



2017

CINEMA MEDIA KIT

THE CINEPLEX MEDIA ADVANTAGE



The Cineplex Media Advantage

Engagement. Entertainment. Effectiveness.

Cineplex Media provides the venue and platforms to achieve all of the big “E”s — Engagement, Entertainment and Effectiveness — with one simple media buy.

Cineplex.com delivers targeted, relevant consumers on a consistent basis. Given that movies change every week, our consumers keep coming back time and time again!

Our **Interactive Media Zones** encourage guests to play, learn and occasionally win right in our lobbies!

Also located in high-traffic areas of our lobbies you’ll

find our fully dynamic 84” **HD Backlits**. Combine with the integrated movie content and advertising of our **Digital Lobby Show** for superior engagement.

Cineplex Magazine (the #1 magazine in Canada for P12-54) and **Le magazine Cineplex** give our guests the inside scoop on current and upcoming movies.

Comfortable in their seats, our guests are now in a distraction-free zone and are ready to enjoy the **Pre-Show**, which entertains with movie content, games, ads and custom-developed content for our partners!



MORE
CINEMA AT
HOME
• Cineplex
Magazine



The Moviegoer Cycle

From home to cinema,
and home again

BEFORE
CINEMA
• Cineplex.com
• Cineplex
Mobile

EXITING
THE CINEMA
• Lobby Show
• Digital Backlits
• Interactive
Media Zone
• Special Media
• Sampling

ARRIVE
IN CINEMA
• Lobby Show
• Digital Backlits
• Interactive
Media Zone
• Cineplex
Magazine

ARRIVE IN
AUDITORIUM
• Pre-Show
• TimePlay
• Show-Time

Cineplex TimePlay is the gamification of the consumer experience! High participation rates, recall and awareness make this unique media an impactful way to have fun with your consumers.

Book your spot in **Show-Time** and it'll screen right before the trailers and movie our guests have come to see. Big screen, sound and emotion dialed way up.

No other media company can provide so many valuable touch points at so many steps along the marketing pathway.

It's The Cineplex Media Advantage!

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CONTENTS

CINEPLEX MEDIA is the one-stop shop for all of to build a broad, integrated campaign or pinpoint a



MOVIE PREVIEW

6

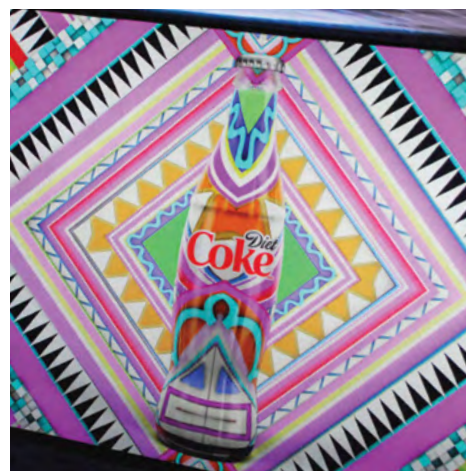
It's another great year for movies, but which months are best for your campaigns?



CINEMA OVERVIEW

15

Your quick look at why cinema is the best place for your advertising dollars in 2017



SHOW-TIME

18

Imagine your ad on the big screen with immersive sound, brilliant visuals and huge impact, just before the trailers and movie are about to start



INTERACTIVE MEDIA ZONE

32

The centrepiece of our cinema lobbies, there's so much advertisers can do with the IMZ



CINEPLEX MAGAZINES

36

Get your ad into Canada's favourite movie magazines. Choose the English magazine, French, or both



ONLINE & MOBILE

40

Connect with moviegoers as soon as they start researching their theatre visits

CINEMA MEDIA KIT 2017

your advertising needs. Whether you're looking for a specific audience, your quest starts here



PRE-SHOW

20

Work your brand into Cineplex's fun mix of pre-movie content and advertising and reach moviegoers who are excited and in a good mood



CINEPLEX TIMEPLAY

24

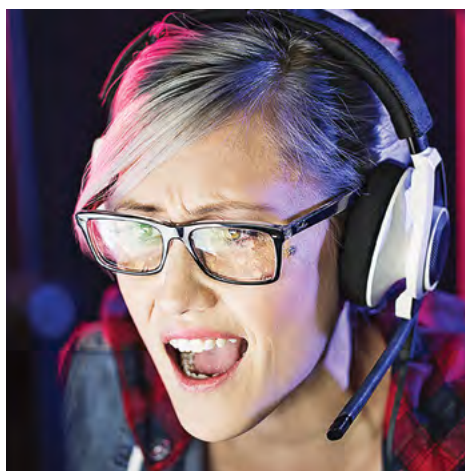
Our interactive gaming platform lets you have fun with consumers, and share deals



DIGITAL OUT-OF-HOME CINEMA LOBBY

28

Surround our guests with your messages as they linger in our vibrant lobbies



CINEPLEX WORLDGAMING

44

Take advantage of the eSports phenomenon by getting in on the gaming action



SPECIAL EVENTS

45

We're so much more than movies. Reach fans of the Met Opera, Bolshoi Ballet and more



THEATRE LISTINGS

46

Your handy guide to every cinema, in every theatre, we offer from coast to coast

2017 MOVIE PREVIEW

JANUARY

PATRIOTS DAY

DIRECTOR: Peter Berg

STARRING: Mark Wahlberg, John Goodman

Mark Wahlberg headlines this drama that recounts the 2013 Boston Marathon bombing and the subsequent search for the culprits, brothers Dzhokhar (Alex Wolff) and Tamerlan Tsarnaev (Themo Melikidze). Wahlberg plays a police sergeant working under the guidance of Boston Police Commissioner Ed Davis (John Goodman).

OPENS JANUARY 13

HIDDEN FIGURES

DIRECTOR: Theodore Melfi

STARRING: Taraji P. Henson, Octavia Spencer, Kevin Costner

Movies about NASA are usually populated with white men sporting crew cuts and horn-rimmed glasses, but this drama depicts the little-known accomplishments of three real-life black female math geniuses — Katherine Johnson (Taraji P. Henson), Dorothy Vaughn (Octavia Spencer) and Mary Jackson (Janelle Monáe) — whose calculations were vital in ensuring the safe launch of astronauts, including John Glenn (Glen Powell), into space in the 1960s.

OPENS JANUARY 13

XXX: RETURN OF XANDER CAGE

DIRECTOR: D.J. Caruso

STARRING: Vin Diesel, Donnie Yen, Nina Dobrev

More than 10 years after he was presumed dead, extreme sports star and spy extraordinaire Xander Cage (Vin Diesel) returns to stop the evil Xiang Donnie (Yen) from getting his hands on the powerful weapon known as Pandora's Box. Series regular Samuel L. Jackson returns as government agent Augustus Gibbons.

OPENS JANUARY 20

JAN 13



Octavia Spencer in *Hidden Figures*

JAN 20



Vin Diesel and Deepika Padukone in *XXX: Return of Xander Cage*



FEB 10



Will Arnett voices our plastic hero in *The Lego Batman Movie*

FEBRUARY

THE LEGO BATMAN MOVIE

DIRECTOR: Chris McKay
VOICES: Will Arnett, Ralph Fiennes, Micheal Cera

The biggest laughs in 2014's *The Lego Movie* came courtesy of Will Arnett, who brought a clueless arrogance to his take on The Dark Knight. Here he gets his own spinoff movie in which Batman feels underappreciated by the world and annoyed with butler Alfred (Ralph Fiennes), who forces the superhero to mentor young orphan Dick Grayson (Michael Cera). And, thanks to inspired casting, we get Zach Galifianakis voicing The Joker.

OPENS FEBRUARY 10

FIFTY SHADES DARKER

DIRECTOR: James Foley
STARRING: Dakota Johnson, Jamie Dornan

The second film in the erotic *Fifty Shades* series sees Anastasia (Dakota Johnson) trying to create a meaningful relationship with her BDSM-inclined boyfriend Christian (Jamie Dornan). Meanwhile, Christian struggles with jealousy issues and his own complicated relationship with his business partner Elena Lincoln (Kim Basinger), the older woman who introduced him to BDSM role-playing when he was just a teenager.

OPENS FEBRUARY 10

FEB 17



Idris Elba and Tom Taylor in *The Dark Tower*

THE DARK TOWER

DIRECTOR: Nikolaj Arcel
STARRING: Idris Elba, Matthew McConaughey

This adaptation of Stephen King's 1982 Western/fantasy novel has been in the works for more than a decade. The pieces are finally in place with Idris Elba playing hero Roland Deschain, a gunslinger living in a magical land and searching for the fabled Dark Tower, which houses many different universes. However, hot on his trail is the mysterious Man in Black (Matthew McConaughey).

OPENS FEBRUARY 17

2017 MOVIE PREVIEW

MARCH

LOGAN

DIRECTOR: James Mangold

STARRING: Hugh Jackman, Patrick Stewart

Hugh Jackman has said this third Wolverine film will be his last, and he plans to go out in a blaze of R-rated glory. All we know is that the film is set in the future where an older Wolverine and Professor X (Patrick Stewart) join forces to stop an evil scientist.

OPENS MARCH 3

KONG: SKULL ISLAND

DIRECTOR: Jordan Vogt-Roberts

STARRING: Tom Hiddleston, Brie Larson

Oscar winner Brie Larson (*Room*) jumps headlong into her first special-effects extravaganza. It's the 1970s and Larson plays a photographer and peace activist who joins an expedition led by a former British soldier (Tom Hiddleston) that will explore a remote island in the Pacific where they encounter the massive ape known as King Kong.

OPENS MARCH 10

KING ARTHUR: LEGEND OF THE SWORD

DIRECTOR: Guy Ritchie

STARRING: Charlie Hunnam, Jude Law

Director Guy Ritchie (*Snatch*) brings his frenetic style of filmmaking to this retelling of the Arthurian legend. Set in the backstreets of medieval London, young rascal Arthur (Charlie Hunnam) pulls the fabled sword Excalibur from the stone and realizes he is royalty. His task is to bring down the devilish Vortigern (Jude Law). Look for soccer great David Beckham's cameo as a warrior.

OPENS MARCH 24

MAR 24

Elizabeth Banks plays the evil Rita Repulsa in *Power Rangers*



POWER RANGERS

DIRECTOR: Dean Israelite

STARRING: Elizabeth Banks, Bryan Cranston, Dacre Montgomery

Kids growing up in the 1990s couldn't get enough of the Power Rangers cartoon, action figures and videogames. The franchise gets a 21st-century reboot but the story remains the same — five high school kids are recruited by the alien Zordon (Bryan Cranston) and given superpowers in order to defeat the evil Rita Repulsa (Elizabeth Banks).

OPENS MARCH 24

APRIL

SMURFS: THE LOST VILLAGE

DIRECTOR: Kelly Asbury

VOICES: Joe Manganiello,
Demi Lovato, Rainn Wilson

The little blue Smurfs return for the franchise's third go-around. This time Smurfette (Demi Lovato) leads a team of fellow Smurfs into the Enchanted Forest in search of the lost Smurf village.

OPENS APRIL 7

FAST 8

DIRECTOR: F. Gary Gray

STARRING: Vin Diesel,

Dwayne Johnson, Charlize Theron

A couple of years ago *Furious 7* shocked Hollywood by earning \$1.5-billion worldwide, making it the sixth highest-grossing film in history. So that means we're getting three more *Furious* films in the next five years starting with *Fast 8*, which sees the car-loving gang rev up for action in far-flung locales, including Russia, Iceland and Cuba. Charlize Theron makes her series debut as the film's villain.

OPENS APRIL 14

APR 14



Mckenna Grace and
Chris Evans in *Gifted*

GIFTED

DIRECTOR: Marc Webb

STARRING: Chris Evans,

McKenna Grace, Jenny Slate

Chris Evans takes a break from his Captain America duties to play Frank Adler, a single man raising his niece, Mary (McKenna Grace), a child math prodigy. Frank's mother (Lindsay Duncan) wants custody of Mary, leading to a painful family dilemma.

OPENS APRIL 14

APR 7



Smurfs: The Lost Village

2017 MOVIE PREVIEW

MAY

GUARDIANS OF THE GALAXY VOL. 2

DIRECTOR: James Gunn

STARRING: Chris Pratt, Zoe Saldana, Kurt Russell

The sequel to Marvel's 2014 surprise megahit *Guardians of the Galaxy* finds Peter "Star-Lord" Quill (Chris Pratt), Gamora (Zoe Saldana), Rocket (Bradley Cooper), Drax (Dave Bautista) and baby Groot (Vin Diesel) working as hired mercenaries who cross paths with alien being Ego (Kurt Russell), who also happens to be Peter's dad.

OPENS MAY 5

BAYWATCH

DIRECTOR: Seth Gordon

STARRING: Dwayne Johnson, Zac Efron

The 1990s TV show featuring buff bods on the beach gets a big-screen makeover with Dwayne Johnson and Zac Efron as beefy lifeguards who help keep their particular strip of beach safe. The film's female lifeguards are played by Alexandra Daddario, Kelly Rohrbach and Ifenesh Hadera.

OPENS MAY 19

PIRATES OF THE CARIBBEAN: DEAD MEN TELL NO TALES

DIRECTORS: Joachim Rønning, Espen Sandberg

STARRING: Johnny Depp, Orlando Bloom, Javier Bardem

Johnny Depp looks to reclaim some of his movie star mojo by playing beloved pirate Captain Jack Sparrow again in the fifth *Pirates of the Caribbean* flick. Orlando Bloom returns to the franchise as Will Turner, who joins with Sparrow to search for the powerful Trident of Poseidon, which they'll need to stop evil Captain Salazar (Javier Bardem) from ruling the seas.

OPENS MAY 26

MAY 19



Baywatch's hot new team of lifeguards

JUNE

WONDER WOMAN

DIRECTOR: Patty Jenkins

STARRING: Gal Gadot, Chris Pine, Robin Wright

With all the testosterone on display in *Batman v Superman: Dawn of Justice* it was the estrogen-powered superhero Wonder Woman (Gal Gadot) who walked away with the movie. She headlines her own film that sees World War II American pilot Steve Trevor (Chris Pine) crash land on an isolated island inhabited by Amazon warriors led by princess Diana, who is also the immortal daughter of Zeus. When Trevor tells her the world is at war Diana leaves the island to help mankind.

OPENS JUNE 2

JUNE 2





THE MUMMY

DIRECTOR: Alex Kurtzman

STARRING: Tom Cruise, Sofia Boutella, Russell Crowe

Tom Cruise debuts in what he hopes will be his third franchise after *Mission: Impossible* and *Jack Reacher*. Cruise plays a Special Ops soldier who unwittingly releases the evil Mummy (Sofia Boutella) from her crypt.

OPENS JUNE 9

TRANSFORMERS: THE LAST KNIGHT

DIRECTOR: Michael Bay

STARRING: Mark Wahlberg, Isabela Moner, Anthony Hopkins

Mark Wahlberg returns as single dad and inventor Cade Yeager, who helped the Autobots defeat the Decepticons for the umpteenth time in *Transformers: Age of Extinction*. In this fifth film in the series, Cade teams with Optimus Prime to search for a powerful artifact that the pair needs to bring Optimus's home planet of Cybertron back to life.

OPENS JUNE 23

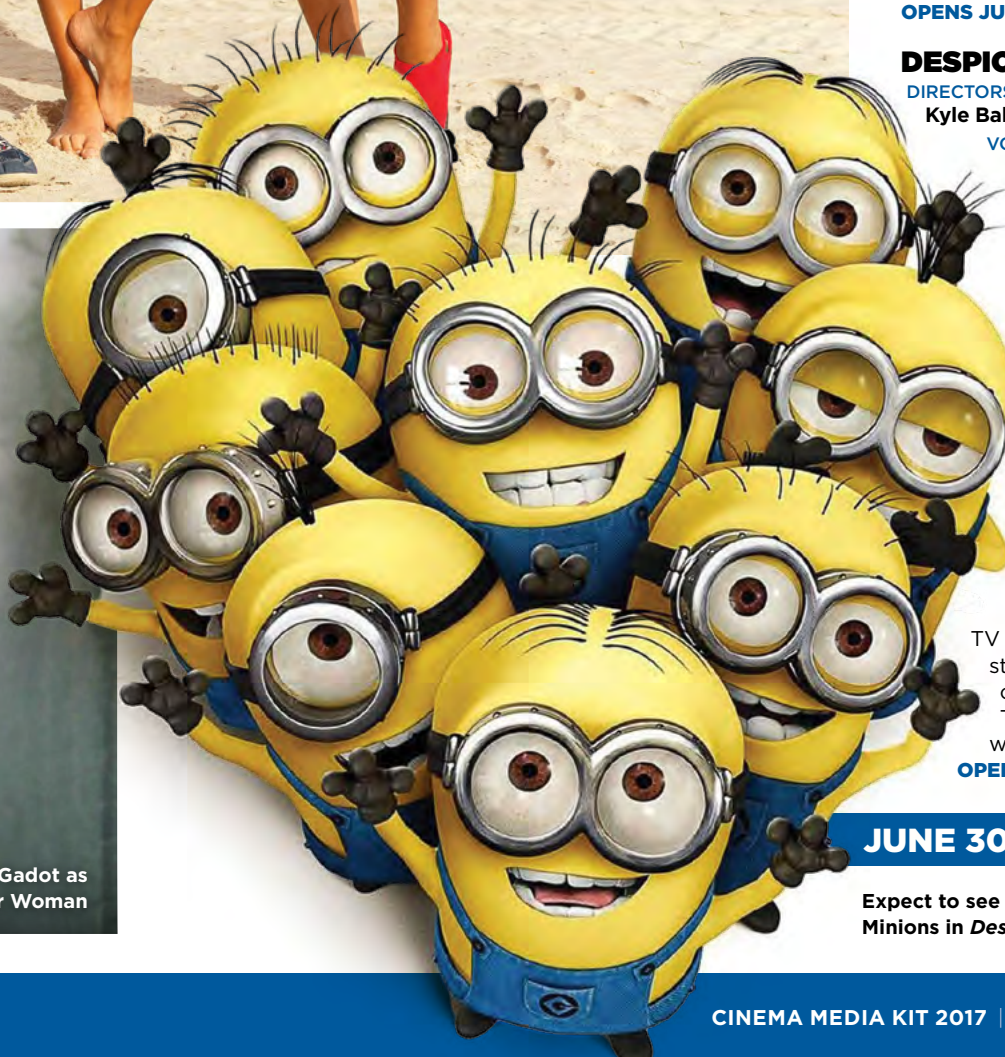
DESPICABLE ME 3

DIRECTORS: Pierre Coffin, Kyle Balda

VOICES: Steve Carell, Kristen Wiig, Trey Parker

In the third *Despicable Me* movie Gru (Steve Carell) is married to Anti-Villain League agent Lucy (Kristen Wiig), happily raising his three daughters and running his Minion Empire. However, there's a new baddie on the scene in the form of Balthazar Bratt (Trey Parker), a former 1980s TV child star who's still fuming at the cancellation of his TV show and plotting world domination.

OPENS JUNE 30



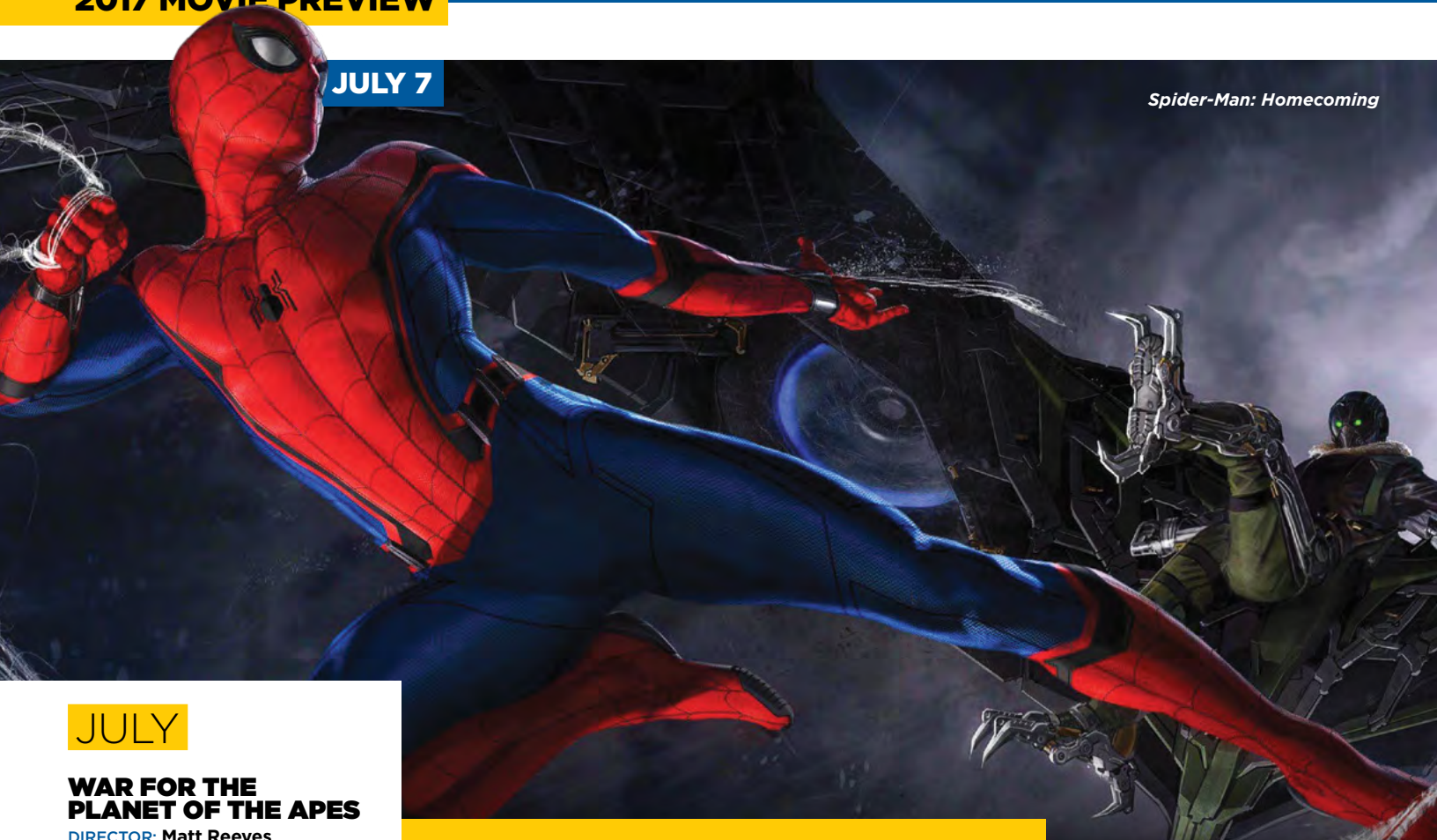
Gal Gadot as Wonder Woman

JUNE 30

Expect to see more Minions in *Despicable Me 3*

JULY 7

Spider-Man: Homecoming



JULY

WAR FOR THE PLANET OF THE APES

DIRECTOR: Matt Reeves

STARRING: Andy Serkis, Woody Harrelson, Steve Zahn

The third *Planet of the Apes* pic sees ape leader Caesar (Andy Serkis) preparing his simian army for one final battle against the well-armed human survivors. Director Matt Reeves says this last film in the trilogy will raise Caesar's legacy among the apes to an "almost biblical status."

OPENS JULY 14

DUNKIRK

DIRECTOR: Christopher Nolan

STARRING: Fionn Whitehead, Tom Hardy, Kenneth Branagh

Director Christopher Nolan has never shot a film using digital cameras and he won't start now — he's using IMAX film stock and 65mm to shoot his epic war pic depicting the real-life sea rescue of 33,000 British and allied soldiers trapped on the beaches of Dunkirk, France, with the German army surrounding them. One Direction star Harry Styles makes his film debut playing a young soldier alongside newcomer Whitehead.

OPENS JULY 21

SPIDER-MAN: HOMECOMING

DIRECTOR: Jon Watts

STARRING: Tom Holland, Marisa Tomei, Robert Downey Jr.

The big screen's third Spider-Man is Tom Holland, the 20-year-old British actor who made his debut as Spidey in *Captain America: Civil War*. In this reboot of the franchise we see teenager Peter Parker juggling the demands of being a high school student and superhero. Aunt May (Marisa Tomei) and Iron Man (Robert Downey Jr.) have his back, and he'll need their help when he takes on villain The Vulture (Michael Keaton).

OPENS JULY 7

VALERIAN AND THE CITY OF A THOUSAND PLANETS

DIRECTOR: Luc Besson

STARRING: Cara Delevingne, Dane DeHaan, Clive Owen

Luc Besson (*The Fifth Element*) returns to hardcore sci-fi with this space opera starring Dane DeHaan as Valerian and Cara Delevingne as Laureline, two intergalactic agents who travel to the sprawling metropolis of Alpha where destructive forces threaten to rip apart the universe.

OPENS JULY 21

AUGUST

ALIEN: COVENANT

DIRECTOR: Ridley Scott

STARRING: Noomi Rapace, Michael Fassbender

We last saw *Prometheus*'s android David (Michael Fassbender) and human scientist Elizabeth Shaw (Noomi Rapace) heading out into space to search for the Engineers' home world. This sequel is set 10 years after the events of *Prometheus* and finds a colony ship landing on a remote planet whose only inhabitant is David, the lone survivor of his crashed ship.

OPENS AUGUST 4

CHIPS

DIRECTOR: Dax Shepard

STARRING: Michael Peña, Dax Shepard, Jessica McNamee

CHiPs joins *Starsky & Hutch*, *The Dukes of Hazzard* and *Baywatch* as yet another beloved, cheesy TV show deemed worthy of a big-screen update. Dax Shepard directs and stars as California Highway Patrol motorcycle officer Jon Baker, who alongside partner Frank "Ponch" Poncherello (Michael Peña), speeds along the freeways of Los Angeles busting law-breaking motorists.

OPENS AUGUST 11

THE COLDEST CITY

DIRECTOR: David Leitch

STARRING: Charlize Theron, James McAvoy, Sofia Boutella

Charlize Theron gets into the spy game with this Cold War thriller that finds MI6 agent Lorraine Broughton (Theron) in Berlin investigating the murder of a fellow agent.

OPENS: AUGUST 11

SEPTEMBER

THE LEGO NINJAGO MOVIE

DIRECTOR: Charlie Bean

VOICES: Dave Franco, Jackie Chan, Olivia Munn

The Lego film franchise expands with this spinoff film about Lloyd — a.k.a. the Green Ninja (James Franco) — and Kung fu master Wu (Jackie Chan) ridding Ninjago City of the evil warlord Garmadon (Justin Theroux), who also happens to be Lloyd's dad.

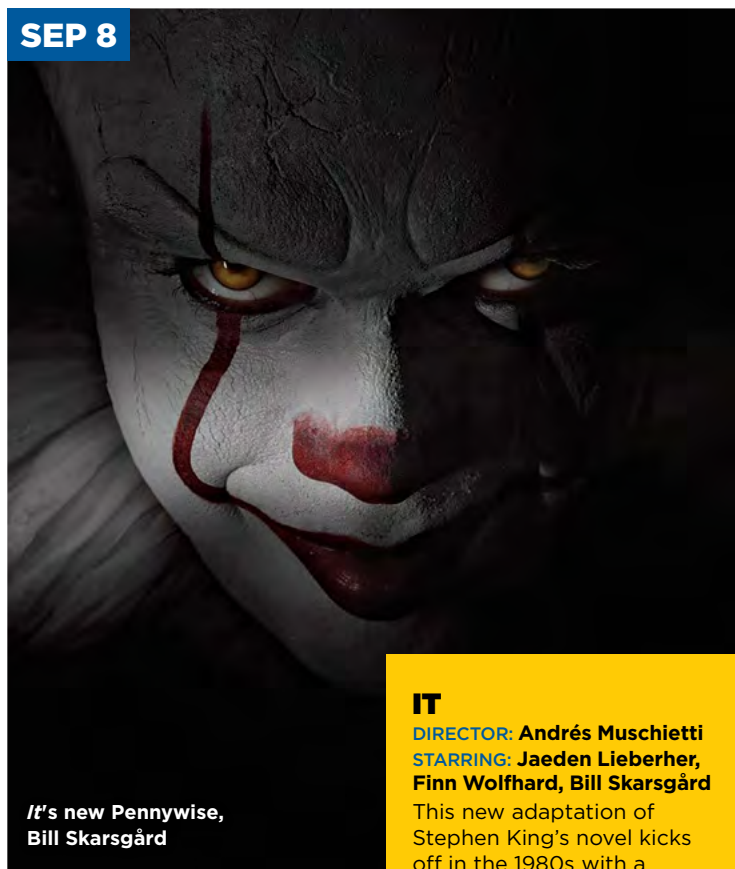
OPENS SEPTEMBER 22

OCT 6



Harrison Ford, seen here in 1982's *Blade Runner*, returns for Denis Villeneuve's sequel, *Blade Runner 2049*

SEP 8



It's new Pennywise, Bill Skarsgård

IT

DIRECTOR: Andrés Muschietti

STARRING: Jaeden Lieberher, Finn Wolfhard, Bill Skarsgård

This new adaptation of Stephen King's novel kicks off in the 1980s with a group of misfit kids being terrorized by It, an evil entity that takes the form of a scary clown called Pennywise (Bill Skarsgård). They manage to foil the clown but make a promise to return to their hometown if Pennywise ever comes back. This is the first of two *It* films with this part focusing on the kids, and the second set 30 years later when the gang comes back to finish It off.

OPENS SEPTEMBER 8

AMERICAN MADE

DIRECTOR: Doug Liman

STARRING: Tom Cruise, Domhnall Gleeson, Sarah Wright

Tom Cruise reunites with his *Edge of Tomorrow* director Doug Liman for this thriller based on the real-life exploits of TWA pilot Barry Seal, who is recruited by the CIA in the 1980s to spy on communist activities in Central America but instead becomes a drug runner for the famed Medellín cartel.

OPENS SEPTEMBER 29

OCTOBER

BLADE RUNNER 2049

DIRECTOR: Denis Villeneuve

STARRING: Harrison Ford, Ryan Gosling, Jared Leto

Hot Canadian director Denis Villeneuve snagged the plum assignment of helming the sequel to the 1982 sci-fi classic *Blade Runner*. The plot is being kept under wraps but we do know the pic is set decades after the original and that Ford returns as Replicant hunter Rick Deckard. Ryan Gosling and Jared Leto's roles are unclear — will they portray humans or androids?

OPENS OCTOBER 6

THE SNOWMAN

DIRECTOR: Tomas Alfredson

STARRING: Michael Fassbender, Rebecca Ferguson, J.K. Simmons

This crime thriller is based on Norwegian author Jo Nesbø's seventh Harry Hole detective novel. Michael Fassbender plays the brilliant, alcoholic detective hunting a serial killer who targets married women in Oslo and leaves a snowman at the scene of every crime.

OPENS OCTOBER 13

THE MOUNTAIN BETWEEN US

DIRECTOR: Hany Abu-Assad

STARRING: Idris Elba, Kate Winslet

A writer (Kate Winslet) going home for her wedding and a busy surgeon (Idris Elba) charter a small plane at the Salt Lake City airport hoping to get out before a storm hits. But when the pilot has a heart attack and the plane crashes on a snowy mountaintop, the injured duo must work together to survive.

OPENS OCTOBER 20

GEOSTORM

DIRECTOR: Dean Devlin

STARRING: Gerard Butler, Abbie Cornish, Ed Harris

Geostorm is both a doom-and-gloom disaster pic and a political thriller. A string of climate-control satellites orbiting Earth are starting to malfunction and will soon create the largest, and most destructive, storm in history. An engineer (Gerard Butler) is sent into space to fix the problem, and while he's busy doing that, his brother discovers a plot to assassinate the U.S. president.

OPENS OCTOBER 20

2017 MOVIE PREVIEW

NOVEMBER

THOR: RAGNAROK

DIRECTOR: Taika Waititi

STARRING: Chris Hemsworth, Tom Hiddleston, Cate Blanchett

Series mainstays Chris Hemsworth (Thor), Tom Hiddleston (Loki), Anthony Hopkins (Odin) and Idris Elba (Heimdall) welcome series newcomer Cate Blanchett, who plays Goddess of Death, Hela. We're not sure what mischief Hela is up to, but word is she and Loki are making a play for Valhalla. Look for additional villains Skurge (Karl Urban) and cosmic being Grandmaster (Jeff Goldblum) to make appearances as well.

OPENS NOVEMBER 3

RED SPARROW

DIRECTOR: Francis Lawrence

STARRING: Jennifer Lawrence, Joel Edgerton

Jason Matthews spent 33 years working in the C.I.A., a career that provided a massive amount of fodder for his debut spy novel, *Red Sparrow*. Hollywood snapped up the book rights and hired *Hunger Games: Mockingjay* director Francis Lawrence to helm the story that finds rookie CIA agent Nathaniel Nash (Joel Edgerton) matching wits with Russian intelligence officer Dominika Egorova (Jennifer Lawrence).

OPENS NOVEMBER 10

JUSTICE LEAGUE

DIRECTOR: Zack Snyder

STARRING: Ben Affleck, Gal Gadot, Jason Momoa

A smorgasbord of DC superheroes assembles for this sequel to *Batman v Superman: Dawn of Justice*. The death of Superman in the first film means it's up to Bruce Wayne (Ben Affleck) and Diana Prince (Gal Gadot) to keep Earth safe. The pair calls on Aquaman (Jason Momoa), The Flash (Ezra Miller) and Cyborg (Ray Fisher) to join them in their quest. And who says the Man of Steel (Henry Cavill) is really, truly dead?

OPENS NOVEMBER 17



Justice League's superheroic crew

DECEMBER

STAR WARS: EPISODE VIII

DIRECTOR: Rian Johnson

STARRING: Mark Hamill, Daisy Ridley, John Boyega

Luke is back! Mark Hamill returns to play *Star Wars'* legendary Jedi hero Luke Skywalker, whom we discovered at the end of *The Force Awakens* has been living in self-imposed exile on a remote planet. The plot is being kept under wraps but we do know Rey (Daisy Ridley), Finn (John Boyega), Poe (Oscar Isaac) and Kylo Ren (Adam Driver) are back and joined by a newcomer played by Benicio Del Toro.

OPENS DECEMBER 15

PITCH PERFECT 3

DIRECTOR: Kay Cannon

STARRING: Anna Kendrick, Rebel Wilson, Hailee Steinfeld

One of Hollywood's most cost-effective franchises — the first two *Pitch Perfect* films cost a combined \$36-million (U.S.) to produce and raked in \$402-million worldwide — returns for a third go-around with the all-girl, college cappella group the Barden Bellas belting out more pop-friendly tunes. Series stars Rebel Wilson, Anna Kendrick, Hailee Steinfeld and Brittany Snow head up the fun.

OPENS DECEMBER 22

DEC 15



Daisy Ridley, seen here in *The Force Awakens*, returns for *Star Wars: Episode VIII*

FERDINAND

DIRECTOR: Carlos Saldanha

VOICES: Russell Peters, Diego Luna, Paul Feig

Based on the classic 1936 children's book by Munro Leaf, this animated tale from Blue Sky Studios (the *Ice Age* series) finds peaceful bull Ferdinand (Russell Peters) happily spending his days smelling flowers and enjoying nature. However, he's taken away from his country home to fight in a Madrid bullring against a famed matador (Diego Luna).

OPENS DECEMBER 22

THE GREATEST SHOWMAN ON EARTH

DIRECTOR: Michael Gracey

STARRING: Hugh Jackman, Michelle Williams, Zac Efron

This musical bio-pic casts Hugh Jackman as wily 19th-century showman P.T. Barnum, who invented the modern-day circus and fell in love with Swedish singing sensation Jenny Lind (Michelle Williams).

OPENS DECEMBER 25



CINEMA OVERVIEW

Why Cinema Works

Movies hold a special place in everyone's hearts. Everyone has a favourite, everyone has their own set of classic, must-see, funniest, and scariest titles. Everyone's list is different, every age group's too. Is *Caddy Shack* the funniest golf movie, or is it *Happy Gilmore*? The answer is likely based on your generation.

Movies are fresh, engaging and leave lasting effects on our guests. What better environment in which to talk, one on one, with your consumers? No distractions, happy and engaged people.

Cinema works. Let it work for you.

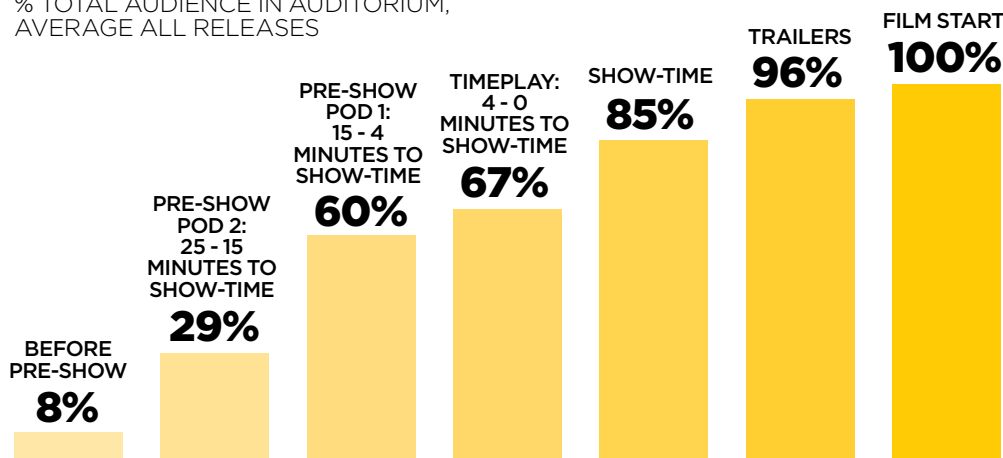
Cinema Benefits

- Engaged and **attentive audience**
- Sought-after **demographics**
- Uncluttered **media environment**
- Light TV viewers, enabling brands to extend to a **unique audience**
- Cinema has the lowest ad avoidance of all media as cinemagoers **perceive the ads as part of the overall experience**
- Relaxed, excited and expectant **audience is focused on the big screen**
- Average advertising **impact in cinema is greater than TV**
- 3D cinema campaigns **have proven higher recall/entertainment**
- Interactivity with cinema audiences through mobile apps prolongs a cinema advertising campaign. A 30-second ad can now have **greater recall with added content through mobile**

Vividata 2016 Q1, Total Canada

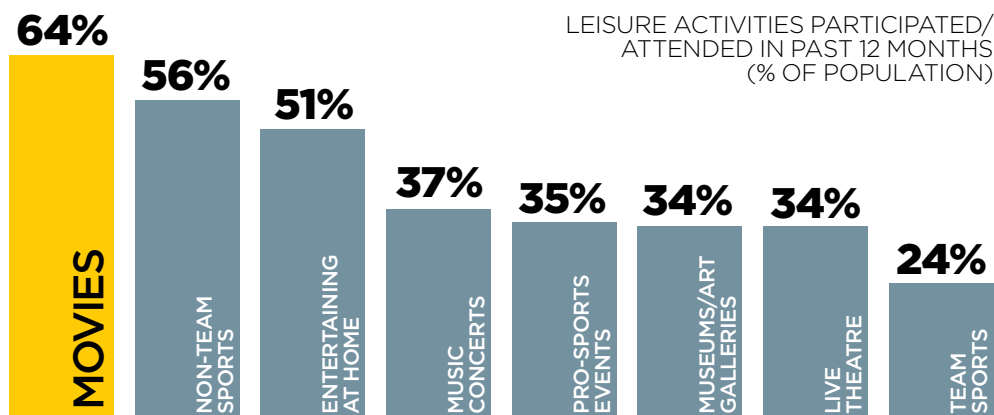
Audience Build Prior to Feature Start (Average Weekly)

% TOTAL AUDIENCE IN AUDITORIUM, AVERAGE ALL RELEASES



Cineplex Prodcos Cameras, Average LTM September 2016

Going to the movies is a top leisure activity among Canadians

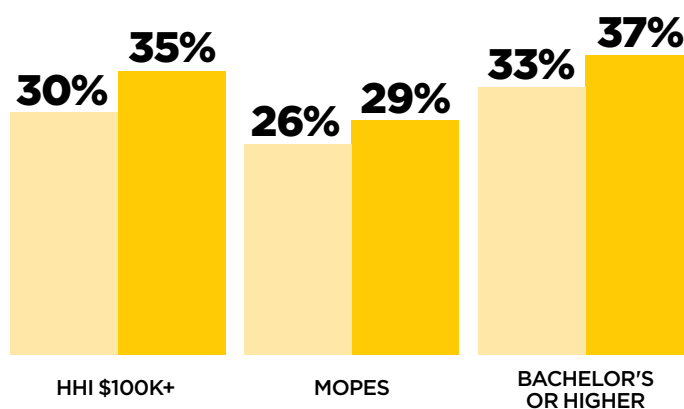


LEISURE ACTIVITIES PARTICIPATED/ ATTENDED IN PAST 12 MONTHS (% OF POPULATION)

Vividata 2016 Q1, Total Canada, Moviegoers in the Past Month

The movies reach affluent, highly educated and well-employed Canadians efficiently and effectively

POPULATION (COMP%) MOVIEGOERS 18+ (COMP%)



33%
Average Monthly Reach

Vividata 2016 Q1, Based on A18+, Total Canada, Moviegoers in the Past Month



Target audience by movie genre with unique compositional strength

AVERAGE DEMO COMPOSITION BY MOVIE GENRE (INDEXED TO POPULATION)

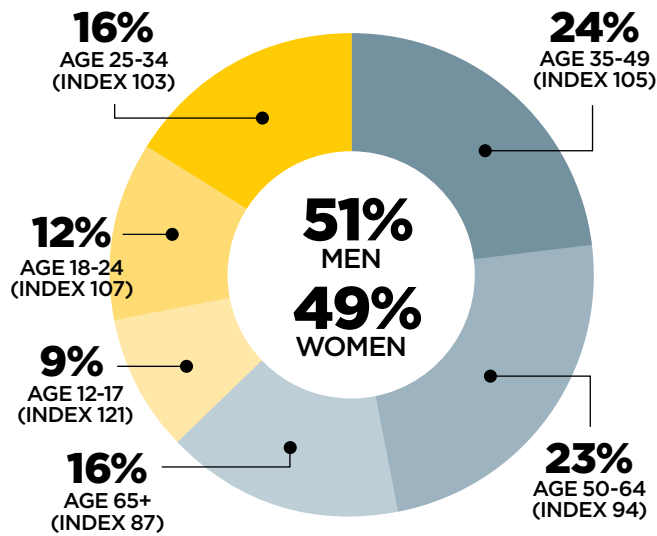
	ACTION/ ADVENTURE	ANIMATED	COMEDY	DRAMA	FAMILY/ CHILDREN	FOREIGN	HORROR	SCIENCE FICTION
AGES 12-17	120	145	132	109	95	192	214	147
AGES 18-24	107	128	116	93	88	97	157	116
AGES 25-43	106	116	100	96	122	97	127	103
AGES 35-49	109	122	104	99	144	78	95	110
AGES 50-54	102	87	96	101	99	92	91	105
AGES 55+	84	62	86	103	65	99	49	75

Vividata 2016 Q1, Total Canada, Moviegoers Composition (Seen Any Genre in Past Year) Indexed to Population

PHOTO BY ALEXANDROS MARAGOS/GETTY

Moviegoer composition by age group

The movies deliver audiences of all age groups with a balanced male/female split.

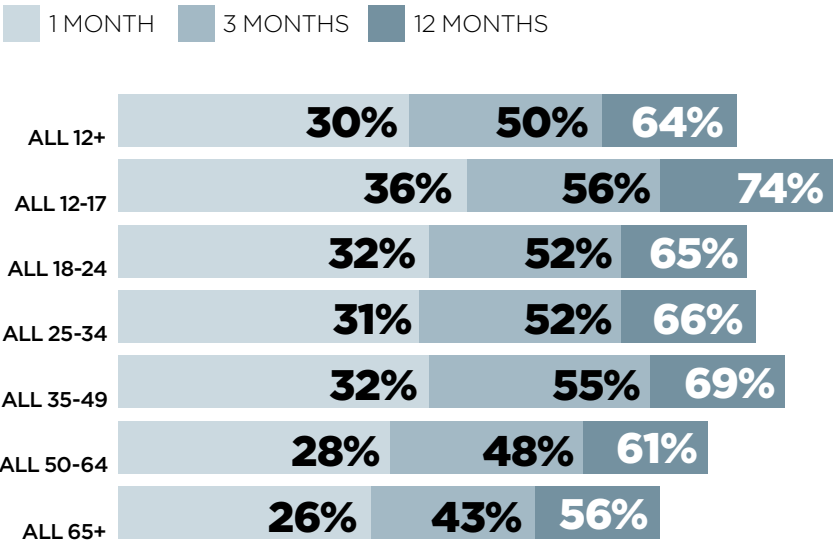


Vividata 2016 Q1, Total Canada, Moviegoers in the Past Month, Index Based on Population

Movies reach Canadians of all age groups

Canadian moviegoers have an average movie-going frequency of 1.5 per month and 5 per year.

MOVIES % REACH OF CANADIAN POPULATION



Vividata 2016 Q1, Total Canada, Average Frequency Based on Weighted SCENE Data

SHOW-TIME

It Doesn't Get Bigger Than This

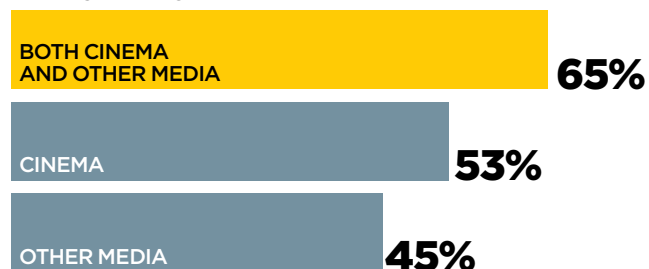
Blockbuster movies, huge screens, sound that rocks your seats. There is no better, bigger or more effective place to talk to your consumers than in our cinemas. Show-Time advertising runs just prior to the big, bold movie trailers our guests look forward to and enjoy. There are zero distractions (no other screens competing for consumers' attention here), just our guests watching your commercial the way it was meant to be seen.



The Cinema Multiplier Effect

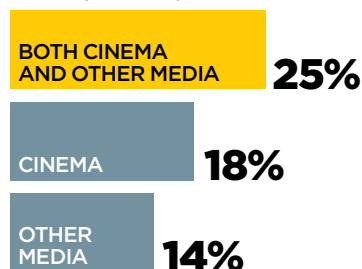
MESSAGE RECALL

AD RECALL FROM:

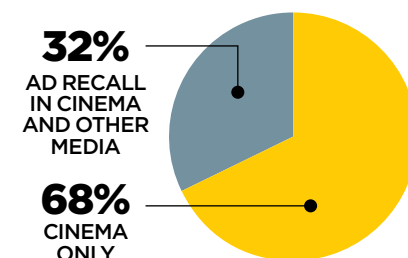


PURCHASE INTENT

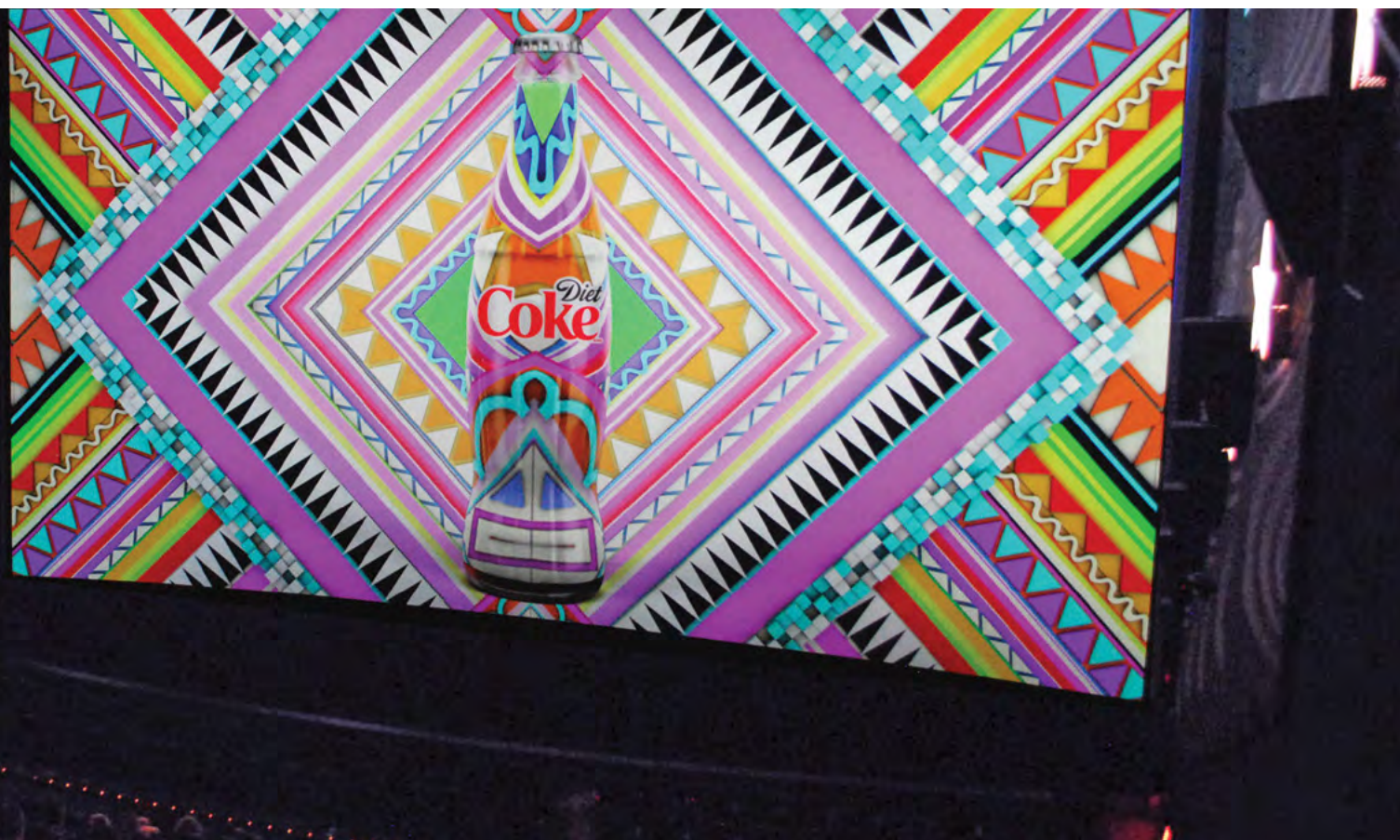
AD RECALL FROM:



CINEMA AWARENESS BREAKDOWN



Cinema Advertising Show-Time Impact Study 2015 (Amongst 8 Campaigns Across 6 Categories), Online Survey via Vision Critical



Canadian Cinema Show-Time Equals Ad Effectiveness

70%
Advertising
Awareness

88%
Correct Brand
Association

40% Ad Entertainment
AD "VERY ENTERTAINING/
ENTERTAINING"

Cinema Advertising Show-Time Impact Study 2010-2013+2015
Strategic Marketing Counsel (SMC) and Online Survey via Vision Critical

Show-Time 2017 Production Schedule

MONTH	START/END DATE	MATERIAL DUE	CYCLE (WEEKS)
JANUARY	December 30 - February 2	December 2*	5
FEBRUARY	February 3 - March 2	January 13	4
MARCH	March 3 - March 30	February 10	4
APRIL	March 31 - April 27	March 10	4
MAY	April 28 - June 1	April 7	5
JUNE	June 2 - June 29	May 12	4
JULY	June 30 - July 27	June 9	4
AUGUST	July 28 - August 31	July 7	5
SEPTEMBER	September 1 - September 28	August 11	4
OCTOBER	September 29 - October 26	September 8	4
NOVEMBER	October 27 - November 30	October 6	5
DECEMBER	December 1 - January 4	November 10	5
JANUARY 2018	January 5 - February 1	December 1*	4

*Adjustment Holiday Schedule (file-in typically 1 business day earlier)

PRE-SHOW

Your Ad On The Big Screen

Imagine your brand up on the big screen as guests settle in to enjoy their movie night.

A combination of well-placed ads and exclusive content that ranges from behind-the-scenes interviews with movie stars to one-on-one chats with Canadian musicians to trivia and home entertainment news, the Pre-Show provides an efficient and effective way to be on the big screen.

Pod 1 delivers your ad mingled amongst entertaining content within 12 minutes to the start of Cineplex TimePlay. Pod 2, an even more efficient method of getting on the big screen, delivers your message between 25 - 12 minutes to the start of Cineplex TimePlay.



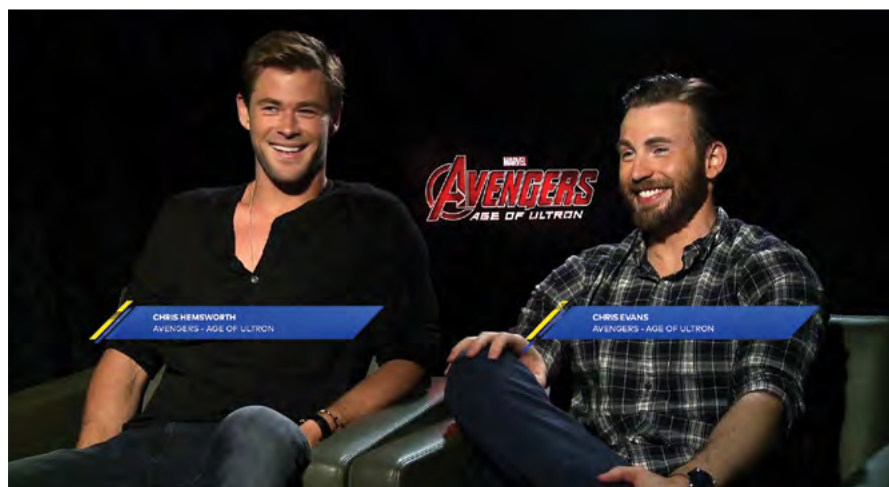
Canadian Cinema Pre-Show Equals Ad Effectiveness

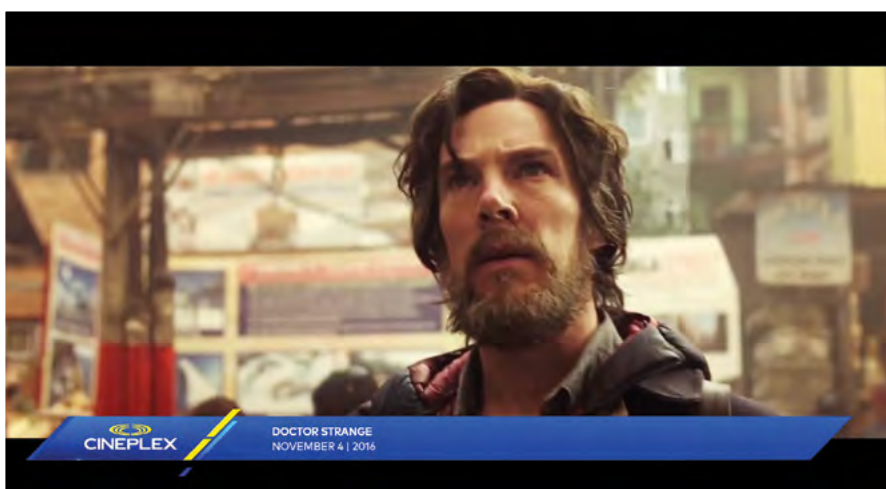
58%
Advertising
Awareness

86%
Correct Brand
Association

39% Ad Entertainment
AD "VERY ENTERTAINING/
ENTERTAINING"

Cinema Advertising Impact Study 2010-2014 +2016 Strategic
Marketing Counsel (SMC)





HD Digital Pre-Show: Advertising 2017 Production Schedule

MONTH	START/END DATE	MATERIAL DUE	CYCLE (WEEKS)
JANUARY	Dec 30 - Feb 2	December 9*	5
FEBRUARY	Feb 3 - Mar 2	January 25	4
MARCH	Mar 3 - Mar 30	February 22	4
APRIL	Mar 31 - Apr 27	March 22	4
MAY	Apr 28 - June 1	April 19	5
JUNE	June 2 - June 29	May 24	4
JULY	June 30 - July 27	June 21	4
AUGUST	July 28 - Aug 31	July 19	5
SEPTEMBER	Sept 1 - Sept 28	August 23	4
OCTOBER	Sept 29 - Oct 26	September 20	4
NOVEMBER	Oct 27 - Nov 30	October 18	5
DECEMBER	Dec 1 - Jan 4	November 22	5
JANUARY 2018	Jan 5 - Feb 1	December 13*	4

*Adjustment Holiday Schedule

HD Digital Pre-Show: Sponsored Content 2017 Production Schedule

MONTH	START/END DATE	MATERIAL DUE	CYCLE (WEEKS)
JANUARY	Dec 30 - Feb 2	December 2	5
FEBRUARY	Feb 3 - Mar 2	January 6	4
MARCH	Mar 3 - Mar 30	February 3	4
APRIL	Mar 31 - Apr 27	March 3	4
MAY	Apr 28 - June 1	March 31	5
JUNE	June 2 - June 29	May 5	4
JULY	June 30 - July 27	June 2	4
AUGUST	July 28 - Aug 31	June 30	5
SEPTEMBER	Sept 1 - Sept 28	August 4	4
OCTOBER	Sept 29 - Oct 26	September 1	4
NOVEMBER	Oct 27 - Nov 30	September 29	5
DECEMBER	Dec 1 - Jan 4	November 3	5
JANUARY 2018	Jan 5 - Feb 1	December 8	4



Target Lovers Of Luxury With VIP

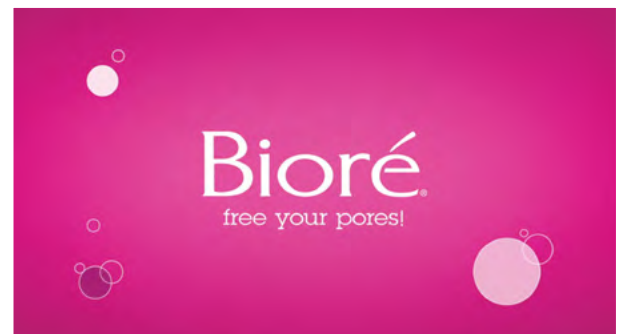
Our Cineplex VIP Cinemas offer guests an intimate and sophisticated night out with luxurious reserved seats, great food and exceptional service.

With only the Pre-Show and limited Show-Time ads available in these exclusive theatres your message truly stands out and reaches a highly targeted, affluent adult audience.

From experiential campaigns like wine tastings and special nights to more traditional advertising, the VIP experience not only caters to our guests, but our valued advertising partners as well.

Create Custom Content

Move beyond a simple ad with custom content! Cineplex Media is happy to work with you to create content that integrates your product into the entertainment experience. Whether it's a specially scripted segment in the Pre-Show, a skinned Cineplex.com microsite, *Cineplex Magazine* advertorial or a trivia quiz in Cineplex TimePlay – all of which can be supported via our social channels – Cineplex's in-house production studio will see your project through from concept to final edit.



CINEPLEX TIMEPLAY

Please Turn On Your Phones

As Cineplex TimePlay grows, new interactive experiences and ways to utilize our guests' smartphones keep the experience fresh and new empowering guests to interact with your brand on screen.

Advertisers' offers are delivered directly to the MyStuff folders on players' phones based on participation and performance – a real-time measurement!

And who doesn't like to do a little bragging? Guests can boast about their results, wins or advertising offers via their social media networks.

We work with clients to adapt existing games or develop new games from scratch that deliver on brand goals. Yes, that's right, we're bragging about the success of Cineplex TimePlay.

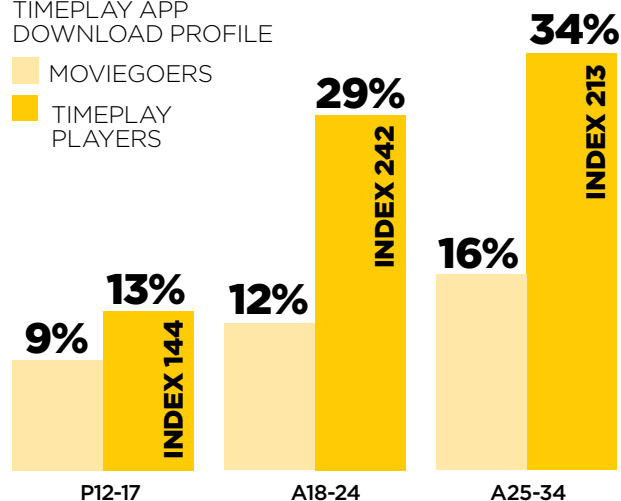


Cineplex TimePlay Player Demographic Profile

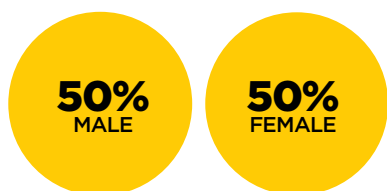
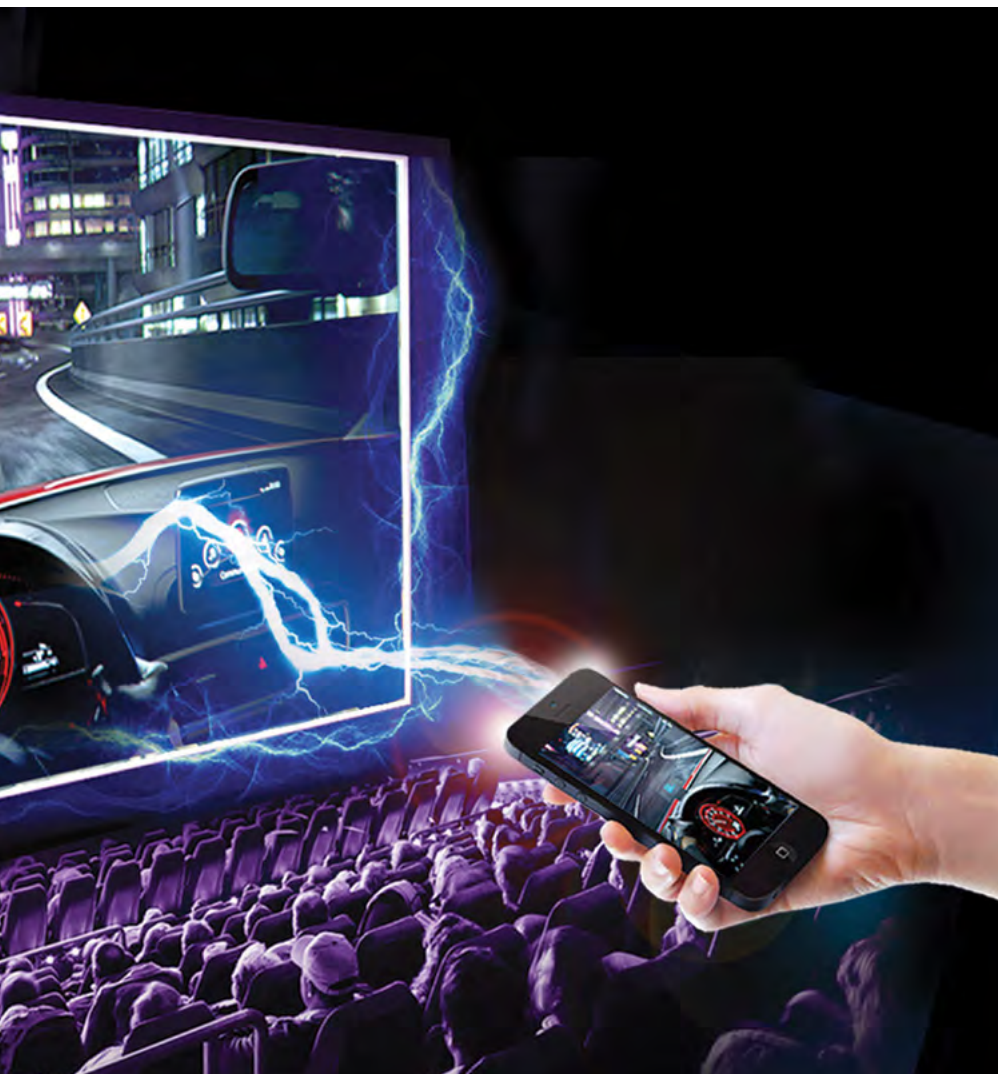
TIMEPLAY APP
DOWNLOAD PROFILE

MOVIEGOERS

TIMEPLAY
PLAYERS



TimePlay App Download Update Stats Aug 2016



TimePlay App Download Update Stats Oct 2016

4 million Downloads

Cineplex TimePlay Delivers

84%
AVERAGE
Correct Brand Association

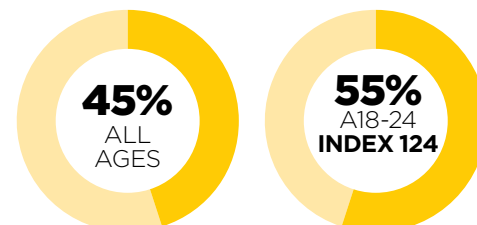
86%
AVERAGE
Advertising Awareness

46%
AVERAGE
Ad Entertainment
AD "VERY ENTERTAINING/
ENTERTAINING"

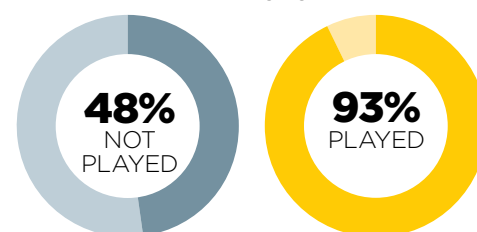
TimePlay Ad Impact Study 2012 & 2014 & 2016, SMC and Online Survey via Vision Critical

Cineplex TimePlay Effectiveness

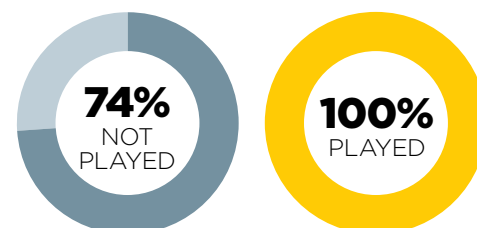
PLAYED THE CLIENT-SPONSORED
TIMEPLAY GAME
Higher play rate among younger audience.



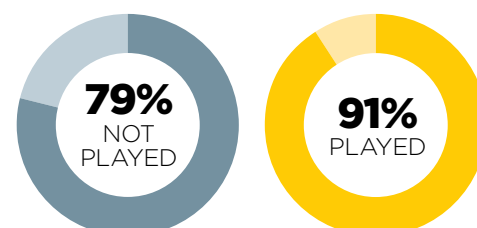
WOULD LIKE TO PLAY
IN THE FUTURE



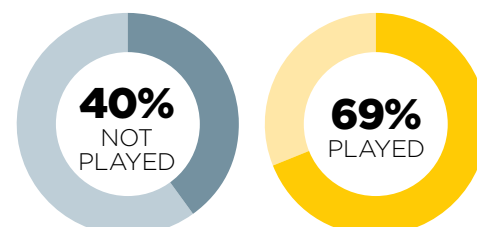
GAME AWARENESS



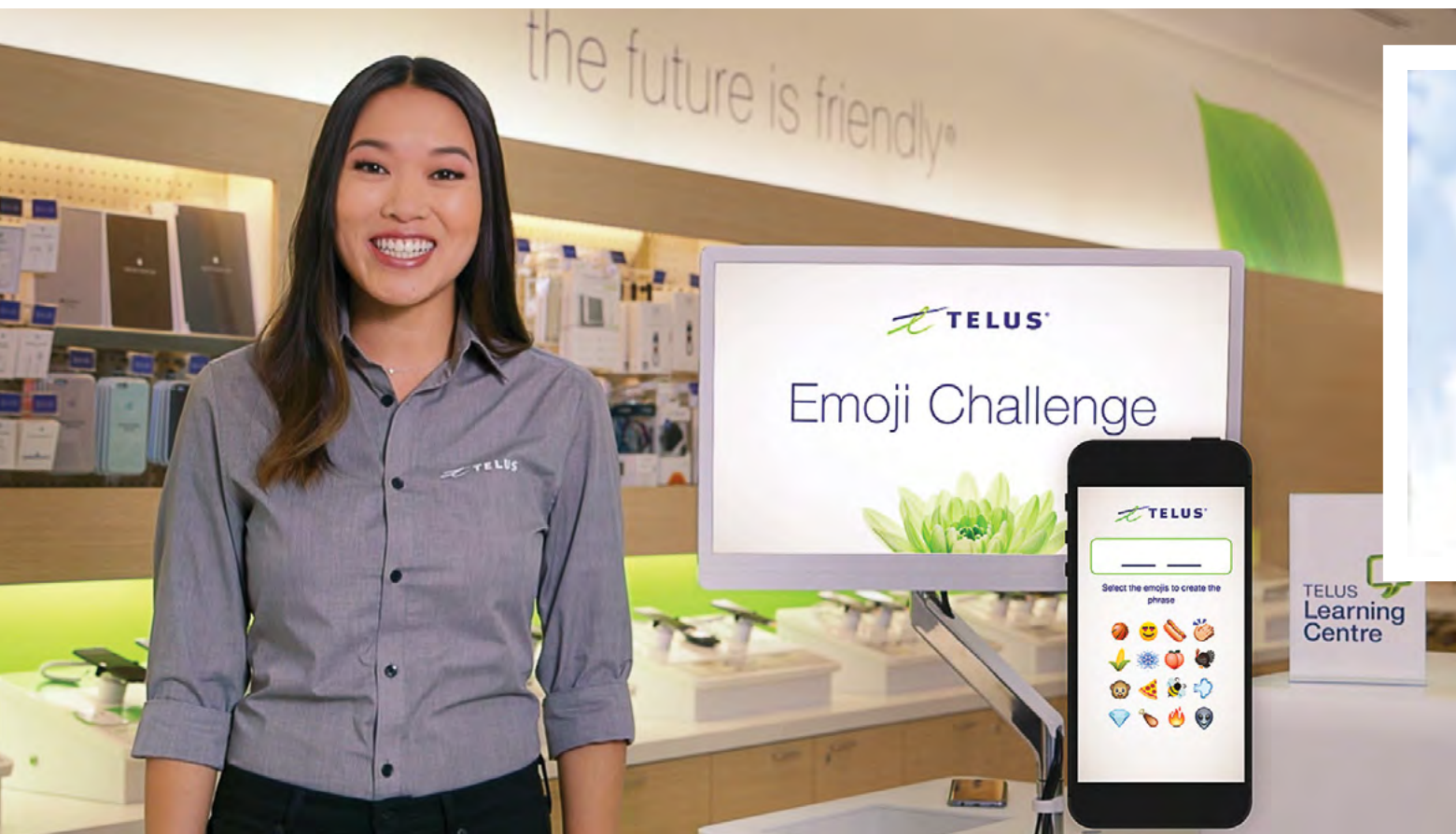
BRAND ASSOCIATION



RECALLED THE OFFER OR REWARD



Ad Impact: Select TimePlay Campaigns
2012-2016, SMC/Vision Critical



Cineplex TimePlay Interactive Options

Exclusive Title Sponsorship - The Whole Segment

3 MINUTES

OR

Title Sponsorship - Unique Game

2 MINUTES

Guests use their devices to interact with and influence outcomes on secondary screens and engage with a brand!

- Custom intro, gameplay, leaderboards, outro, mobile interface
- Includes MyStuff call to action and link to social media
- Activation and redemption reporting
- +8 weeks of production



Customized Experience

1 MINUTE

Create a truly unique and custom brand experience.

- One game with all elements is tailored to meet your brand strategy
- Includes MyStuff call to action and link to social media



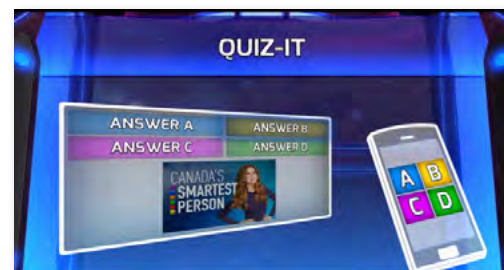
- Activation and redemption reporting
- 6 - 8 weeks of production

Integrated Experience - Sponsored Template

1 MINUTE

Sponsor existing Power Play modules with your brand presence.

- Includes sponsor intro, brand colours throughout and branded outro/call to action



- Includes MyStuff call to action and link to social media
- Activation and redemption reporting
- 4 - 6 weeks of production



Interactive Storytelling

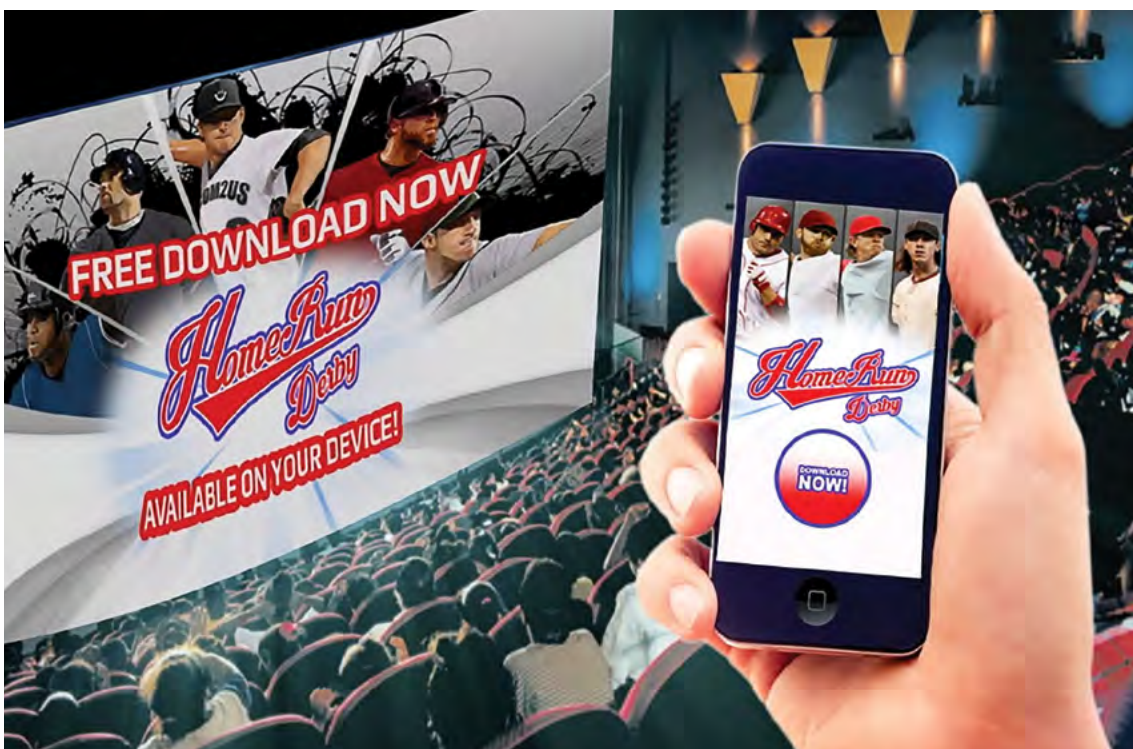
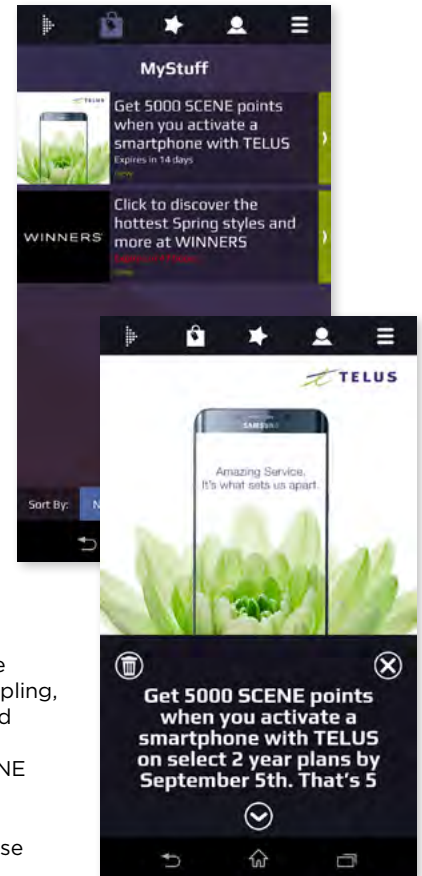
Cineplex TimePlay empowers consumers through two-way communication.

- Interactivity through polling questions or gamification creates a stronger connection that engages guests and invites them to be part of the branded story
- Uses the brand ad as a jumping-off point
- Based on the majority of players' results, the end experience can be a branched video to linear media

MyStuff Offers

MyStuff delivers immediate offers, information and rewards through a one-click action. It provides a unique channel that will increase brand awareness and loyalty beyond the cinema experience.

- New Feature: Cineplex TimePlay will send notifications to players when they receive a MyStuff offer and when the offer is about to expire
- Activation and redemption reporting
- Reward offers can include couponing, contests, sampling, opt-in for additional brand offers, calendar invites, informational offers, SCENE points or concessions
- Two weeks of production
- Drives the path to purchase and ROI



Additional Call to Action

At the height of the experience and engagement, provide a simple on-device mechanism to drive purchase or activation.

Call to action button drives the guest to the App Store or URL. Some examples:

- app or game download
- calendar invite
- brand website
- video



DIGITAL OUT-OF-HOME CINEMA LOBBY

Light Up Our Lobbies!

Larger than life and located in the highest-traffic areas, big, bold digital signage dominates our theatre lobbies. When our screens change colour, the entire lobby changes colour. They're hard to miss!

Guests Love Our Lobbies

On average, moviegoers spend enough time to see two full Lobby Show loops and up to six repetitions of the Digital Backlit loop!

AVERAGE TIME SPENT IN LOBBY
(MINUTES)

14.4 Before Movie

4.2 After Movie

Almost 80% of moviegoers buy concessions and nearly 70% buy or pick up movie tickets in lobby.

ACTIVITIES IN CINEMA LOBBY



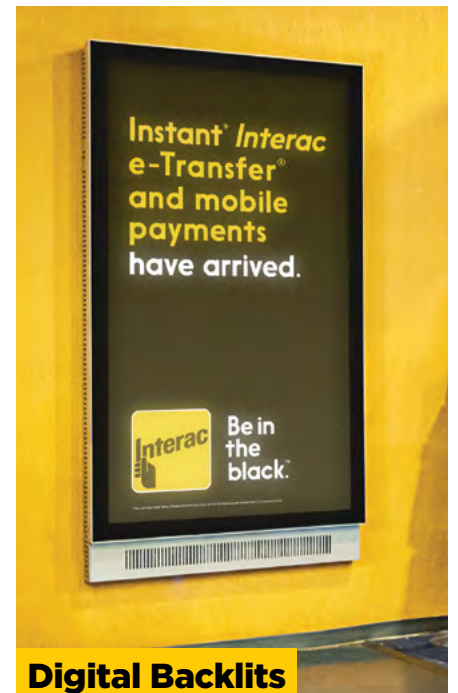
Cinema Ad Impact Study, English Canada, July 2016



Interactive Media Zone



Digital Lobby Show



Digital Backlits

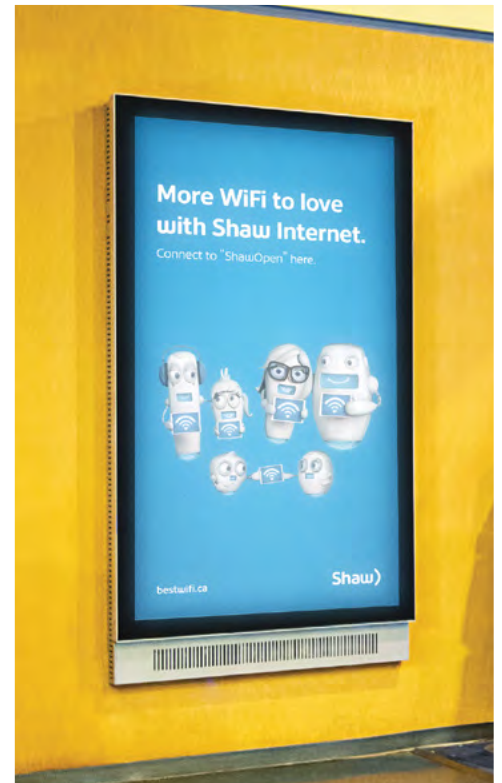


Digital Backlits

Our 84" Digital Backlits are dynamic screens that display full-motion ads in bright, impactful HD quality. The three-minute loop keeps the content fresh and timely, ensuring as many eyes as possible see your ad, whether it runs from coast to coast or in a local execution.

Booked on a daily basis

Creative due date:
7 days prior to
campaign start date





HD Digital Lobby Screens (Aspect ratio: 16 X 9) 2017 Production Schedule

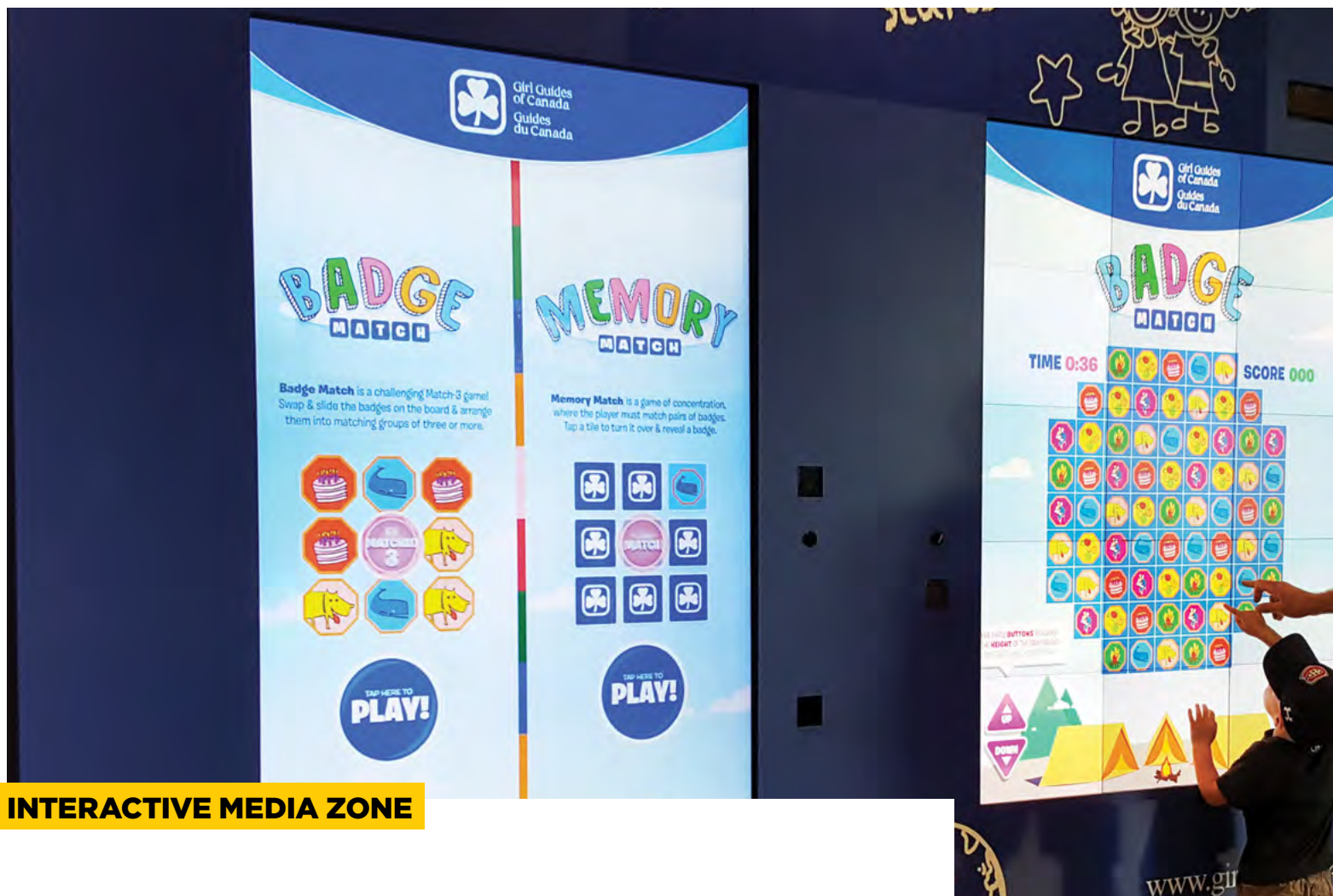
MONTH	START/END DATES	MATERIAL DUE	CYCLE (WEEKS)
JANUARY	December 30 - February 2	December 9*	5
FEBRUARY	February 3 - March 2	January 25	4
MARCH	March 3 - March 30	February 22	4
APRIL	March 31 - April 27	March 22	4
MAY	April 28 - June 1	April 19	5
JUNE	June 2 - June 29	May 24	4
JULY	June 30 - July 27	June 21	4
AUGUST	July 28 - August 31	July 19	5
SEPTEMBER	September 1 - September 28	August 23	4
OCTOBER	September 29 - October 26	September 20	4
NOVEMBER	October 27 - November 30	October 18	5
DECEMBER	December 1 - January 4	November 22	5
JANUARY 2018	January 5 - February 1	December 13*	4

*Adjustment Holiday Schedule (file-in typically 1 business day earlier)

Please note if static (print) backlights are booked, final print material is due 15 business days in advance and is subject to pre-approval. Additional production charges may apply.

Digital Lobby Screens

Our network of in-lobby digital signage surrounds guests with movie content and ads running in a 10-minute loop on screens placed at all angles throughout the lobby to ensure maximum visibility.



INTERACTIVE MEDIA ZONE

Wall-To-Wall Fun

Available in 44 of our theatres from coast to coast, Cineplex's Interactive Media Zone (IMZ) offers a wide range of ways for clients to engage with our guests in theatre lobbies.

Screens utilize touch and motion, full audio play and record, video, and can connect with guests' mobile devices and link to their social networks.

And we capture it all!

Metrics from the IMZ include impressions, awareness, attention time, dwell time, male/female and age demographics, as well as the number of started and completed interactions. We'll work with you to develop a custom reporting structure and timeline.

Choose to run existing creative on the massive 84" side screens or 112" centre screen, provide sponsored games and trivia, or work with us to create a one-of-a-kind experience that invites guests to interact with your brand.





Top Popper Challenge

As kernels of popcorn, along with obstacles like cell phones and 3D glasses, fall from the top of the screen, guests have to tap the popcorn to earn points and become champion!

OVER
30,000

Plays on Launch Weekend

OVER
1.4 MILLION

Plays to Date

12%

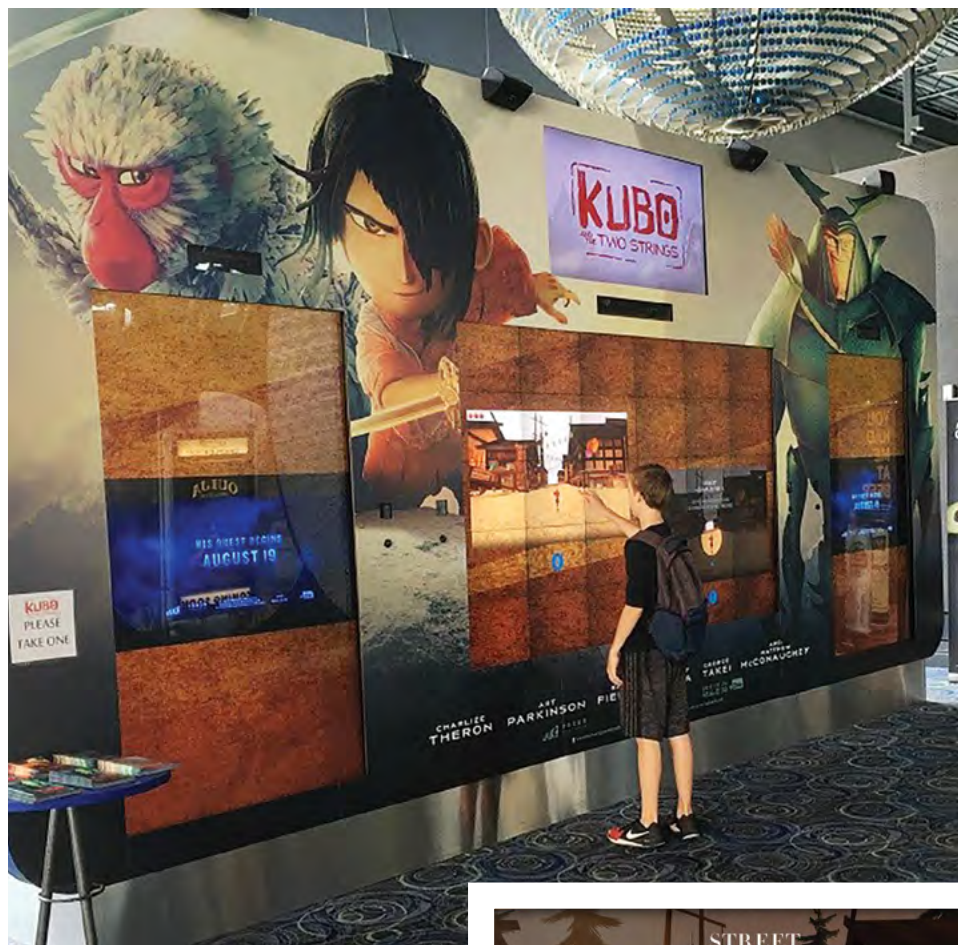
Guest
Conversion Rate

99

SECONDS
of Dwell
Time

48

SECONDS
Average
Attention Time



CASE STUDY

Kubo and the Two Strings Experience

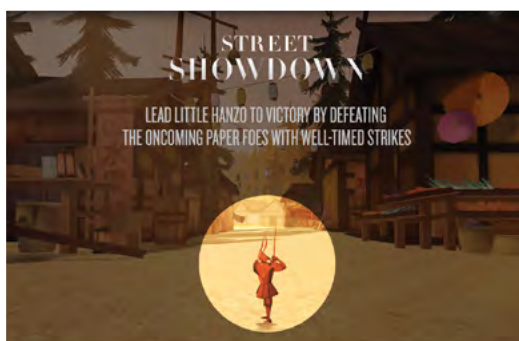
JULY 29 - SEPTEMBER 1, 2016

Summary and Objectives

Cineplex's Interactive Media Zones were used to execute an awareness campaign for eOne's film *Kubo and the Two Strings*. The objective was to get Cineplex guests engaged with the storyline in order to broaden their movie experience and prompt ticket sales.

Execution

An existing web app game called "Street Showdown" was adapted into an interactive touch experience for the IMZ. The main IMZ screen was split in half and featured two individual runs of the game to accommodate multiple players at once and allow for maximum playtime. Guests were prompted to touch the main screen repeatedly, and with well-timed strikes, to



engage Little Hanzo in a street showdown against oncoming paper foes. The 84" portrait screens ran a loop of motion creative and the film's theatrical movie trailer. The 55" header screen featured a static loop that showed *Kubo and the Two Strings* launch timing and key messaging.

In addition, the IMZs were wrapped with the movie's graphics. The stunning imagery of the wall wrap attracted guests to play the game.

Results

The campaign ran on six IMZs across major markets for four weeks delivering the following results:

- 530K Opportunities to See (OTS)
- 32K impressions
- Total watchers were 55% male, 45% female





CASE STUDY

Global Goals Campaign

SEPTEMBER 25 – OCTOBER 29, 2015

Summary and Objectives

The Global Cinema Advertising Association, also known as SAWA, announced its first global cinema initiative to support “Project Everyone,” a campaign to communicate the United Nations’ revised Global Goals, on September 25, 2015.

The objective of the “We Have A Plan” campaign was to build instant awareness of the ambitious Global Goals targets to end extreme poverty and tackle climate change for everyone by 2030.

Cineplex Media participated by not only airing the spot on-screen during our Show-Time segment, but going a step further to create an interactive experience for our IMZ which brought the campaign to life by engaging guests with the Global Goals and providing an opportunity to share their goals of choice on social media.

Execution

The 84” side screens included icons for 17 Global Goals. Guests were invited to touch the goal that meant the most to them to share the goal on social media. They were then asked to pose for a photo in front of one of the cameras. Their photo was included in a frame with the icon of the goal selected.

The guest could forward the photo to a device via sms or email. The link they received included their name and a statement regarding their chosen goal, thanked them for contributing, and included a link to visit globalgoals.org. Facebook, Instagram, Twitter, text or email links on the photo enabled guests to immediately share their Global Goal via social media or with their direct contacts.

When shared, the post included the

message #GlobalGoals #WeHaveAPlan #TellEveryone. The guest’s image along with their goal was also placed on the IMZ’s main screen in a collage, which showed all the goals and images of people who stepped up to voice their support.

Results

The campaign ran on 27 IMZs for 5 weeks delivering the following results:

- 2.5 million Opportunities to See (OTS), 1.5 x total attendance of 1.9 million
- 191K watchers spent an average 1.4 minutes in front of the Global Goals execution, 196K interactions
- 49% male, 51% female
- 7.4K Global Goals sent to guests for sharing
- The Global Goal “Life Below Water” was most shared followed by “No Poverty”

IMZ Awareness

Cineplex Media also conducted an online research study during the campaign period to measure additional attitudes and awareness of the Global Goals IMZ execution:

- 31% of respondents who spent time in the cinema lobby were aware of the IMZ Global Goals campaign
- Of those respondents, 19% claimed to have interacted with the execution and an additional 15% watched others play with the wall

CINEPLEX MAGAZINE

Everybody's Reading It

Cineplex Magazine is, by far, the most popular entertainment magazine in Canada, and the second most popular magazine in Canada overall. With 3.8 million readers per issue, it's also Canada's #1 magazine with readers age 12 to 54!

Why the big numbers?

Cineplex Magazine features exclusive interviews with Hollywood's biggest stars, beautiful photos, behind-the-scenes movie scoops and movie release schedules. Readers can pick it up in theatre lobbies or get it in their *Globe and Mail* newspaper.



The **most-read magazine in Canada** for readers under 55!

#1

Entertainment
Magazine
in Canada

Vividata Q1 2016, Total Canada

750,000 | 5.0

Print Circulation

Readers per
Print Copy

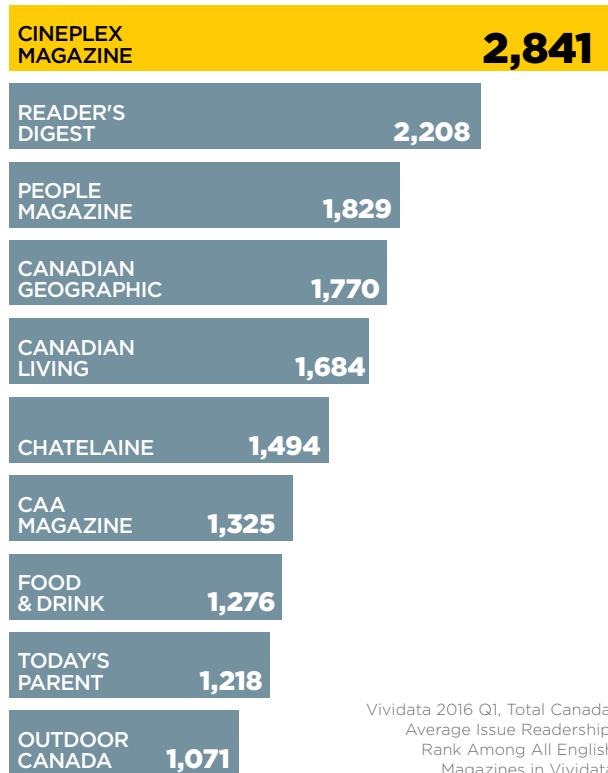
3.8 million

Average Issue Readership

Cineplex Magazine Ranks #1 for P12-54

No other Canadian magazine reaches more readers across all key sales demos.

TOP-10 MAGAZINES FOR P12-54 - PRINT
AVERAGE ISSUE READERSHIP (000)



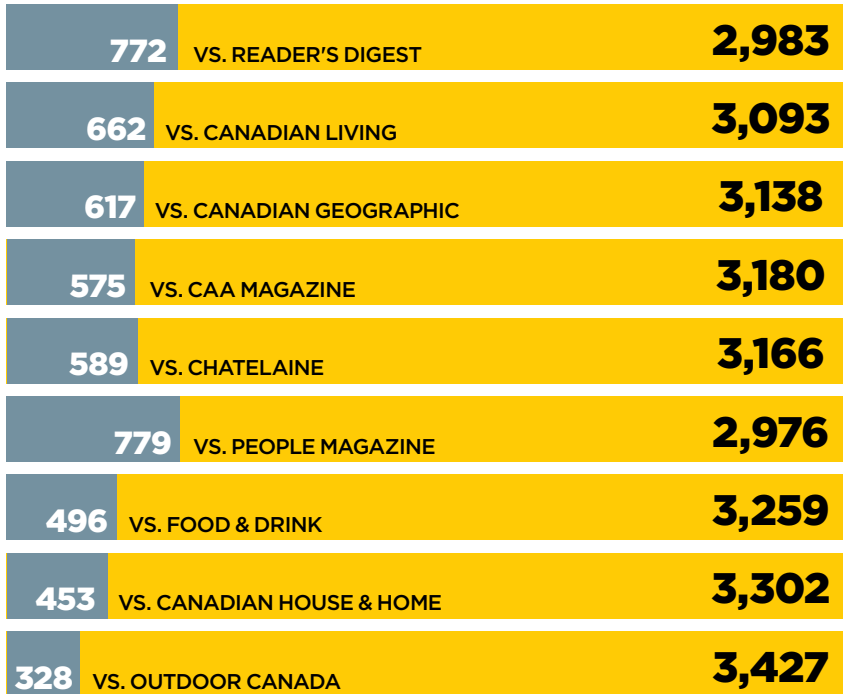
Vividata 2016 Q1, Total Canada,
Average Issue Readership,
Rank Among All English
Magazines in Vividata

Exclusive Reach

80% of our readers are also Cineplex exclusive and not duplicated vs. other top magazines in Canada.

CINEPLEX MAGAZINE DUPLICATED AND EXCLUSIVE READERS AVERAGE ISSUE READERSHIP (000)

■ DUPLICATED ■ CINEPLEX EXCLUSIVE



Vividata 2016 Q1, Total Canada, Print - Average Issue Readership,
Rank Among All Magazines in Vividata



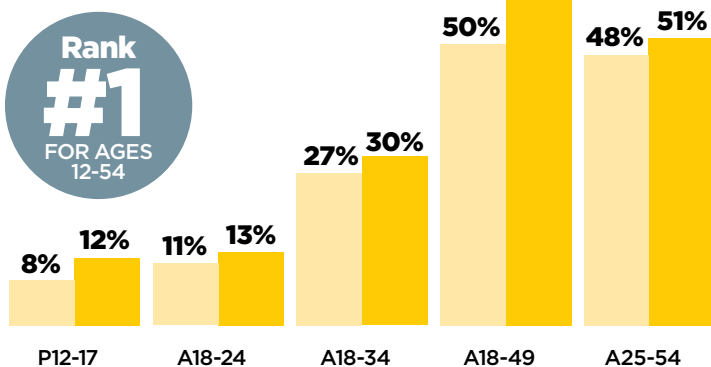
Cineplex Magazine Reader Profile

Cineplex Magazine delivers the most sought-after age groups and demographics, including parents, educated, affluent and well-employed adults, with a balanced male/female split.

POPULATION AND CINEPLEX MAGAZINE
AVERAGE PRINT ISSUE READERSHIP COMPOSITION (%)

■ POPULATION

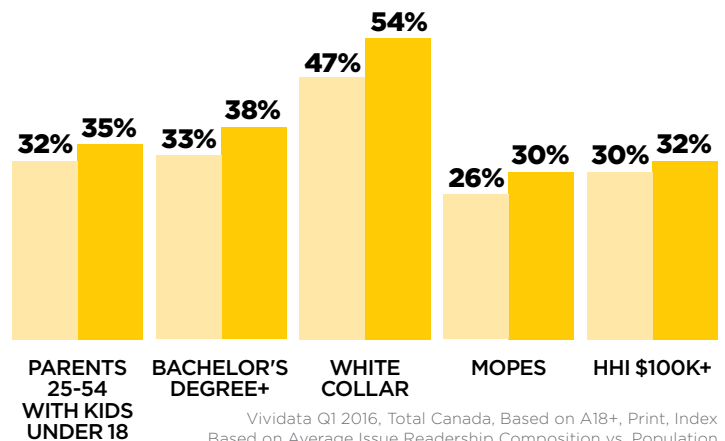
■ CINEPLEX MAGAZINE



Vividata Q1 2016, Total Canada, Print, Index Based on Average Issue Readership
Composition vs. Population, Rank Among All Magazines in Vividata

48%
Male

52%
Female



Vividata Q1 2016, Total Canada, Based on A18+, Print, Index
Based on Average Issue Readership Composition vs. Population

Editorial Calendar

Several times each year, a portion of *Cineplex Magazine* is given over to a special, timely section. Designed to pique consumer interest and help our advertisers reach their consumers in relevant and engaging ways, these editorial sections deliver the goods.

FEBRUARY: Academy Awards

MARCH/APRIL:
Summer Movie Preview
& Spring Fashions

AUGUST:
Back to School

SEPTEMBER: Toronto International
Film Festival Guide

OCTOBER: Fall Fashions
& Holiday Movie Preview

NOVEMBER & DECEMBER:
Holiday Gift Guides



In Every Issue

Our regular sections are the backbone of each issue of *Cineplex Magazine*. Readers look forward to opening a new copy and finding their favourites.

SPOTLIGHT CANADA:
Monthly interview with a
Canadian actor or director

SNAPS: Candid celebrity
shots from around the globe

IN BRIEF: Short movie-world
updates and entertainment news

IN THEATRES: The month's
full slate of new releases, with
detailed synopses

CASTING CALL: Our insider's
look at the stars' upcoming roles

ALL DRESSED UP:
Celebrities show off their
red-carpet looks

INTERVIEWS & FEATURES:
Up close and personal with
the world's biggest stars

CINEPLEX STORE: The month's
best new movies to download
at home

National Circulation

TOTAL	750,258
NEWFOUNDLAND & LABRADOR	2,520
PRINCE EDWARD ISLAND	3,195
NOVA SCOTIA	18,200
NEW BRUNSWICK	9,820
QUEBEC	38,485
ONTARIO	455,908
MANITOBA	24,530
SASKATCHEWAN	15,080
ALBERTA & NWT	79,025
BRITISH COLUMBIA & YUKON	103,495

CCAB Report March 2016

Cineplex Magazine 2017 Production Schedule

MONTH	IN THEATRES	SPACE DEADLINE	MATERIAL DUE
JANUARY	December 29	November 29	December 1
FEBRUARY	February 6	January 10	January 12
MARCH/APRIL	March 9	February 13	February 15
MAY	April 21	March 28	March 30
JUNE	May 23	April 28	May 2
JULY	June 22	May 29	May 31
AUGUST	July 19	June 26	June 28
SEPTEMBER	August 21	July 25	July 27
OCTOBER	September 18	August 23	August 25
NOVEMBER	October 23	September 27	September 29
DECEMBER	November 22	October 27	October 31
JANUARY 2018	December 29	November 29	December 1

LE MAGAZINE CINEPLEX

Quebec's Movie Magazine

Le magazine Cineplex takes the best of *Cineplex Magazine's* content and combines it with in-depth coverage of Quebec's vibrant film industry, creating a magazine just for our country's francophone movie lovers.

Readers can pick it up in theatre lobbies across Quebec, or find their copy in *Le Journal de Montréal*.



Le magazine Cineplex ranks in the **Top-3 magazines** in Quebec for readers under 55!

200,000

Print Circulation

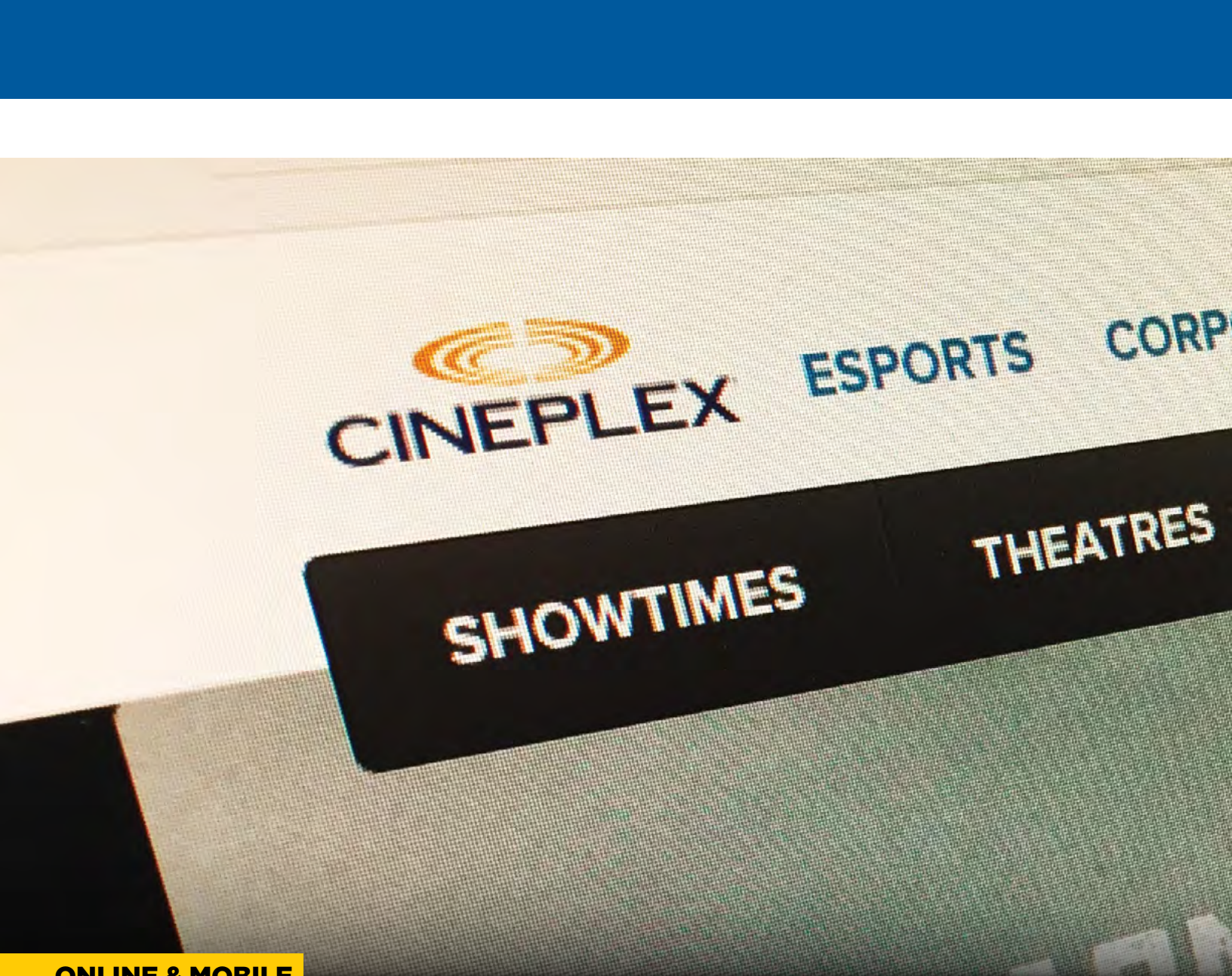
573,000

Average Issue Readership

Vividata Q1 2016, Total Canada

Le Magazine Cineplex 2017 Production Schedule

MONTH	IN THEATRES	SPACE DEADLINE	MATERIAL DUE
FEBRUARY	January 27	January 6	January 10
MARCH/APRIL	March 10	February 15	February 17
MAY	April 24	April 4	April 6
JUNE	May 23	May 2	May 4
JULY	June 20	May 31	June 2
AUGUST	July 18	June 27	June 29
SEPTEMBER	August 22	August 1	August 3
OCTOBER	September 19	August 29	August 31
NOVEMBER	October 27	October 4	October 6
DECEMBER/ JANUARY 2018	November 21	November 1	November 3



CINEPLEX ESports CORP

SHOWTIMES THEATRES

ONLINE & MOBILE

Maximize Your Reach With

Cineplex Online and Mobile deliver an average of 5 million unique unduplicated visitors per month, which ranks in the Top-15 entertainment properties in Canada!

A Top-15 Entertainment Digital Property In Canada

5.1
MILLION

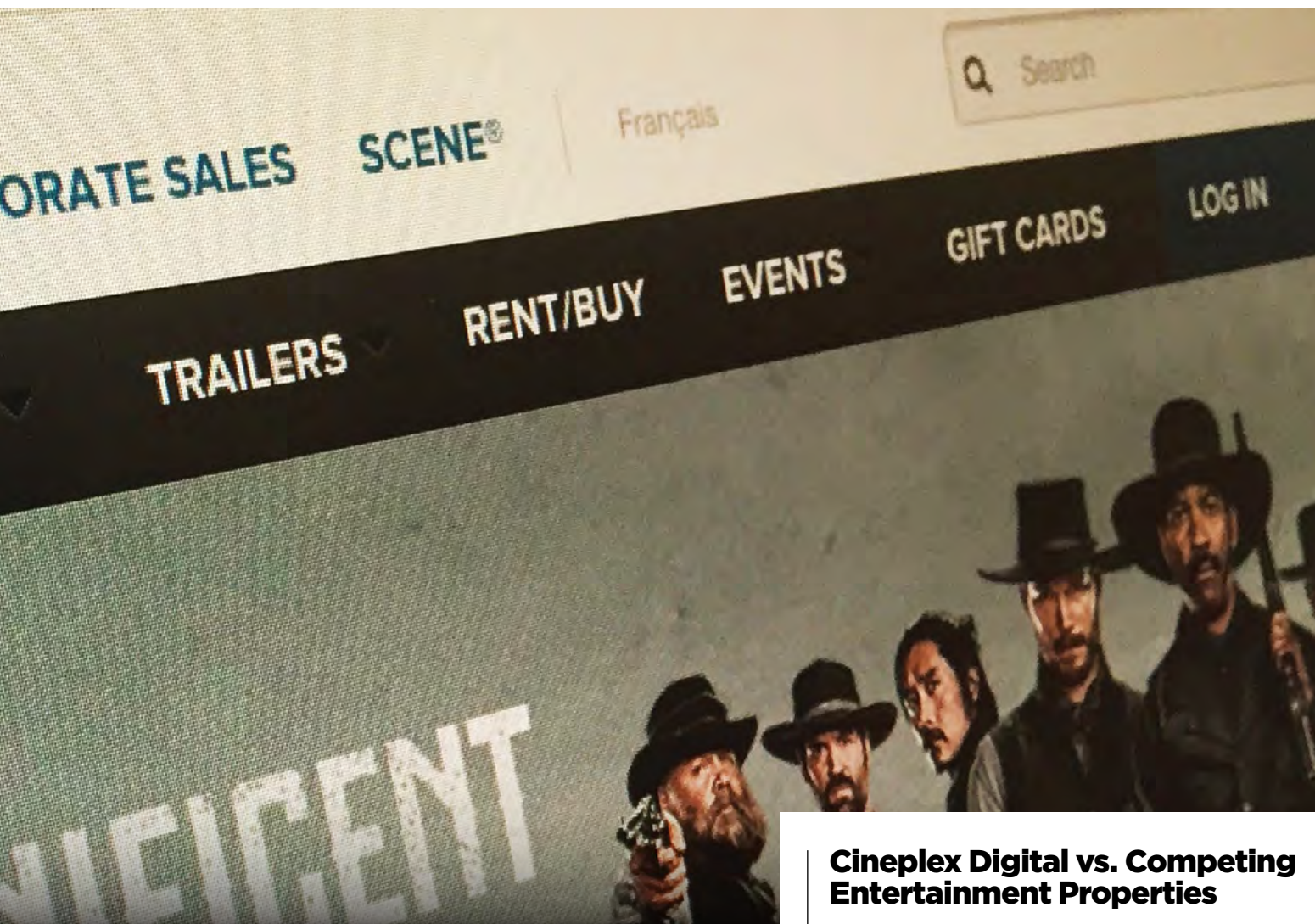
Average Monthly
Digital (Online
And Mobile)
Unique Visitors

17%
Average
Monthly Reach

41
MILLION
Average
Monthly Views

8.5
MILLION
Average
Monthly Visits

62
MILLION
Average Monthly
Time Spent
(In Minutes)



Cineplex Digital

Only 7% duplicated visitors between the online and mobile platforms, much lower compared to other top entertainment sites

1.9
MILLION
Average Monthly
Online Unique
Visitors

3.6
MILLION
Average Monthly
Mobile Unique
Visitors

comScore Media Metrix, Multi-Platform, January–December 2015

Cineplex Digital vs. Competing Entertainment Properties

Cineplex Digital (single brand) reaches more unique visitors than leading entertainment properties, which may contain more than one entertainment brand

AVERAGE MONTHLY UNIQUE VISITORS (000)

CINEPLEX DIGITAL	5,097
TMZ	4,416
MSN ENTERTAINMENT	4,274
ROGERS DIGITAL MEDIA TELEVISION	4,127
VIACOM DIGITAL	4,104
CORUS INTERACTIVE	2,521
SPOTIFY	2,404
DISCOVERY DIGITAL	2,274

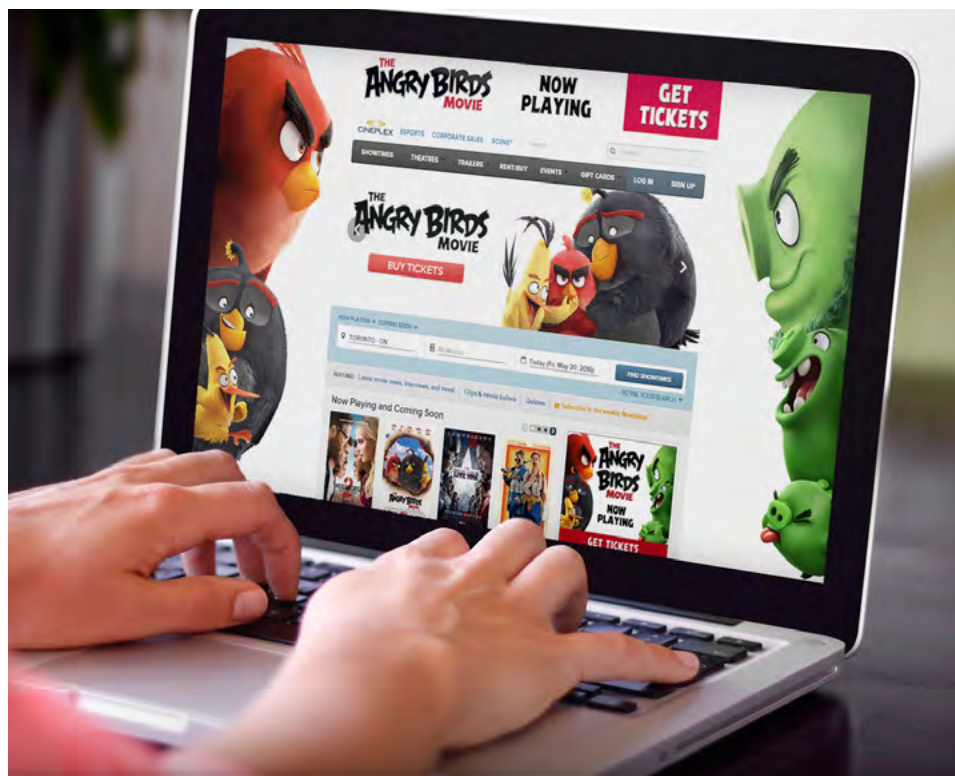
comScore Media Metrix,
Multi-Platform,
January–December 2015

Cineplex.com: The First Stop For Moviegoers

Often the first step in our guests' movie-going experiences, Cineplex.com can also be the first opportunity for you to interact with them.

Cineplex.com has up-to-date times and dates for screenings across the country, movie trailers, custom content and, more often than not, a great contest or two! Given the movie industry's weekly rotation, our guests come back time and time again to research a big night out. Why don't you join them?

We offer page dominations, skins, pre- and post-roll and targeting capabilities that allow you to reach exactly who you want.



Cineplex Online Is The Top Canadian Movie Website!

1.9 MILLION
Average Monthly Unique Visitors

7%
Average Monthly Reach

3.5 MILLION
Average Monthly Visits

24 MILLION
Average Page Views Monthly

15 MILLION
Average Monthly Time Spent Online (In Minutes)

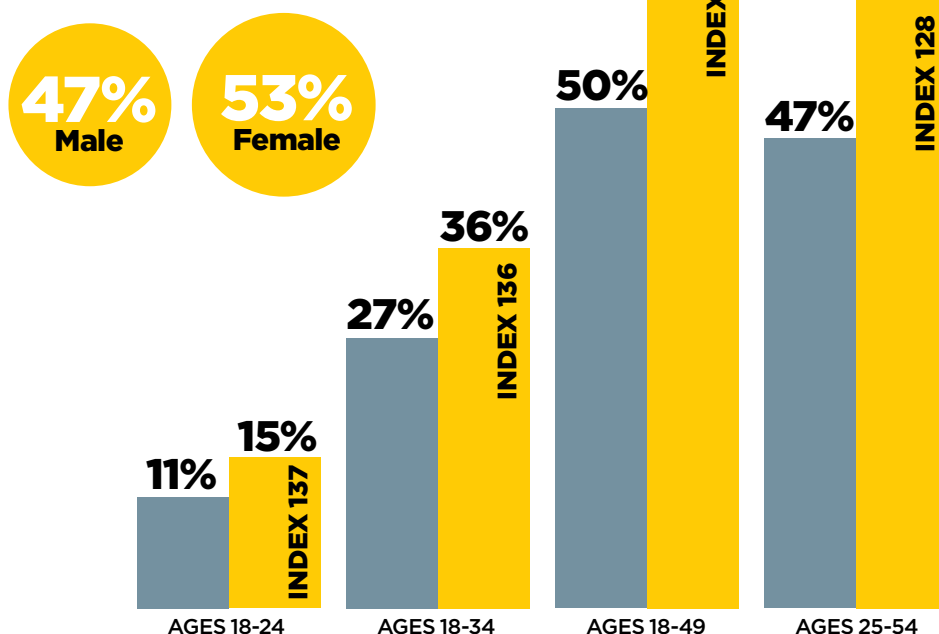
comScore Media Metrix January 2015 - December 2015

Cineplex.com Demographic Profile

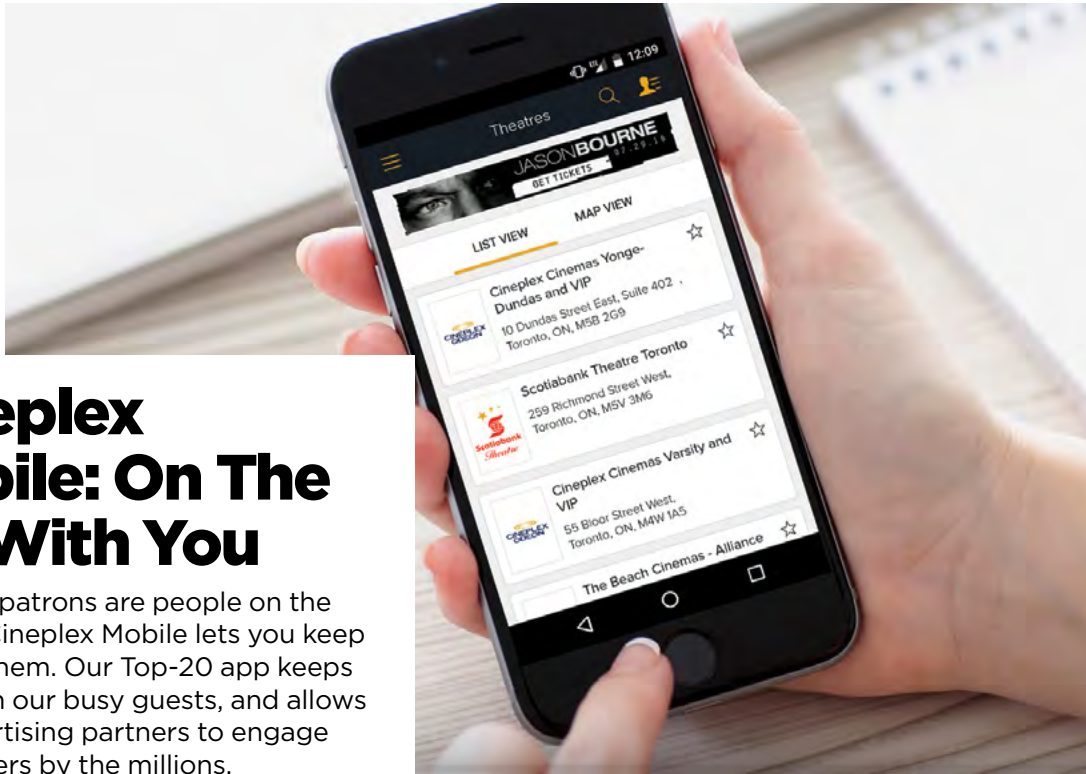
Cineplex.com delivers the most sought-after demographics efficiently, with a balanced male/female split

CINEPLEX.COM UNIQUE VISITOR COMPOSITION OF POPULATION (INDEXED TO POPULATION)

■ POPULATION ■ CINEPLEX.COM



comScore Media Metrix, January - December 2015, Index Based on Cineplex.com UVs Composition vs. Population



Cineplex Mobile: On The Go With You

Cineplex patrons are people on the go, and Cineplex Mobile lets you keep up with them. Our Top-20 app keeps pace with our busy guests, and allows our advertising partners to engage our moviegoers by the millions.

Cineplex Mobile Is A Top Mobile App In Canada!

3.6 MILLION
Average Monthly Unique Visitors

20% Average Monthly Reach

TOP-10 Among Top-100 "Most-Mobile" Properties

TOP-20 Among Most Popular Mobile Apps in Canada

46 MILLION
Average Monthly Time Spent On Mobile (In Minutes)

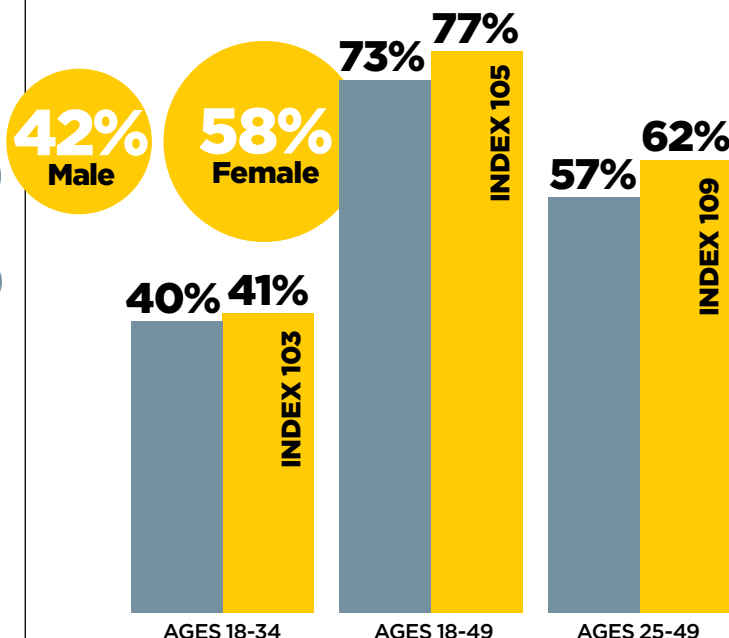
comScore Media Metrix Multi-Platform, Mobile Metrix January - December 2015, Based on Top-100 properties; "Most-Mobile" Based on % of Total Digital Visiting via Mobile, December 2015

Cineplex Mobile Demographic Profile

Cineplex Mobile delivers the most sought-after demographics efficiently and effectively.

CINEPLEX MOBILE UNIQUE VISITOR COMPOSITION (VS. POPULATION)

■ POPULATION ■ CINEPLEX MOBILE



comScore Media Metrix, January-December 2015, Index Based on: People Who Visited Cineplex Mobile Phone or Tablet vs. Total Mobile Population

CINEPLEX MOBILE VISITORS ARE YOUR TARGETS

73%
Use Social Networks
INDEX 138

56%
Experienced Display Ads On Their Mobile Device
INDEX 136

40%
Experienced Video Ads On Their Mobile Device
INDEX 139

28%
More Likely To Find Apps Via Ads On Device Browser/App
INDEX 128

42%
Prefer Display Ads
INDEX 112

13%
More Likely To Scan A QR/Bar Code At Least Once A Month
INDEX 113

comScore Moblens Plus June 2016, Total Canada, Index Based On People Who Visited Cineplex Mobile Via Mobile Phone Or Tablet Vs. Total Mobile Population

Winning Ads

The big game in town is eSports, and Cineplex is its new home in Canada thanks to Cineplex WorldGaming!

From epic, 10- to 13-week national tournaments that culminate in the crowning of the next Cineplex WorldGaming National Champion, to one-night-only events, leagues and even collegiate tournaments, Cineplex WorldGaming brings the best of the eSports world to Canada.

The events are strongly promoted across all of our platforms. Plus, all partnership packages include brand ads to ensure your campaigns are associated with every aspect of the biggest Canadian gaming events from the beginning until the champion's announced.

Cineplex is not only the home of great movies, now it's also the home of eSports in Canada!



SPECIAL EVENTS

The Met Opera

Since its launch in 2006, Cineplex's annual Metropolitan Opera *LIVE in HD* series has been a grand success. The program is beloved by opera fans across Canada who are given access to groundbreaking productions direct from the MET stage at New York's Lincoln Center to our theatre screens live in HD.

Clients have the opportunity to become a part of the experience both on-screen and as part of *Cineplex Magazine's* coverage of the MET's long and lavish season.

Cinema Events

- Bolshoi Ballet in Cinema
- Stars and Strollers
- Flashback Film Festival
- Family Favourites
- Classic Films
- Sensory Friendly Screenings
- National Theatre Live



Cinema Theatre Listings

ID#	LOCATION NAME	MARKET	SHOW-TIME DIGITAL	VIP SCREENS	PRE-SHOW SCREENS	TIMEPLAY SCREENS	INTERACTIVE MEDIA ZONE	DIGITAL SIGNAGE CINEMA LOBBY	DIGITAL BACKLITS	STATIC BACKLITS
NEWFOUNDLAND										
8124	Cineplex Cinemas Millbrook	Cornerbrook	2		2					1
8122	Cineplex Cinemas Mount Pearl	St. John's	6		6					1
8126	Cineplex Scotiabank Theatre St. John's	St. John's	12		12	12	1	1	3	
TOTAL NEWFOUNDLAND			20		20	12	1	1	3	2

NOVA SCOTIA										
Halifax										
5145	Cineplex Cinemas Dartmouth Crossing ●	Dartmouth	12		12		1	1	2	
5118	Cineplex Cinemas Oxford	Halifax	1		1					
5130	Cineplex Scotiabank Theatre Halifax & IMAX	Halifax	17		17	17	1	1	5	
5143	Cineplex Cinemas Parklane	Halifax	7		8			1	2	
5119	Cineplex Cinemas Lower Sackville	Lower Sackville	7		7			1	1	
Total Halifax			44		45	17	2	4	10	

Balance of Nova Scotia										
5141	Cineplex Cinemas Amherst	Amherst	3		3					
5133	Cineplex Cinemas Antigonish	Antigonish	1		1					1
5104	Cineplex Cinemas Bridgewater	Bridgewater	7		7			1	1	
5114	Cineplex Cinemas New Glasgow	New Glasgow	7		7			1	2	
5132	Cineplex Cinemas New Minas	New Minas	7		7			1	1	
5103	Cineplex Cinemas Sydney	Sydney	10		10			1	2	
5140	Cineplex Cinemas Truro	Truro	7		7			1	1	
5134	Cineplex Cinemas Yarmouth	Yarmouth	5		5			1	1	
Total Balance of Nova Scotia			47		47			6	8	1
TOTAL NOVA SCOTIA			91		92	17	2	10	18	1

PRINCE EDWARD ISLAND										
6160	Cineplex Cinemas Summerside	Summerside	5		5			1	1	
6161	Cineplex Cinemas Charlottetown	West Royalty	8		8	8		1	2	
TOTAL PRINCE EDWARD ISLAND			13		13	8		2	3	

NEW BRUNSWICK										
Saint John/Moncton										
6110	Cineplex Cinemas Dieppe	Dieppe	8		8	8	1	1	2	
6109	Cineplex Cinemas Trinity Drive	Moncton	8		8			1	2	
601	Vogue	Sackville (Moncton)	1							
6107	Cineplex Cinemas Saint John	Saint John	10		10	10	1	1	2	
Total Saint John/Moncton			27		26	18	2	3	6	

Drive-In locations not included – open seasonally from approximately May to October. Contact your account manager for more information.

ID#	LOCATION NAME	MARKET	SHOW-TIME DIGITAL	VIP SCREENS	PRE-SHOW SCREENS	TIMEPLAY SCREENS	INTERACTIVE MEDIA ZONE	DIGITAL SIGNAGE CINEMA LOBBY	DIGITAL BACKLITS	STATIC BACKLITS
Balance of New Brunswick										
600	Apollo	Bathurst	5							
611	Cineplex Cinemas Fredericton	Fredericton	10		10			1	1	
612	Cineplex Cinemas Miramichi	Miramichi	5		5			1	1	
602	Atlantic	Woodstock	3							
Total Balance of New Brunswick			23		15			2	2	
TOTAL NEW BRUNSWICK			50		41	18	2	5	8	

QUEBEC										
Montreal EMA										
Q5	Cinema Beloeil	Beloeil	10							
104	Carnaval	Chateauguay	6							
9153	Cinéma Cineplex Odeon Carrefour Dorion	Dorion	8		8			1		
CE03	Elysee	Granby	8							
Q8	Cinema Pine	Sainte-Adèle	8							
9190	Cinéma Capitol St-Jean	St-Jean	6		6					
Q1	St-Eustache	St-Eustache	11		11					
Q2	Galeries St-Hyacinthe	St-Hyacinthe	8							
Q3	Carrefour du Nord	Saint-Jérôme	9		9					
Total Montreal EMA			74		34			1		

Montreal GMA										
9203	Cineplex Boucherville	Boucherville	10		10			1		2
9185	Cineplex Brossard & VIP ●	Brossard	16	4	20	16	1	1	5	
9267	Cineplex Cavendish Mall	Côte Saint-Luc	8		8			1	2	
9407	Cineplex Cinemas Kirkland ●	Kirkland	12		12	12	1	1	4	
9145	Cineplex Place LaSalle	LaSalle	12		12			1	2	
9195	Famous Players Carrefour Angrignon	LaSalle	10		10				2	
9408	Cineplex Cinema Laval ●	Laval	18		18	18	1	1	6	
9109	Cineplex Cinemas Forum & IMAX ●	Montreal	22		22	22	1			
9172	Cineplex Cinemas Quartier Latin	Montreal	17		17	17		1	4	
9401	StarCité Montreal ●	Montreal	17		17	17	1	1	5	
9406	Cinéma Banque Scotia Montreal & IMAX ●	Montreal	13		13	13	1	1	8	
9143	Cineplex Saint-Bruno	Saint-Bruno	11		11			1	2	
CE06	Triomphe	Terrebonne	10							
Total Montreal GMA			176	4	170	115	6	10	40	2

Quebec City										
9181	Cineplex Beauport ●	Beauport	16		16		1	1	4	
9196	Cineplex Cinemas IMAX Theatre aux Galeries de la Capitale	Quebec City	1		1			1		
9177	Cineplex Ste-Foy ●	Sainte-Foy	14		14		1	1	4	
Total Quebec City			31		31		2	3	8	

THEATRE LISTINGS

ID#	LOCATION NAME	MARKET	SHOW-TIME DIGITAL	VIP SCREENS	PRE-SHOW SCREENS	TIMEPLAY SCREENS	INTERACTIVE MEDIA ZONE	DIGITAL SIGNAGE CINEMA LOBBY	DIGITAL BACKLITS	STATIC BACKLITS
Balance of Quebec										
154	Complex J Gagnon	Alma	6							
150	Ciné-Centre	Baie-Comeau	4							
CE04	Odyssée	Chicoutimi	8							
Q7	Cinema Gatineau 9	Gatineau	9							
9268	StarCité Gatineau ●	Hull	16		16			1	4	
CE05	Jonquière (18+ only)	Jonquière	2							
156	Cinema Magog	Magog	3							
152	Princesse	Rivière-du-Loup	4							
9188	Galaxy Sherbrooke	Rock Forest	12		12			1	2	
153	Paramount	Rouyn-Noranda	5							
151	Cine-Centre	Sept-Îles	3							
Q4	Place Biermans	Shawinigan	8							
CE01	Fleur de Lys	Trois Rivières	9					1		
CE02	Cinéma au Cap	Trois-Rivières	7							
155	Capitol Val-d'Or	Val-d'Or	5							
9186	Galaxy Victoriaville	Victoriaville	7		7			1	3	
Total Balance of Quebec			108		35			4	9	
TOTAL QUEBEC			389	4	270	115	8	18	57	2

ONTARIO

Ottawa

7286	Cineplex Barrhaven	Barrhaven	7		7	7		1	2	
7428	Cineplex Scotiabank Theatre Ottawa	Gloucester	16		16	16	1	1	6	
L509	Landmark Cinemas 24 & IMAX	Kanata	24		24					6
L502	Landmark Cinemas 10	Orleans	10		10			1		4
7247	Cineplex South Keys	Ottawa	11		11	11		1	3	
7311	Cineplex Cinemas Lansdowne & VIP ●	Ottawa	6	4	6		1	1	6	
7424	Cineplex Cinemas Ottawa ●	Ottawa	12		12	12	1	1	4	
IC06	Imagine Cinemas Ottawa	Ottawa	5							
O12	Algonquin Cinemas	Pembroke	4		2					
Total Ottawa			95	4	88	46	3	6	21	10

Toronto EMA

7248	Cineplex Ajax	Ajax	10		10			1	2	
7415	Cineplex Cinemas Ancaster (formerly SilverCity Ancaster)	Ancaster	10		10	10		1	4	
7135	Cineplex Cinemas North Barrie ●	Barrie	8		8			1	2	
7249	Galaxy Barrie	Barrie	12		12			1	2	
7304	Cineplex Bayfield	Barrie	6		7					
7409	Galaxy Cinemas Belleville	Belleville	8		8			1	2	
7250	Cineplex Orion Gate Brampton	Brampton	10		10			1	2	
7411	SilverCity Brampton ●	Brampton	16		16		1	1	5	
7413	SilverCity Burlington	Burlington	12		12			1	4	

Drive-In locations not included – open seasonally from approximately May to October. Contact your account manager for more information.

ID#	LOCATION NAME	MARKET	SHOW-TIME DIGITAL	VIP SCREENS	PRE-SHOW SCREENS	TIMEPLAY SCREENS	INTERACTIVE MEDIA ZONE	DIGITAL SIGNAGE CINEMA LOBBY	DIGITAL BACKLITS	STATIC BACKLITS
L506	Landmark Cinemas 7, Bolton	Caledon	7		7			1		2
7269	Galaxy Cambridge	Cambridge	9		9			1	2	
7241	Cineplex Clarington Place	Clarington	11		11			1		
ML18	Rainbow Cinemas Cobourg	Cobourg	3							
7272	Galaxy Guelph ●	Guelph	10		10			1	3	
L507	Landmark Cinemas 6, Jackson Square	Hamilton	6		6					5
7296	Cineplex Cinemas Kitchener & VIP ●	Kitchener	7	4	11			1	2	
IC1	Imagine Cinemas Frederick	Kitchener	2							
L501	Landmark Cinemas 12 & IMAX	Kitchener	12		12			1		8
258	Century	Lindsay	3							
7285	Cineplex Cinemas Milton ●	Milton	8		8			1	2	
7256	Cineplex Niagara Square ●	Niagara Falls	10		10			1	3	
209	Encore Oakville Mews	Oakville	5							
7123	Cineplex Cinemas Winston Churchill & IMAX ●	Oakville	24		24	24		1	4	
7273	Cineplex Cinemas Oakville & VIP	Oakville	9	3	12			1	3	
7270	Galaxy Orangeville	Orangeville	7		7			1	2	
7274	Galaxy Orillia	Orillia	6		6			1	2	
7289	Cineplex Oshawa ●	Oshawa	10		10			1	4	
7263	Galaxy Peterborough ●	Peterborough	11		11			1	3	
7117	Galaxy Pergola Commons	South Guelph	8		8			1		3
L503	Landmark Cinemas 10, Pen Centre	St. Catharines	10		10			1		11
7290	SilverCity Hamilton Mountain Cinemas ●	Stoney Creek	10		10			1	4	
7268	Galaxy Waterloo ●	Waterloo	10		10	10		1	2	
L500	Landmark Cinemas 10, Waterloo	Waterloo	10		10			1		4
7206	Cineplex Seaway	Welland	7		7					
L510	Landmark Cinemas 24 & IMAX	Whitby	24		24					4
Total Toronto EMA			332	7	326	44	1	27	59	37

Toronto GTA										
7284	Cineplex Aurora ●	Aurora	10		10			1	4	
7407	SilverCity Newmarket ●	East Gwillimbury	13		13	13	1	1	6	
202	Albion	Etobicoke	2							
7213	Cineplex Cinemas Markham & VIP	Markham	10	3	10	13	1	1	2	
7122	Cineplex Cinemas Courtney Park Mississauga & IMAX	Mississauga	16		16	16		1	2	
7420	Cineplex Cinemas Mississauga & IMAX ●	Mississauga	13		13	13	1	1	4	
7410	Famous Players Pickering 8	Pickering	8		8			1	3	
205	York Cinemas	Richmond Hill	6							
7405	SilverCity Richmond Hill ●	Richmond Hill	14		14	14		1	7	
IC12	Imagine Cinemas Elgin Mills	Richmond Hill	10							
7240	Cineplex Morningside	Scarborough	11		11			1	3	
7404	Cineplex Cinemas Scarborough ●	Scarborough	12		12	12	1	1	6	
IC08	Imagine Cinemas Promenade Mall	Thornhill	6							

THEATRE LISTINGS

ID#	LOCATION NAME	MARKET	SHOW-TIME DIGITAL	VIP SCREENS	PRE-SHOW SCREENS	TIMEPLAY SCREENS	INTERACTIVE MEDIA ZONE	DIGITAL SIGNAGE CINEMA LOBBY	DIGITAL BACKLITS	STATIC BACKLITS
201	Woodside	Toronto	3							
204	Humber	Toronto	4							
7293	The Beach Cinemas	Toronto	6		6					2
7115	SilverCity Fairview Mall ●	Toronto	9		9	9	1	1	4	
7130	Cineplex Cinemas Yonge-Dundas VIP & IMAX ●	Toronto	17	5	22	18	1	1	5	
7139	Cineplex Cinemas Don Mills VIP	Toronto		5	5					
7199	Cineplex Varsity Cinemas & VIP	Toronto	8	4	12			1	4	
7253	Cineplex Eglinton Town Centre ●	Toronto	16		16	16	1	1	4	
7260	Cineplex Queensway & VIP ●	Toronto	15	5	20	15	1	1	6	
7298	Cineplex Cinemas Empress Walk & IMAX	Toronto	10		10	10		1	2	
7400	Cineplex Cinemas Yonge-Eglinton & VIP (formerly SilverCity) ●	Toronto	9	3	12	9	1	1	5	3
7402	Cineplex Scotiabank Toronto & IMAX ●	Toronto	14		14	13	1	1	8	
7403	Famous Players Canada Square	Toronto	8		8				3	
7406	SilverCity Yorkdale ●	Toronto	10		10	10	1	1	5	
IC07	Imagine Cinemas Woodbine Centre	Toronto	7							
IC09	Imagine Cinemas Market Square	Toronto	6							
IC10	Imagine Carlton Cinemas	Toronto	9							
7408	Cineplex Cinemas Vaughan & IMAX ●	Vaughan	19		19	19	1	1	8	
Total Toronto GTA			301	25	273	197	12	19	91	5

Balance of Ontario										
7291	Galaxy Brantford	Brantford	8		8			1	3	
7283	Galaxy Brockville	Brockville	6		6			1	2	
7297	Galaxy Chatham	Chatham	7		7			1	2	
7288	Galaxy Collingwood	Collingwood	7		7			1	2	
7262	Galaxy Cornwall	Cornwall	7		7			1	2	
7259	Cineplex Gardiner's Road ●	Kingston	10		10			1	3	
L504	Landmark Cinemas 10 & IMAX	Kingston	10		10			1		6
IC3	Imagine Cinemas Southpoint	Leamington	3							
260	Western Film Cinema	London	1							
262	Hyland	London	1							
7112	Westmount London & VIP ●	London	8	3	11	8		1	3	
7422	SilverCity London & IMAX	London	12		12	12		1	5	
IC11	Imagine Cinemas 7 London	London	7							
L508	Landmark Cinemas 8	London	8		8					4
7271	Galaxy Midland	Midland	7		7			1	2	
259	Boulevard	Napanee	2							
7265	Galaxy North Bay	North Bay	7		7			1	2	
7264	Galaxy Owen Sound	Owen Sound	7		7			1	2	
7138	Galaxy Sarnia ●	Sarnia	8		8			1	2	
7266	Galaxy Sault Ste. Marie	Sault Ste. Marie	7		7			1	2	
251	Strand Cinemas	Simcoe	2							

Drive-In locations not included – open seasonally from approximately May to October. Contact your account manager for more information.

ID#	LOCATION NAME	MARKET	SHOW-TIME DIGITAL	VIP SCREENS	PRE-SHOW SCREENS	TIMEPLAY SCREENS	INTERACTIVE MEDIA ZONE	DIGITAL SIGNAGE CINEMA LOBBY	DIGITAL BACKLITS	STATIC BACKLITS
7267	Galaxy St. Thomas	St. Thomas	6		6			1	2	
7429	SilverCity Sudbury ●	Sudbury	12		12			1	4	
IC13	Imagine Cinemas Downtown Movie Lounge	Sudbury	6							
7430	SilverCity Thunder Bay ●	Thunder Bay	12		12			1	4	
252	Broadway	Tilsonburg	3							
IC2	Imagine Cinemas 6	Timmons	6							
256	Centre	Trenton	3							
7257	Cineplex Devonshire Mall	Windsor	12		12			1	3	
7431	SilverCity Windsor & IMAX	Windsor	12		12			1	3	
IC4	Imagine Cinemas Lakeshore	Windsor	10							
257	Gallery	Woodstock	7							
Total Balance of Ontario			224	3	180	20		19	48	10
TOTAL ONTARIO			952	39	867	307	16	71	219	62

MANITOBA										
L400	Landmark Cinemas 9	Brandon	9		9			1		1
300	CountryFest	Dauphin	4							
LO42	Garry	Selkirk	1		1					
L402	Landmark Cinemas 5	Winkler	5		5					1
2111	Cineplex McGillivray Cinema & VIP	Winnipeg	8	3	11			1	2	
2112	Cinema City Northgate	Winnipeg	8		8					2
2401	Cineplex Scotiabank Theatre Winnipeg & IMAX	Winnipeg	14		14	14	1	1	6	
2402	SilverCity St. Vital ●	Winnipeg	10		10	10	1	1	2	
2403	Famous Players Kildonan Place 6	Winnipeg	6		6				2	
LO45	Towne	Winnipeg	8		8					
L401	Landmark Cinemas 8, Grant Park	Winnipeg	8		8					4
TOTAL MANITOBA			81	3	80	24	2	4	12	8

SASKATCHEWAN										
4113	Galaxy Moose Jaw	Moose Jaw	6		6			1	2	
4112	Galaxy Prince Albert	Prince Albert	6		6			1	2	
4108	Cineplex Southland Mall Regina	Regina	10		10			1	1	
4114	Cineplex Cinemas Regina (formerly Galaxy Cinemas) ●	Regina	10		10	10		1	4	
ML07	Golden Mile Cinema	Regina	8							
4109	Cineplex Centre Cinemas	Saskatoon	7		7					
4403	Cineplex Scotiabank Theatre Saskatoon & VIP ●	Saskatoon	12	3	15	12	1	1	6	
ML06	Roxy Theatre	Saskatoon	2							
ML08	Rainbow Cinema	Saskatoon	7							
350	Twin	Swift Current	2							
LO41	Soo	Weyburn	1		1					
LO40	Tower	Yorkton	1		1					
TOTAL SASKATCHEWAN			72	3	56	22	1	5	15	

THEATRE LISTINGS

ID#	LOCATION NAME	MARKET	SHOW-TIME DIGITAL	VIP SCREENS	PRE-SHOW SCREENS	TIMEPLAY SCREENS	INTERACTIVE MEDIA ZONE	DIGITAL SIGNAGE CINEMA LOBBY	DIGITAL BACKLITS	STATIC BACKLITS
ALBERTA										
Calgary										
3134	Cineplex Eau Claire Market	Calgary	5		5			1	2	
3138	Cineplex Crowfoot Crossing	Calgary	12		12	12	1	1	3	
3142	Cineplex Sunridge Spectrum ●	Calgary	14		14	14	1	1	4	
3150	SilverCity CrossIron Mills ●	Calgary	7		7	7		1	2	
3401	Cineplex Scotiabank Theatre Chinook & IMAX ●	Calgary	17		17	16	1	1	8	
3409	Cineplex Westhills ●	Calgary	10		10			1	4	
L200	Landmark Cinemas 10, Shawnessy	Calgary	10		10			1		6
L204	Landmark Cinemas 16 & IMAX, Country Hills	Calgary	16		16			1		9
L022	Roxy	Calgary (Airdrie)	2		2					
Total Calgary			97		93	49	3	8	23	15

Edmonton										
L054	Cadium	Drayton Valley	3		3					
3143	Cineplex North Edmonton ●	Edmonton	14		14	14		1	4	
3144	Cineplex South Edmonton ●	Edmonton	16		16	16	1	1	4	
3147	Cinema City Movies 12	Edmonton	12		12			1		
3149	Cineplex Windermere & VIP ●	Edmonton	8	3	11	8	1	1	3	
3151	Cineplex Cinemas Manning Town Centre ●	Edmonton	10		10			1	1	
3403	Cineplex Scotiabank Theatre Edmonton & IMAX ●	Edmonton	13		13	13	1	1	5	
L201	Landmark Cinemas 9, City Centre	Edmonton	9		9			1		4
ML16	Fort Cinema	Fort Saskatchewan	3							
3146	Cineplex Cinemas Sherwood Park ●	Sherwood Park	10		10	10		1	2	
L202	Landmark Cinemas 7	Spruce Grove	7		7					
Total Edmonton			105	3	105	61	3	8	19	4

Balance of Alberta										
L020	Oasis	Brooks	1		1					
ML02	Duggan Cinemas	Camrose	5							
L014	Nova	Edson	1		1					
L055	Landmark 6	Fort McMurray	6		6					
3141	Cineplex Grande Prairie	Grande Prairie	10		10			1	2	
H11	Park Theatre	High Prairie	2		2					
H20	Wales Theatre	High River	1							
H12	Lacombe City Cinemas	Lacombe	3		3					
3101	Galaxy Lethbridge	Lethbridge	10		10			1	3	
3140	Galaxy Medicine Hat	Medicine Hat	10		10			1	3	
ML01	River City Cinema	Peace River	4							
H21	Fox Theatre	Pincher Creek	2							
455	Carnival	Red Deer	8							

Drive-In locations not included – open seasonally from approximately May to October. Contact your account manager for more information.

ID#	LOCATION NAME	MARKET	SHOW-TIME DIGITAL	VIP SCREENS	PRE-SHOW SCREENS	TIMEPLAY SCREENS	INTERACTIVE MEDIA ZONE	DIGITAL SIGNAGE CINEMA LOBBY	DIGITAL BACKLITS	STATIC BACKLITS
3132	Galaxy Red Deer ●	Red Deer	11		11			1	3	
BC1	Lux Cinema Centre	Banff	4							
H22	Rocky Mountain Cinemas, Rocky Mountain House	Rocky Mountain House	2		2					
ML03	Elite Theatre	St. Paul	3							
L064	Sylvan Lake	Sylvan Lake (Red Deer)	3		3					
ML04	Vista Theatre	Whitecourt	1							
Total Balance of Alberta			87		59			4	11	
TOTAL ALBERTA			285	3	257	110	6	20	53	19

BRITISH COLUMBIA/TERRITORIES

Vancouver EMA

1148	Cineplex Cinemas Abbotsford & VIP Cinemas ●	Abbotsford	8	3	11			1		2
1408	SilverCity Metropolis ●	Burnaby	10		10	10	1	1	6	
500	Cottonwood 4	Chilliwack	4							
1144	Galaxy Cinemas Chilliwack ●	Chilliwack	8		8			1	2	
1412	Cineplex Cinemas Coquitlam & VIP ●	Coquitlam	15	5	20	15		1	5	
504	Hollywood 3	Delta	3							
H9	Gem Theatre	Grand Forks	1		1					
1146	Westshore ●	Langford	7		7			1	2	
1405	Cineplex Cinemas Langley & IMAX ●	Langley	19		19	19	1	1	6	
1407	SilverCity Mission	Mission	12		12			1	2	
1103	Cineplex Park & Tilford	N. Vancouver	6		6				2	
1157	Cineplex Cinemas Esplanade	N. Vancouver	6		6					
1141	Galaxy Nanaimo	Nanaimo	8		8			1	2	
L030	Avalon	Nanaimo	8		8					
L062	New Westminster	New Westminster	10		10			1		
505	Hollywood 3	Pitt Meadows	3							
1142	Cineplex Meadowtown Cinemas ●	Pitt Meadows	10		10			1	2	
1409	SilverCity Riverport & IMAX ●	Richmond	19		19	19	1	1	6	
1136	Cineplex Cinemas Strawberry Hill ●	Surrey	12		12	12	1	1	4	
L100	Landmark Cinemas 12, Guildford	Surrey	12		12			1		11
1145	Cineplex Marine Gateway & VIP ●	Vancouver	8	3	11			1	2	
1147	Cineplex International Village Cinemas	Vancouver	12		12	12		1	3	
1149	Cineplex Fifth Avenue Cinemas	Vancouver	5		5			1		
1422	Cineplex Scotiabank Theatre Vancouver ●	Vancouver	9		9	9	1	1	6	
1129	Cineplex Odeon Victoria	Victoria	7		7			1	2	
1417	SilverCity Victoria & IMAX	Victoria	10		10		1	1	5	
L101	Landmark Cinemas 4, University	Victoria	4		4					4
IC5	Imagine Village 8 Cinemas	Whistler	8							
501	Hollywood Caprice	White Rock	4							
502	Hollywood Rialto	White Rock	2							
Total Vancouver EMA			250	11	237	96	6	19	57	17

THEATRE LISTINGS

ID#	LOCATION NAME	MARKET	SHOW-TIME DIGITAL	VIP SCREENS	PRE-SHOW SCREENS	TIMEPLAY SCREENS	INTERACTIVE MEDIA ZONE	DIGITAL SIGNAGE CINEMA LOBBY	DIGITAL BACKLITS	STATIC BACKLITS
Balance of British Columbia/Territories										
H1	South Cariboo Theatre	100 Mile House	1		1					
H2	Beacon Theatre	Burns Lake	1		1					
L039	Showcase	Campbell River	5		5					
L028	Rialto	Courtenay	4		4					
L052	Columbia	Cranbrook	5		5					
L021	Center Cinema	Dawson Creek	1		1					
503	Caprice Twin	Duncan	2							
H18	Vogue Theatre	Fernie	2		2					
L053	Aurora	Fort St. John	5		5					
H3	Golden Theatre	Golden	1		1					
1137	Cineplex Aberdeen Mall ●	Kamloops	8		8			1		
L033	Paramount	Kamloops	2		2					
1410	Cineplex Cinemas Orchard Plaza	Kelowna	5					1		4
L036	Grand 10	Kelowna	10		10					4
L063	West Kelowna Xtreme	Kelowna	8		8			1		
L037	Encore Theatre	Kelowna (Westbank)	5		5					
L060	Penticton	Penticton	7		7					
L006	Paramount	Port Alberni	1		1					
1415	Famous Players 6 Prince George	Prince George	6		6			1	2	
1414	Famous Players Prince Rupert	Prince Rupert	3							
RD1	Carib Theatre	Quesnal	2							
RD4	Roxy Theatre	Revelstoke	1							
H5	Salmar Theatres	Salmon Arm	5		5					2
H6	Tillicum Theatres	Terrace	2		1					
H7	Royal Theatre	Trail	1		1					
1413	Galaxy Vernon	Vernon	7		7			1		4
H14	Towne Cinemas	Vernon	1		1					
L027	Qwanlin Twin Cinemas	Whitehorse	2		2					
L026	Yukon Cinema Centre	Whitehorse	2		2					
550	Capitol	Yellowknife	3							
RD2	Paradise Theatre	Williams Lake	4							
Total Balance of British Columbia/Territories			112		96			5	2	14
TOTAL BRITISH COLUMBIA/TERRITORIES			362	11	333	96	6	24	59	31

GRAND TOTAL NATIONAL	2311	63	1996	729	44	159	447	125
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Cineplex Media Represents: Cineplex Entertainment, Alliance Cinemas, Ontario Cinemas, AdFilms, Landmark Cinemas, Quebec Independents, FilmAds, Magic Lantern



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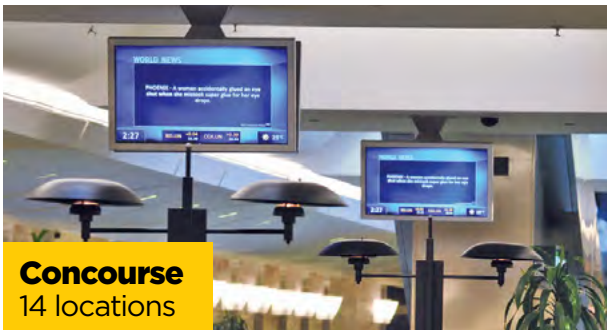
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