

# 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)



idi exilibiters

Spending



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



+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



#### Our launch SSP:



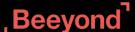
### Available to purchase in Most DSPs\*\*









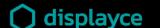














Display & Video 360







**NEXXON** OutMoove

**PulsePoint** 















# **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



Click Icon for Digital Video Ad Specs



Have questions? Contact: programmaticsales@ncm.com