

**NATIONAL CINEMEDIA, INC.**  
Filed by  
**STANDARD GENERAL L.P.**

**FORM SC 13G**  
(Statement of Ownership)

Filed 09/22/17

Address	9110 E. NICHOLS AVE. SUITE 200 CENTENNIAL, CO, 80112
Telephone	(303) 792-3600
CIK	0001377630
Symbol	NCMI
SIC Code	7310 - Services-Advertising
Industry	Advertising & Marketing
Sector	Consumer Cyclical
Fiscal Year	12/28

**SCHEDULE 13G**

**Under the Securities Exchange Act of 1934**

**(Amendment No. ) \***

**National CineMedia, Inc.**

(Name of Issuer)

**Common Stock, \$0.01 par value**

(Title of Class of Securities)

**635309107**

(CUSIP Number)

**September 18, 2017**

(Date of Event which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

Rule 13d-1(b)

Rule 13d-1(c)

Rule 13d-1(d)

\* The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page. Beneficial ownership information contained herein is given as of the date listed above.

The information required in the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

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1 Names of Reporting Persons.

Standard General L.P.

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2 Check the Appropriate Box if a Member of a Group (See Instructions)

(a)

(b)

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3 SEC Use Only

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4 Citizenship or Place of Organization.

Delaware

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Number  
of Shares  
Beneficially  
Owned by  
Each  
Reporting  
Person With

5

Sole Voting Power

0

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6

Shared Voting Power

12,576,000 shares

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7

Sole Dispositive Power

0

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8

Shared Dispositive Power

12,576,000 shares

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9 Aggregate Amount Beneficially Owned by Each Reporting Person

12,576,000 shares

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10 Check if the Aggregate Amount in Row (9) Excludes Certain Shares (See Instructions)

Not Applicable

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11 Percent of Class Represented by Amount in Row (9)

16.2%

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12 Type of Reporting Person (See Instructions)

IA

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1 Names of Reporting Persons.

Soohyung Kim

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2 Check the Appropriate Box if a Member of a Group (See Instructions)

(a)

(b)

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3 SEC Use Only

4 Citizenship or Place of Organization.

United States

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Number  
of Shares  
Beneficially  
Owned by  
Each  
Reporting  
Person With

5

Sole Voting Power

0

---

6

Shared Voting Power

12,576,000 shares

---

7

Sole Dispositive Power

0

---

8

Shared Dispositive Power

12,576,000 shares

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9 Aggregate Amount Beneficially Owned by Each Reporting Person

12,576,000 shares

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10 Check if the Aggregate Amount in Row (9) Excludes Certain Shares (See Instructions)

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11 Percent of Class Represented by Amount in Row (9)

16.2%

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12 Type of Reporting Person (See Instructions)

IN, HC

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**Item 1.**

- (a) Name of Issuer  
National CineMedia, Inc.
- (b) Address of Issuer's Principal Executive Offices  
9110 E. Nichols Ave., Suite 200, Centennial, Colorado 80112-3405

**Item 2.**

- (a) Name of Person Filing  
Standard General L.P.  
Soohyung Kim
- (b) Address of Principal Business Office or, if none, Residence  
Standard General L.P.  
Soohyung Kim  
767 Fifth Avenue, 12th Floor  
New York, NY  
10153
- (c) Citizenship  
Standard General L.P. - Delaware  
Soohyung Kim – United States
- (d) Title of Class of Securities  
Common Stock, \$0.01 par value
- (e) CUSIP Number  
635309107

**Item 3.**

**If this statement is filed pursuant to §§240.13d-1(b) or 240.13d-2(b) or (c), check whether the person filing is a:**

- (a)  Broker or dealer registered under section 15 of the Act (15 U.S.C. 78o).
- (b)  Bank as defined in section 3(a)(6) of the Act (15 U.S.C. 78c).
- (c)  Insurance Company as defined in Section 3(a)(19) of the Act
- (d)  Investment company registered under section 8 of the Investment Company Act of 1940 (15 U.S.C 80a-8).
- (e)  An investment adviser in accordance with §240.13d-1(b)(1)(ii)(E);
- (f)  An employee benefit plan or endowment fund in accordance with §240.13d-1(b)(1)(ii)(F);
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- (g)  A parent holding company or control person in accordance with § 240.13d-1(b)(1)(ii)(G);
- (h)  A savings associations as defined in Section 3(b) of the Federal Deposit Insurance Act (12 U.S.C. 1813);
- (i)  A church plan that is excluded from the definition of an investment company under section 3(c)(14) of the Investment Company Act of 1940 (15 U.S.C. 80a-3);
- (j)  A non-U.S. institution in accordance with §240.13d-1(b)(1)(ii)(J);
- (k)  Group, in accordance with §240.13d-1(b)(1)(ii)(K).

If filing as a non-U.S. institution in accordance with § 240.13d-1(b)(1)(ii)(J), please specify the type of institution:

**Item 4. Ownership \*\***

Provide the following information regarding the aggregate number and percentage of the class of securities of the issuer identified in Item 1.

(a) Amount Beneficially Owned \*\*

Standard General L.P. – 12,576,000 shares  
Soohyung Kim – 12,576,000 shares

(b) Percent of Class \*\*

Standard General L.P. – 16.2%  
Soohyung Kim – 16.2%

(c) Number of shares as to which such person has:

(i) sole power to vote or to direct the vote \*\*

Standard General L.P. – 0 shares  
Soohyung Kim – 0 shares

(ii) shared power to vote or to direct the vote \*\*

Standard General L.P. – 12,576,000 shares  
Soohyung Kim – 12,576,000 shares

(iii) Sole power to dispose or to direct the disposition of \*\*

Standard General L.P. – 0 shares  
Soohyung Kim – 0 shares

(iv) shared power to dispose or to direct the disposition of \*\*

Standard General L.P. – 12,576,000 shares  
Soohyung Kim – 12,576,000 shares

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\*\* The securities reported herein are beneficially owned by Standard General L.P. ("Standard General") in its capacity as investment manager to private investment vehicles. Mr. Kim is a director of the general partner of the general partner of Standard General and Chief Investment Officer of Standard General, and in such capacities may be deemed to indirectly beneficially own the securities reported herein.

**Item 5. Ownership of Five Percent or Less of a Class**

If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than five percent of the class of securities, check the following [ ].

Not applicable.

**Item 6. Ownership of More than Five Percent on Behalf of Another Person**

Not applicable.

**Item 7. Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on By the Parent Holding Company**

Not applicable.

**Item 8. Identification and Classification of Members of the Group**

Not applicable.

**Item 9. Notice of Dissolution of Group**

Not applicable.

**Item 10. Certification**

By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect.

**Exhibits Exhibit**

**99.1** Joint Filing Agreement by and among the Reporting Persons.

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**SIGNATURE**

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Date: September 22, 2017

**STANDARD GENERAL L.P.**

By: /s/ Joseph Mause

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Name: Joseph Mause

Title: Chief Financial Officer

**SOOHYUNG KIM**

/s/ Soohyung Kim

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Soohyung Kim



**JOINT FILING AGREEMENT**

This Joint Filing Agreement, dated as of September 22, 2017 is by and among Standard General L.P. and Soohyung Kim (the foregoing are collectively referred to herein as the "Filers").

Each of the Filers may be required to file with the United States Securities and Exchange Commission a statement on Schedule 13D and/or 13G with respect to Common Stock, \$0.01 par value, of National CineMedia, Inc., beneficially owned by them from time to time.

Pursuant to and in accordance with Rule 13(d)(1)(k) promulgated under the Securities Exchange Act of 1934, as amended, the Filers hereby agree to file a single statement on Schedule 13G and/or 13D (and any amendments thereto) on behalf of each of such parties, and hereby further agree to file this Joint Filing Agreement as an exhibit to such statement, as required by such rule.

This Joint Filing Agreement may be terminated by any of the Filers upon one week's prior written notice or such lesser period of notice as the Filers may mutually agree.

Executed and delivered as of the date first above written.

**STANDARD GENERAL L.P.**

By: /s/ Joseph Mause

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Name: Joseph Mause

Title: Chief Financial Officer

**SOOHYUNG KIM**

/s/ Soohyung Kim

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Soohyung Kim