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National CineMedia (NCM) Launches In Mediaocean

NCM's Premium Video Cinema Inventory Now Available In Mediaocean's Spectra Local Broadcast Systems in 97 DMAs

CENTENNIAL, Colo.--(BUSINESS WIRE)-- National CineMedia (NCM), America's Movie Network, has partnered with Mediaocean, the leading software provider for the advertising world, to enable agencies to execute convergence buys with NCM's premium video cinema advertising inventory and Spot TV.

NCM's integration into Mediaocean's Spectra Local Broadcast systems now allows users to seamlessly purchase NCM cinema inventory throughout the advertising cycle - including planning, buying, RFPs, and billing - by full DMAs in 97 markets across the country.

NCM's exclusive pre-feature show, seen by more than 750 million moviegoers annually according to Nielsen, is continually ranked among the top-rated programs against the coveted Adults 18-34 audience demographic, as well as with A18-49 and A25-54. It runs on over 20,500 movie screens in over 1,600 theaters prior to the film trailers and feature film, and showcases entertainment content along with local, regional and national advertising. Broadcast spot placement in NCM's pre-show also includes The LEN (Lobby Entertainment Network), an in-theater lobby network of flat screens located in high-traffic areas.

Beginning in November of 2017, Mediaocean will also include Nielsen Custom Cinema Research Metrics for NCM in Spectra.

"As TV ratings continue to shrink and media buyers need ratings points in local markets, cinema is a great premium video option for reaching engaged, affluent, and influential younger audiences who tend to be light TV viewers," said Dan Thomas, vice president, National Spot Sales with National CineMedia (NCM). "Leveraging the power of cinema in your marketplace has never been easier, and NCM gives you the opportunity to align campaigns with the best Hollywood content with no political advertising, no pre-emptions and no premiums."

"NCM's audience reach extends beyond 750 million moviegoers and brings unprecedented scale. TV buyers are looking for new vehicles to reach incremental audience and capture viewers across screens within their markets. NCM is the ideal partner to reach that audience in the geos that matter most to their campaigns," said Cordie De Pascale, VP of Partnerships of Mediaocean.

About Mediaocean

Mediaocean is the world's leading media software company that automates every aspect of the advertising workflow - from planning, buying and selling, to analyzing and optimizing, to invoicing and payments. Mediaocean's open cross-media platforms power \$140 billion in global media budgets, and have unmatched reach and bridge traditional and digital media. Mediaocean serves more than 80,000 users across agencies, advertisers, broadcasters and publishers worldwide. The company employs 900 people worldwide and is part of the Vista Equity Partners portfolio of software companies. Mediaocean is headquartered in New York with ten offices worldwide. Learn more at mediaocean.com, or connect with Mediaocean on LinkedIn, Facebook or Twitter.

About National CineMedia (NCM)

National CineMedia (NCM) is America's Movie Network. As the #1 Millennial weekend network in the U.S., NCM is the connector between brands and movie audiences. More than 700 million moviegoers annually attend theaters that are currently under contract to present NCM's *FirstLook* pre-show in over 40 leading national and regional theater circuits including AMC Entertainment Inc. (NYSE:AMC), Cinemark Holdings, Inc. (NYSE:CNK) and Regal Entertainment Group (NYSE: RGC). NCM's cinema advertising network offers broad reach and unparalleled audience engagement with over 20,500 screens in over 1,600 theaters in 189 Designated Market Areas® (all of the top 50). NCM Digital goes beyond the big screen, extending in-theater campaigns into online and mobile marketing programs to reach entertainment audiences. National CineMedia, Inc. (NASDAQ:NCMI) owns a 39% interest in, and is the managing member of, National CineMedia, LLC. For more information, visit www.ncm.com.

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