



## NCM Launches New Data Intelligence Platform, NCMx™, Connecting Advertisers to Consumers Before, During and After Moviegoing

March 28, 2022

### ***New Noovie® Content Series, Talent and Partners Also Revealed***

NEW YORK--(BUSINESS WIRE)--Mar. 28, 2022-- [National CineMedia](#) (NCM®) today announced the launch of one of the largest data-driven technology platforms for moviegoers, NCMx™. The new data, insights, and analytics platform uses the company's comprehensive knowledge and extensive data about moviegoer behavior to connect brands with custom audiences in theaters as well as on digital screens before and after attending movies. The announcement was made today by Scott Felenstein, NCM's president, sales, marketing and partnerships, during the company's upfront presentation for advertisers in New York City.

With moviegoers frequenting theaters regularly in numbers that exceed the highest-rated TV programming, marketers can now leverage NCM to execute advanced audience-matching against key geographic, behavioral and contextual targets on the big screen, as well as use the NCMx capabilities to retarget moviegoers with digital ads and mobile offers. NCM provides marketers access to one of the largest collections of deterministic moviegoer data in the industry. With over 274 million data records, NCMx gives brands a 360-degree view of recent consumer behavior with performance metrics to refine campaign plans and generate a better return on their advertising investment. Neustar, Catalina, Affinity Solutions, PlacelQ and ElementalTV are partners in the new NCMx targeting and attribution technology platform.

Nearly one out of every two adults who visited a movie theater in the fourth quarter of 2021 and the first quarter of 2022 were 18-34-year-olds, and 79% of moviegoers attending an NCM theater are under the age of 39. "Declining audiences on linear TV and the extensive cord-cutting driving streaming, especially among ad-skipping, younger audiences, has forced clients to look for alternative options. Movie theaters continue to attract and capture the undivided attention of this highly desirable 18-34-year-old audience en masse. With NCMx, cinema is now more targetable, measurable and accountable than ever before, offering brands highly customized, hard-to-reach audience segments with clear business outcomes," said Felenstein.

### ***New Noovie® Content Series and Talent***

NCM also introduced a new *Noovie* content series, as well as new content partnerships that offer relevant ways for advertisers to forge stronger connections with consumers.

***The Noovie Trivia Show***, starring Emmy-winning entertainment host and long-time *Noovie* personality Maria Menounos, has been added to the NCM pre-show experience, alongside the recently announced *Noovieverse*, *Perri's Picks* and *Noovie Unwind* series. Debuting in theaters in June, *The Noovie Trivia Show* will expand on the popular cinema tradition of testing moviegoers' knowledge of films, filmmakers, actors and the people influencing pop culture. Menounos' role within the *Noovie* pre-show has also expanded with the addition of the new recurring series. She will be seen in conversation with celebrities and influencers, quizzing them about popular entertainment. Moviegoers can play anytime through NCM's exclusive *Noovie Trivia* app.

Menounos' upcoming guests for *The Noovie Trivia Show* include:

- Actress [Abby Ryder Fortson](#) who stars in the iconic role of Margaret in the film adaptation of the beloved Judy Blume book, *Are You There God? It's Me, Margaret*. The film also features Rachel McAdams and Kathy Bates and will be released by Lionsgate this September.
- CFDA designer [Christian Siriano](#) launched his eponymous collection in 2008 following his studies in London under Vivienne Westwood and Alexander McQueen. Known for whimsical and show-stopping design, Siriano's collection has been worn by current FLOTUS Dr. Jill Biden, former FLOTUS Michelle Obama, Angelina Jolie, Oprah, Zendaya, Ariana Grande, Lady Gaga, Tiffany Haddish, Billy Porter, and Cardi B to name but a few. Siriano was named among *Time's* 100 Most Influential People for his leading contributions on body diversity on the runway and red carpet, and recently returned to Bravo's *Project Runway* in the role of mentor.
- Actress, model, and author [Garcelle Beauvais](#) who is currently a cast member of the reality television series *The Real Housewives of Beverly Hills*, co-hosts the daytime talk show, *The Real*, and is the author of *Love Me as I Am* (to be released on April 12, 2022).
- Popular Tik Tok creators including [Avery Cyrus](#), [Griffin Johnson](#) and [JuJu Green \(aka Straw Hat Goofy\)](#).

Additionally, several new co-hosts are joining [Matt Ramos](#), [Greg Alba](#), and [Taya Miller](#) for upcoming editions of the *Noovieverse* series including:

- [Tropical Joe](#)
- [Amanda Castrillo](#)
- [JuJu Green](#)

#### **Noovie Partners with ATTN: and Tastemade**

NCM is also expanding beyond movie-themed content to embrace broader cultural themes, important causes, and consumer passions. Two new partnerships lean into this cross-section of Hollywood and culture: [ATTN:](#), a media company and creative agency that bridges entertainment with topical issues moving social-first audiences toward positive change, and [Tastemade](#), a modern media company that creates award-winning video content and original programming in the categories of Food, Travel, and Home & Design. Both companies will produce new *Noovie* pre-show content in collaboration with NCM and participating advertisers.

The new, interactive ATTN: and Tastemade *Noovie* segments will tap into the culturally relevant subjects that matter most to millennial and Gen Z moviegoers, including diversity and inclusivity, sustainability, civic engagement, travel, and home cooking, among others. Brands will be able to connect with and engage NCM's young, diverse audience on screen, through QR codes, and via the partners' strong social, digital and OTT platforms for solutions-oriented storytelling that entertains, informs and engages audiences.

Marketers can also enlist Noovie Studios, NCM's in-house creative team, as a partner to develop and produce original, branded content, capitalizing on the company's expertise of producing cinematic stories that best resonate with moviegoers. Additionally, Noovie Studios will create content for NCM's new pre-show series including *Noovieverse*, *Perri's Picks*, *The Noovie Trivia Show* and *Noovie Unwind*, as well as team with brands to create experiential and influencer activations.

"The evolution of the *Noovie* pre-show forges an even stronger connection with our core consumer audience of 18-34-year-olds that advertisers most desire to reach," said Amy Tunick, NCM's chief marketing officer. "We are focused on expanding into new avenues of storytelling about pop culture and the passions that matter most to our millennial and Gen Z movie fans. Our advertising partners can access the myriad content opportunities tied to our new 'shows' within the pre-show, along with memorable activations around the unique shared human experience of going out to the theater with friends and family."

**Pictures are available for media use here:** <https://press.ncm.com/media-center/default.aspx>

#### **About National CineMedia**

National CineMedia (NCM) is America's Movie Network. As the largest cinema advertising network in the U.S., NCM unites brands with young, diverse audiences through the power of movies and engages movie fans anytime and anywhere. NCM's *Noovie* pre-show is presented exclusively in 50 leading national and regional theater circuits including AMC Entertainment Inc. (NYSE: AMC), Cinemark Holdings, Inc. (NYSE: CNK) and Regal Entertainment Group (a subsidiary of Cineworld Group PLC. LON: CINE). NCM's cinema advertising network offers broad reach and unparalleled audience engagement with over 20,700 screens in over 1,600 theaters in 195 Designated Market Areas® (all of the top 50). NCM Digital and Digital Out-of-Home (DOOH) goes beyond the big screen, extending in-theater campaigns into online, mobile, and place-based marketing programs to reach entertainment audiences. National CineMedia, Inc. (NASDAQ: NCMI) owns a 48.3% interest in, and is the managing member of, National CineMedia, LLC. For more information, visit [www.ncm.com](http://www.ncm.com) and [www.noovie.com](http://www.noovie.com).

#### **Forward-Looking Statements**

This press release contains various forward-looking statements, within the meaning of Section 27A of the Securities Act and Section 21E of the Securities Exchange Act of 1934, that reflect management's current expectations or beliefs regarding, among other things, consumer and advertiser spending plans, preferences, and behavior. Forward-looking statements are subject to a number of important factors, risks, uncertainties and assumptions that could cause actual results to differ materially from those described in any forward-looking statements. Please refer to the Company's Securities and Exchange Commission filings, including the "Risk Factor" section of the Company's Annual Report on Form 10-K for the year ended December 30, 2021, for further information about risks and uncertainties that could cause actual results to differ materially. Investors are cautioned that reliance on these forward-looking statements involves risks and uncertainties. The Company undertakes no obligation to update any forward-looking statement, whether as a result, of new information, future events or otherwise, except as required by law.

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