

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, DC 20549

SCHEDULE 13D

INFORMATION TO BE INCLUDED IN STATEMENTS FILED PURSUANT  
TO § 240.13d-1(a) AND AMENDMENTS THERETO FILED PURSUANT TO  
§ 240.13d-2(a)  
(Amendment No. 7)\*

**National CineMedia, Inc.**

(Name of Issuer)

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

(Title of Class of Securities)

**635309107**

(CUSIP Number)

**Peter B. Brandow**  
**Executive Vice President, General Counsel and Secretary**  
**Regal Entertainment Group**  
**7132 Regal Lane**  
**Knoxville, Tennessee 37918**  
**(865) 922-1123**

**Keith A. Trammell**  
**Hogan Lovells US LLP**  
**1200 Seventeenth Street, Suite 1500**  
**Denver, Colorado 80202**  
**(303) 899-7300**

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

**March 17, 2016**

(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. x

\* 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).

(Continued on following pages)

CUSIP No. 635309107

1 Names of Reporting Persons  
Regal Entertainment Group

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

(a)  x

(b)  o

3 SEC Use Only

4	Source of Funds (See Instructions) OO
<hr/>	
5	Check if Disclosure of Legal Proceedings Is Required Pursuant to Item 2(d) or 2(e) <input type="checkbox"/>
<hr/>	
6	Citizenship or Place of Organization Delaware
<hr/>	
	7    Sole Voting Power -0- shares
<hr/>	
Number of Shares Beneficially Owned by Each Reporting Person With	8    Shared Voting Power 27,072,701 shares(1)
<hr/>	
	9    Sole Dispositive Power -0- shares
<hr/>	
	10   Shared Dispositive Power 27,072,701 shares(1)
<hr/>	
11	Aggregate Amount Beneficially Owned by Each Reporting Person 27,072,701 shares(1)
<hr/>	
12	Check if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions) <input type="checkbox"/>
<hr/>	
13	Percent of Class Represented by Amount in Row (11) 31.3%
<hr/>	
14	Type of Reporting Person (See Instructions) CO
<hr/>	

(1) Consists of 27,072,701 common membership units of National CineMedia, LLC, which are held by two of Regal Entertainment Group's wholly owned subsidiaries, Regal CineMedia Holdings, LLC and Regal Cinemas, Inc. (as more fully explained in Item 5 to this Amendment No. 7), and which are immediately redeemable on a one-for-one basis for shares of National CineMedia, Inc. Common Stock, or a cash payment equal to the market price of one share of National CineMedia, Inc.'s Common Stock.

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

(a)  x

(b)  o

3 SEC Use Only

4 Source of Funds (See Instructions)  
OO

5 Check if Disclosure of Legal Proceedings Is Required Pursuant to Item 2(d) or 2(e)  o

6 Citizenship or Place of Organization  
Delaware

7 Sole Voting Power  
-0- shares

Number of  
Shares  
Beneficially  
Owned by  
Each  
Reporting  
Person With

8 Shared Voting Power  
27,072,701 shares(1), (2)

9 Sole Dispositive Power  
-0- shares

10 Shared Dispositive Power  
27,072,701 shares(1), (2)

11 Aggregate Amount Beneficially Owned by Each Reporting Person  
27,072,701 shares(1), (2)

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

13 Percent of Class Represented by Amount in Row (11)  
31.3%

14 Type of Reporting Person (See Instructions)  
CO

(2) The Anschutz Corporation (formerly known as Anschutz Company) beneficially owns 73,708,639 shares of Class A Common Stock ("Class A Common Stock") of Regal Entertainment Group through its ownership of 23,708,639 shares of Class B Common Stock of Regal Entertainment Group, which are convertible into a like number of shares of Class A Common Stock and 50,000,000 shares of Class A Common Stock. Such ownership represents approximately 77.6% of the voting power of Regal Entertainment Group. Therefore, The Anschutz Corporation may be deemed to control Regal Entertainment Group. Philip F. Anschutz owns 100% of the outstanding capital stock of The Anschutz Corporation. Therefore, Mr. Anschutz may be

deemed to control The Anschutz Corporation. As a result, each of them may be deemed to share the power to vote and dispose of the shares of Common Stock of National CineMedia, Inc. that may be deemed to be beneficially owned by Regal Entertainment Group. Each of The Anschutz Corporation and Mr. Anschutz expressly disclaims beneficial ownership of such shares.

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CUSIP No. 635309107

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1 Names of Reporting Persons  
Philip F. Anschutz

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

(a)  x

(b)  o

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3 SEC Use Only

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4 Source of Funds (See Instructions)  
OO

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5 Check if Disclosure of Legal Proceedings Is Required Pursuant to Item 2(d) or 2(e)  o

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6 Citizenship or Place of Organization  
United States of America

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7 Sole Voting Power  
-0- shares

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Number of  
Shares  
Beneficially  
Owned by  
Each  
Reporting  
Person With

8 Shared Voting Power  
27,072,701 shares(1), (2)

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9 Sole Dispositive Power  
-0- shares

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10 Shared Dispositive Power  
27,072,701 shares(1), (2)

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11 Aggregate Amount Beneficially Owned by Each Reporting Person  
27,072,701 shares(1), (2)

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

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13 Percent of Class Represented by Amount in Row (11)  
31.3%

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14 Type of Reporting Person (See Instructions)  
IN

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#### EXPLANATORY NOTE.

This Amendment No. 7 (“Amendment No. 7”) to the Schedule 13D originally filed with the Securities and Exchange Commission on May 23, 2008 by Regal Entertainment Group (“Regal”), The Anschutz Corporation (formerly known as Anschutz Company, “Anschutz Co.”) and Philip F. Anschutz (“Mr. Anschutz,” and with each of Regal, Anschutz Co., and Mr. Anschutz being referred to herein as a “Reporting Person,” and collectively, the “Reporting Persons”) and amended on March 20, 2009, March 26, 2009, February 14, 2011, March 18, 2013, September 9, 2013 and December 11, 2013 (as so amended, the “Schedule 13D”), with respect to the common stock, par value \$0.01 per share (the “Common Stock”) of National CineMedia, Inc., a Delaware corporation (“National CineMedia”) is being filed by the Reporting Persons pursuant to Rule 13d-1(k) under the Securities Exchange Act of 1934, as amended, and the joint filing agreement filed as Exhibit C to the Schedule 13D filed on May 23, 2008, to reflect National CineMedia’s issuance of additional common units of National CineMedia, LLC (“NCM Units”) to Regal on March 17, 2016 pursuant to the Common Unit Adjustment Agreement described in Item 3, thereby increasing the Reporting Persons investment in National CineMedia. This Amendment No. 7 reflects changes to Items 3, 4 and 5 of the Schedule 13D. Capitalized terms used but not otherwise defined herein shall have their respective meanings under the Common Unit Adjustment Agreement or the Schedule 13D, as applicable.

#### Item 3. Source and Amount of Funds or Other Consideration.

Item 3 is hereby amended to add the following:

On March 17, 2016, pursuant to the Common Unit Adjustment Agreement dated February 13, 2007, by and among National CineMedia, National CineMedia, LLC, Regal CineMedia Holdings, LLC (“Regal CineMedia”), American Multi-Cinema, Inc., Cinemark Media, Inc., Regal Cinemas, Inc. and Cinemark USA, Inc., (the “Common Unit Adjustment Agreement”) as described in Item 3 of the Schedule 13D originally filed on May 23, 2008 and incorporated by reference to Exhibit A thereto, Regal received, through its wholly owned subsidiary, Regal CineMedia, from National CineMedia 662,917 newly issued NCM Units in accordance with the 2015 Annual Adjustment.

In accordance with the terms of the Common Unit Adjustment Agreement, no payments were made by or on behalf of any party in exchange for the NCM Units received by Regal CineMedia pursuant to the 2015 Annual Adjustment.

#### Item 4. Purpose of Transaction.

Item 4 is hereby amended to add the following:

Regal acquired its NCM Units for investment purposes. Apart from continuing to give effect to the Common Unit Adjustment Agreement, none of the Reporting Persons is currently aware of any plans or proposals that would relate to or result in any of the events enumerated in Item 4(a)-(j).

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

Item 5 is hereby amended to replace Item 5(a) with the following:

(a) As a result of the issuance of the 662,917 additional NCM Units, Regal currently may be deemed to beneficially own 27,072,701 shares of Common Stock through its ownership of Regal CineMedia and RCI. NCM Units are immediately redeemable on a one-for-one basis for shares of Common Stock, or a cash payment equal to the market price of one share of Common Stock. Regal’s beneficial ownership of 27,072,701 shares of Common Stock equates to beneficial ownership of approximately 31.3% of the Issuer’s issued and outstanding shares of Common Stock.

Regal CineMedia is a wholly owned subsidiary of Regal CineMedia Corporation (“RCM”). RCM is a wholly owned subsidiary of RCI. RCI is a wholly owned subsidiary of Regal Cinemas Corporation (“RCC”). RCC is a wholly owned subsidiary of Regal Entertainment Holdings, Inc. (“REH”). REH is a wholly owned subsidiary of Regal. As a result, each of them may be deemed to share the power to vote and dispose of the Shares of Common Stock that may be deemed to be beneficially owned by Regal.

The Anschutz Corporation beneficially owns 73,708,639 shares of Class A Common Stock (“Class A Common Stock”) of Regal through its ownership of 23,708,639 shares of Class B Common Stock of Regal, which are convertible into a like number of

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shares of Class A Common Stock, and 50,000,000 shares of Class A Common Stock. Such ownership represents approximately 77.6% of the voting power of Regal. Therefore, The Anschutz Corporation may be deemed to control Regal. Philip F. Anschutz owns 100% of the outstanding capital stock of The Anschutz Corporation. Therefore, Mr. Anschutz may be deemed to control The Anschutz Corporation. As a result, each of them may be deemed to share the power to vote and dispose of the shares of Common Stock that may be deemed to be beneficially owned by Regal.

By virtue of their relationship, Regal, The Anschutz Corporation or Mr. Anschutz may be deemed to beneficially own the Common Stock subject of this Amendment No. 7. Neither the filing of this Amendment No. 7 nor any of its contents shall be deemed to constitute an admission that any Reporting

Person (other than Regal), or any executive officer or director of Regal or The Anschutz Corporation, who are listed in Schedule A hereto is the beneficial owner of the Common Stock subject of this Amendment No. 7 for purposes of Section 13(d) of the Exchange Act or for any other purpose, and such beneficial ownership is expressly disclaimed.

**Schedule A  
Directors and Executive Officers**

The name, principal occupation and business address of each director and executive officer of Regal Entertainment Group, its relevant wholly owned subsidiaries, and The Anschutz Corporation are set forth below. All of the persons listed below are citizens of the United States of America, unless otherwise indicated.

Name	Business Address	Position(s) with Reporting Person(s) and Present Principal Occupation
Amy E. Miles	7132 Regal Lane Knoxville, TN 37918	<ul style="list-style-type: none"> <li>· Chief Executive Officer and Chair of the Board of Regal Entertainment Group</li> <li>· President and Director of Regal CineMedia Corporation</li> <li>· President of Regal CineMedia Holdings, LLC</li> <li>· Chief Executive Officer and Director of Regal Entertainment Holdings, Inc., Regal Cinemas Corporation and Regal Cinemas, Inc.</li> </ul>
Gregory W. Dunn	7132 Regal Lane Knoxville, TN 37918	<ul style="list-style-type: none"> <li>· President and Chief Operating Officer of Regal Entertainment Group</li> <li>· Vice President and Director of Regal CineMedia Corporation</li> <li>· Vice President of Regal CineMedia Holdings, LLC</li> <li>· President, Chief Operating Officer and Director of Regal Entertainment Holdings, Inc., Regal Cinemas Corporation and Regal Cinemas, Inc.</li> </ul>
David H. Ownby	7132 Regal Lane Knoxville, TN 37918	<ul style="list-style-type: none"> <li>· Executive Vice President, Chief Financial Officer and Treasurer of Regal Entertainment Group</li> <li>· Vice President, Treasurer and Director of Regal CineMedia Corporation</li> <li>· Vice President and Treasurer of Regal CineMedia Holdings, LLC</li> <li>· Executive Vice President, Chief Financial Officer, Treasurer and Director of Regal Entertainment Holdings, Inc., Regal Cinemas Corporation and Regal Cinemas, Inc.</li> </ul>
Peter B. Brandow	7132 Regal Lane Knoxville, TN 37918	<ul style="list-style-type: none"> <li>· Executive Vice President, General Counsel and Secretary of Regal Entertainment Group</li> <li>· Vice President and Secretary of Regal CineMedia Corporation and Regal CineMedia Holdings, LLC</li> <li>· Executive Vice President, General Counsel and Secretary of Regal Entertainment Holdings, Inc., Regal Cinemas Corporation and Regal Cinemas, Inc.</li> </ul>
Thomas D. Bell, Jr.	3399 Peachtree Street NE, Suite 1010 Atlanta, GA 30326	<ul style="list-style-type: none"> <li>· Lead Director of Regal Entertainment Group</li> <li>· Chairman of Mesa Capital Partners</li> </ul>
Charles E. Brymer	437 Madison Avenue 11 <sup>th</sup> Floor New York, NY 10022	<ul style="list-style-type: none"> <li>· Director of Regal Entertainment Group</li> <li>· President and Chief Executive Officer of DDB Worldwide Communications Group, Inc.</li> </ul>
Michael L. Campbell	3765 Jackson Bend Dr. Louisville, TN 37777	<ul style="list-style-type: none"> <li>· Director and Chairman Emeritus of Regal Entertainment Group</li> </ul>
Stephen A. Kaplan	333 Grand Avenue 28th Floor Los Angeles, CA 90071	<ul style="list-style-type: none"> <li>· Director of Regal Entertainment Group</li> <li>· Principal and director of Oaktree Capital Group, LLC</li> </ul>
David H. Keyte	600 17 <sup>th</sup> Street Suite 1600N Denver, CO 80202	<ul style="list-style-type: none"> <li>· Director of Regal Entertainment Group</li> <li>· Chief Executive Officer and Chairman of the Board of Caerus Oil and Gas, LLC</li> </ul>
Lee M. Thomas	3918 Alhambra Dr. West Jacksonville, FL 32207	<ul style="list-style-type: none"> <li>· Director of Regal Entertainment Group</li> </ul>

Jack Tyrrell	1201 16th Avenue South Nashville, TN 37212	<ul style="list-style-type: none"> <li>· Director of Regal Entertainment Group</li> <li>· Managing Partner of Richland Ventures II, L.P. and Richland Ventures III, L.P.</li> </ul>
Alex Yemenidjian	3790 Paradise Road Suite 200 Las Vegas, NV 89169	<ul style="list-style-type: none"> <li>· Director of Regal Entertainment Group</li> <li>· Chairman of the Board and Chief Executive Officer of Armenco Capital, LLC</li> </ul>
Philip F. Anschutz	555 17th Street, Suite 2400 Denver, CO 80202	<ul style="list-style-type: none"> <li>· Chairman, Chief Executive Officer and Director of The Anschutz Corporation</li> </ul>
Cannon Y. Harvey	555 17th Street, Suite 2400 Denver, CO 80202	<ul style="list-style-type: none"> <li>· President, Chief Operating Officer and Director of The Anschutz Corporation</li> </ul>

Craig D. Slater	555 17th Street, Suite 2400 Denver, CO 80202	· Vice President and Director of The Anschutz Corporation
Bruce F. Black	555 17th Street, Suite 2400 Denver, CO 80202	· Executive Vice President and General Counsel of The Anschutz Corporation
Steven A. Cohen	555 17th Street, Suite 2400 Denver, CO 80202	· Executive Vice President of The Anschutz Corporation
Scott T. Carpenter	555 17th Street, Suite 2400 Denver, CO 80202	· Vice President of The Anschutz Corporation
Matthew J. Ancil	555 17th Street, Suite 2400 Denver, CO 80202	· Vice President of The Anschutz Corporation
Richard M. Jones	555 17th Street, Suite 2400 Denver, CO 80202	· Vice President, Senior General Counsel and Secretary of The Anschutz Corporation
Wayne A. Barnes	555 17th Street, Suite 2400 Denver, CO 80202	· Vice President and Chief Financial Officer of The Anschutz Corporation
Thomas G. Kundert	555 17th Street, Suite 2400 Denver, CO 80202	· Treasurer and Assistant Secretary of The Anschutz Corporation
William J. Miller	555 17th Street, Suite 2400 Denver, CO 80202	· Senior Vice President, Energy & Land Resources of The Anschutz Corporation
Wiley N. Jones	555 17th Street, Suite 2400 Denver, CO 80202	· Vice President, Government Relations of The Anschutz Corporation

**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: March 28, 2016

REGAL ENTERTAINMENT GROUP

By: /s/ Peter B. Brandow  
Name: Peter B. Brandow  
Title: Executive Vice President, General Counsel and Secretary

Date: March 28, 2016

THE ANSCHUTZ CORPORATION

By: Philip F. Anschutz  
Title: Chairman

By: /s/ Robert M. Swysgood  
Name: Robert M. Swysgood  
Title: Attorney-in-Fact

Date: March 28, 2016

PHILIP F. ANSCHUTZ

By: /s/ Robert M. Swysgood  
Name: Robert M. Swysgood  
Title: Attorney-in-Fact