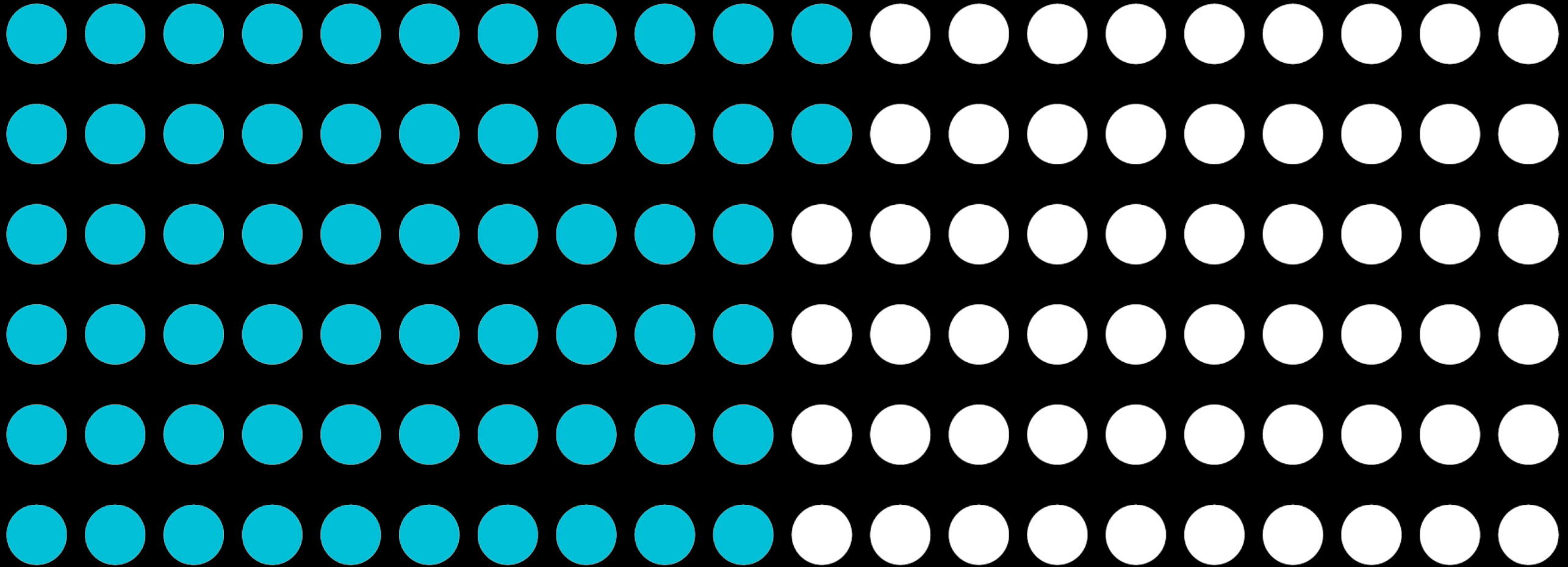
WELCOME

KAREN STACEY

#MAXIMISEWITHCINEMA

DCM
digital cinema media

HALF OF CINEMAGOERS ARE 16-34S



THE CINEMA INDUSTRY GREW BY

8%

IN 2023



EXPLORE OUR FILM CALENDAR

THEATRICAL RELEASE



#MAXIMISEWITHCINEMA

DOCS
digital cinema media



STUDIOS START WITH CINEMA

#MAXIMISEWITHCINEMA

DOO
digital cinema media



START WITH CINEMA

NEW
PRODUCT

NEW
MESSAGE

NEW
CAMPAIGN

START WITH CINEMA

#MAXIMISEWITHCINEMA

A composite image featuring three tennis players in mid-action against a clear blue sky. On the left, a male player with blonde hair is shown from the waist up, wearing a white t-shirt and white Adidas shorts, reaching forward with his racket. In the center, a female player with a long braid is shown from the waist up, wearing a white tank top and white skirt, swinging her racket. On the right, another male player with dark hair is shown from the waist up, wearing a white t-shirt and black shorts, reaching back with his racket. A large black circle is superimposed over the center of the image, containing the text 'THE POWER OF STARTS' in white and blue.

THE POWER OF STARTS

#MAXIMISEWITHCINEMA


digital cinema media

MAXIMISE

MAXIMISE WITH CINEMA

#MAXIMISEWITHCINEMA

INTRODUCING THE GROUND-BREAKING AV REACH MAXIMISER TOOL

WATCH THE VIDEO

TRY THE TOOL

A BUDGET OF
£208K

BUYS AN
EXTRA 5%
OF INCREMENTAL REACH

THIS MORNING'S RUNNING ORDER...

1. START WITH CINEMA: CLIENT SPOTLIGHT

- ALEX TABORDA, L'OREAL
- JOSH HURRELL, SKY
- STEPH FERREIRA, HOTPOINT UK
- HOSTED BY JEN JONES, CRAFT MEDIA

2. MAXIMISE CULTURAL POWER WITH CINEMA

- ANDREW TENZER, BURST YOUR BUBBLE

3. MAXIMISE WITH CULTURAL MOMENTS & CREATIVE IMPACT

- TOM LINAY, DCM
- JEREMY KOLESAR, DCM STUDIOS

THE POWER OF CINEMA: PLANNERS PERSPECTIVE

WATCH THE VIDEO



CLIENT SPOTLIGHT

HOSTED BY:

JEN JONES, CRAFT MEDIA

WITH:

ALEX TABORDA, L'OREAL

JOSH HURRELL, SKY

STEPH FERREIRA, HOTPOINT UK

#MAXIMISEWITHCINEMA

MAXIMISING CULTURAL POWER WITH CINEMA

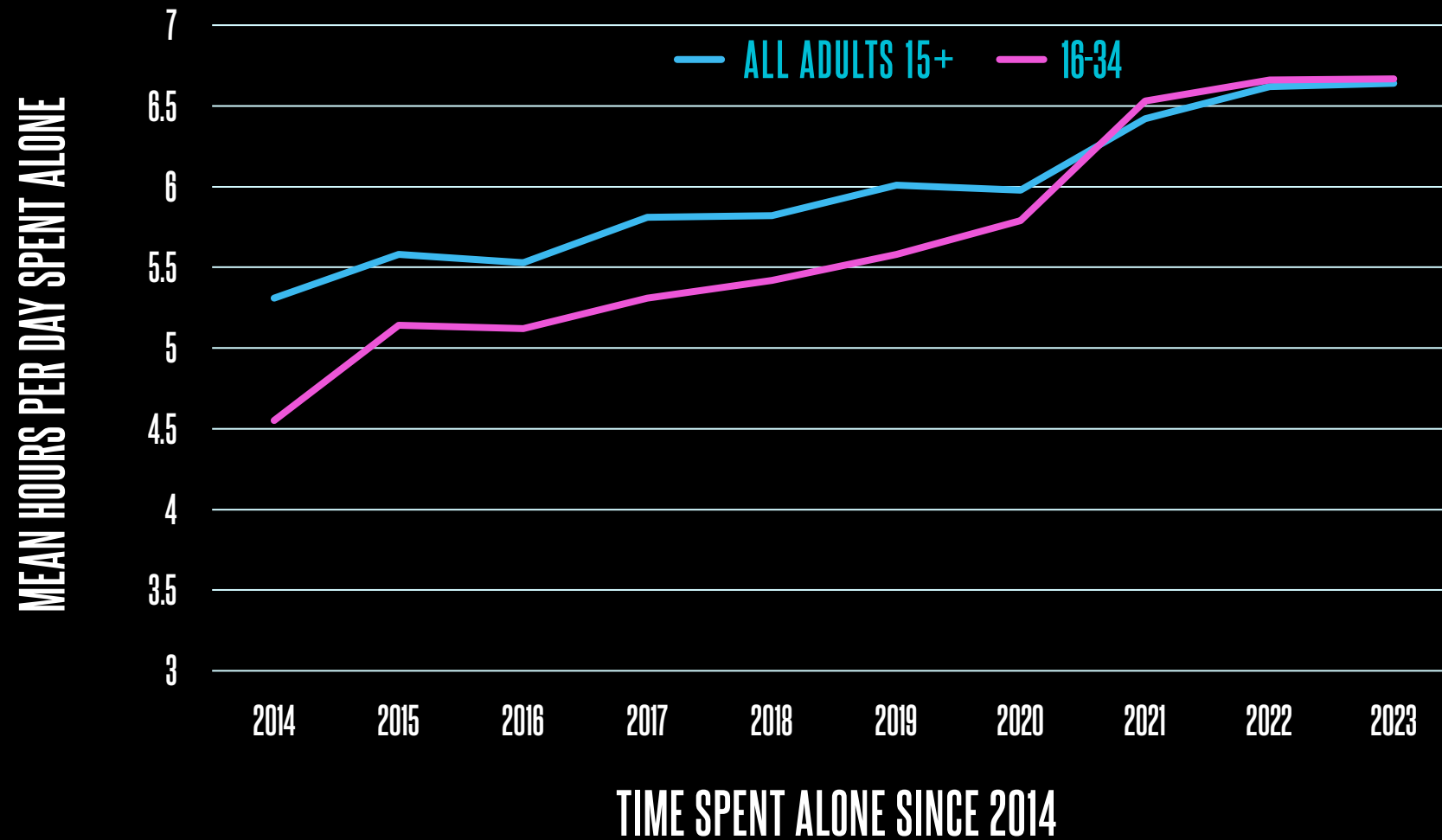
ANDREW TENZER,
BURST YOUR BUBBLE

#MAXIMISEWITHCINEMA

FIND OUT MORE

THE LANDSCAPE

IN THE ERA OF 'SOCIAL MEDIA', MORE PEOPLE ARE SPENDING **TIME ON THEIR OWN**



ALL ADULTS
+29%

16-34 YEARS
+47%

Source: IPA TouchPoints

A FEELING OF DISCONNECTION

% NET AGREE

55%

(16-34 - 56%)
THERE IS NO SENSE OF
COMMUNITY ANYMORE

55%

(16-34 - 60%)
FEEL DISTANT FROM
OTHER PEOPLE

Source: DCM/Burst Your Bubble 2024
Base: UK Adults 16-54 (n=1,020), 16-34 (n=479)

71%

(16-34 73%)

**AGREE THAT EVENTS THAT BRING PEOPLE TOGETHER
ARE MORE IMPORTANT NOW THAN EVER**

FEWER OPPORTUNITIES FOR **SHARED MEDIA EXPERIENCES**

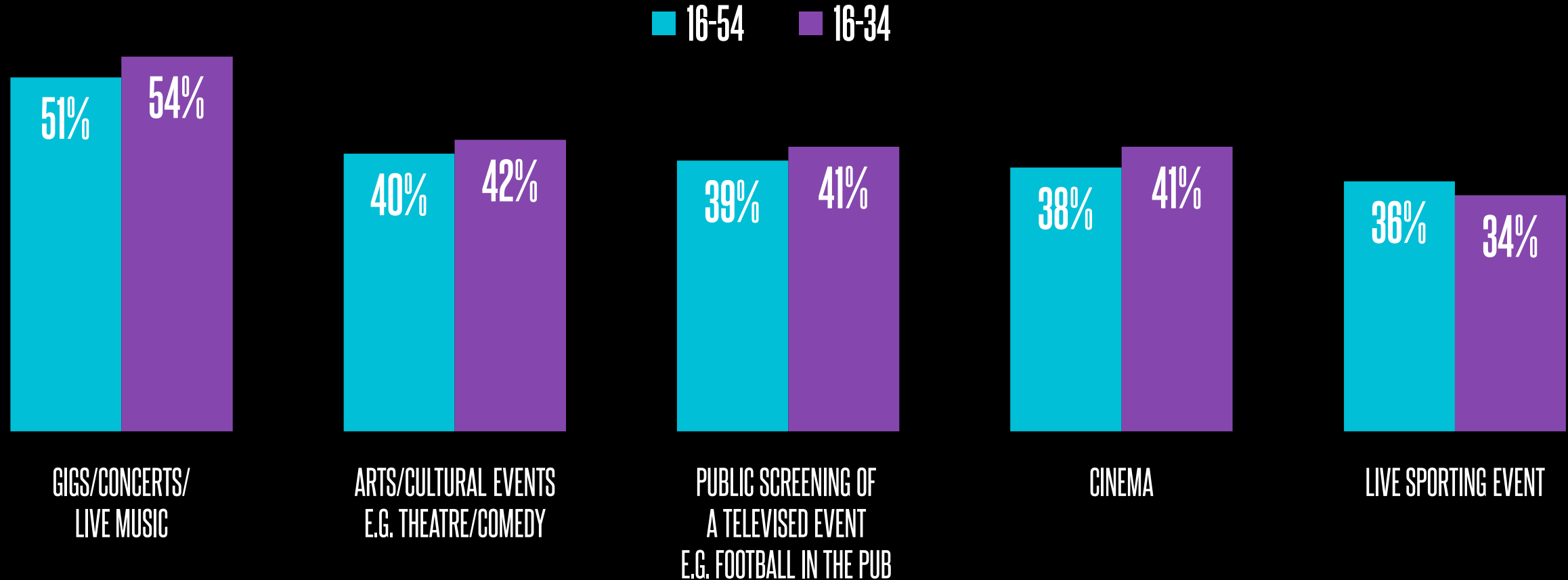


**THE NUMBER OF
TELEVISION SHOWS
WITH MORE THAN
4M VIEWERS HAS HALVED
SINCE 2014**

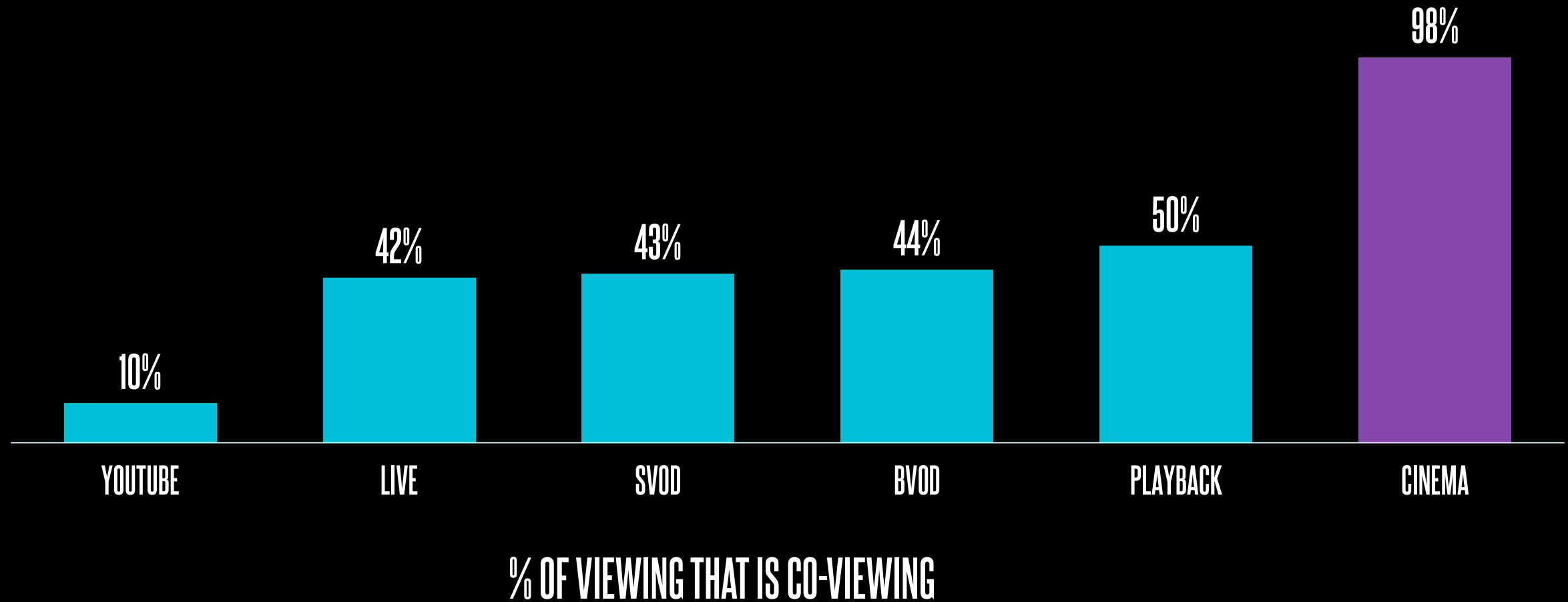
**82% DROP IN
NUMBER OF BROADCAST
TRANSMISSIONS
GENERATING MORE
THAN 6M VIEWERS**

CINEMA IS AN EVENT

% Associating each of the following with 'sharing this experience with other people makes me feel good'



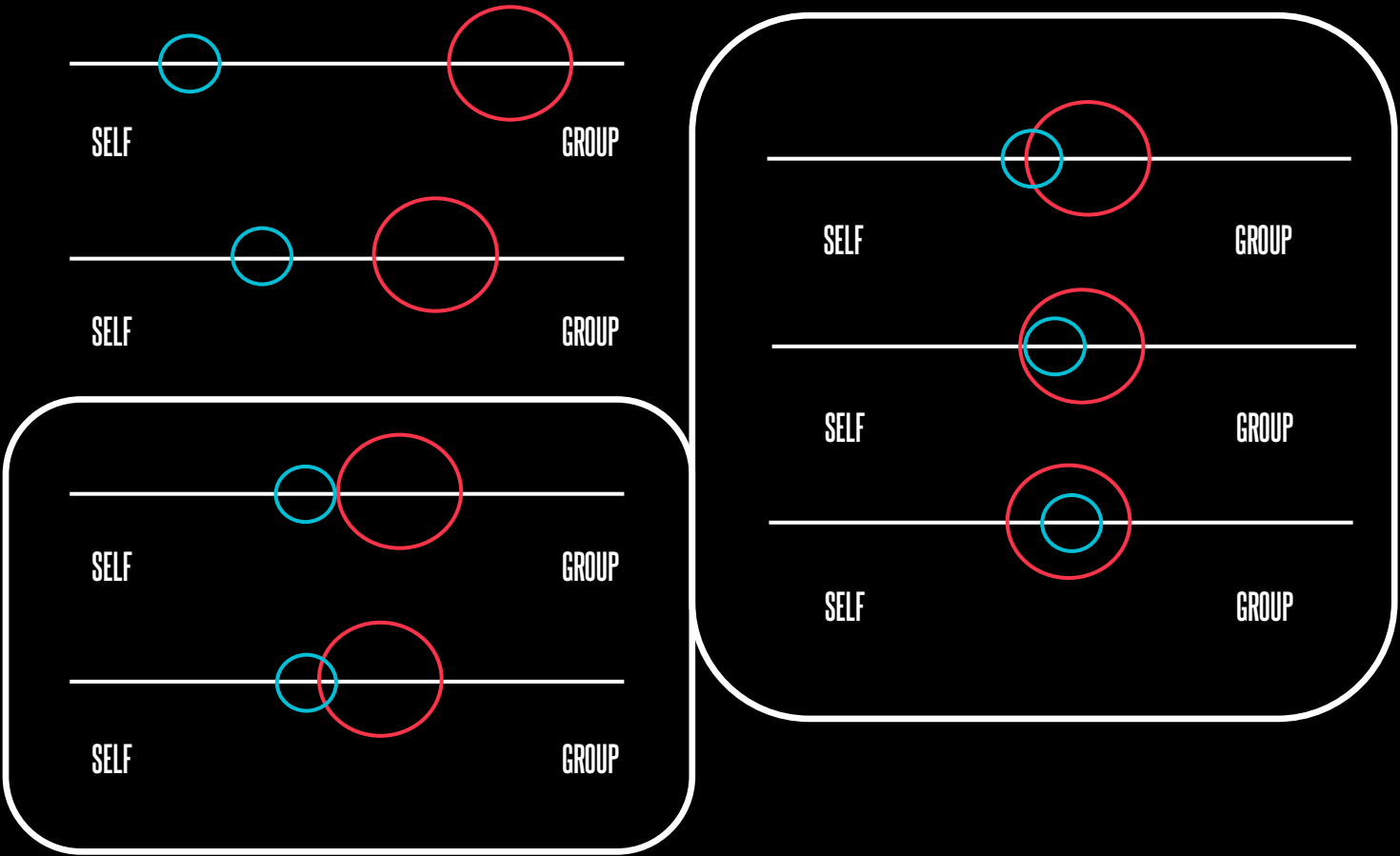
CINEMA IS THE SHARED MEDIUM



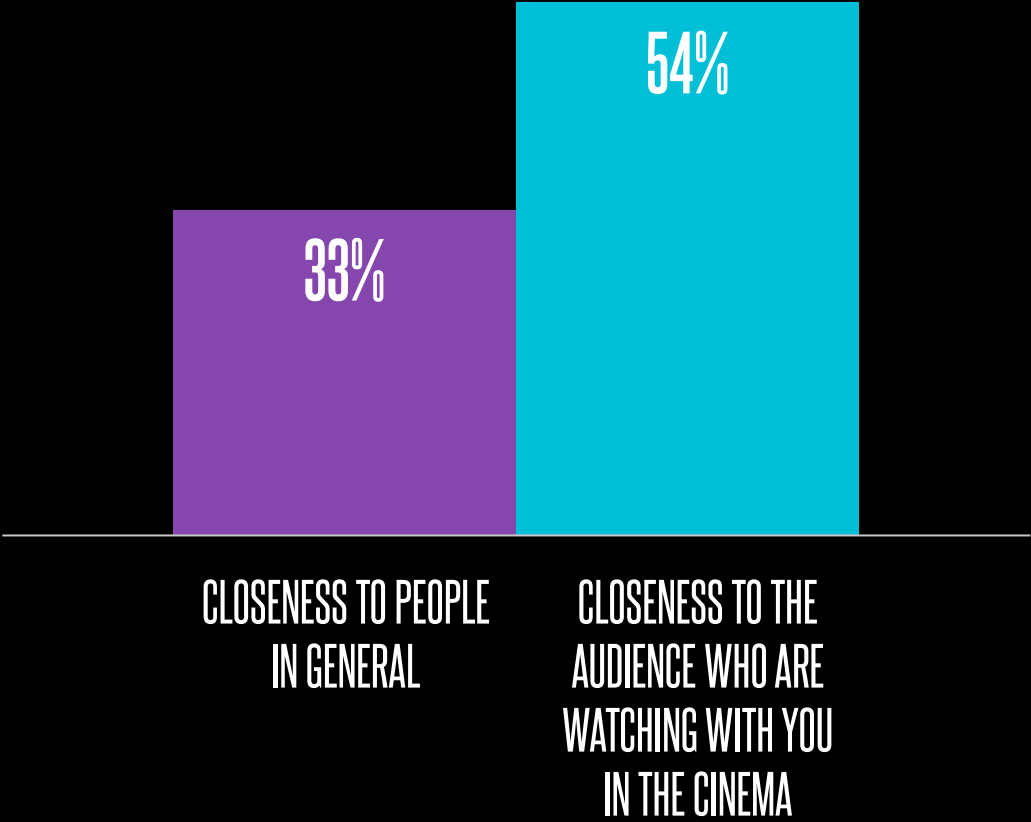
THE ROLE OF CINEMA FOR COMMUNITY & FOR BRANDS

CINEMA MAKES US FEEL CLOSER

ASSESSMENT OF SELF-GROUP OVERLAP



% NET 3-7 ON SELF-GROUP OVERLAP



“WHEN WE’RE TOGETHER AND SHE’S
SCROLLING THROUGH SOCIAL MEDIA,
I FEEL LIKE THERE’S A COMPLETE
DISCONNECT

I FEEL MORE CONNECTED TO MY WIFE
WATCHING A FILM ON THE BIG SCREEN”

MALE, 35-44



% NET AGREE

71%

BEING PART OF A BIG AUDIENCE
ENHANCES THE EXPERIENCE

60%

(ALWAYS/OFTEN)
EXPERIENCE SENSE OF CONNECTION
TO OTHERS IN THE CINEMA

62%

LIKE TO GET TO THE CINEMA
IN GOOD TIME TO SEE THE
ADS & TRAILERS

60%

(16-34 67%)
ENJOY TALKING ABOUT THE ADS
WITH OTHER PEOPLE

EVERYTHING SIGNALS

FITNESS SIGNALLING

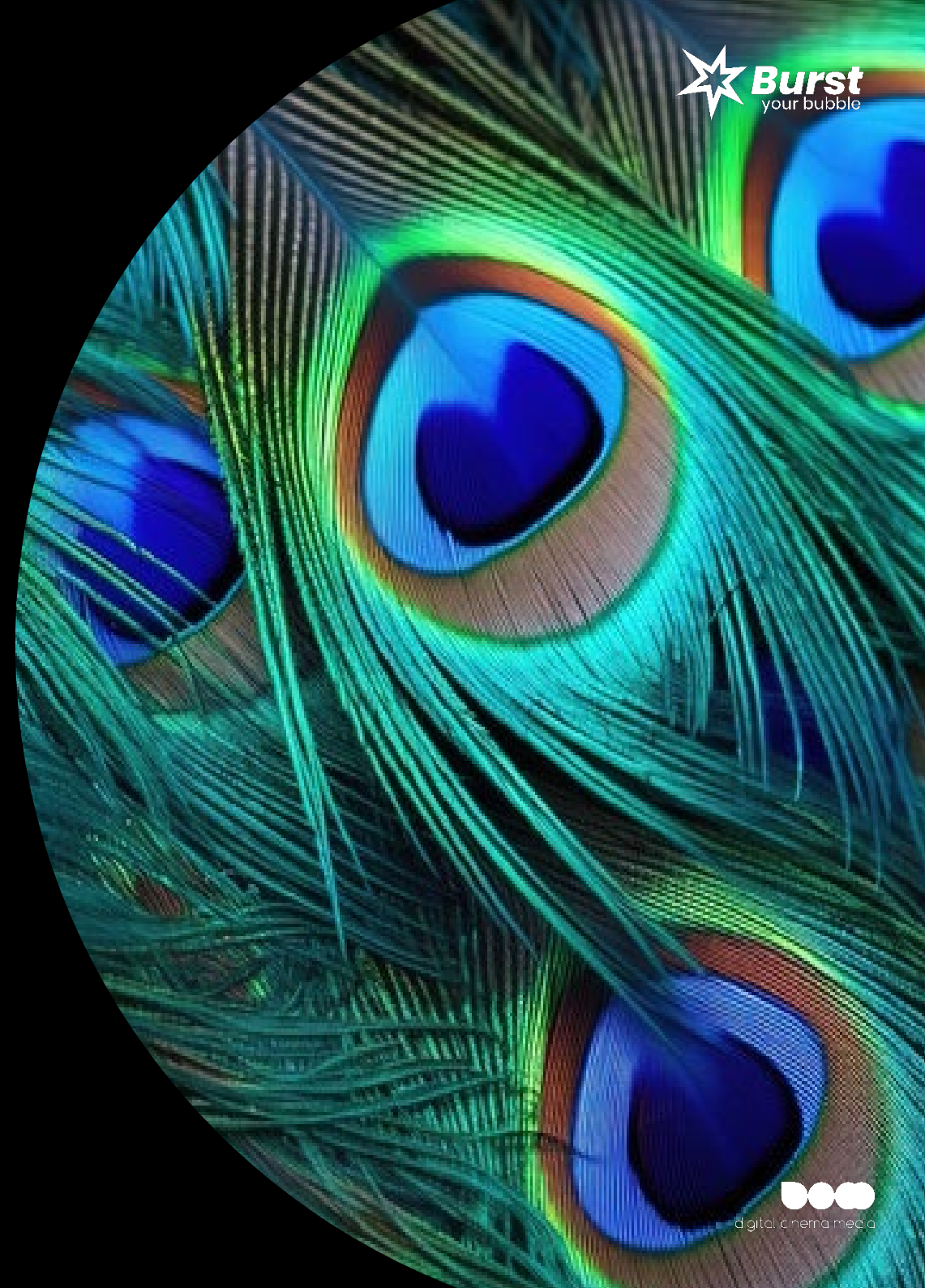
Production values, big screens, premium content etc.
signal financial strength and success for brands

SOCIAL SIGNALLING

Maximising perceptions of fame and
'common knowledge' about brands

HONEST SIGNALLING

The power of brands making a public promise (as
opposed to a hyper personalised one) signals trust and fame

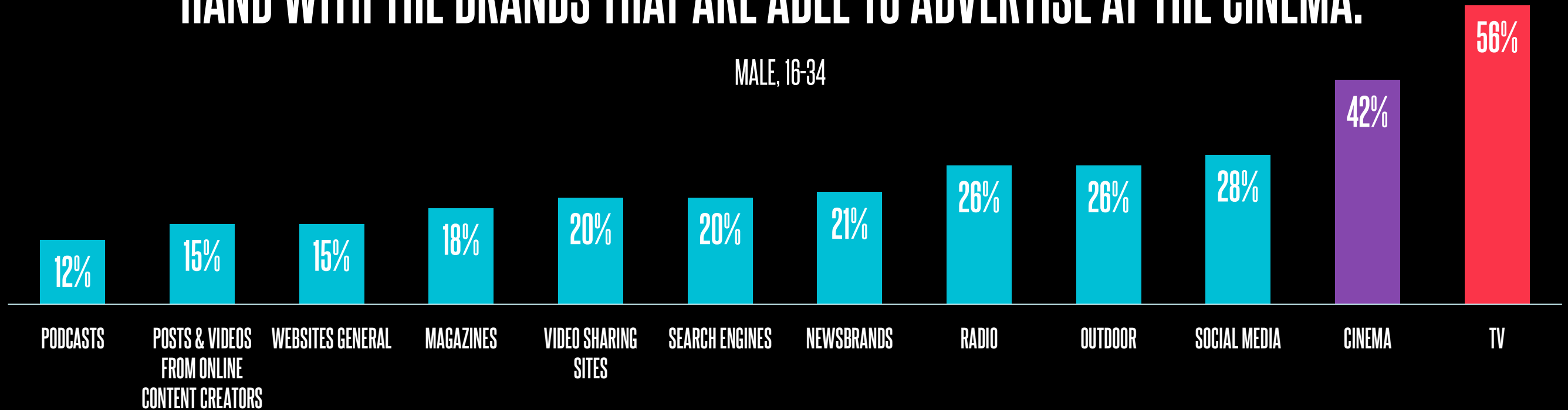


73%

OF THE TOP 100 ADVERTISERS
HAVE USED CINEMA IN THE
LAST 12 MONTHS

“...IT MAKES ME THINK THAT **LOTS OF PEOPLE MUST BE BUYING OR USING THEIR PRODUCT** BECAUSE I THINK THAT JUST COMES HAND IN HAND WITH THE BRANDS THAT ARE ABLE TO ADVERTISE AT THE CINEMA.”

MALE, 16-34

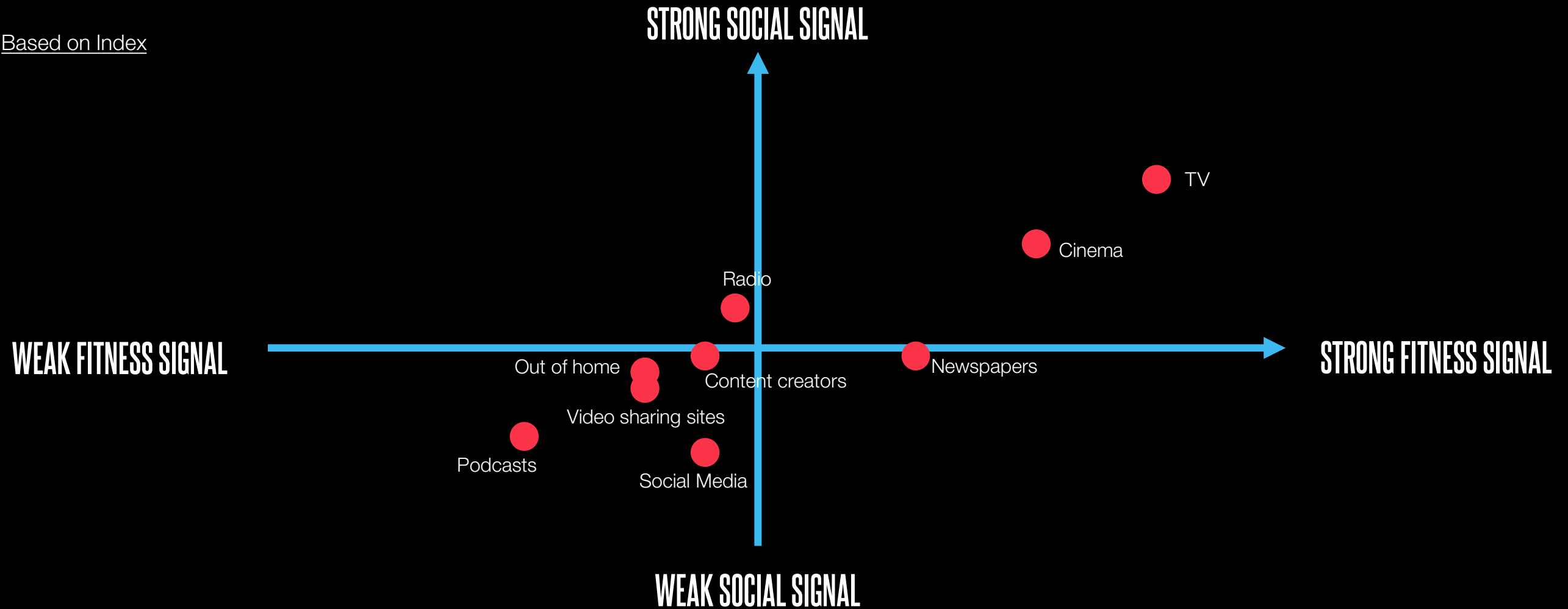


% ASSOCIATING 'THE BRANDS THAT ADVERTISE THERE ARE FAMOUS' WITH EACH MEDIA CHANNEL

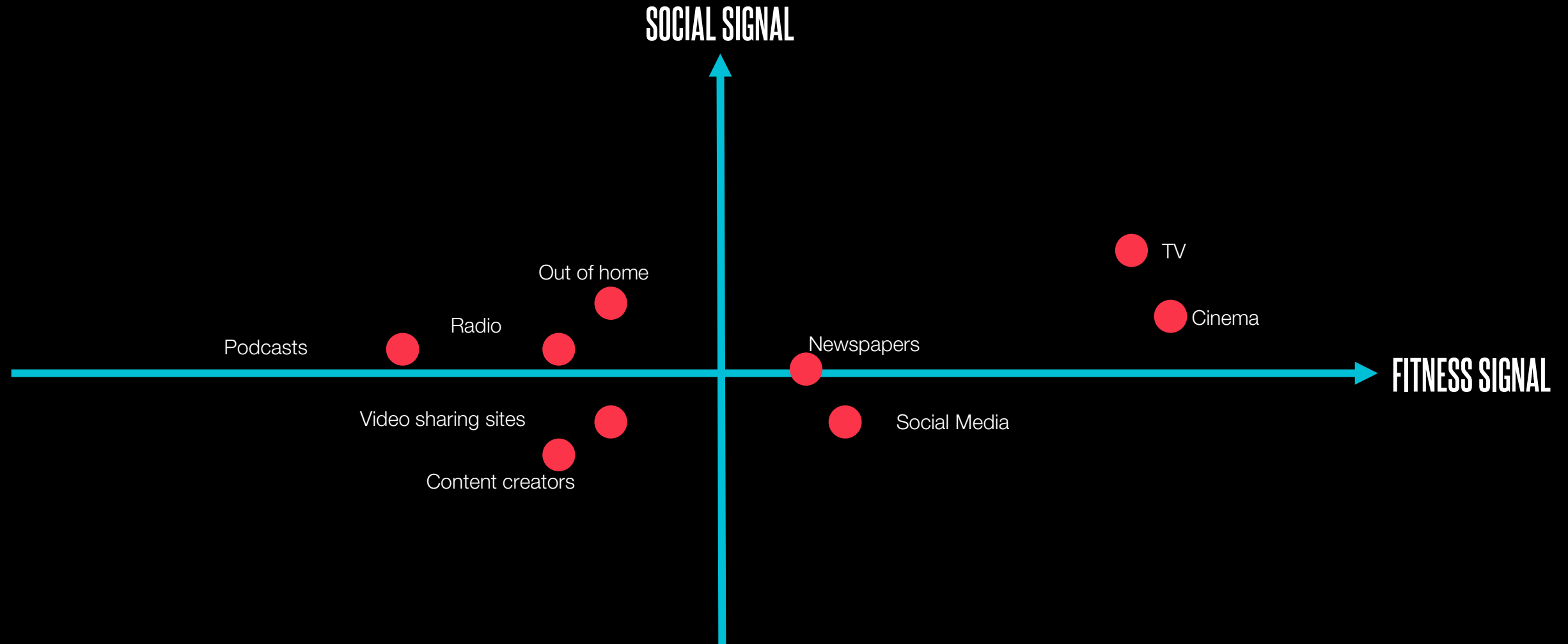
Source: DCM/Burst Your Bubble 2024
Base: Uk Adults 16-54 (N=1,020)

CINEMA & TV DELIVER **POWERFUL** FITNESS & SOCIAL SIGNALS

Based on Index



CINEMA & TV OFFER STRONGEST SIGNALS FOR 16-34 AUDIENCE



CINEMA INTEGRATES SOCIAL & COMMERCIAL IMPACT

UPLIFTS: CINEMA EXPOSED VS. NO CINEMA EXPOSURE

+50%

association with
community (bringing people
together, inclusive)

+26%

'Everyone likes this brand'

+37%

'If I use this brand, most people
will think I have made a good
choice'

+106%

association with
universalism (broad
minded, social justice etc)

+12%

'Everyone knows this
brand'

+21%

'High quality products and
services'

CONCLUSIONS

1.
CINEMA =
ORIGINAL & AUTHENTIC
SOCIAL MEDIA

2.
PLAN TO
MAXIMISE QUALITY

3.
CINEMA INTEGRATES
SOCIAL & COMMERCIAL
IMPACT

FIND OUT MORE

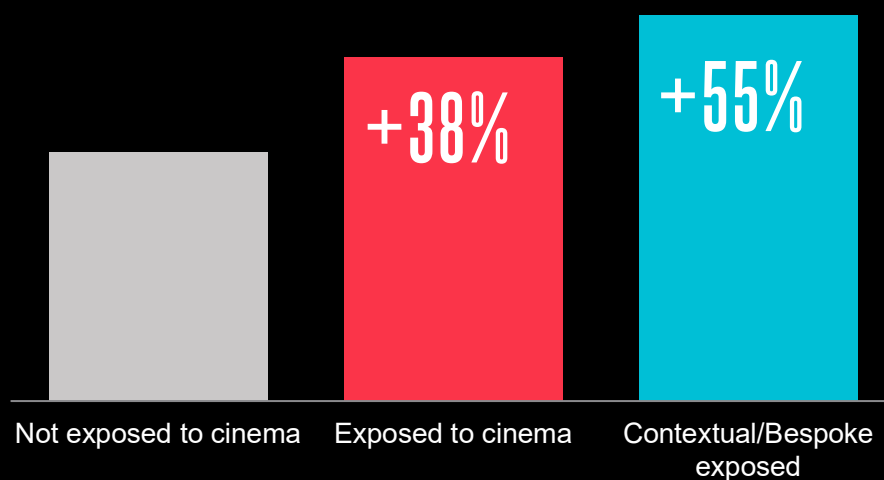
MAXIMISE WITH CULTURAL MOMENTS & CREATIVE IMPACT

TOM LINAY & JEREMY KOLESAR

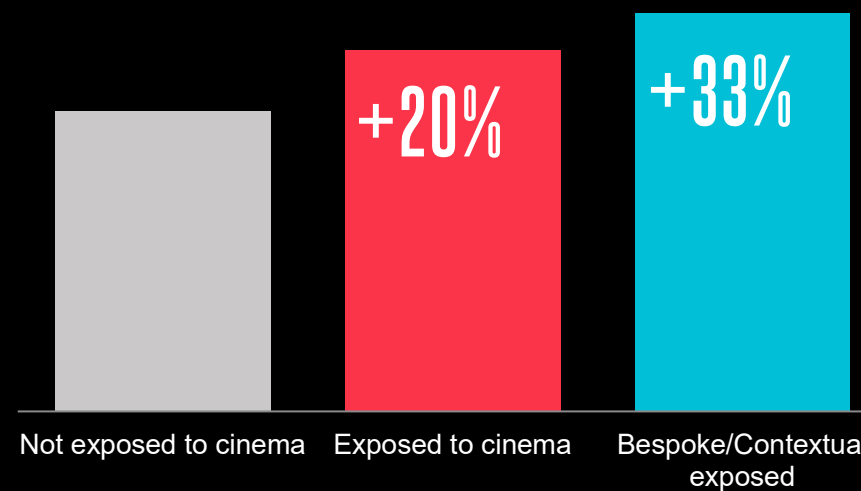
#MAXIMISEWITHCINEMA

LEAN IN TO CREATIVITY TO MAXIMISE THE POWERFUL IMPACT OF THE BIG SCREEN

QUALITY BRAND PERCEPTIONS



BRAND CONSIDERATION



MAXFACTOR



NatWest



19

16-34 TVRs

JOKER: FOLIE A DEUX

4 October

WATCH THE TRAILER

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DOCS
digital cinema media

PREMIUM LARGE FORMATS

DCM STUDIOS

4DX

SCREEN X

IMAX

realD 3D

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The background of the entire image is a wide-screen cinema. The screen displays a movie scene featuring a young girl in a red coat and patterned dress standing in a city square, holding a large teddy bear. The square is paved with stone tiles and has a central fountain. In the background, there are classical European buildings. Large, glowing celestial bodies, resembling moons or planets, are visible in the sky. The cinema seats are red and arranged in rows, receding into the distance. The word "SCREEN" is written in large, white, sans-serif capital letters across the middle of the screen. A large, white, stylized "X" is positioned to the right of "SCREEN", extending from the middle of the screen down towards the bottom right corner.

SCREEN X

FIND OUT MORE

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digital cinema media

A promotional image for the movie Beetlejuice. The background is a dark, green-tinted scene featuring the character Beetlejuice. He has wild, spiky hair, pale skin, and dark eye makeup. He is wearing a black and white striped suit with a black tie. He is holding a thin, horizontal rod across his chest with both hands, looking slightly to the right with a mischievous expression.

6

16-34 TVRs

BEETLEJUICE BEETLEJUICE

6 September

WATCH THE TRAILER

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DOCS
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SMILE 2

18 October

7

16-34 TVRs

WATCH THE TRAILER

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THE MOST SHARED FILM GENRE

Creating ownership around the most exciting and best loved film genre among hard-to-reach 16-34s

2X

AS LIKELY TO BE
HEAVY CINEMAGOERS

53%

MORE LIKELY TO GO IN
GROUPS OF 4+

22.4

16-24 TVRS

DEAD GOOD FILMS

PREMIUM HORROR & THRILLER PACKAGE

FIND OUT MORE

DEAD GOOD FILMS PARTNERSHIP

Creating ownership around the most exciting and best loved film genre among hard-to-reach 16-34s

GOLD SPOT*

Own the last commercial message before all 'Dead Good Films'

DCM IDENT TAKEOVER*

Bespoke co-branded idents in all 'Dead Good Films' driving frequency

my ODEON

THRILLS & CHILLS

ODEON sponsorship targeting the Horror & Thriller genre. Includes access to exclusive distributor content

START YOUR CHRISTMAS CAMPAIGNS WITH THESE **HUGE BLOCKBUSTERS**



PADDINGTON IN PERU

8 November



GLADIATOR II

15 November



WICKED

22 November



MOANA 2

29 November

WICKED

22 November

13

16-34 Women TVRs

WATCH THE TRAILER

65M

PEOPLE HAVE SEEN THE THEATRE
SHOW WORLDWIDE

236M+

VIEWS IN THE
FIRST 24HRS

400M

PEOPLE FOLLOW ARIANA GRANDE
ON SOCIAL MEDIA

\$5BN

GLOBAL THEATRICAL
TICKET SALES

FILM PARTNERSHIP

Maximise cultural relevance

Be closer to the stories than ever before with unique storytelling opportunities to create buzz and cut through among fans.

- Co-branded spots
- Experiential activity
- Special Screenings
- Prizes & Promotions
- Social & Digital Amplification

WICKED



FILM PARTNERSHIP: NATWEST THRIVE X GRAN TURISMO



TOMORROW BEGINS TODAY

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DCM STUDIOS

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FILM SLATE 2025



BRIDGET
JONES



KARATE KID



THE
WOLF MAN

Disney
SNOW WHITE

MISSION:IMPOSSIBLE

HOW TO TRAIN YOUR
DRAGON

H1 2025

MICKEY 17

MINECRAFT

BALLERINA
A JOHN WICK SPIN OFF

M E G A N

MARVEL STUDIOS
CAPTAIN AMERICA
BRAVE NEW WORLD

MARVEL STUDIOS
THUNDERBOLTS

Disney · PIXAR
elio

EXPLORE OUR FILM CALENDAR

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FILM SLATE 2025



THE
NAKED GUN



FIVE NIGHTS
AT FREDDY'S

H2 2025



I KNOW
WHAT YOU DID
LAST SUMMER

EXPLORE OUR FILM CALENDAR

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MEDIA FIRST OPPORTUNITY

ANAMORPHIC 3D IN CINEMA

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DIGITAL CINEMA MEDIA AWARDS 2024

campaign

ENTER NOW

MAXIMISE WITH CINEMA

REACH &
ATTENTION

CO-VIEWING
& CULTURAL
POWER

CREATIVE
IMPACT

MAXIMISE WITH CINEMA

CINEMA: THE **MAXIMISER** MEDIUM

**AV
MAXIMISER**

DCM.CO.UK/AVMAXIMISER

**KILLER
SLIDES**

DCM.CO.UK/MAXIMISE

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