



## National CineMedia Expands Data Intelligence Platform, NCMx, with New Product Capabilities in Collaboration with Neustar and ElementalTV

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*NCMx™ provides end to end insights, targeting and attribution for cinema advertisers. New product capabilities include on-screen shoppable ads with ElementalTV and advanced marketing analytics via Neustar's Marketing Attribution solution*

NEW YORK--(BUSINESS WIRE)--Jul. 7, 2022-- National CineMedia (NCM), America's largest movie network uniting brands with young, diverse movie audiences, today announced the expansion of its NCMx™ data intelligence platform capabilities with Neustar, a TransUnion company, an end-to-end identity resolution and marketing analytics provider, and ElementalTV, a technology company that is powering the next generation of CTV ad innovation. NCM is leading the cinema advertising industry as it transforms into a data-first media company that reaches audiences at scale with the most engaging content.

The NCMx platform delivers quantifiable business outcomes for marketers by:

- Leveraging Neustar's identify graph and feeding NCM cinema audience data into the Neustar Marketing Attribution solution, giving brands the ability to make critical, real-time optimizations to their marketing campaigns and improve conversions
- Transforming on screen ads into interactive shoppable content for an immersive and personalized consumer experience, powered by ElementalTV and resulting in heightened brand awareness and recall

With over 600 million moviegoers reached annually through the NCM® network of over 1,600 theaters with over 20,600 screens through the US, the NCMx offering connects advertisers to consumers before, during and after moviegoing. NCM has one of the largest deterministic and probabilistic data sets of the moviegoing audience in the industry with over 274 million data records, giving brands a 360-degree view of recent consumer behavior. Marketers can 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. Catalina, Affinity Solutions, PlaceIQ, Crossix and Kochava are also partners.

"NCM seized the opportunity to innovate and invest in building one of the most robust data intelligence platforms in the industry during the pandemic as theaters were shut down. The NCMx platform is the result of that commitment. We are thrilled to have Neustar and ElementalTV on board as part of the growing capabilities and product offerings within NCMx. These partners are integral to helping us fulfill our vision of transforming NCM into a next-gen, data-led company and delivering quantifiable business outcomes to clients and advertisers," shared Manu Singh, SVP, strategic insights & analytics at NCM.

"NCM's robust data and intelligence on their moviegoing audience integrated with our industry-leading data and analytics solutions will be transformational for cinema advertising. From reach and frequency analytics to marketing attribution, this partnership delivers one of the most comprehensive views of the moviegoing audience in the industry, benefiting brands in countless new ways," said Steve Silvers, SVP Product at Neustar, a TransUnion company.

"We are excited to partner with NCM in creating a first of its kind shoppable marketing solution that is centered around delivering an engaging and immersive experience for the moviegoing audience across CTV screens," said Omer Latif, CEO of ElementalTV.

[Research shows elevated levels](#) of consumer spending compared to typical spending patterns on the day of theater visits across multiple categories. For example, after leaving the cinema, consumers spend on average 20% more per month, with nearly 45% of audiences going out to eat following the movie and more than 23% engaging in retail shopping.

"We know cinema advertising is one of the most engaging and effective mediums to reach consumers," said Scott Felenstein, NCM's president - sales, marketing and partnerships. "The NCMx platform provides incredible value to our clients. We have seen sales lifts ranging from 12% - 29% for CPG and QSR partners along with increased key business metrics such as app downloads, in-app purchases and in-store traffic, outperforming CTV norms."

### About NCM

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 popular culture. 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 20,600 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: NCM) owns a 47.4% 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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