

# FACT SHEET

## CINEMA ADVERTISING COUNCIL

**Mission** To represent its member companies as an unbiased, industry voice that:

- Aggregates and communicates data and relevant business information regarding the cinema advertising industry's growth, its position in the overall media marketplace and its value within the exhibition community
- Fosters the development of technical guidelines and other best practices, ensuring that the exhibition of cinema advertising products respects the consumer's overall movie-going experience
- Develops and promotes independent research activities designed to provide greater insight into cinema advertising and its value as an advertising medium
- Cooperates with other trade organizations whose constituents have an inherent interest in cinema advertising

**Founded** February 10, 2003

**Universe** According to the National Association of Theater Owners (NATO), there are 36,652 indoor cinema screens in the U.S., approximately 27,000 of which show on-screen advertising.

**Membership** The Cinema Advertising Council's member companies represent approximately 76% of all U.S. cinema screens.

Membership Structure:

- Cinema Advertising Vendors: A company or individual that has exclusive on-screen advertising rights in the U.S.
- Affiliates: A company or individual providing services or products to the cinema advertising industry including suppliers, movie theatre exhibitors and motion picture distributors.
- National Association of Theatre Owners (NATO) Associates: A company or individual that is a member in good standing of NATO.

**Revenue** The Cinema Advertising Council estimates that revenue from all sources of in-theater advertising accounted for \$529 million in 2005, a 20.6 percent as compared to the total of \$438 million in 2004. Additionally, the CAC expects the industry to grow in the double-digits year over year for the next several years.

**Officers** Cliff Marks – Chairman and President  
Stu Ballatt – Executive Director  
Bob Brouillette – Treasurer  
Laura Adler – Secretary

**Board** Representing Cinema Advertising Vendors: Matthew Kearney (President & CEO, Screenvision), Cliff Marks (President Sales & Marketing, National CineMedia) and Robert (Bob) Martin (President, UniqueScreen Media)

Representing Affiliates: Stewart Harnell (President & CEO, Cinema Concepts)

**Committee Chairs** Marketing – Amy Randall (VP Marketing, National CineMedia)  
Membership – Laura Adler (President, A & G Marketing Group)  
Public Relations – Stu Ballatt (SVP Marketing, Screenvision)  
Research – Bill Rose (SVP Marketing, U.S. Media Services, Arbitron)  
Technology – Michael Karagosian (Partner, Karagosian MacCalla Partners)