



NCM MEDIA NETWORKS AND INNERSCOPE RESEARCH QUANTIFY THE MAGIC OF THE MOVIES

***New Biometric Study on the Emotional Impact of Cinema Reveals
Major Lift in Brand Resonance for Ads Seen in Theaters***

All Creative Content Plays Well On the Big Screen

Centennial, CO and Boston, MA – (February 27, 2012) – NCM Media Networks, a leading integrated media company reaching U.S. consumers in movie theaters, online and through mobile technology, and Innerscope Research, Inc., the leader in using neuroscience informed biometrics to deliver unique audience and consumer insights, today released a new biometric research study, "Measuring the Magic of the Movies: The Emotional Impact of Moviegoing on In-Cinema Advertising." By applying Innerscope's latest patented techniques in biometric research, NCM was able to measure the emotional impact of cinema advertising on audiences for the first time.

In the study, NCM and Innerscope examined participants viewing commercials for seven brands in categories including consumer electronics, retail and various consumer packaged goods in a simulated TV living room environment, as well as in a cinema environment.

The results revealed that the cinema experience has a significantly positive influence on the audience's emotional response to advertising. Following exposure in cinema, the lift in brand resonance, the unconscious emotional connection to a brand, was 75 percent higher than that generated by exposure on TV, with individual ads seeing increases up to 193 percent. Viewers exposed to ads in cinema were taken on an emotional journey that had peak engagement levels often corresponding to the main messaging and branding moments of the ads measured.

The study's methodology included showing participants ads embedded within a top-rated network sitcom, as well as participants in a movie theater watching the same ads embedded within NCM's *FirstLook* cinema pre-show prior to a theatrical film screening.

"Not only does the Innerscope study corroborate cinema's high ad recall from past research, but we now have a scientific reason for why we've seen minimal decay in cinema ad recall up to a week after exposure," said Doug Pulick, senior vice president of Strategic Insight and Analytics with NCM Media Networks. "Considering the role emotional processing plays in the formation of memories, it's no surprise that the high emotional engagement of cinema creates vivid, lasting memories with audiences."

"Cinema is one of today's most immersive media experiences and we have consistently found across numerous studies that immersive experience drives higher emotional

engagement, a state that carries over to the brands featured during the experience," said Dr. Carl Marci, Innerscope's CEO and chief science officer. "This heightened state had a noticeable effect on the unconscious emotional responses of the cinema audience in this study across both the advertising and the programming."

The study also sought to tackle the common myth that advertising creative needs to be custom-produced for the big screen in order to play successfully in cinema. To assess this, Innerscope conducted a second wave of biometric research in which participants were brought into a theater environment and shown the same 30 minute television program and ads that were shown in the living room setting during the first phase. The results underlined the impact of utilizing the larger-than-life screen and sound experience exclusive to movie theaters without making any other changes to creative:

- Overall, participants in the theater were highly engaged 2.4 times longer than in the living room environment while watching the same program content.
- Overall, participants in the theater were highly engaged 3.5 times longer than in the living room environment while watching the same ads.

For the majority of brands measured, the brand resonance scores generated by ad exposure within the cinematic program experience were greater than those generated by ad exposure within the television program in the movie theater. The difference between these results can be viewed as an empirical read of the "magic of the movies," that is, the impact of the movie-going experience itself on emotionally priming consumer receptivity to advertising messages beyond the sheer size of the screen.

"When we looked at the emotional response to the same ad on TV and on the big screen, the data proves without a doubt that bigger is better. But the study results indicate it's even more than that – it is not an either-or choice, because we already know that combining cinema with TV greatly increases the overall effectiveness of a campaign. This presents a great opportunity for marketers to invoke the magic of the movies to create stronger emotional connections with consumers by incorporating cinema advertising into their media plan," said Cliff Marks, president of sales and marketing with NCM Media Networks.

While it has been widely believed that emotional processing plays a powerful role in determining the brand choices people make, it is only recently that technology has enabled researchers to measure these unconscious emotional responses.

For a copy of the full study "Measuring the Magic of the Movies: The Emotional Impact of Moviegoing on In-Cinema Advertising," please contact Sunil Soman, vice president, Strategic Insight and Analytics with NCM Media Networks, at Sunil.Soman@ncm.com.

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 177 Designated

Market Areas® (49 of the top 50) and includes over 18,600 screens (approximately 17,700 digital). During 2011, nearly 671 million patrons attended movies shown in theaters in which NCM currently has exclusive, cinema advertising agreements in place. The [NCM Fathom Events](#) live 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 48.7% interest in and is the managing member of National CineMedia LLC. For more information, visit www.ncm.com.

About Innerscope Research, Inc.

Innerscope Research, Inc. is dedicated to solving difficult market research questions by measuring and analyzing unconscious emotional responses to media and marketing stimuli. With its breakthrough Biometric Monitoring System™, Innerscope accurately predicts consumer behavior, providing Fortune 100 advertisers and media companies with an unprecedented level of consumer insight. Founded by Harvard and MIT scientists, Innerscope leverages the latest advances in biometrics, neuroscience and eye tracking to measure moment-to-moment emotional engagement, the primary driver of behavior and choice. For more information, visit www.innerscope.com.

###

MEDIA CONTACTS:

Amy Jane Finnerty / Lauren Leff

NCM Media Networks

(212) 931-8117 / (303) 957-1709

amy.finnerty@ncm.com / lauren.leff@ncm.com

Rachel Sockut

Innerscope Research, Inc.

(617) 904-3316

rsocket@innerscope.com