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## NCM Media Networks Debuts Upfront Event Unveiling New Ways to Reach Moviegoers

*New Big Screen Original Content Opportunities With Funny Or Die, VEVO and "A Taste of the Movies"<sup>TM</sup>*

*NCM's Movie Night Out<sup>TM</sup> with CinemaSync<sup>TM</sup> Brings the Cinema to Life as the Premiere Second-Screen Movie App*

NEW YORK--(BUSINESS WIRE)-- Taking its place among the top national media networks for the first time, NCM Media Networks (NCM), a leading integrated media company reaching U.S. consumers in movie theaters, online and through mobile technology, unveiled new ways to reach moviegoers at its "The Bigger Picture" upfront presentation at the AMC Lincoln Square movie theater in New York.

The NCM network is one of America's top rated networks every week and the number one rated network on weekends, with an annual audience currently exceeding 700 million moviegoers. With "The Avengers" just posting the highest-ever opening weekend for a film and both box office and attendance up over 19 percent this year\*, it's a great time for brands to be at the movies.

Through its [NCM Cinema Network](#), NCM [Interactive](#) & [Mobile](#) Networks, [Movie Night Out<sup>TM</sup>](#) with CinemaSync<sup>TM</sup> app, and entertainment marketing programs, NCM Media Networks helps brands connect with movie audiences on-screen, on-site, online and on the go. Today, NCM launched three new exclusive branded entertainment content opportunities that will help brands become part of the fun of going to the movies:

- [Funny Or Die](#)  
Founded by Will Ferrell and Adam McKay, Funny Or Die is one of the hottest destinations on the web for irreverent and hilarious comedy, and leaders in creating branded entertainment. Creating an innovative opportunity for advertisers, brands can now work with NCM and [Funny Or Die](#) to create customized, entertaining integrated comedy content that can be featured on the big screen in NCM's *FirstLook* pre-show program and also extended to both company's online and mobile platforms.
- [VEVO](#)  
Music is a natural fit for the big screen, and there is a genre or an artist that is right for every type of brand. NCM will now distribute sponsored programming from [VEVO](#), the world's leading all-premium music video and entertainment platform, allowing brands to connect with movie audiences through music both on-screen and online.
- ["A Taste of the Movies"<sup>TM</sup>](#)  
Brands can now get cooking with NCM and celebrity chefs with a new "A Taste of the Movies" series of branded content segments that will show audiences how to prepare meals inspired by scenes from their favorite movies. As a special example for NCM's upfront guests, Mario Batali appeared in the pilot and prepared an entertaining "Taste of The Godfather" lunch that was enjoyed by all after the presentation.

"In today's multi-screen advertising environment, NCM believes that bigger is better — bigger screens, bigger reach, better engagement, better integration — and we're proud to bring these great new 'big integrated ideas' to marketers," said Cliff Marks, president of sales and marketing with NCM Media Networks. "As a highly ranked network all the time and the number one ranked network in primetime reach on Fridays and Saturdays, NCM should definitely be a part of the bigger picture for advertisers as they make their upfront buys."

Leading the way to true integration, NCM Media Networks also introduced its exciting new CinemaSync mobile technology, designed to bring the entire cinema environment to life. With more than 1.2 million downloads, NCM's Movie Night Out with CinemaSync app is the premier second screen movie app, using image and audio recognition technology to sync with everything in the theater environment. From movie posters and concessions to NCM's *FirstLook* pre-show, CinemaSync can deliver extended content, coupons and other value added deals directly to theater patrons on their mobile phones. In addition, when the trailers and feature film begin, Movie Night Out with CinemaSync switches to "movie mode," dimming the screen and reminding moviegoers to silence their cell phones and enjoy the show.

"Some moviegoers are already using their mobile devices in theaters before the film, so we designed Movie Night Out with CinemaSync to enhance that experience and channel it in a positive, courteous direction," said Ken Venturi, executive vice president and chief creative officer of NCM Media Networks. "With CinemaSync, moviegoers will get extra content and valuable offers throughout their lobby and pre-movie experience, with the added benefit of an automatic reminder from Sprint to silence

their mobile phone prior to the trailers and feature film start."

With NCM's Movie Night Out app, moviegoers can always plan a perfect night out at the movies with access to reviews, trailers, showtimes, theater locations, ticketing by Fandango and even suggestions on fun things to do before and after the film. Users can also share plans with friends and extend their movie experience online through Facebook, Twitter, FourSquare, GetGlue and more. The free Movie Night Out with CinemaSync app is available for download on Apple® iPhone® and Android™ mobile devices, from the [App Store](#) or through the [Android Market](#).

NCM Media Networks also plans to syndicate its groundbreaking CinemaSync technology to other movie and entertainment apps, allowing more moviegoers to interact with the theater experience in a whole new way.

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

[NCM](#) operates NCM Media Networks, a leading integrated media company reaching U.S. consumers in movie theaters, online and through mobile technology. The [NCM Cinema Network](#) and [NCM Fathom](#) present cinema advertising and events across the nation's largest [digital in-theater network](#), comprised of theaters owned by AMC Entertainment Inc., Cinemark Holdings, Inc. (NYSE: CNK), Regal Entertainment Group (NYSE: RGC) and other leading regional theater circuits. NCM's theater advertising network covers 181 Designated Market Areas® (49 of the top 50) and includes over 19,000 screens (approximately 17,800 digital). During 2011, over 670 million patrons (on an annualized basis) attended movies shown in theaters in which NCM currently has exclusive, cinema advertising agreements in place. The [NCM Fathom Events](#) live digital broadcast network ("DBN") is comprised of over 700 locations in 167 Designated Market Areas® (including all of the top 50). The [NCM Interactive Network](#) offers 360-degree integrated marketing opportunities in combination with cinema, encompassing 42 entertainment-related websites, online widgets and mobile applications. National CineMedia, Inc. (NASDAQ: NCMI) owns a 48.6% interest in and is the managing member of National CineMedia LLC. For more information, visit [www.ncm.com](http://www.ncm.com).

### **About Funny Or Die**

[Funny Or Die](#) launched in April 2007 and has quickly become the top destination for comedy on the web. At the 2011 Webby Awards, Funny Or Die won nine awards, including Best Humor Site. The site has over 16 million unique users per month, over 60 million video views per month, and has grown into a vertically integrated 21st century digital studio that produces high quality content over numerous platforms, operating a social media and marketing division with over 3.8 million Twitter followers (#1 Comedy Brand), approximately 5.8 million Facebook fans (FOD: 1.7M, Will Ferrell: 4.1M) and devoted followers on numerous social networking and sharing sites. Funny Or Die has become the "place to be seen" for comedic celebrities, and the obvious destination for a daily comedy fix. Funny Or Die's founders are Gary Sanchez Productions, (Will Ferrell, Adam McKay and Chris Henchy), Creative Artists Agency (CAA), Randy Adams and Michael Kvamme. Judd Apatow is also a principal partner in Funny Or Die.

### **About VEVO**

[VEVO](#) is the world's leading all-premium music video and entertainment platform with offices in New York, London, Los Angeles, Chicago, Detroit and San Francisco.

VEVO is available in the United States, Canada, United Kingdom, Australia and New Zealand through [VEVO.com](#), [Mobile and Tablet Apps](#) (iPhone, iPad, Android, Windows Phone 7, BlackBerry Playbook), [Connected Television](#) (Xbox, Boxee) and user embeddable video players. VEVO powers music videos on artist pages across Facebook, as well as syndicates to dozens of online sites, including AOL, BET, CBS Interactive Music Group (including Last.fm and [MP3.com](#)), Fuse.tv, Univision, Viacom Media Networks and Yahoo! Music. Additionally, through a special partnership with YouTube, VEVO is accessible in over 200 countries, expanding the platform's reach around the globe. Ranked by comScore as the #1 Music platform on the web, VEVO was named by Billboard as one of the top startups of 2010 and received the prestigious Advertising Age Media Vanguard Award for Online Video Platform Launch of the Year.

Explore VEVO at <http://vevo.com>. Journalists/Bloggers can stay updated on VEVO news at [http://twitter.com/VEVO\\_Media](http://twitter.com/VEVO_Media).

### **About Mario Batali**

With 20 restaurants, nine cookbooks and a host of television shows, including the ever-popular "Iron Chef America," Mario Batali is one of the most recognized and respected chefs working in America today. Mario and his business partner, Joe Bastianich, own 17 restaurants across the country including their flagship Manhattan enoteca, Babbo. In April 2012, the pair opened Lupa in Hong Kong, their first restaurant in China. Mario is also the author of nine cookbooks to date including the James Beard Award-winning "Molto Italiano: 327 Simple Italian Recipes" (ecco 2005). Mario's newest book, "Molto Batali: Simple Family Meals From My Home to Yours" was released on October 25, 2011. Mario stars in "The Chew," a daytime talk show on ABC that celebrates and explores life through food. To learn more about Mario Batali, visit [www.mariobatali.com](http://www.mariobatali.com).

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