



popcorn
pack.

Introducing the Popcorn Pack

7

Sites

6

Cities

All

Full Motion
Sites



The Moor S1 3LR
166,430 Impacts (2 Weeks)

Film Unit: **1.2km**
Curzon Sheffield: **0.9km**
Community Kino: **0.8km**
The Light Sheffield: **0.3km**
Showroom Cinema: **0.8km**
ODEON Luxe Sheffield: **0.8km**

Cinema proximity sites

Sheffield The Moor

Newcastle Metrocentre Yellow

Liverpool The ONE

Manchester Hotel Football x2

Hull Central

Coventry Central



Statistics

2023 was a groundbreaking year for the film industry, with huge names such as Barbie, The Super Mario Bros Movie, and Oppenheimer featured among the top 10 grossing films at box office.

\$1.4B
Barbie

\$1.3B
Super Mario Bros

\$951M
Oppenheimer

£1.97 billion

Total spending on film production in the UK in 2022

£12.6 billion

Worth of the Film Industry to the UK Economy

£1.06 billion

Total box office revenue across the UK & Ireland in 2023

2024 & Beyond

According to PwC, the UK's entertainment and media sector is set to grow 4% between 2022 and 2026. However a closer look at the film industry has led some to predict the UK film industry revenue would climb nearly 90% between 2020 and 2025 - reclaiming any lost ground in the pandemic. There are some huge names set to hit the big screen this year, with 2024 having something for everyone. There's much to enjoy for families, with Despicable Me 4 and Mufasa: The Lion King.



Coventry Central CV1 1QX
158,190 Impacts (2 Weeks)

ODEON: 0.8km



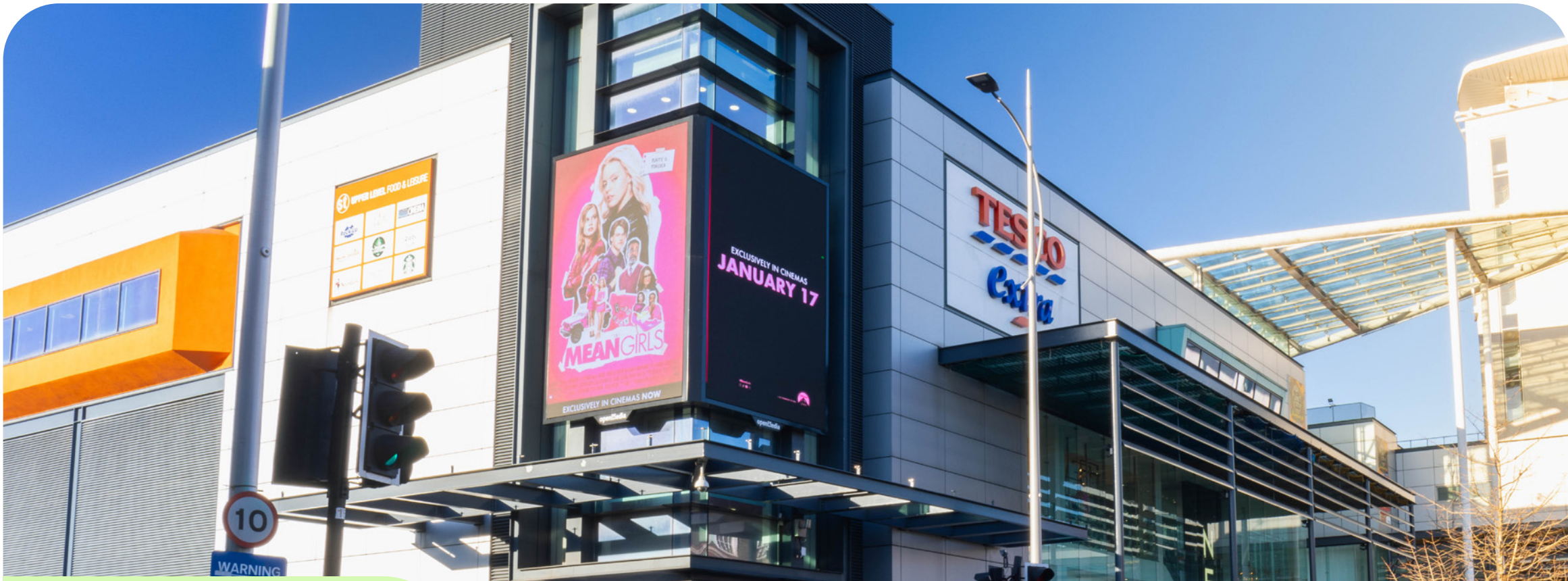
Liverpool The ONE L2 6PG
794,720 Impacts (2 Weeks)

ODEON Liverpool ONE: 0.1km
Everyman Liverpool: 0.1km
Picturehouse at FACT: 0.8km



Metrocentre Yellow NE11 9XZ
4.6 Million Annual Footfall

ODEON: 0.0km



Hull Central HU2 8LN
290,170 Impacts (2 Weeks)

Reel Cinema: 0.3km



Manchester Hotel Football M16 0SZ
260,650 Impacts (2 Weeks)

Vue: 1.1km

Popcorn Pack Offerings

7 sites in 6 UK cities

We are offering a fantastic new premium large-format package for film clients to run in the period leading up to box office release, or for the opening weekend. With all of these sites in close proximity to prominent cinemas across the UK, this is a golden opportunity for film clients to showcase their releases before they hit the big screen, with full-motion capabilities and excellent value.

Sites	Proximity / Impacts
Sheffield The Moor	6 key UK cinemas within 2km / 166,430 (2 Weeks)
Newcastle Metrocentre Yellow	1 key UK cinema within 2km / 4.6m (Annual Footfall)
Liverpool The ONE	3 key UK cinemas within 2km / 794,720 (2 Weeks)
Manchester Hotel Football x2	1 key UK cinema within 2km / 260,650 (2 Weeks)
Hull Central	3 key UK cinema within 2km / 290,170 (2 Weeks)
Coventry Central	1 key UK cinema within 2km / 158,190 (2 Weeks)

Key Cinemas Showroom Cinema, The Light, ODEON Luxe, ODEON, The Curzon, Community Kino, Cineworld, Everyman, Picturehouse, VUE, Reel Cinema

Ready to find out more?

Please contact **jamie.fisher@openmedia.uk.com** for more information.