

iSpot and National CineMedia Partner to Provide First-Ever Scaled Big Screen Brand Measurement

Using iSpot's Leading Unified Cross Platform & Outcomes Measurement, Cinema Advertisers Can Understand True Campaign Value

NEW YORK, NY & BELLEVUE, WA – June 16, 2025 – [National CineMedia](#) (NCM) the largest cinema advertising platform in the US, and cross-platform TV ad measurement company [iSpot](#), today announced the companies were deepening their partnership—which introduced independent, in-theater measurement of advertisements that appear in the trailers before movies begin.

The deal marks NCM's first integration of advertising information with a third-party measurement provider and enables brands an impactful view into how cinema advertising performs alongside other mediums. With this enhanced partnership, NCM has integrated its household (HH) level exposure data with iSpot's best-in-class [Unified](#) and [Outcomes](#) measurement solutions, offering brands continuous, persistent insight into how campaigns on the big screen are performing alongside linear TV, digital and streaming platforms as part of a unified cross-platform measurement strategy.

By leveraging iSpot's Outcomes solution, NCM will be able to provide clients with a faster and more accessible view of lower-funnel performance metrics, enabling them to optimize campaigns in real-time and move away from strictly tracking reach. Advertisers will be able to gain insight into how their campaigns are impacting real-world sales and make data-driven decisions about ad spend – critical in today's fast-moving media market.

"We're excited to deepen our collaboration with National CineMedia to bring continuous, cross-platform audience measurement to" said Stuart Schwartzapfel, EVP of Media Partnerships, iSpot. "Helping them harness iSpot data to drive clear measurement innovation will provide immediate value to brands looking to leverage the power of pop culture to reach a highly-engaged, often younger, consumer." As iSpot accounts for every ad appearing across all platforms, NCM can now offer advertisers actionable insights, not just the incrementality of ads in theaters, but also the total reach impressions and audience overlap with other viewing sources. NCM will also provide brands with the reach, frequency and conversion data at a highly granular level. This also enables brands to conduct cross-platform reach analysis that includes cinema—the most premium video screen—as a measurable source of incremental reach, ratings, and conversion impact.

For instance, a recent iSpot analysis found that while major sports programming reaches up to 60% of moviegoers, brands and studios can also reach this consumer with less expensive content types, such as syndicated programming. Considering the Summer 2025 box office just eclipsed \$1.2 billion and attendance is up 57% from 2024, understanding the nuanced audience dynamics will help NCM and its advertising partners execute cross-media campaigns that can now truly capitalize on what is often a younger, highly-engaged consumer close to the point of sale.

"Being able to lean on iSpot's trusted third-party measurement of in-theater advertising is a crucial input—not just for NCM, which supported nearly \$9 billion in U.S. box office revenue in 2024—but also for our advertising partners," said Manu Singh, Chief Data & Innovation Officer, National CineMedia. "The

technology is now in place, and brands looking to reach and convert highly engaged consumers can finally connect the dots to business outcomes—whether that’s sales, website visits or ticket purchases.”

About National CineMedia, Inc.

National CineMedia, Inc. (NCM, NASDAQ:NCMI) is the largest cinema advertising platform in the US. With unparalleled reach and scale, NCM connects brands to sought-after young, diverse audiences through the power of movies and pop culture. A premium video, full-funnel marketing solution for advertisers, NCM enhances marketers’ ability to measure and drive results. NCM’s Noovie® Show is presented exclusively in 42 leading national and regional theater circuits including the only three national chains, AMC Entertainment Inc. (NYSE:AMC), Cinemark Holdings, Inc. (NYSE:CNK) and Regal Entertainment Group (a subsidiary of Cineworld Group PLC). NCM’s cinema advertising platform consists of more than 17,500 screens in over 1,350 theaters in 184 Designated Market Areas® (all of the top 50). NCM is the managing member and owner of approximately 100% of National CineMedia, LLC. For more information, visit www.ncm.com.

About iSpot

iSpot.tv is a cross-platform TV measurement company trusted by brands, networks and agencies to deliver fast, accurate and actionable information the marketplace can use to transact. Its real-time, always-on platform measures all phases of the TV advertising lifecycle from creative testing to audience verification, to business outcomes and brand impact, empowering brands to justify, optimize and invest with confidence. iSpot persistently measures TV-device impressions and second-by-second attention for all TV ads in a unified manner across linear, time-shifted, VOD, streaming environments and out-of-home (OOH) environments. A trusted currency provider for networks, ad-delivery platforms and agencies, iSpot uses its proprietary systems for bringing transparency into TV advertising at unparalleled scale. The company delivers its solution in real time via intuitive and modern dashboards as well as APIs and customized analytics. iSpot.tv has hundreds of brands and all major TV networks licensing its enterprise solution and has become a trusted currency for networks, brands and agencies. Founded in Bellevue, Washington in 2012, iSpot has offices in major cities across America.

Forward-Looking Statements

This press release contains various forward-looking statements, within the meaning of Section 27A of the Securities Act and Section 21E of the Securities Exchange Act of 1934, that reflect management’s current expectations or beliefs regarding, among other things, NCM’s ability to provide clients with additional performance metrics, campaign optimization, and data and advertiser’s ability to gain insights. Forward-looking statements are subject to a number of important factors, risks, uncertainties and assumptions that could cause actual results to differ materially from those described in any forward-looking statements. Please refer to National CineMedia, Inc.’s (“NCM, Inc.”) Securities and Exchange Commission filings, including the “Risk Factor” section of the NCM Inc.’s Annual Report on Form 10-K for the year ended December 26, 2024 and subsequent Quarterly Reports on Form 10-Q, for further information about risks and uncertainties that could cause actual results to differ materially. Investors are cautioned that reliance on these forward-looking statements involves risks and uncertainties. NCM undertakes no obligation to update any forward-looking statement, whether as a result, of new information, future events or otherwise, except as required by law.