

Connect with National CineMedia

National CineMedia (NCM) is America's Movie Network, providing a pre-feature show that's seen by more than 750 million moviegoers annually on 20,000+ screens in 1,600+ theaters across 189 DMA's. As a top-rated U.S. network, NCM's cinema ad platform offers targeted reach, and unparalleled audience engagement, and continually garners huge Nielsen ratings. Week after week, the NCM pre-feature show ranks among the top-rated programs against the coveted A18-34 audience (as well as with A18-49 and A25-54).

NCM's audience consists of light TV viewers, providing you the opportunity to reach incremental impressions and complement your TV campaign. At NCM, ads are never preempted, and you'll never be charged premiums for non-preemptible positioning.

Leveraging the power of cinema in your marketplace has never been easier! NCM is now integrated in the Mediaocean Spectra OS & DX platforms.

Mediaocean's Connect Partner Platform brings together the largest advertising agencies in the world with the latest tools and technologies designed to support them. Through Connect, agencies can discover, customize, and access a complete ecosystem of advertising inventory suppliers, data providers, ad servers, and third-party technologies to help deliver their advertising messages directly to a changing audience, wherever they are.

THE MOVIES: WHERE CONTENT IS TRULY KING

The movies are must-see, first-run, never in re-runs and non-DVR-able.

NCM'S AUDIENCE: AFFLUENT & INFLUENTIAL*

NCM Moviegoers have higher household income and education levels than the average U.S. population. They're also more likely to influence at least 3+ people in one or more of MRI's 60 categories.

PROVEN AD ENVIRONMENT

NCM Moviegoers enjoy viewing ads from local & regional businesses on the big screen.** Combined with the overall movie-going experience (larger-than-life screens, surround sound), it's no surprise recall and likeability scores are higher in cinema vs. when the same ad runs on TV.

*Source: 2016 GfK Spring Study, Base =A18+, NCM Moviegoer defined as attending 1+ Movies/Month and visited an AMC, Cinemark/Century or Regal cinema in the past 12 months, indexed against Total US Pop A8+.

**Source: NCM Behind the Screens Panel- Local Survey: December 2016, 1227 Respondents

WHAT PLATFORM IS THE PARTNER AVAILABLE ON?

NCM inventory is available in Spectra OX and DS.

WHAT ARE THE BENEFITS OF UTILIZING THE PARTNER THROUGH THE PLATFORM?

NCM is fully integrated in Spectra DS & OX Local Broadcast systems, allowing users to purchase NCM inventory at every step of the buying cycle – planning, buying, RFP's, and billing by full DMA in 97 markets throughout the U.S.

HOW DO I GET STARTED?

Look for NCM inventory within your existing Spectra login.
Please contact your Mediaocean Account Manager to get started today.

For more information, visit www.ncm.com

