



MARKET REPRESENTATION REPORT
2021 Q3

SUMMARY - LOCAL

COMPANY	THEATERS	SCREENS
National CineMedia	1,598	20,421
Screenvision	1,163	10,190
Spotlight	114	809
Grand Total	2,875	31,420

RANK	DMA	COMPANY	THEATERS	SCREENS
1	New York	National CineMedia	88	1,031
		Screenvision	64	422
		Spotlight	8	56
2	Los Angeles	National CineMedia	101	1,382
		Screenvision	42	351
3	Chicago	National CineMedia	46	605
		Screenvision	38	386
		Spotlight	7	30
4	Philadelphia	National CineMedia	46	568
		Screenvision	13	125
		Spotlight	2	7
5	Dallas-Ft. Worth	National CineMedia	54	673
		Screenvision	19	219
		Spotlight	8	66
6	San Francisco-Oak-San Jose	National CineMedia	42	547
		Screenvision	10	80
		Spotlight	10	42
7	Atlanta	National CineMedia	36	483
		Screenvision	26	284
		Spotlight	3	26

RANK	DMA	COMPANY	THEATERS	SCREENS
8	Houston	National CineMedia	44	657
		Screenvision	8	75
		Spotlight	1	11
9	Washington, Dc (Hagrstwn)	National CineMedia	45	564
		Screenvision	7	54
		Spotlight	6	43
10	Boston (Manchester)	National CineMedia	22	279
		Screenvision	33	266
		Spotlight	2	15
11	Phoenix (Prescott)	National CineMedia	37	557
		Screenvision	12	99
		Spotlight	2	17
12	Seattle-Tacoma	National CineMedia	42	461
		Screenvision	3	23
		Spotlight	2	8
13	Tampa-St. Pete (Sarasota)	National CineMedia	17	241
		Screenvision	20	206
		Spotlight	2	23
14	Minneapolis-St. Paul	National CineMedia	10	140
		Screenvision	33	363
		Spotlight	1	5
15	Detroit	National CineMedia	20	341
		Screenvision	21	192
		Spotlight	1	3
16	Denver	National CineMedia	36	445
		Screenvision	7	49
		Spotlight	4	14
17	Orlando-Daytona Bch-Melbrn	National CineMedia	16	263
		Screenvision	23	248
		Spotlight	1	10
18	Miami-Ft. Lauderdale	National CineMedia	20	299
		Screenvision	13	119
		Spotlight	5	62
19	Cleveland-Akron (Canton)	National CineMedia	26	337
		Screenvision	15	111

RANK	DMA	COMPANY	THEATERS	SCREENS
19	Cleveland-Akron (Canton)	Spotlight	1	10
20	Sacramnto-Stkton-Modesto	National CineMedia	26	326
		Screenvision	3	13
21	Portland, Or	National CineMedia	32	357
		Screenvision	3	12
22	Charlotte	National CineMedia	20	250
		Screenvision	10	83
23	St. Louis	National CineMedia	9	89
		Screenvision	16	185
		Spotlight	2	9
24	Raleigh-Durham (Fayetvllle)	National CineMedia	9	128
		Screenvision	16	179
		Spotlight	1	13
25	Indianapolis	National CineMedia	22	256
		Screenvision	5	65
		Spotlight	27	180
26	Pittsburgh	National CineMedia	12	123
		Screenvision	11	121
27	San Diego	National CineMedia	17	254
		Screenvision	6	55
		Spotlight	6	57
28	Baltimore	National CineMedia	13	170
		Screenvision	11	81
29	Nashville	National CineMedia	8	128
		Screenvision	15	143
30	Salt Lake City	National CineMedia	23	259
		Screenvision	6	26
31	San Antonio	National CineMedia	21	276
		Screenvision	3	12
		Spotlight	1	9
32	Hartford & New Haven	National CineMedia	13	164
		Screenvision	14	110
		Spotlight	1	6

RANK	DMA	COMPANY	THEATERS	SCREENS
32				
33	Columbus, Oh	National CineMedia	9	103
		Screenvision	10	132
34	Kansas City	National CineMedia	10	187
		Screenvision	18	142
35	Greenville-Spartanburg-Asheville-Anderson	National CineMedia	8	123
		Screenvision	8	69
36	Cincinnati	National CineMedia	9	128
		Screenvision	9	83
37	Milwaukee	National CineMedia	3	44
		Screenvision	15	181
		Spotlight	2	11
38	Austin	National CineMedia	21	239
		Screenvision	2	13
		Spotlight	1	9
39	West Palm Beach-Ft. Pierce	National CineMedia	6	114
		Screenvision	11	113
40	Las Vegas	National CineMedia	17	236
		Screenvision	3	27
41	Grand Rapids-Kalamazoo-Battle Creek	National CineMedia	15	168
		Screenvision	6	29
42	Harrisburg-Lancaster-Lebanon-York	National CineMedia	8	98
		Screenvision	7	53
43	Jacksonville	National CineMedia	13	183
		Screenvision	4	45
44	Oklahoma City	National CineMedia	10	129
		Screenvision	6	49
		Spotlight	1	9
45	Birmingham (Anniston and Tuscaloosa)	National CineMedia	3	42
		Screenvision	12	151
46	Norfolk-Portsmouth-Newport News	National CineMedia	13	183
		Screenvision	10	71

RANK	DMA	COMPANY	THEATERS	SCREENS
47	Greensboro-H.Point-W.Salem	National CineMedia	6	89
		Screenvision	7	60
48	Albuquerque-Santa Fe	National CineMedia	5	70
		Screenvision	16	112
		Spotlight	1	8
49	Louisville	National CineMedia	7	97
		Screenvision	3	36
50	New Orleans	National CineMedia	8	114
		Screenvision	5	23
51	Memphis	Screenvision	17	168
52	Providence-New Bedford	National CineMedia	2	22
		Screenvision	5	68
53	Buffalo	National CineMedia	7	97
		Screenvision	9	51
54	Ft. Myers-Naples	National CineMedia	7	114
		Screenvision	4	36
		Spotlight	1	12
55	Fresno-Visalia	National CineMedia	10	116
		Screenvision	3	27
56	Richmond-Petersburg	National CineMedia	7	117
		Screenvision	3	23
57	Mobile-Pensacola (Ft Walt)	National CineMedia	3	32
		Screenvision	12	141
58	Wilkes Barre-Scranton-Hztn	National CineMedia	6	82
		Screenvision	6	53
59	Little Rock-Pine Bluff	National CineMedia	8	99
		Screenvision	5	20
60	AlbaNY-SChenectady-Troy	National CineMedia	8	85
		Screenvision	6	35
61	Tulsa	National CineMedia	7	95
		Screenvision	6	52

RANK	DMA	COMPANY	THEATERS	SCREENS
62	Knoxville	National CineMedia	7	76
		Screenvision	9	72
63	Lexington	National CineMedia	4	57
		Screenvision	3	25
64	Tucson (Sierra Vista)	National CineMedia	10	139
		Screenvision	1	3
65	Dayton	National CineMedia	7	89
		Screenvision	2	9
		Spotlight	1	12
66	Spokane	National CineMedia	6	69
		Screenvision	2	10
67	Honolulu	National CineMedia	8	90
		Screenvision	11	105
68	Des Moines-Ames	National CineMedia	3	44
		Screenvision	18	114
		Spotlight	1	8
69	Green Bay-Appleton	National CineMedia	1	8
		Screenvision	9	91
70	Wichita-Hutchinson Plus	National CineMedia	6	77
		Screenvision	6	25
71	Roanoke-Lynchburg	National CineMedia	9	81
		Screenvision	5	33
72	Omaha	National CineMedia	8	82
		Screenvision	4	54
73	Flint-Saginaw-Bay City	National CineMedia	3	35
		Screenvision	7	67
74	Springfield, Mo	National CineMedia	3	33
		Screenvision	6	46
75	Charleston-Huntington	National CineMedia	6	66
		Screenvision	6	46
76	Columbia, SC	National CineMedia	5	57
		Screenvision	7	57

RANK	DMA	COMPANY	THEATERS	SCREENS
76				
77	Rochester, NY	National CineMedia	5	72
		Screenvision	5	43
78	Portland-Auburn	National CineMedia	2	20
		Screenvision	11	87
79	Huntsville-Decatur (Flor)	National CineMedia	1	18
		Screenvision	4	54
80	Toledo	National CineMedia	6	69
		Screenvision	1	12
81	Madison	National CineMedia	2	33
		Screenvision	6	65
		Spotlight	1	9
82	Colorado Springs-Pueblo	National CineMedia	5	73
		Screenvision	1	13
83	Waco-Temple-Bryan	National CineMedia	9	123
		Screenvision	2	30
84	Paducah-Cape Girard-Harsbg	National CineMedia	5	44
		Screenvision	4	38
85	Harlingen-Wslco-Brnsvl-Mca	National CineMedia	9	114
		Screenvision	2	28
86	Shreveport	National CineMedia	4	54
		Screenvision	1	10
87	Syracuse	National CineMedia	3	44
		Screenvision	7	45
88	Chattanooga	National CineMedia	2	22
		Screenvision	8	81
89	Charleston, SC	National CineMedia	6	80
90	Champaign&Sprngfld-Decatur	National CineMedia	4	36
		Screenvision	4	41
91	Savannah	National CineMedia	4	45
		Screenvision	4	46

RANK	DMA	COMPANY	THEATERS	SCREENS
92	Cedar Rapids-Wtrlo-lwc&Dub	National CineMedia	1	14
		Screenvision	10	83
93	El Paso (Las Cruces)	National CineMedia	6	84
		Screenvision	4	55
		Spotlight	1	9
94	Baton Rouge	National CineMedia	5	68
		Screenvision	2	15
95	Ft. Smith-Fay-Sprngdl-Rgrs	National CineMedia	1	12
		Screenvision	8	87
96	Burlington-Plattsburgh	National CineMedia	1	8
		Screenvision	7	30
97	Jackson, Ms	National CineMedia	1	17
		Screenvision	4	41
98	South Bend-Elkhart	National CineMedia	4	58
		Screenvision	2	15
99	Myrtle Beach-Florence	National CineMedia	2	28
		Screenvision	3	38
100	Tri-Cities, Tn-Va	National CineMedia	2	26
		Screenvision	4	45
101	Boise	National CineMedia	4	66
102	Greenville-N.Bern-Washngtn	National CineMedia	3	28
		Screenvision	6	53
103	Davenport-R.Island-Moline	National CineMedia	3	40
		Screenvision	6	48
104	Reno	National CineMedia	3	44
		Screenvision	1	2
105	Lincoln & Hastings-KrNY	National CineMedia	2	11
		Screenvision	9	47
106	Evansville	National CineMedia	1	16
		Screenvision	8	82
107	Johnstown-Altoona-St Colge	National CineMedia	3	26

RANK	DMA	COMPANY	THEATERS	SCREENS
107	Johnstown-Altoona-St Colge	Screenvision	2	14
108	Tallahassee-Thomasville	National CineMedia	4	54
		Screenvision	1	14
109	Sioux Falls(Mitchell)	National CineMedia	5	46
		Screenvision	3	6
110	Tyler-Longview(Lfkn&Ncgd)	National CineMedia	3	40
		Screenvision	5	45
111	Ft. Wayne	National CineMedia	2	21
		Screenvision	4	50
112	Augusta-Aiken	National CineMedia	4	54
113	Eugene	National CineMedia	3	43
		Screenvision	2	23
114	Fargo-Valley City	National CineMedia	1	7
		Screenvision	3	34
115	Lansing	National CineMedia	5	55
		Screenvision	1	19
116	Springfield-Holyoke	National CineMedia	3	37
		Screenvision	1	7
117	Yakima-Pasco-RchInd-Knnwck	National CineMedia	4	46
		Screenvision	1	12
118	Traverse City-Cadillac	National CineMedia	1	4
		Screenvision	2	22
119	Youngstown	National CineMedia	5	53
		Screenvision	3	16
120	Macon	National CineMedia	4	48
		Screenvision	1	8
121	Santabarbra-Sanmar-Sanluob	National CineMedia	9	57
122	Lafayette, La	National CineMedia	3	40
		Screenvision	3	11
123	Peoria-Bloomington	National CineMedia	3	42

RANK	DMA	COMPANY	THEATERS	SCREENS
123	Peoria-Bloomington	Screenvision	5	49
124	Monterey-Salinas	National CineMedia	3	32
		Screenvision	6	53
125	Bakersfield	National CineMedia	2	20
		Screenvision	4	54
126	Montgomery-Selma	National CineMedia	4	49
		Screenvision	1	6
127	Columbus, Ga (Opelika, Al)	Screenvision	5	63
128	Wilmington	National CineMedia	2	20
		Screenvision	3	31
129	La Crosse-Eau Claire	Screenvision	5	43
130	Corpus Christi	National CineMedia	2	32
131	Amarillo	National CineMedia	3	40
		Screenvision	5	20
132	Chico-Redding	National CineMedia	2	28
133	Columbus-Tupelo-W Pnt-Hstn	National CineMedia	2	19
		Screenvision	5	30
134	Medford-Klamath Falls	National CineMedia	6	54
		Screenvision	1	2
135	Columbia-Jefferson City	National CineMedia	4	35
		Screenvision	5	36
136	Wausau-Rhineland	Screenvision	6	39
137	Salisbury	National CineMedia	3	28
		Screenvision	2	11
138	Odessa-Midland	National CineMedia	6	66
		Screenvision	1	2
139	Rockford	National CineMedia	2	30
		Screenvision	1	9
140	Duluth-Superior	Screenvision	5	43

RANK	DMA	COMPANY	THEATERS	SCREENS
140				
141	Minot-Bismarck-Dickinson(WIstn)	Screenvision	1	9
142	Topeka	National CineMedia	2	22
		Screenvision	6	40
143	Monroe-El Dorado	National CineMedia	2	27
		Screenvision	1	6
144	Beaumont-Port Arthur	National CineMedia	2	27
		Screenvision	1	10
145	Lubbock	National CineMedia	3	39
		Screenvision	2	18
146	Palm Springs	National CineMedia	4	52
		Screenvision	3	34
147	Anchorage	National CineMedia	5	60
148	Sioux City	National CineMedia	3	24
		Screenvision	6	37
149	Wichita Falls & Lawton	National CineMedia	1	14
		Screenvision	3	27
150	Rochester-Mason City-Austin	National CineMedia	1	12
		Screenvision	3	35
151	Erie	National CineMedia	1	17
		Screenvision	1	3
152	Joplin-Pittsburg	National CineMedia	2	22
		Screenvision	5	23
153	Panama City	National CineMedia	3	37
		Screenvision	2	8
154	Albany, Ga	National CineMedia	1	6
		Screenvision	4	35
155	Bangor	Screenvision	6	31
156	Terre Haute	National CineMedia	2	20
		Screenvision	2	5

RANK	DMA	COMPANY	THEATERS	SCREENS
157	Biloxi-Gulfport	National CineMedia	2	34
		Screenvision	1	8
158	Idaho Falls-Pocatillo(Jcks)	National CineMedia	1	14
		Screenvision	2	17
159	Sherman-Ada	National CineMedia	2	20
		Screenvision	2	16
160	Gainesville	National CineMedia	3	40
		Screenvision	1	1
161	Missoula	National CineMedia	1	14
		Screenvision	3	22
162	Binghamton	National CineMedia	2	21
		Screenvision	2	14
163	Wheeling-Steubenville	National CineMedia	1	14
		Screenvision	1	11
164	Bluefield-Beckley-Oak Hill	National CineMedia	1	14
		Screenvision	3	13
165	Abilene-Sweetwater	National CineMedia	3	32
		Screenvision	1	10
166	Yuma-El Centro	National CineMedia	3	38
		Screenvision	1	8
167	Billings	Screenvision	2	24
168	Hattiesburg-Laurel	National CineMedia	1	18
		Screenvision	2	14
169	Rapid City	National CineMedia	1	7
		Screenvision	1	10
170	Clarksburg-Weston	National CineMedia	1	10
171	Utica	National CineMedia	1	14
172	Dothan	Screenvision	2	13
173	Lake Charles	National CineMedia	2	23

RANK	DMA	COMPANY	THEATERS	SCREENS
174	Quincy-Hannibal-Keokuk	National CineMedia	1	6
		Screenvision	3	17
175	Jackson, Tn	Screenvision	1	8
176	Harrisonburg	National CineMedia	1	14
177	Charlottesville	National CineMedia	1	14
178	Elmira (Corning)	National CineMedia	1	10
		Screenvision	1	8
179	Bowling Green	National CineMedia	3	30
180	Watertown	National CineMedia	1	12
181	Alexandria, La	National CineMedia	2	22
		Screenvision	1	3
182	Jonesboro	Screenvision	2	22
183	Marquette	Screenvision	1	5
184	Bend, Or	National CineMedia	1	16
185	Butte-Bozeman	National CineMedia	2	17
186	Laredo	National CineMedia	1	16
187	Grand Junction-Montrose	National CineMedia	2	21
188	Lafayette, In	National CineMedia	3	26
189	Twin Falls	National CineMedia	1	4
190	Lima	National CineMedia	1	12
191	Meridian	National CineMedia	1	6
192	Great Falls	Screenvision	1	10
193	Eureka	National CineMedia	3	28
194	Parkersburg	National CineMedia	2	19
195	Cheyenne-SCottsbluff	National CineMedia	1	6

RANK	DMA	COMPANY	THEATERS	SCREENS
195				
196	Greenwood-Greenville	National CineMedia	1	6
197	San Angelo	National CineMedia	1	14
199	Mankato	National CineMedia	1	8
		Screenvision	3	13
200	Ottumwa-Kirksville	Screenvision	3	17
201	St. Joseph	National CineMedia	1	10
202	Fairbanks	National CineMedia	1	16
203	Zanesville	National CineMedia	1	12
204	Victoria	National CineMedia	1	12
205	Helena	National CineMedia	1	11
206	Presque Isle	Screenvision	1	2
209	North Platte	National CineMedia	1	6