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## Omnicom Media Group Signs 2015 Upfront Deal with National CineMedia

### Video-Neutral Strategy Puts Cinema in Premium Video Tier

#### *Omnicom Deal Closes NCM's 2015 Upfront Season with a Nearly 100 Percent Increase over Last Year*

NEW YORK--(BUSINESS WIRE)-- [Omnicom Media Group](#), the media services division of [Omnicom Group Inc.](#) (NYSE:OMC), has entered into an upfront agreement with [National CineMedia \(NCM\)](#), America's #1 weekend network, to bring Omnicom client brands to movie patrons across NCM's network in 2015.

The deal, which will cover approximately \$50 million in advertising over the next year, is the latest example of Omnicom Media Group's video-neutral approach to media buying, placing cinema in its premium video tier. This landmark upfront buy is fully integrated to reach moviegoers on-screen, on-site, online and on mobile devices, and includes NCM's *FirstLook* pre-show, [Shazam](#) cinema interactivity, movie theater lobby activations, and online and mobile video campaigns specifically targeting NCM movie audiences.

"This represents the continued evolution of our premium video strategy, and is another step toward ensuring that our clients have preferred access to a wide range of advertising alternatives," said John Swift, CEO, North America Investment of Omnicom Media Group. "Our clients expect us to identify the best video marketing options, and cinema fits perfectly into that category. This deal allowed us to secure some of the best NCM inventory, competitive pricing and the ability to integrate the big screen into our clients' long term marketing plans."

This 2015 upfront deal is an expansion of Omnicom Media Group's successful use of cinema over the years for a wide variety of clients.

"This expanded relationship with Omnicom Media Group is a sign of a pivotal shift in the marketplace as we head into our fourth upfront season," said Cliff Marks, president of sales and marketing with NCM. "Cinema is now being recognized as premium video with high quality content, increasing reach, strong market coverage and great consumer engagement. "

NCM's first-ever agency upfront deal with Omnicom Media Group is the cap to a very successful 2014-15 upfront season, which saw upfront commitments increase of nearly 100 percent over the prior year. NCM's 2015-16 upfront luncheon event will be held on Wednesday, May 13 at the AMC Loews Lincoln Square movie theater in New York City.

#### **About Omnicom Media Group**

[Omnicom Media Group](#) is the media services division of Omnicom Group Inc. (NYSE: OMC), the leading global advertising, marketing and corporate communications company, providing services to over 5,000 clients in more than 100 countries. Omnicom Media Group includes the full service media networks OMD Worldwide and PHD Network, leading global data and analytics company, Annalex; the [Accuen](#) programmatic media platform; global search and social agency [Resolution Media](#); print and digital media agency [Novus](#); the Optimum Sports and [Fuse](#) sports media and marketing agencies; Outdoor Media Group; The Content Collective; and direct response agency Pathway.

#### **About National CineMedia (NCM)**

National CineMedia (NCM) is the #1 weekend network in America and the largest cinema advertising network reaching moviegoers on-screen, on-site, online and on mobile devices. NCM offers captivating entertainment content, national reach and unparalleled audience engagement across its digital in-theater network of over 20,100 screens in approximately 1,600 theaters in 183 Designated Market Areas® (49 of the top 50). During 2014, over 700 million moviegoers attended theaters that exclusively present NCM's *FirstLook* pre-show program, including AMC Entertainment Inc. (NYSE:AMC), Cinemark Holdings, Inc. (NYSE:CNK), Regal Entertainment Group (NYSE:RGC), and over 40 other leading regional theater circuit affiliates. National CineMedia, Inc. (NASDAQ:NCMI) owns a 45.8% interest in, and is the managing member of, National CineMedia, LLC. For more information, visit [www.ncm.com](http://www.ncm.com). (NCMI-A)

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