



NCM's Digital Content Network (DCN) Technology

The Largest Digital In-Theater Network in North America

National CineMedia (NCM)'s **digital content network (DCN)** is the largest digital in-theater network in North America. The DCN technology allows for the targeted distribution of content for NCM's cinema advertising and events businesses to AMC Entertainment Inc., Cinemark Holdings, Inc., Regal Entertainment Group and other network affiliated movie theaters across the United States. Through the use of NCM's proprietary technology and digital multicast technologies, the DCN is able to automatically schedule, deliver, play, and reconcile large volumes of content files and control instructions distributed over a wide geographic footprint.

DCN STATISTICS:*

- **Of the over 19,000 screens in NCM's national network of over 1,500 theaters, approximately 17,800 of those screens are digital and part of the company's DCN.**
- **3 million+ seats**
- **49 of the top 50 U.S. markets**
- **Over 2,800 Lobby Entertainment Network (LEN) screens in over 1,300 theaters**
- **Virtually all of the screens in the network are capable of presenting pre-recorded Standard and High Definition content**
- **Over 700 theaters in 167 markets are capable of presenting a live High Definition event**
- **Over 7,700 3-D screens in over 1,300 theaters nationwide**

UNPRECEDENTED NATIONAL FOOTPRINT:

- **NCM Founding Member theater circuits:** AMC Entertainment Inc., Cinemark Holdings, Inc. and Regal Entertainment Group.
- **NCM Advertising Affiliate theater circuits:** Bainbridge Cinemas, Cinema Centers, Cobb Theatres, Coming Attractions Theatres, Inc., Dickinson Theatres, Digiplex Destinations, Far Away Entertainment, Galaxy Theatres, LLC, Georgia Theatre Company, Goodrich Quality Theaters, Great Escape Theatres, Hollywood Theaters, King Theatres, Metropolitan Theatres, MJR Theatres, Odyssey Entertainment, Inc., Picture Show Theatres, Rave Cinemas, R/C Theatres, ShowBiz Cinemas, LLC, Showplex Cinemas, Inc., Southeast Cinemas, Star Cinema Grill, Starplex Cinemas, Storyteller Theatres Corporation, Texas Cinemas, Theatres at Mall of America, United Entertainment Corp., and VSS-Southern Theatres.
- **NCM Fathom Events Affiliate theaters:** NCM advertising affiliate theater circuits, Carolina Cinemas, Celebration! Cinemas, Clearview Cinemas, Marcus Theatres, National Amusements and Malco Theatres, as well as select independent theaters and performing arts centers throughout the U.S.

DCN TECHNOLOGY

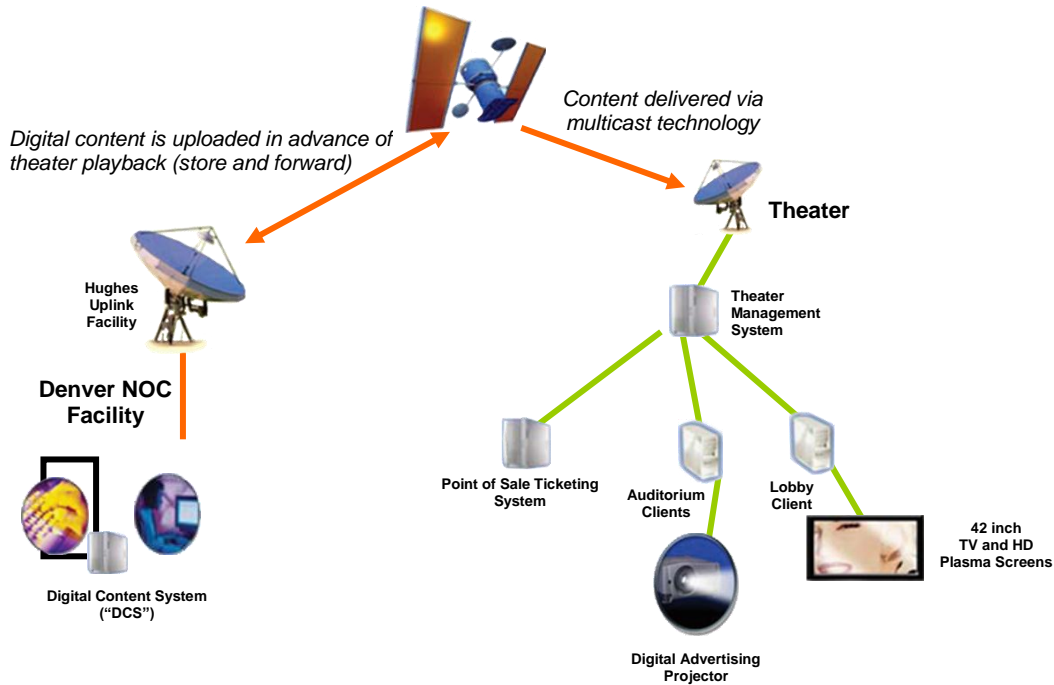
NCM utilizes digital media, proprietary software and network technologies to deliver high-quality cinema advertising, meeting services and digital programming events to approximately 17,800 DCN screens in theaters nationwide. NCM distributes content via two satellite networks. The DCN satellite, which is operated by Hughes, is used to distribute **FirstLook** pre-feature content. The NCM Fathom Events broadcast network satellite is used to present live entertainment and sports programming to over 700 theaters nationwide.



Located in NCM's headquarters in Centennial, CO, the DCN Network Operations Center (NOC) proactively monitors and manages more than 408,000 alarm points and over 67,000 hardware devices in movie theaters throughout the country. The networking technology behind the DCN is designed to accommodate today's state-of-the-art digital projectors. The NOC operates 24 hours a day, seven days a week.

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NCM's Digital Content Network (DCN)



DCN CONTENT

NCM's DCN is currently being used to distribute:

- **FirstLook** – a national digital pre-show entertainment program featuring content from A&E Television Networks, CBS Entertainment, FilmDistrict, Hasbro, Sony Pictures Entertainment, Turner Broadcasting System, Walt Disney Studios Motion Pictures and Warner Bros. along with national, regional and local advertising.
- **NCM Fathom Events** – live and pre-recorded music events, sporting events, and other entertainment programming (www.FathomEvents.com).

About National CineMedia (NCM)

National CineMedia (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 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.

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