

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

SCHEDULE 13D

Under the Securities Exchange Act of 1934
(Amendment No. 7)*

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)

April 1, 2020

(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).

1 Names of Reporting Persons.
Standard General L.P.

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): _____

6 Citizenship or Place of Organization.
Delaware

7 Sole Voting Power
0

Number of
Shares
Beneficially
Owned by
Each
Reporting
Person With

8 Shared Voting Power
18,224,731

9 Sole Dispositive Power
0

10 Shared Dispositive Power
18,224,731

11 Aggregate Amount Beneficially Owned by Each Reporting Person
18,224,731

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

13 Percent of Class Represented by Amount in Row (11)
22.9%

14 Type of Reporting Person (See Instructions)
IA

1 Names of Reporting Persons.
Soohyung Kim

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):

6 Citizenship or Place of Organization.
United States

7 Sole Voting Power
0

Number of
Shares
Beneficially
Owned by
Each
Reporting
Person With

8 Shared Voting Power
18,224,731

9 Sole Dispositive Power
0

10 Shared Dispositive Power
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11 Aggregate Amount Beneficially Owned by Each Reporting Person
18,224,731

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

13 Percent of Class Represented by Amount in Row (11)
22.9%

14 Type of Reporting Person (See Instructions)
IN, HC

AMENDMENT NO. 7 TO SCHEDULE 13D

This Amendment No. 7 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, September 14, 2018, August 28, 2019, November 27, 2019, and March 24, 2020 (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 and Item 2 above.

(c) The Reporting Persons did not effect any previously unreported transactions in shares of the Issuer’s Common Stock during the sixty day period prior to the filing of this Schedule 13D, except as follows:

Transaction	Date	No. Shares	Purchase Price Per Share
Open Market Purchase	03/24/2020	255,739	\$ 3.1517(1)(5)
Open Market Purchase	03/25/2020	177,916	\$ 3.4162(2)(5)
Open Market Purchase	03/26/2020	125,000	\$ 3.7075
Open Market Purchase	03/30/2020	339,475	\$ 2.9873(3)(5)
Open Market Purchase	04/01/2020	250,000	\$ 2.8429(4)(5)

(1) Represents the weighted average purchase price of shares purchased in a series of open market transactions on the transaction date at prices ranging from \$3.1246 to \$3.1679 per share.

(2) Represents the weighted average purchase price of shares purchased in a series of open market transactions on the transaction date at prices ranging from \$3.3764 to \$3.5081 per share.

(3) Represents the weighted average purchase price of shares purchased in a series of open market transactions on the transaction date at prices ranging from \$2.8682 to \$3.0550 per share.

(4) Represents the weighted average purchase price of shares purchased in a series of open market transactions on the transaction date at prices ranging from \$2.8353 to \$2.8589 per share.

(5) The Reporting Persons undertake to provide, upon request by the staff of the Securities and Exchange Commission, the issuer, or a security holder of the issuer, full information regarding the number of shares purchased at each price.

The percentage calculations herein are based upon the statement in the Issuer’s Annual Report on Form 10-K for the year ended December 26, 2019, as filed with the Securities and Exchange Commission on February 20, 2020, that there were 79,751,489 outstanding shares of Common Stock of the Issuer as of February 18, 2020.

(d) Not applicable.

(e) Not applicable.

[Signature page to follow]

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: April 1, 2020

STANDARD GENERAL L.P.

By: /s/ Joseph Mause

Name: Joseph Mause

Title: Chief Financial Officer

SOOHYUNG KIM

By: /s/ Soohyung Kim

Soohyung Kim