

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

**SCHEDULE 13D**

**Under the Securities Exchange Act of 1934**

**(Amendment No. 4)\***

**National CineMedia, Inc.**

(Name of Issuer)

**Common Stock, \$0.01 par value per share**

(Title of Class of Securities)

**635309107**

Joseph Mause

Standard General L.P.

767 Fifth Avenue, 12th Floor

New York, NY 10153

Tel. No.: 212-257-4701

(Name, Address and Telephone Number of Person Authorized to  
Receive Notices and Communications)

**August 26, 2019**

(Date of Event which Requires Filing of this Statement)

If the filing person has previously filed a statement on Schedule 13G to report the acquisition that is the subject of this Schedule 13D, and is filing this schedule because of §§240.13d-1(e), 240.13d-1(f) or 240.13d-1(g), check the following box. [ ]

**Note:** Schedules filed in paper format shall include a signed original and five copies of the schedule, including all exhibits. See Rule 13d-7 for other parties to whom copies are to be sent.

\* The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter disclosures provided in a prior cover page.

The information required on the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

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1 Names of Reporting Persons.

Standard General L.P.

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2 Check the Appropriate Box if a Member of a Group (See Instructions)

(a)

(b)

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3 SEC Use Only

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4 Source of Funds (See Instructions):

AF

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5 Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e):

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6 Citizenship or Place of Organization.

Delaware

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7 Sole Voting Power

0

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8 Shared Voting Power

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9 Sole Dispositive Power

0

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10 Shared Dispositive Power

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11 Aggregate Amount Beneficially Owned by Each Reporting Person

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12 Check if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)

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13 Percent of Class Represented by Amount in Row (11)

%

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14 Type of Reporting Person (See Instructions)

IA

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1 Names of Reporting Persons.

Soohyung Kim

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2 Check the Appropriate Box if a Member of a Group (See Instructions)

(a)

(b)

---

3 SEC Use Only

---

4 Source of Funds (See Instructions):

AF

---

5 Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e):

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6 Citizenship or Place of Organization.

United States

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Number  
of Shares  
Beneficially  
Owned by  
Each  
Reporting  
Person With

7 Sole Voting Power

0

---

8 Shared Voting Power

---

9 Sole Dispositive Power

0

---

10 Shared Dispositive Power

---

11 Aggregate Amount Beneficially Owned by Each Reporting Person

---

12 Check if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)

---

13 Percent of Class Represented by Amount in Row (11)

%

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14 Type of Reporting Person (See Instructions)

IN, HC

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**AMENDMENT NO. 4 TO SCHEDULE 13D**

This Amendment No. 4 to Schedule 13D (this “Amendment”) relates to Common Stock, par value \$0.01 per share (the “Common Stock”), of National CineMedia Inc., a Delaware corporation (the “Issuer”). This Amendment is being filed by each of the Reporting Persons to amend the Schedule 13D (the “Initial Schedule 13D”) that was originally filed on January 26, 2018 and amended on March 20, 2018, June 4, 2018 and September 14, 2018 (as amended by this Amendment, the “Schedule 13D”). Unless otherwise indicated, all capitalized terms used therein but not defined herein shall have the same meanings as in the Schedule 13D.

This Amendment is being filed to amend and supplement Item 5 of the Schedule 13D as set forth below.

**Item 5. Interest in Securities of the Issuer**

(a) and (b) See Items 7-13 of the cover pages.

The percentage calculations herein are based upon the statement in the Issuer’s Quarterly Report on Form 10-Q for the quarter ended June 27, 2019, as filed with the Securities and Exchange Commission on August 5, 2019, that there were 78,973,707 outstanding shares of Common Stock of the Issuer as of July 31, 2019.

Of the shares of the Issuer’s Common Stock reported herein as being beneficially owned by the Reporting Persons, 35,000 shares are owned directly by a wholly-owned subsidiary of Standard Diversified Inc. (“SDI”). As a result of their beneficial ownership of securities of SDI, the Reporting Persons may be deemed to beneficially own shares of the Issuer’s Common Stock owned by SDI.

(c) The following table lists the Reporting Persons’ transactions in shares of the Issuer’s Common Stock that were effected during the sixty day period prior to the filing of this Schedule 13D.

Transaction	Date	No. Shares	Purchase Price
Open market purchase	08/21/2019	30,000	\$7.0692
Open market purchase	08/22/2019	35,000	\$7.1873
Open market purchase	08/23/2019	175,000	\$7.3786
Open market purchase	08/26/2019	100,000	\$7.7038
Open market purchase	08/26/2019	10,000	\$7.8262
Open market purchase	08/27/2019	60,000	\$7.8378
Open market purchase	08/28/2019	[ ]	[\$ ]

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**SIGNATURE**

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Date: August 28, 2019

**STANDARD GENERAL L.P.**

By: /s/ Joseph Mause

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Name: Joseph Mause

Title: Chief Financial Officer

**SOOHYUNG KIM**

/s/ Soohyung Kim

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Soohyung Kim