



**MARKET REPRESENTATION REPORT
2021 Q4**

SUMMARY - NATIONAL

COMPANY	THEATERS	SCREENS
National CineMedia	1,662	20,794
Screenvision	2,271	13,602
Spotlight	254	1,274
Grand Total	4,187	35,670

RANK DMA	COMPANY	THEATERS	SCREENS
1 New York	National CineMedia	89	1,026
	Screenvision	99	471
	Spotlight	19	85
2 Los Angeles	National CineMedia	102	1,392
	Screenvision	68	432
	Spotlight	36	176
3 Chicago	National CineMedia	49	635
	Screenvision	57	426
	Spotlight	10	41
4 Philadelphia	National CineMedia	56	639
	Screenvision	32	143
	Spotlight	9	22
5 Dallas-Ft. Worth	National CineMedia	54	664
	Screenvision	33	282
	Spotlight	13	90
6 Atlanta	National CineMedia	37	492
	Screenvision	37	300
	Spotlight	7	37
7 Washington, DC (Hagrstwn)	National CineMedia	45	564
	Screenvision	17	70
	Spotlight	12	69

RANK	DMA	COMPANY	THEATERS	SCREENS
7				
8	San Francisco-Oak-San Jose	National CineMedia	45	567
		Screenvision	33	221
		Spotlight	19	84
9	Houston	National CineMedia	42	640
		Screenvision	12	78
		Spotlight	3	13
10	Boston (Manchester)	National CineMedia	23	285
		Screenvision	55	327
		Spotlight	10	26
11	Seattle-Tacoma	National CineMedia	43	473
		Screenvision	9	29
		Spotlight	6	24
12	Phoenix (Prescott)	National CineMedia	37	545
		Screenvision	27	146
		Spotlight	3	18
13	Tampa-St. Pete (Sarasota)	National CineMedia	17	241
		Screenvision	26	214
		Spotlight	4	36
14	Minneapolis-St. Paul	National CineMedia	10	129
		Screenvision	61	483
		Spotlight	1	5
15	Detroit	National CineMedia	20	341
		Screenvision	27	214
		Spotlight	4	12
16	Denver	National CineMedia	36	445
		Screenvision	22	88
		Spotlight	4	14
17	Orlando-Daytona Bch-Melbrn	National CineMedia	16	263
		Screenvision	28	272
		Spotlight	2	11
18	Miami-Ft. Lauderdale	National CineMedia	20	299
		Screenvision	18	144
		Spotlight	12	85
19	Cleveland-Akron (Canton)	National CineMedia	25	317

RANK	DMA	COMPANY	THEATERS	SCREENS
19	Cleveland-Akron (Canton)	Screenvision	28	147
		Spotlight	1	10
20	Sacramnto-Stkton-Modesto	National CineMedia	24	304
		Screenvision	16	121
		Spotlight	2	14
21	Portland, OR	National CineMedia	32	357
		Screenvision	18	57
		Spotlight	8	19
22	Charlotte	National CineMedia	21	260
		Screenvision	15	83
23	St. Louis	National CineMedia	14	115
		Screenvision	28	211
		Spotlight	4	20
24	Raleigh-Durham (Fayetvllle)	National CineMedia	11	142
		Screenvision	22	198
		Spotlight	2	19
25	Indianapolis	National CineMedia	22	256
		Screenvision	20	116
		Spotlight	4	28
26	Pittsburgh	National CineMedia	13	128
		Screenvision	22	140
		Spotlight	1	1
27	Baltimore	National CineMedia	13	170
		Screenvision	16	86
28	San Diego	National CineMedia	17	254
		Screenvision	11	73
		Spotlight	8	59
29	Salt Lake City	National CineMedia	27	293
		Screenvision	41	255
		Spotlight	2	7
30	Nashville	National CineMedia	8	128
		Screenvision	22	152
31	San Antonio	National CineMedia	23	296
		Screenvision	9	39

RANK	DMA	COMPANY	THEATERS	SCREENS
31	San Antonio	Spotlight	1	9
32	Kansas City	National CineMedia	12	200
		Screenvision	25	169
33	Columbus, OH	National CineMedia	9	103
		Screenvision	16	142
		Spotlight	4	14
34	Hartford & New Haven	National CineMedia	12	152
		Screenvision	23	138
		Spotlight	2	10
35	Cincinnati	National CineMedia	10	136
		Screenvision	21	138
		Spotlight	4	26
36	Milwaukee	National CineMedia	3	44
		Screenvision	24	212
		Spotlight	2	11
37	Austin	National CineMedia	21	239
		Screenvision	8	48
		Spotlight	4	16
38	Greenville-Spartanburg-Asheville-Anderson	National CineMedia	10	134
		Screenvision	16	84
		Spotlight	1	1
39	West Palm Beach-Ft. Pierce	National CineMedia	6	114
		Screenvision	13	119
40	Las Vegas	National CineMedia	22	293
		Screenvision	8	69
41	Grand Rapids-Kalamazoo-Battle Creek	National CineMedia	18	180
		Screenvision	18	75
42	Harrisburg-Lancaster-Lebanon-York	National CineMedia	10	120
		Screenvision	15	66
		Spotlight	2	4
43	Jacksonville	National CineMedia	13	183
		Screenvision	6	48
44	Oklahoma City	National CineMedia	9	121

RANK	DMA	COMPANY	THEATERS	SCREENS
44	Oklahoma City	Screenvision	13	69
		Spotlight	1	9
45	Birmingham (Ann and Tusc)	National CineMedia	3	42
		Screenvision	16	149
46	Norfolk-Portsmth-Newpt Nws	National CineMedia	14	184
		Screenvision	15	79
47	Greensboro-H.Point-W.Salem	National CineMedia	6	89
		Screenvision	13	79
		Spotlight	1	4
48	Louisville	National CineMedia	7	97
		Screenvision	10	63
49	Albuquerque-Santa Fe	National CineMedia	5	70
		Screenvision	19	124
		Spotlight	2	9
50	New Orleans	National CineMedia	8	114
		Screenvision	5	16
51	Providence-New Bedford	National CineMedia	2	22
		Screenvision	10	75
52	Buffalo	National CineMedia	9	103
		Screenvision	18	64
53	Memphis	Screenvision	20	178
		Spotlight	1	1
54	Ft. Myers-Naples	National CineMedia	7	114
		Screenvision	5	42
		Spotlight	1	12
55	Fresno-Visalia	National CineMedia	13	139
		Screenvision	8	63
		Spotlight	1	10
56	Richmond-Petersburg	National CineMedia	8	123
		Screenvision	7	34
		Spotlight	2	7
57	Mobile-Pensacola (Ft Walt)	National CineMedia	2	24
		Screenvision	13	142

RANK	DMA	COMPANY	THEATERS	SCREENS
57				
58	Wilkes Barre-Scranton-Hztn	National CineMedia	6	82
		Screenvision	18	75
59	Albany-Schenectady-Troy	National CineMedia	7	75
		Screenvision	12	49
		Spotlight	1	2
60	Little Rock-Pine Bluff	National CineMedia	8	99
		Screenvision	18	72
61	Tulsa	National CineMedia	7	95
		Screenvision	11	68
62	Knoxville	National CineMedia	8	80
		Screenvision	12	86
63	Lexington	National CineMedia	4	57
		Screenvision	16	82
64	Dayton	National CineMedia	7	89
		Screenvision	7	16
		Spotlight	1	12
65	Honolulu	National CineMedia	8	90
		Screenvision	16	115
66	Spokane	National CineMedia	6	69
		Screenvision	18	60
67	Des Moines-Ames	National CineMedia	3	44
		Screenvision	23	122
		Spotlight	2	9
68	Green Bay-Appleton	National CineMedia	1	8
		Screenvision	19	117
69	Tucson (Sierra Vista)	National CineMedia	11	148
		Screenvision	5	15
		Spotlight	1	3
70	Wichita-Hutchinson Plus	National CineMedia	7	84
		Screenvision	17	43
71	Roanoke-Lynchburg	National CineMedia	9	81
		Screenvision	10	49

RANK	DMA	COMPANY	THEATERS	SCREENS
71				
72	Omaha	National CineMedia	8	82
		Screenvision	7	67
73	Flint-Saginaw-Bay City	National CineMedia	4	36
		Screenvision	15	76
74	Springfield, MO	National CineMedia	3	33
		Screenvision	10	59
75	Rochester, NY	National CineMedia	5	72
		Screenvision	9	51
76	Huntsville-Decatur (Flor)	National CineMedia	3	43
		Screenvision	7	63
77	Charleston-Huntington	National CineMedia	7	70
		Screenvision	13	88
78	Portland-Auburn	National CineMedia	2	20
		Screenvision	19	125
		Spotlight	1	3
79	Columbia, SC	National CineMedia	4	50
		Screenvision	9	59
80	Madison	National CineMedia	3	37
		Screenvision	17	95
		Spotlight	1	9
81	Toledo	National CineMedia	6	69
		Screenvision	11	36
82	Waco-Temple-Bryan	National CineMedia	9	123
		Screenvision	4	32
83	Syracuse	National CineMedia	3	44
		Screenvision	13	53
84	Colorado Springs-Pueblo	National CineMedia	5	73
		Screenvision	10	45
		Spotlight	2	5
85	Chattanooga	National CineMedia	2	22
		Screenvision	10	87

RANK	DMA	COMPANY	THEATERS	SCREENS
86	Shreveport	National CineMedia	3	45
		Screenvision	8	32
87	Paducah-Cape Girard-Harsbg	National CineMedia	5	44
		Screenvision	8	43
88	Champaign&Sprngfld-Decatur	National CineMedia	4	36
		Screenvision	14	78
89	Harlingen-Wslco-Brnsvl-McA	National CineMedia	9	114
		Screenvision	3	30
90	Savannah	National CineMedia	4	45
		Screenvision	8	53
91	Charleston, SC	National CineMedia	5	69
		Screenvision	1	1
92	Cedar Rapids-Wtrlo-IWC&Dub	National CineMedia	1	14
		Screenvision	16	90
93	El Paso (Las Cruces)	National CineMedia	6	84
		Screenvision	6	57
		Spotlight	1	9
94	Baton Rouge	National CineMedia	5	68
		Screenvision	4	24
95	Burlington-Plattsburgh	National CineMedia	1	8
		Screenvision	15	63
		Spotlight	3	25
96	Ft. Smith-Fay-Sprngdl-Rgrs	National CineMedia	1	12
		Screenvision	15	109
97	Jackson, MS	National CineMedia	1	17
		Screenvision	5	43
98	Boise	National CineMedia	4	66
		Screenvision	11	64
99	South Bend-Elkhart	National CineMedia	4	58
		Screenvision	10	45
100	Tri-Cities, TN-VA	National CineMedia	2	26
		Screenvision	8	57

RANK	DMA	COMPANY	THEATERS	SCREENS
100				
101	Myrtle Beach-Florence	National CineMedia	2	28
		Screenvision	4	40
102	Greenville-N.Bern-Washngtn	National CineMedia	3	28
		Screenvision	10	67
103	Davenport-R.Island-Moline	National CineMedia	3	40
		Screenvision	9	55
104	Lincoln & Hastings-Krny	National CineMedia	2	11
		Screenvision	19	69
105	Reno	National CineMedia	4	54
		Screenvision	8	27
106	Evansville	National CineMedia	2	24
		Screenvision	10	85
107	Tallahassee-Thomasville	National CineMedia	4	54
		Screenvision	2	15
108	Johnstown-Altoona-St Colge	National CineMedia	3	26
		Screenvision	9	35
109	Ft. Wayne	National CineMedia	2	21
		Screenvision	11	70
110	Tyler-Longview(Lfkn&Ncgd)	National CineMedia	3	40
		Screenvision	6	46
111	Sioux Falls(Mitchell)	National CineMedia	5	46
		Screenvision	16	22
112	Augusta-Aiken	National CineMedia	4	54
		Screenvision	1	3
113	Fargo	National CineMedia	1	7
		Screenvision	17	57
114	Lansing	National CineMedia	5	55
		Screenvision	2	20
115	Springfield-Holyoke	National CineMedia	3	37
		Screenvision	6	14

RANK	DMA	COMPANY	THEATERS	SCREENS
116	Eugene	National CineMedia	3	43
		Screenvision	4	28
		Spotlight	1	7
117	Yakima-Pasco-RchInd-Knnwck	National CineMedia	4	46
		Screenvision	5	35
118	Traverse City-Cadillac	National CineMedia	1	4
		Screenvision	8	47
119	Youngstown	National CineMedia	5	53
		Screenvision	5	21
120	Macon	National CineMedia	4	48
		Screenvision	1	1
121	Peoria-Bloomington	National CineMedia	3	42
		Screenvision	8	63
122	SantaBarbra-SanMar-SanLuOb	National CineMedia	11	63
		Screenvision	4	12
		Spotlight	2	17
123	Montgomery-Selma	National CineMedia	4	49
		Screenvision	1	8
124	Lafayette, LA	National CineMedia	3	40
		Screenvision	5	25
125	Bakersfield	National CineMedia	2	20
		Screenvision	6	61
126	Monterey-Salinas	National CineMedia	3	32
		Screenvision	9	75
127	Columbus, GA (Opelika, AL)	Screenvision	6	64
128	Wilmington	National CineMedia	2	20
		Screenvision	3	31
129	La Crosse-Eau Claire	Screenvision	10	58
130	Corpus Christi	National CineMedia	2	32
		Screenvision	6	28
131	Columbus-Tupelo-West Point	National CineMedia	2	19

RANK	DMA	COMPANY	THEATERS	SCREENS
131	Columbus-Tupelo-West Point	Screenvision	8	39
132	Amarillo	National CineMedia	3	40
		Screenvision	11	26
133	Chico-Redding	National CineMedia	3	34
		Screenvision	2	19
134	Wausau-Rhineland	Screenvision	11	64
135	Medford-Klamath Falls	National CineMedia	6	54
		Screenvision	1	2
136	Columbia-Jefferson City	National CineMedia	4	35
		Screenvision	7	38
137	Salisbury	National CineMedia	3	28
		Screenvision	3	12
138	Odessa-Midland	National CineMedia	6	66
		Screenvision	2	5
139	Rockford	National CineMedia	3	32
		Screenvision	1	9
140	Minot-Bismarck-Dickinson(WIstn)	Screenvision	14	29
141	Duluth-Superior	National CineMedia	1	6
		Screenvision	13	63
142	Topeka	National CineMedia	2	22
		Screenvision	6	40
143	Palm Springs	National CineMedia	4	52
		Screenvision	4	35
144	Monroe-El Dorado	National CineMedia	2	27
		Screenvision	5	22
145	Beaumont-Port Arthur	National CineMedia	2	27
		Screenvision	1	10
146	Lubbock	National CineMedia	3	39
		Screenvision	3	21
147	Anchorage	National CineMedia	5	60

RANK	DMA	COMPANY	THEATERS	SCREENS
147	Anchorage	Screenvision	2	4
148	Sioux City	National CineMedia	3	24
		Screenvision	13	44
149	Wichita Falls & Lawton	National CineMedia	1	14
		Screenvision	6	36
150	Erie	National CineMedia	2	27
		Screenvision	3	5
151	Rochestr-Mason City-Austin	National CineMedia	1	12
		Screenvision	5	37
152	Joplin-Pittsburg	National CineMedia	2	22
		Screenvision	14	47
153	Panama City	National CineMedia	2	26
		Screenvision	2	8
154	Bangor	National CineMedia	1	3
		Screenvision	11	41
155	Idaho Fals-Pocatillo(Jksn)	National CineMedia	2	18
		Screenvision	9	35
156	Terre Haute	National CineMedia	2	20
		Screenvision	7	15
157	Biloxi-Gulfport	National CineMedia	2	34
		Screenvision	1	8
158	Albany, GA	National CineMedia	1	6
		Screenvision	4	35
159	Sherman-Ada	National CineMedia	2	20
		Screenvision	4	26
160	Binghamton	National CineMedia	2	21
		Screenvision	4	16
161	Gainesville	National CineMedia	3	40
		Screenvision	1	1
162	Missoula	National CineMedia	1	14
		Screenvision	4	24

RANK	DMA	COMPANY	THEATERS	SCREENS
162				
163	Wheeling-Steubenville	National CineMedia	1	14
		Screenvision	3	13
164	Yuma-El Centro	National CineMedia	4	48
		Screenvision	2	16
165	Bluefield-Beckley-Oak Hill	National CineMedia	1	14
		Screenvision	5	22
166	Billings	Screenvision	3	26
167	Abilene-Sweetwater	National CineMedia	3	32
		Screenvision	4	17
168	Hattiesburg-Laurel	National CineMedia	1	18
		Screenvision	3	15
169	Rapid City	National CineMedia	1	7
		Screenvision	4	15
170	Utica	National CineMedia	1	14
171	Dothan	Screenvision	3	22
172	Clarksburg-Weston	National CineMedia	1	10
		Screenvision	3	15
173	Lake Charles	National CineMedia	2	23
174	Quincy-Hannibal-Keokuk	National CineMedia	1	6
		Screenvision	3	17
175	Jackson, TN	Screenvision	3	17
176	Harrisonburg	National CineMedia	1	14
		Screenvision	1	1
		Spotlight	1	3
177	Elmira (Corning)	National CineMedia	1	10
		Screenvision	4	15
178	Charlottesville	National CineMedia	1	14
		Screenvision	1	1
179	Watertown	National CineMedia	1	12

RANK	DMA	COMPANY	THEATERS	SCREENS
179	Watertown	Screenvision	2	2
180	Bend, OR	National CineMedia	1	16
181	Alexandria, LA	National CineMedia	2	22
		Screenvision	1	3
182	Marquette	Screenvision	8	36
183	Jonesboro	Screenvision	4	32
184	Lafayette, IN	National CineMedia	3	26
185	Bowling Green	National CineMedia	3	30
		Screenvision	1	1
186	Laredo	National CineMedia	1	16
187	Butte-Bozeman	National CineMedia	2	17
		Screenvision	3	4
188	Grand Junction-Montrose	National CineMedia	2	21
		Screenvision	1	1
189	Twin Falls	National CineMedia	1	4
		Screenvision	1	13
190	Lima	National CineMedia	1	12
191	Great Falls	Screenvision	7	22
192	Meridian	National CineMedia	1	6
		Screenvision	1	1
193	Parkersburg	National CineMedia	2	19
194	Eureka	National CineMedia	3	28
		Screenvision	1	6
195	Cheyenne-Scottsbluff	National CineMedia	1	6
		Screenvision	2	3
196	San Angelo	National CineMedia	1	14
		Screenvision	2	11
198	Mankato	National CineMedia	1	8

RANK	DMA	COMPANY	THEATERS	SCREENS
198	Mankato	Screenvision	5	15
199	Greenwood-Greenville	National CineMedia	1	6
		Screenvision	1	1
200	Ottumwa-Kirksville	Screenvision	4	20
201	St. Joseph	National CineMedia	1	10
202	Fairbanks	National CineMedia	1	16
		Screenvision	1	1
203	Helena	National CineMedia	1	11
204	Zanesville	National CineMedia	1	12
205	Victoria	National CineMedia	1	12
206	Presque Isle	Screenvision	3	9
207	Juneau	Screenvision	4	11
		Spotlight	2	2