

Programmatic Comes to the Big Screen

As the largest cinema advertising platform in the US, we unite brands with the most sought-after audiences through the power of movies and pop culture.

Unrivaled Scale and Reach of Young, Diverse Audiences

90 of the top 100	Highest-grossing theaters every weekend	30	Median age
73%	Share of blockbuster opening weekend box office	75%	Gen Z & Millennials
The only 3	National exhibitors	62%	Multicultural (weekly avg)
		3x	Spending vs. general pop



Cinema: #1 in Attention

2x-3x	Greater than live sports, FAST nets, premium AVOD, digital premium and podcasts
6x-16x	Higher than social, digital media



Cinema Delivers

+54%
More Effective
at driving attention and
business outcomes

Two Options to Activate Programmatically

Private Marketplace (PMP)

- Issuance of Deal ID for real time bidding
- Established floor pricing
- Targeting available based on DMA, zip code, day of week, time of day, film rating and genre

Programmatic Guaranteed (PG)

- Includes all PMP features, plus:
 - Fixed pricing with budget commitment
 - Pre-set campaign timing
 - Research options available
 - PG prioritized over PMP

NCM

we get audiences

Our launch SSP:



Available to purchase in Most DSPs**



Operational Details for Programmatic Activation

- :15, :30, :60 second creative units may be placed
- Separate Deal IDs are required for each creative length & network (On-Screen vs. Lobby)
- Please allow up to 3 business days for approval processing
- Best available position at time of bid (exclusive of Platinum and Courtesy)
- All NCM commercial best practices apply:
 - Brand safe placements
 - Competitive separation
 - LDA compliance for alcohol category
 - All other relevant cinema ad policies



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Have questions? Contact:
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