

CINEMA

YOUR ADVERTISING SUPERHERO



SCALE

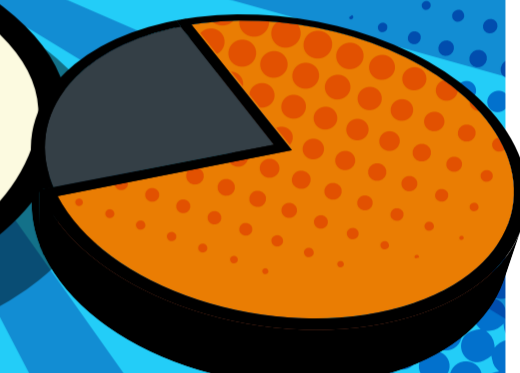
1.24 BILLION MOVIE TICKETS SOLD ANNUALLY!



REACH

263 MILLION PEOPLE GO TO THE MOVIES EACH YEAR-

76% OF THE POPULATION!



ENGAGEMENT...

43 MILLION PEOPLE ARE FREQUENT MOVIE-GOERS!



CINEMA HAS A HIGHER MILLENNIAL COMPOSITION THAN THE INTERNET:

COMPOSITION!

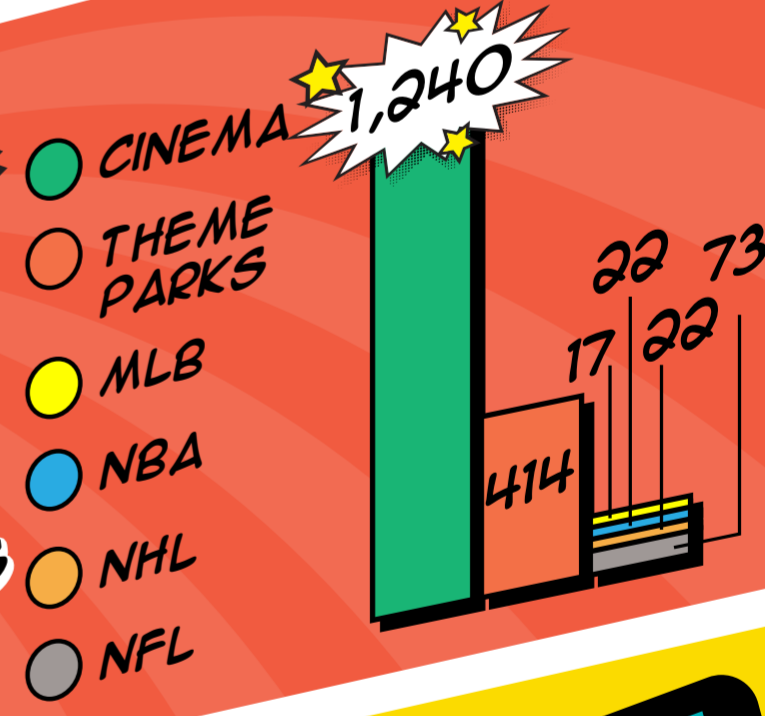
GENDER BALANCED AUDIENCE:
50% MALE & 50% FEMALE!



45% vs. 28%!

COMPETITION!

MOVIE THEATERS DRAW MORE PEOPLE THAN ALL THEME PARKS AND MAJOR U.S. SPORTS COMBINED!



ACTION!

45% OF PEOPLE VISIT A DINING VENUE BEFORE OR AFTER SEEING A MOVIE!



RECORD BREAKING!

IN 2018
TOPPING \$1 BILLION, UP 55% YOY!

BIGGEST FEBRUARY BOX OFFICE EVER:

BIGGEST 2ND QUARTER BOX OFFICE EVER

UP 22% YOY!

SOURCE: MPAA, NIELSEN NCAR, COMSCORE, FOURSQUARE LOCATION INTELLIGENCE, BOXOFFICEMOJO. DOMESTIC AUDIENCE FIGURES