



Takeover the Big Screen with DOOH

Place Exchange offers access to the largest movie theater network in the US - including in-lobby and on-screen inventory from leading cinema partners like National CineMedia (NCM), Screenvision Media, and Spotlight Cinema Networks. Reach consumers throughout the cinema experience - from cinema lobbies (where consumers spend on average 14 minutes shopping) to captive audiences in front of the big screens. The movie-going experience offers advertisers a unique opportunity to engage consumers who are energized, attentive, and receptive to brand messaging.

89%

of adults are comfortable and excited to go to movie theaters in 2023¹

\$8.4 billion

total spend projected to hit the box office in 2023²

84%

of consumers say they noticed advertisements before, during or after a movie at the cinema³

70%

of moviegoers in the United States are between the ages 18-45⁴

Source: ¹ The VAB, ² Thenumbers 2022, ³ DISQ, ⁴ Statista, ⁵ Rotten Tomatoes

The Most Anticipated Theater Releases of 2023 to 2024⁵

- Taylor Swift: The Eras Tour - October 13, 2023
- Renaissance: Film by Beyoncé - December 1, 2023
- Aquaman 2 - December 25, 2023
- Madame Web - February 14, 2024
- Elio - March 1, 2024
- Kung Fu Panda 4 - March 8, 2024
- Dune: Part Two - March 15, 2024
- Challengers - April 26, 2024
- Mufasa: The Lion King - July 5, 2024
- Beetlejuice 2 - September 6, 2024

Contact sales@placeexchange.com to learn more

PX Cinema Network

- Total Screens: **43,515**
- 4-week Impressions: **Over 4.3 billion**

Look for this OpenOOH venue category in your DSP and/or planning tool to find and target the PX Cinema Network: `entertainment.movie_theaters`

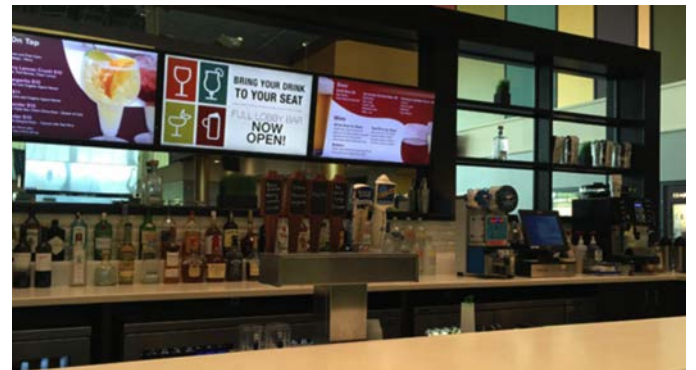
AdStash™ – in-lobby

The AdStash network gives brands access to a wide range of businesses and audiences of all sizes, from mom and pop shops with a single TV screen to large venues with 300+ digital screens. Advertise in retail locations, doctors' offices, airport lounges, movie theater lobbies, restaurants, gyms, sports venues, and more.



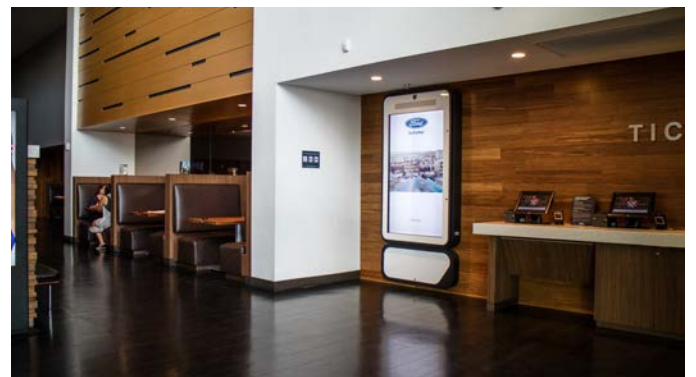
ATMOSPHERE – in-lobby

Atmosphere specializes in streaming TV content at businesses to engage consumers with short form, family friendly programming. Over 10,000+ businesses including restaurants, bars, sports facilities, offices, retail locations, and other venue types use Atmosphere. Brands running with Atmosphere are able to reach their audiences wherever they may be on their daily journeys.



CEN™ – in-lobby MEDIAGROUP

CEN's digital signage network utilizes the cinema lobby as a destination where engaged moviegoers spend quality time before seeing their favorite films. From high-definition poster displays, to large-format spectacular video walls placed strategically in cinema lobbies across the country, your brand and message are sure to make a lasting impression with your audience.



CINEPLEX — in-lobby

Cineplex Media is Canada's premium advertising network, connecting your brand in a larger-than-life way to the country's biggest movie-going audience and beyond. From premium shopping centers and cinema lobbies, to well-placed rest stops and popular coffee shops, Cineplex Media helps brands make meaningful connections.



— in-lobby

Dolphin Digital is a fast-growing DOOH media network with cash counter displays at the point of sale, large-format window displays, and ATM toppers in high traffic locations across 40+ DMAs in the US. Leverage Dolphin Digital displays in grocery stores, movie theater lobbies, convenience stores and travel plazas to reach a large and diverse audience.



— in-lobby

Loop powers the entertainment shown on public screens across thousands of businesses in every state nationwide with free music video, comedy, and lifestyle channels. While Loop screens are primarily located in restaurants and bars, Loop also reaches consumers in many business categories including movie theater lobbies, gyms, hair salons, and pet stores.



— in-lobby & on screen (coming soon)

National CineMedia (NCM) is America's Movie Network. As the largest cinema advertising network in the U.S., NCM unites brands with young, diverse audiences through the power of movies and engages movie fans anytime and anywhere. NCM's offers broad reach with over 1,482 screens in over 1,600 theaters in 195 DMAs, including all of the top 50.





— On screen

Pecan Pie Productions is one of the nation's premiere full-service cinema advertising and production companies for independent movie theaters. With access to premium on-screen advertising, Pecan Pie Productions enables advertising within 30 minutes of the feature film start.



SPOTLIGHT — On screen
CINEMA NETWORKS

Spotlight Cinema Networks is a digital cinema advertising company connecting brands with discerning moviegoers on the big screen and in theater lobbies. Spotlight reaches a diverse audience in key demographics. Their impactful cinema advertising network ensures heightened consumer attentiveness and recall.



— On screen

Screenvision Media offers programmatic access to the big screen. Screenvision is a premier cinema advertising platform that reaches audiences at movie theaters nationwide through our Front + Center pre-show, which curates powerful and uncluttered storytelling for brands and moviegoers on the big screen.



— in-lobby

Velocity offers DOOH screens nationwide in movie theaters, Extended Stay Hotels, and within NYC-based grocery stores. With Velocity you reach a diverse audience across supported venues with highly visible screens on their path to purchase, displaying your messaging on impressive 30" screens in grocery stores, digital posters in the movie theaters, and 50" screens in the hotel lobbies.

