



DCM 2024 CINEMA UPDATE

Latest industry news, trends and forecasts

2023 WAS A GREAT YEAR WITH AN INCREASE IN RELEASES, BOX OFFICE AND ADMISSIONS

2023 box office surpassed £1bn for the first time since the pandemic and admissions continued to grow back (+5%)

£1.06bn

Total box office revenue
(+8% YOY)

1,013

New releases
(+9% YOY)

174

Blockbuster releases –
only 12 short of 2019's peak

123.6m

Total UK admissions
(+5% YOY)



2023 HIGHLIGHTS: HUGE BLOCKBUSTERS, THRILLING HORROR & SOUTH ASIAN SUCCESS



Success of original, exciting blockbusters

2023 was a stellar year for original, exciting and high-quality blockbusters bringing audiences into the cinema.

From the phenomenal success of *Barbie* and *Oppenheimer*, to the ingenuity of *Spider-Man: Across the Spider-Verse*, and excellent auteur driven cinema including *Killers of the Flower Moon*, *Napoleon* and *Saltburn*.



The consistency of the horror genre

Horror continues to be one of the most consistent genres for delivering hits with its fans (heavily 16-24 skewing) and delivering profit for the studios.

In 2023 alone, *Five Nights At Freddy's* was a huge break-out hit, *Insidious: The Red Door* was the biggest film of the franchise so far, and *Scream VI*, *M3GAN*, *The Nun II*, *Saw X*, and *Evil Dead Rise* all proved popular.



The growth of South Asian cinema

2023 saw an incredible growth in the success of South Asian cinema at the UK box office. First driven by *Pathaan* back in January – which became the biggest South Asian film of all time in the UK.

A consistent slate of hits followed including *Jawan*, *Tiger 3*, *Rocky Aur Rani Kii Prem Kahaani*, and *Dunki* showcasing the genre's credentials as real must-see cinematic events for its audience.

2023 SAW DCM CONTINUE TO REBUILD AND OUTPERFORM THE MARKET

Despite a challenging AV market (c. -8%), DCM revenues were up +5% - driven by the likes of *Barbie*, *Oppenheimer* and *Super Mario Bros*. Admissions also continued to recover, up +5% on 2022

+5%

DCM Revenue
YOY



+5%

DCM Admissions
YOY

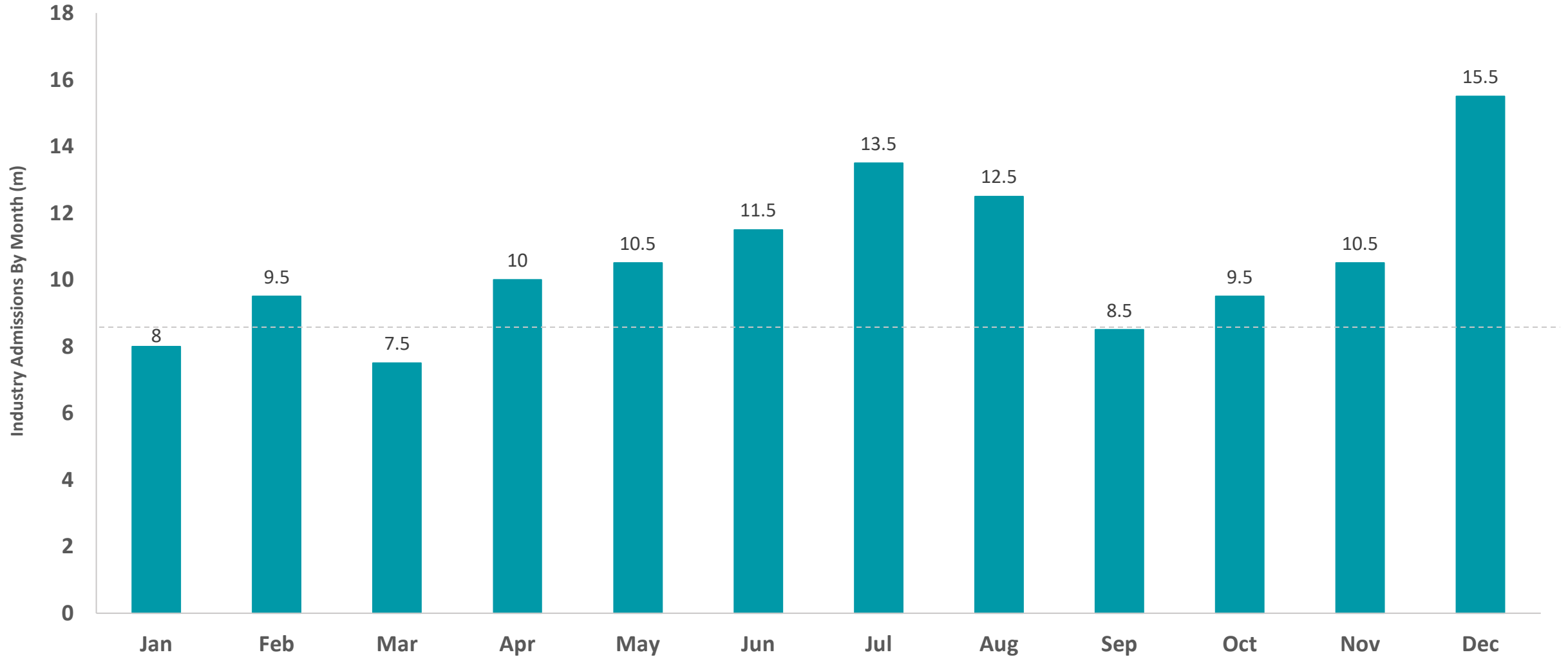
UK CINEMA AUDIENCE ARE CONTINUING TO RETURN WITH GROWTH FORECAST AGAIN FOR 2024

Cinema admissions continue to grow back towards pre-pandemic levels in the coming years



AUDIENCE: 2024 UK CINEMA ADMISSIONS FORECAST

An incredible summer of cinema lies ahead with blockbusters for every audience and we're expecting a strong finish to the year too



AN EXCITING FILM SLATE AHEAD FOR 2024



2024 TOP 10 16-34 BLOCKBUSTER FORECASTS

These will be the big hitters for reaching young ads on cinema across 2024...

	Industry Admissions	16-34 TVRs
Joker: Folie A Deux October	4.4m	19
Deadpool 3 July	3.4m	16
Despicable Me 4 July	5.6m	11
Inside Out 2 June	5.0m	10
Mufasa: The Lion King December	3.7m	9
Sonic The Hedgehog 3 December	3.2m	9
Furiosa May	2.1m	9
Dune: Part II March	2.6m	8
Wicked December	4.0m	8
Untitled Venom Sequel November	1.7m	7



2024 TRENDS: A BIG YEAR AHEAD FOR MOVIE STAR BLOCKBUSTERS, MUSICALS & FAMILY FILMS



Renaissance of the star-led blockbusters

In recent years IP/characters have been a key driving force behind many of the biggest films, however it appears we're about to enter a renaissance of the movie star vehicle.

Gosling and Blunt in *The Fall Guy*, Johansson and Tatum in *Project Artemis*, and Clooney and Pitt in *Wolfs* show signs the big Hollywood studios trust star power as a pull for audiences over known story properties.



Another big year for the musical

Wonka has exceeded its lofty expectations becoming a phenomenal c.£60m hit at the UK box office.

Its success sets the scene for what should be another big year for the musical (and music biopic) with the likes of *Mean Girls*, *Bob Marley: One Love*, *Back To Black*, *Mufasa: The Lion King*, and *Wicked* to come - with several of our exhibitors predicting the latter to be the biggest release of the year.



The best family film slate of the last 5 years

It's been a slower build back for family audiences since the pandemic – with the occasional high point (the huge *Super Mario Bros Movie* and *Minions*) but lower frequency of quality family releases.

This is all set to change in 2024 with an excellent slate that includes the return of beloved characters including *Kung Fu Panda*, *Garfield*, and *Paddington*; the behemoth that is the *Despicable Me* franchise and the long-awaited sequel to *Inside Out*.

WE HAVE LOTS TO SHOUT ABOUT IN 2024 WITH FURTHER GROWTH PREDICTED

The wider AV market will likely recover with predicted growth of +2% in 2024, and we expect DCM revenue to again outperform the market with growth of +7% driven a particularly strong Q4 slate.

+7%

DCM Revenue
YOY



+3%

DCM Admissions
YOY

DCM ESTATE WIN: THE LIGHT HAS JOINED FROM JANUARY 2024

The Light, one of the UK's leading independent cinema chains, has appointed DCM to grow its ad revenue and build brand partnerships across its portfolio.

The Light have 13 venues across the UK including Bolton, Bradford, Cambridge, Redhill, Sheffield, Stockport and Walsall.

The Light combines the very best elements of independent and multiplex cinema, including an IMAX screen at Cambridge and sites with other exciting leisure activities including axe throwing, bowling, and climbing walls.

The new partnership will expand DCM's growing estate, with The Light representing 2% of the UK cinema market.

As of Q1 2024, DCM now represent 80.73% of the UK cinema market.





THANKS

See dcm.co.uk for more information



digital cinema media