

# DCM UPFRONTS 2024



digital cinema media



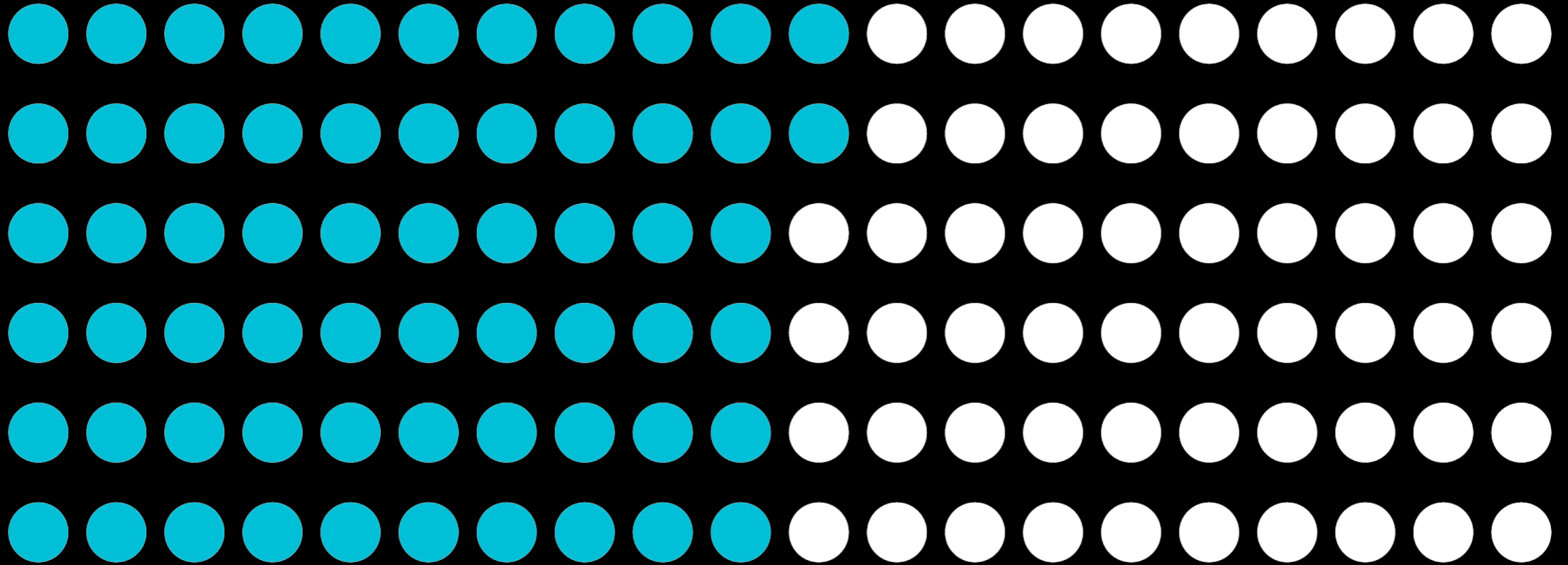
# WELCOME

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



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DCM  
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# STUDIOS START WITH CINEMA



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DOO  
digital cinema media

# START WITH CINEMA

NEW  
PRODUCT

NEW  
MESSAGE

NEW  
CAMPAIGN

START WITH CINEMA

#MAXIMISEWITHCINEMA





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

# MAXIMISING CULTURAL POWER WITH CINEMA

ANDREW TENZER,  
BURST YOUR BUBBLE

#MAXIMISEWITHCINEMA

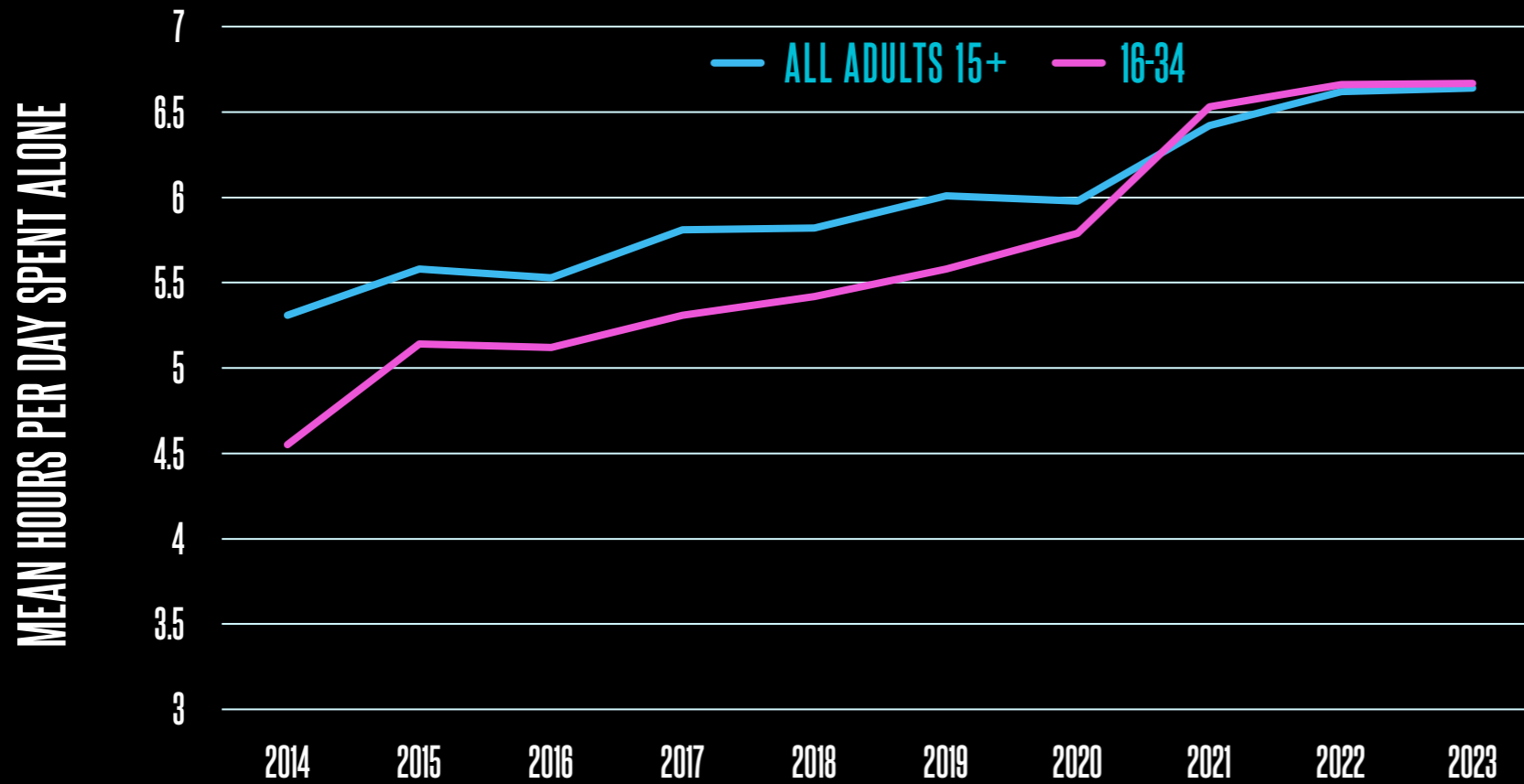
[FIND OUT MORE](#)





# 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**

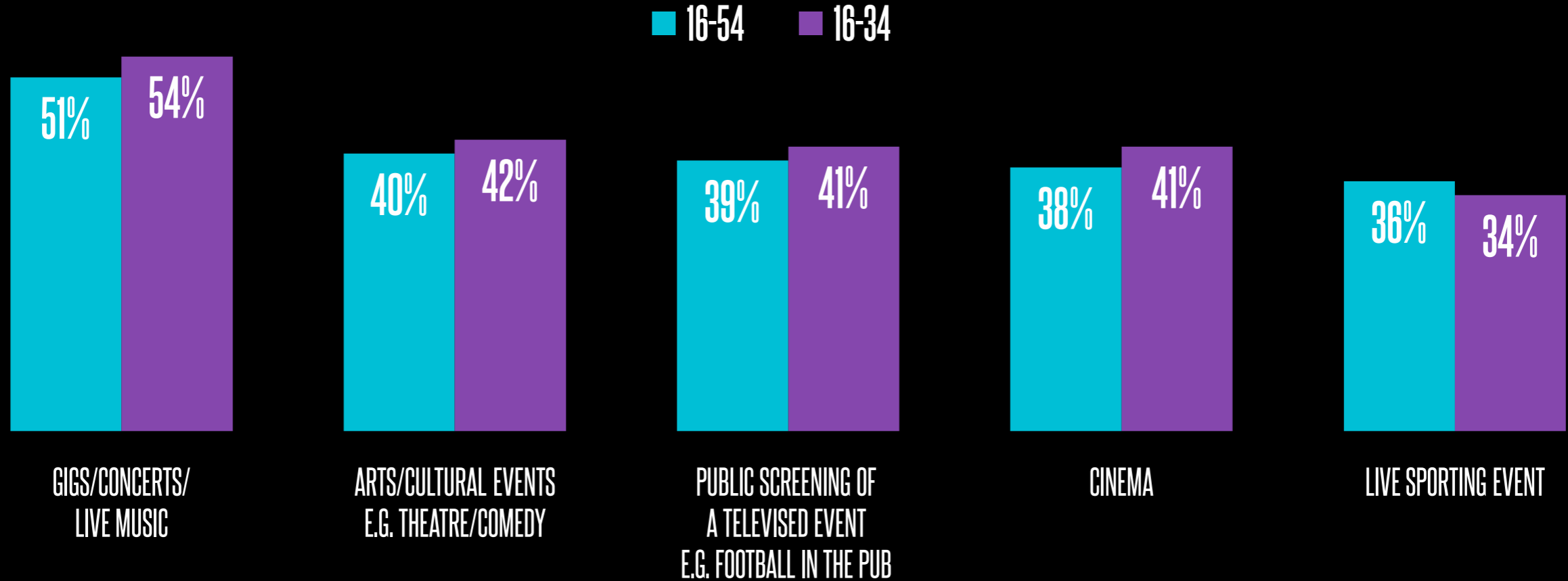


**THE NUMBER OF  
TELEVISION SHOWS  
WITH MORE THAN  
4M VIEWERS HAS HALVED  
SINCE 2014**

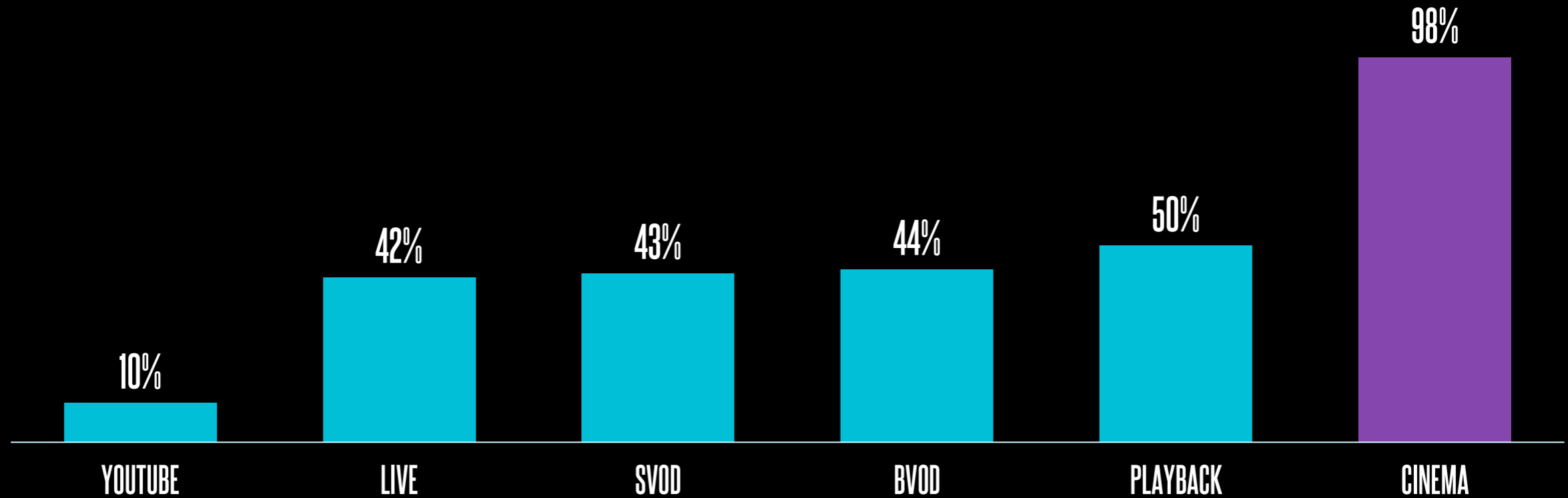
**82% DROP IN  
NUMBER OF BROADCAST  
TRANSMISSIONS  
GENERATING MORE  
THAN 6M VIEWERS**

# 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



**% OF VIEWING THAT IS CO-VIEWING**

CINEMA

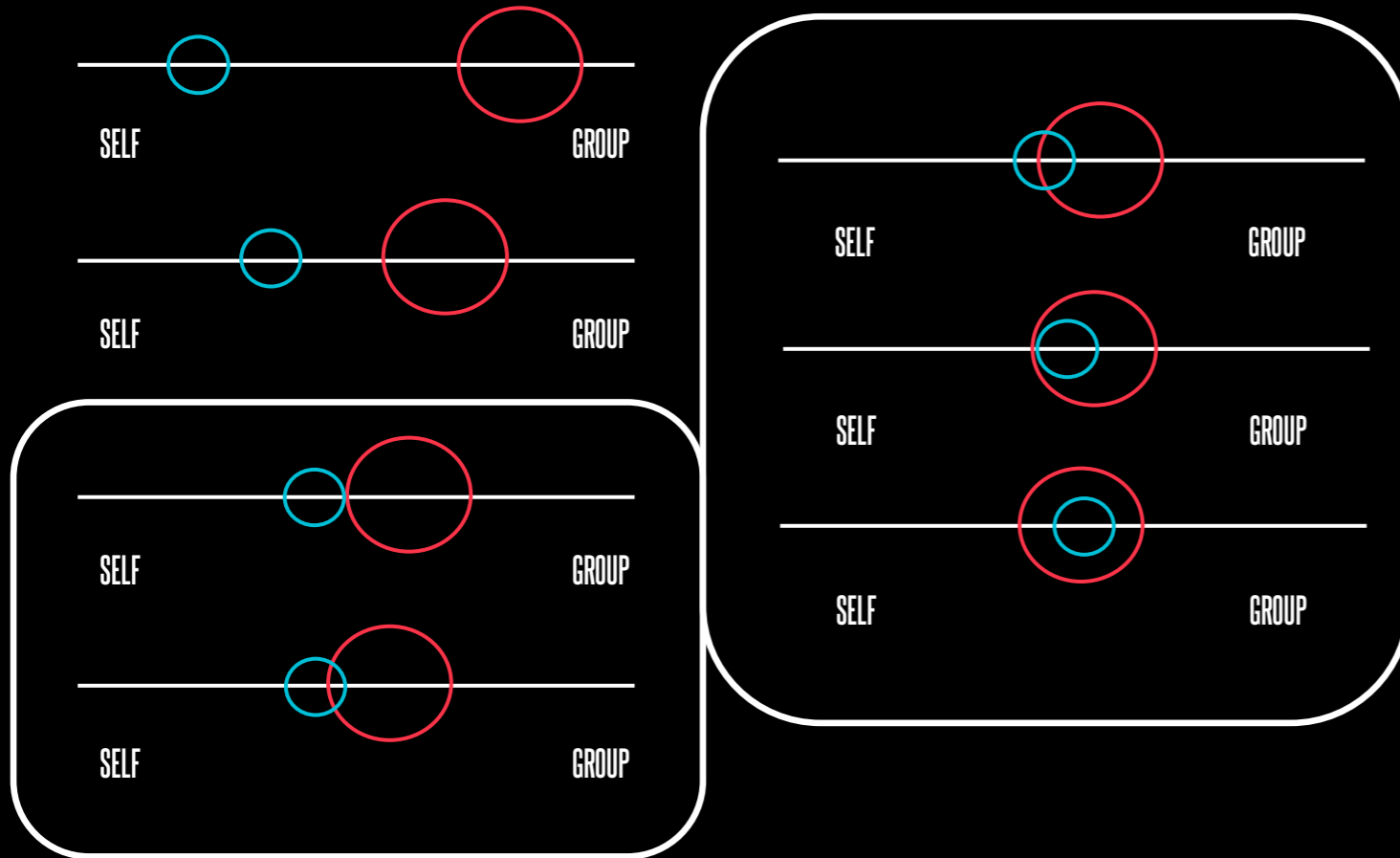
# THE ROLE OF CINEMA FOR COMMUNITY & FOR BRANDS



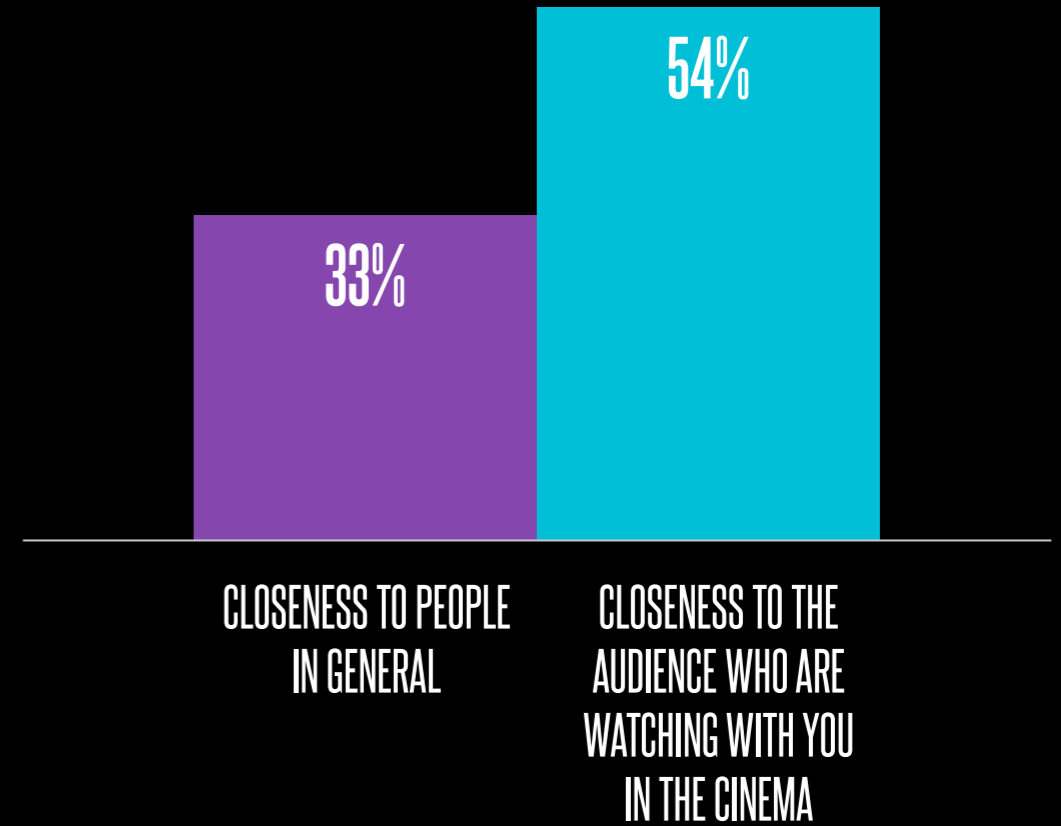


# CINEMA MAKES US FEEL CLOSER

## 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

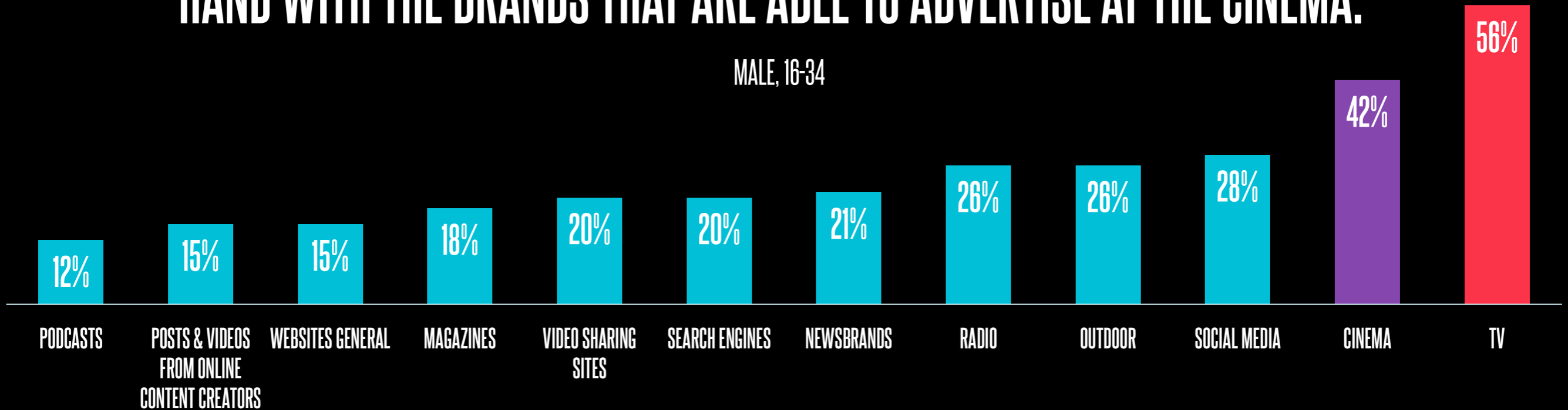
The power of brands making a public promise (as opposed to a hyper personalised one) signals trust and fame

**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

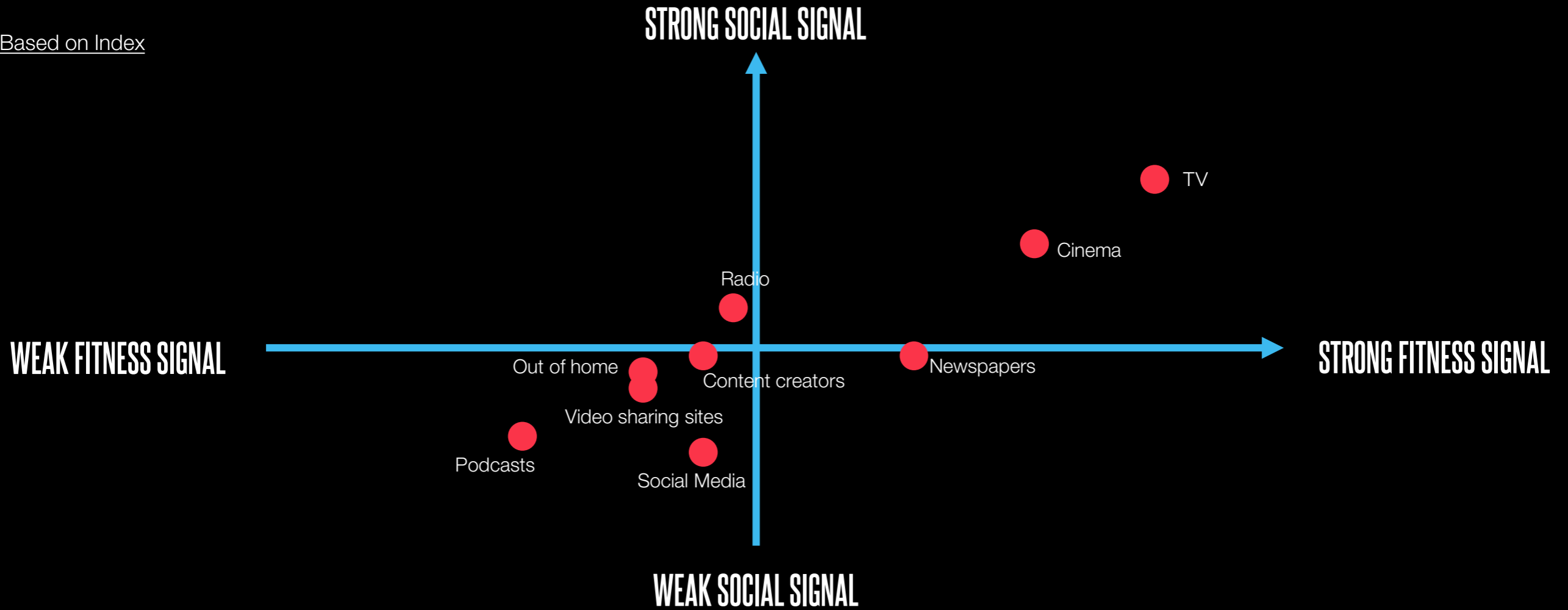


% ASSOCIATING ‘THE BRANDS THAT ADVERTISE THERE ARE FAMOUS’ WITH EACH MEDIA CHANNEL

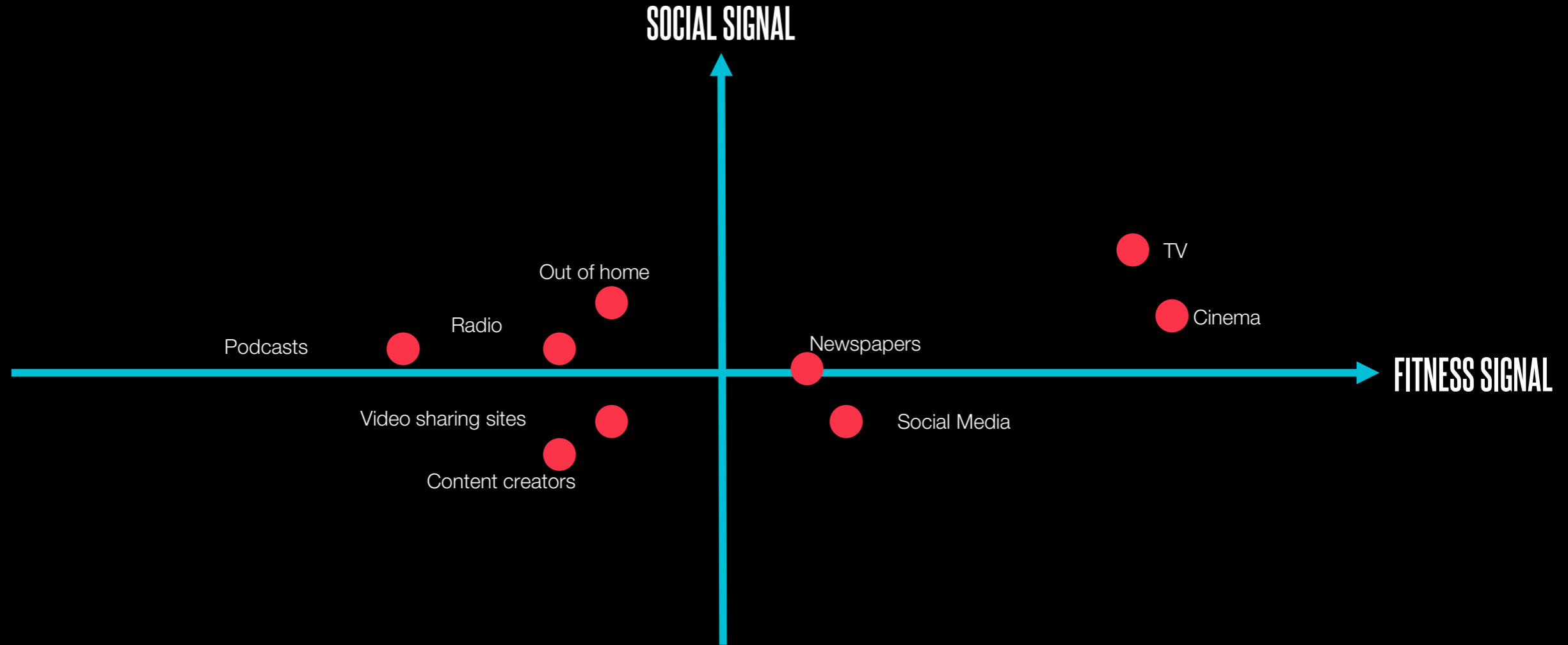
Source: DCM/Burst Your Bubble 2024  
Base: Uk Adults 16-54 (N=1,020)

# 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**

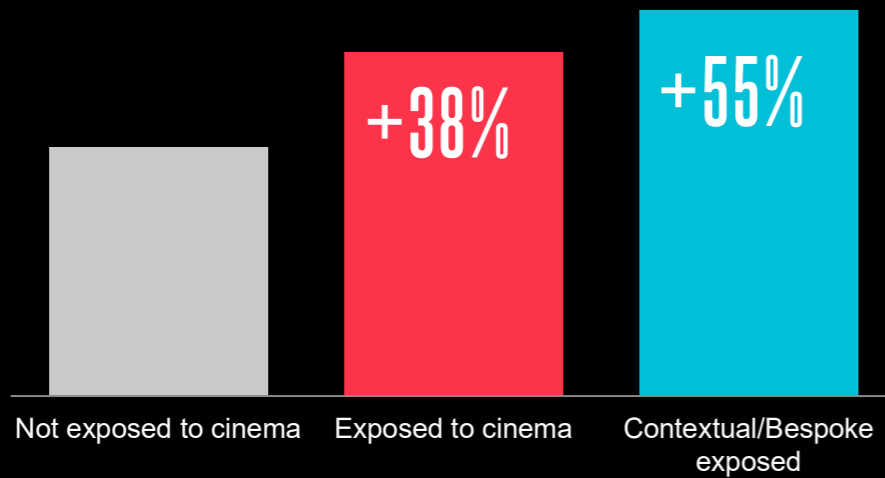
# MAXIMISE WITH CULTURAL MOMENTS & CREATIVE IMPACT

TOM LINAY & JEREMY KOLESAR

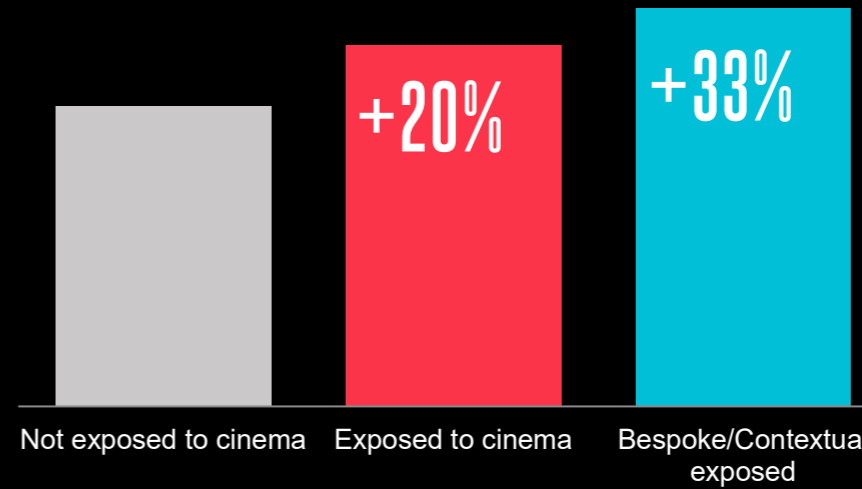
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# LEAN IN TO CREATIVITY TO MAXIMISE THE POWERFUL IMPACT OF THE BIG SCREEN

## QUALITY BRAND PERCEPTIONS



## BRAND CONSIDERATION



MAXFACTOR



NatWest



---

19

16-34 TVRs

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# JOKER: FOLIE A DEUX

4 October

[WATCH THE TRAILER](#)

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# PREMIUM LARGE FORMATS

DUNE  
PART TWO  
FILMED FOR

4DX

SCREEN X

IMAX

realD 3D

FIND OUT MORE



# SCREEN X

[FIND OUT MORE](#)

#MAXIMISEWITHCINEMA

---

6

16-34 TVRs

---

# BEETLEJUICE BEETLEJUICE

6 September

[WATCH THE TRAILER](#)

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# SMILE 2

18 October

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7

16-34 TVRs

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[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

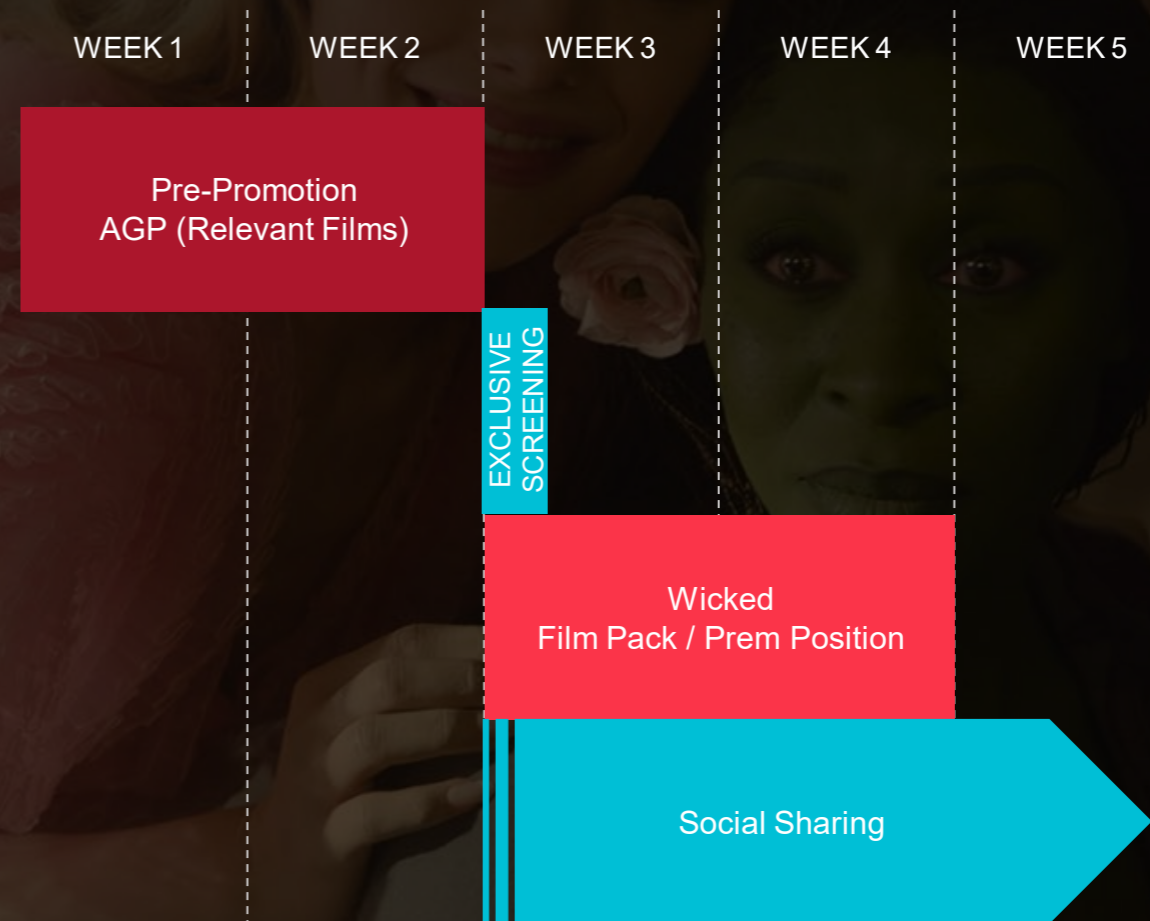
# WICKED

## 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



# FILM PARTNERSHIP: NATWEST THRIVE X GRAN TURISMO



NatWest  
Thrive



TOMORROW BEGINS TODAY

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**FIND OUT MORE**





# 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

MEGAN

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



H2 2025



I KNOW  
WHAT YOU DID  
LAST SUMMER

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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

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# CINEMA: THE **MAXIMISER** MEDIUM

**AV  
MAXIMISER**

[DCM.CO.UK/AVMAXIMISER](https://dcm.co.uk/avmaximiser)

**KILLER  
SLIDES**

[DCM.CO.UK/MAXIMISE](https://dcm.co.uk/maximise)

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