

A media market update – an in-depth look at what's been happening in: Cinema: revenue forecast for 2016

flat YoY

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Cinema continues to perform strongly in 2016 with almost 56m admissions delivered up to April. As a result, the ad spend has jumped by over a quarter YOY due to new advertisers adding the medium to their plans. This increase has been driven by the automotive, retail and food industries.

X-Men Apocalypse opened in the top spot with £7.4m, including £2m from Wednesday and Thursday previews. The £5.3m Friday to Sunday total is the fifth highest of the year to date! After being three weeks on top, Captain America: Civil War fell to fourth, however it still has a good chance of overtaking Iron Man's final total of £37m to become the biggest solo Marvel film ever made.

We have a huge summer ahead of us, which is heavily focused on family films, including Finding Dory, The BFG and The Secret Life of Pets to name a few. We are expecting family films to perform as well as The Jungle Book which managed to deliver £41.3m in the Box Office so far. If we piece this together with the summer release of blockbusters like Star Trek Beyond, Jason Bourne and Suicide Squad, July and August are expected to be two of the highest performing months in 2016, even taking into account the Euros and the Olympics.

In other news, DCM has just announced that entries are open for the second edition of Digital Cinema Media Awards, which celebrates and rewards the best advertising work showcased in cinema over the last year. The closing date for submissions is Friday July 8 and the winners will be announced on Thursday September 22. Last year MediaCom won the Best Long-Term Cinema Campaign for Volkswagen, and Best Use of Innovation in Cinema for First Choice which shows our commitment to deliver gold standard campaigns for our clients.

[Find out more about the Top 10 films and our predictions for 2016 here.](#)

INSIGHT RECOGNITION