

# DEBT-HEAVY NATIONAL CINEMEDIA FILES FOR BANKRUPTCY FOLLOWING LEAD OF CINEWORLD

Moody's ANALYTICS | EDFX NATIONAL CINEMEDIA, INC.

1-Year PiT PD vs. Trigger

PD ABOVE TRIGGER

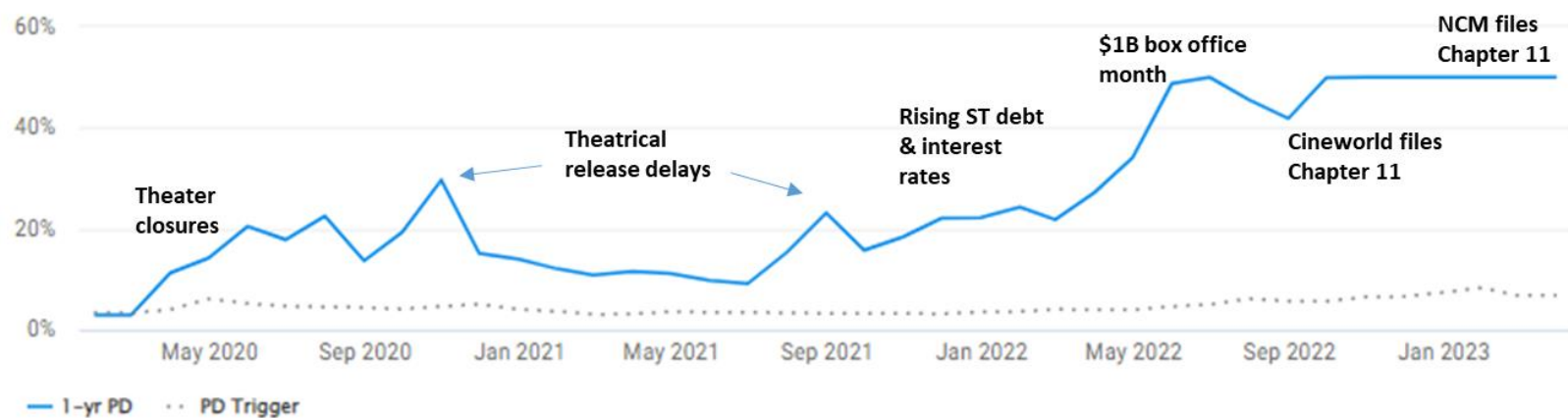
Trigger Definition ⓘ

Early Warning Signal

SEVERE

3M 6M 1Y 2Y 3Y 5Y All

01/01/2020 To 03/31/2023



National CineMedia, LLC (NCM), a subsidiary of National CineMedia, Inc., is the largest movie theater ad firm in North America. Despite theater closures during the pandemic, NCM saw a modest rebound in advertiser demand and even had a [\\$1B+ box office month](#) in July 2022. However, a debt-heavy capital structure serviced by rising interest rates hampered growth. After Cineworld, parent of NCM's part-owner and major client Regal Cinemas, defaulted and negotiated [less favorable terms](#) for NCM, NCM deteriorated and [defaulted](#) in Q1 2023.