

Cinemas Odeon

Was founded in **1928**
(87years)

Deutsch The first Odeon cinema was opened by Oscar Deutsch in 1928, in Brierley Hill The first Odeon cinema was opened by Oscar Deutsch in 1928, in Brierley Hill in the West Midlands,

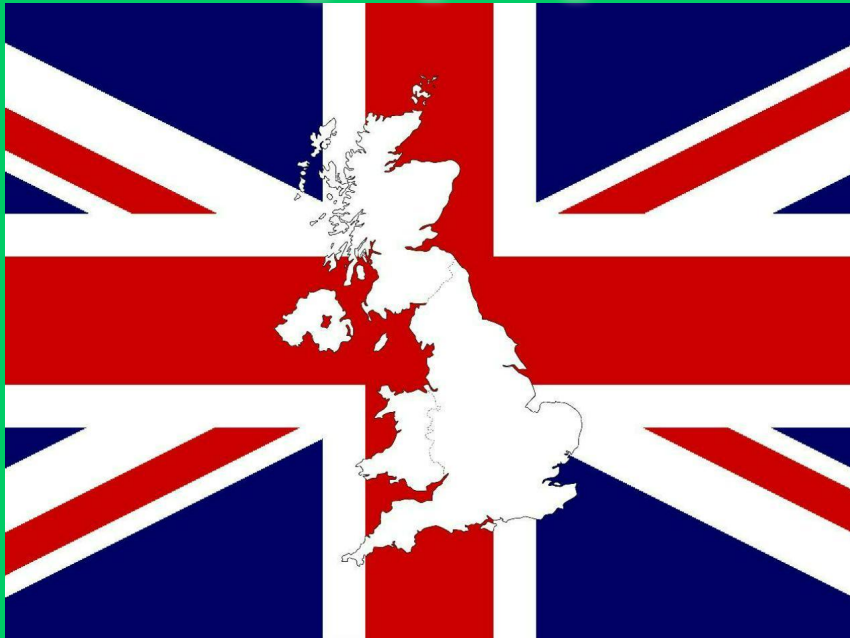


Odeon publicists liked to claim that the name of the cinemas was derived from his motto, "**O**scar **D**eutsch **E**ntertains **O**ur **N**ation", but it had been used for cinemas in France and Italy in the 1920s, and the word is actually Ancient Greek. The name "**Nickelodeon**" was coined in 1905 and was widely used to describe small cinemas in the United States during that era.



is a trading brand name of
cinemas operating in the United
Kingdom and Ireland.

114

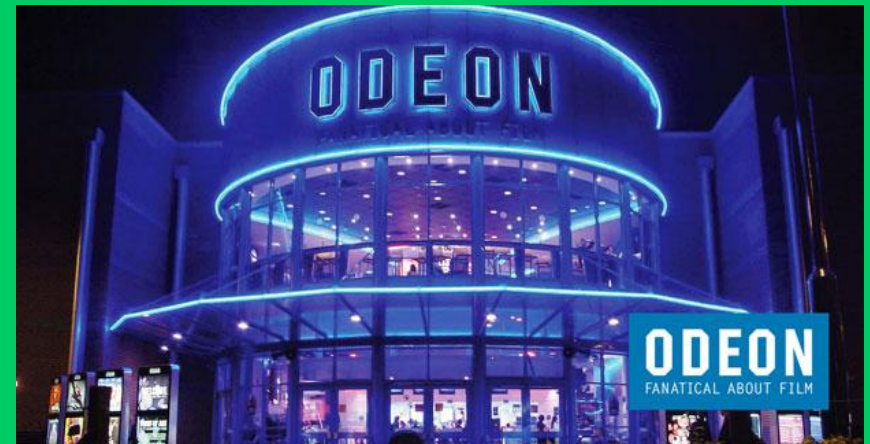
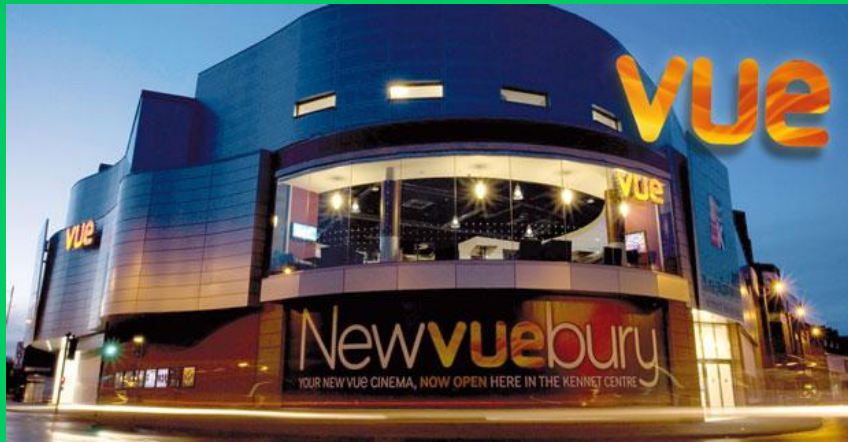


10



cinema market in UK is dominated by three companies, Vue, Odeon and [Cineworld](#), the only one that's listed in London Stock Exchange. These cinemas account for approximately

70% of UK's screens.



Prices

BARGAIN MONDAY

Child (12 years and under)	£5.60
----------------------------	-------

Teen (Ages 13-17)	£5.60
-------------------	-------

Student (Valid student card required)	£5.60
---------------------------------------	-------

Senior (Ages 60+)	£5.60
-------------------	-------

Adult (Ages 18+)	£5.60
------------------	-------

Family (1 adult, 3 children or 2 adults, 2 children)	£22.00
--	--------

OFF PEAK PREMIUM (MON-FRI BEFORE 5PM)

Adult (15 and over)	£10.25
---------------------	--------

Child (3 - 14)	£8.70
----------------	-------

Student (with valid photo ID)	£8.70
-------------------------------	-------

Senior (over 60s)	£8.70
-------------------	-------

Family of 4 (2 adults, 2 children)	£34.50
------------------------------------	--------

Family of 3 (1 Adult, 2 Children)	£25.50
-----------------------------------	--------

**OFF PEAK (TUES, WED,
THURS BEFORE 5PM)**

Child (12 years
and under) £5.60

Teen (Ages 13-
17) £5.90

Student (Valid
student card
required) £5.90

Senior (Ages
60+) £5.90

Adult (Ages
18+) £6.90

Family (1 adult,
3 children or 2
adults, 2 chil-
dren) £25.00

3D MOVIES

Adults + £2.00

Family + £6.40

Children,
Teen, Student
& Senior + £1.60

3D Glasses + £1.00 per
pair

PREMIER SEAT

Each + £1.80

Family + £7.20

**PEAK (TUES, WED, THURS
FROM 5PM, ALL DAY FRI
THRU SUN)**

Child (12 years and under)	£6.30
Teen (Ages 13-17)	£7.00
Student (Valid student card required)	£7.00
Senior (Ages 60+)	£7.00
Adult (Ages 18+)	£8.40
Family (1 adult, 3 children or 2 adults, 2 chil-	£25.00

IMAX

**OFF PEAK STANDARD
(MON-FRI BEFORE 5PM)**

Adult (15 and over)	£9.25
Child (3 - 14)	£5.90
Student (with valid photo ID)	£6.70
Senior (over 60s)	£6.90
Family of 4 (2 adults, 2 children)	£27.60
Family of 3 (1 Adult, 2 Children)	£18.50

Tickets and popcorn)



THANK YOU
FOR YOUR ATTENTION