

ABRAMORAMA

GLOBAL RECORD

PREMIERE EVENT

IN OVER 900 CINEMAS AND 45 COUNTRIES

AUGUST 7, 2024





BOUT SCREENINGS TRAILER

PEARL JAM DARK MATTER

ENJOY PEARL JAM'S DARK MATTER IN DOLBY ATMOS
A TRULY UNIQUE LISTENING EXPERIENCE

GLOBAL EVENT - ONE NIGHT ONLY - APRIL 16



ပ	04	C
	06	L F

OVERVIEW

GLOBAL **EXPOSURE**

J.S. THEATRICAL PROMOTION

INTERNATIONAL

THEATRICAL

U.S. PRESS

PRESS

ARTIST: 29 ALEXANDR GNEZDILOV

FAN ENGAGEMENT

PROMOTION INTERNATIONAL





OVERVIEW

The following wrap-up report documents the Global Record Premiere Event of Pearl Jam's new release **Dark Matter** in **45 countries and 900 cinemas (328 U.S. theaters & 606 international theaters)** on April 16, 3 days before the global release. Abramorama worked in close collaboration with Pearl Jam (our 5th time working with the band), Republic Records and Universal Music Group offices around the world to implement this global event.

Pearl Jam fans were among the very first to hear the band's new record Dark Matter on April 16 in 45 countries and 900 cinemas around the world with "Dark Matter In The Dark." Presented in Atmos where available, fans at the Global Cinema Event (in Atmos Cinemas where available) heard Dark Matter in its entirety twice before it was available anywhere!

First in a dark cinema with just the music playing and then a second time experiencing the record with added light photography visuals by artist Alexandr Gnezdilov on screen during playback. The musical experience was unlike any other record premiere event. The goal was to create fan centric listening events marketed as "Dark Matter In The Dark" in the best cinemas in targeted countries around the world.

This global event was a key marketing tool to excite the existing fan base about the band's new music while also reaching fans outside of Pearl Jam's social sphere. The response and exposure exceeded expectations across the board. Countries included: Argentina, Australia, Belgium, Bolivia, Brazil, Canada, Chile, Colombia, Costa Rica, Cyprus, Denmark, El Salvador, Finland, France, Germany, Greece, Guatemala, Honduras, Iceland, Ireland, Italy, Latvia, Luxembourg, Macedonia, Mexico, Netherlands, New Zealand, Nicaragua, Norway, Panama, Paraguay, Perú, Poland, Portugal, Serbia, Scotland, Slovenia, Spain, Sweden, United Kingdom, and Ukraine, in which we set up a fundraising event.

Net Result: Dark Matter out-grossed top Hollywood studio releases, such as Civil War and Ghostbusters, in many cinemas. Pearl Jam's new album sat on top of 5 Billboard Charts, only missing the #1 record due to being released the same day as Taylor Swift's new album. Abramorama delivered a Global Campaign that excited fans, drove sales... and was profitable!





GLOBAL EXPOSURE

Argentina, Australia, Belgium, Bolivia, Brazil, Canada, Chile, Colombia, Costa Rica, Cyprus, Denmark, El Salvador, Finland, France, Germany, Greece, Guatemala, Honduras, Iceland, Ireland, Italy, Latvia, Luxembourg, Macedonia, Mexico, Netherlands, New Zealand, Nicaragua, Norway, Panama, Panaguay, Perú, Poland, Portugal, Serbia, Scotland, Slovenia, Spain, Sweden, United Kingdom, Ukraine

U.S. THEATERS

INTERNATIONAL THEATERS

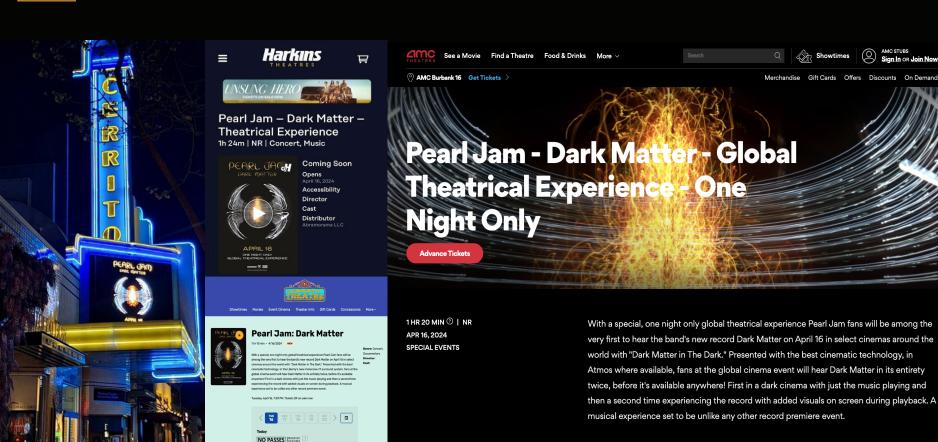
CONTINENTS





06

U.S. THEATRICAL PROMOTION





THEATER 5

U.S. THEATRICAL PROMOTION



= SHOWTIMES ==

PEARL JAM - DARK MATTER - GLOBAL THEATRICAL **EXPERIENCE**

SAN ANTONIO SHOWTIMES	SELECT SEATS
Today 4/16	_
Stone Oak ①	6
6:30pm	
AGE POLICY: All minors under the age of 18 must be accompanied by an adult. Children ages	
6+ admitted. Children 5 and under (including infants) are ONLY admitted during specifically designated "All Ages" and "Family Friendly" screenings.	
LATE POLICY: In order to ensure the highest quality experience for all quests, you may not	

THE SCREEN 00000000000000000 000000000000 000000000000 0000000000000 000000000000 000000000000

enter a movie after it has started. We'd love to see you up to 30 minutes early. Running late? No worries, we will happily exchange your ticket for a different showtime or a raincheck to a future





U.S. THEATRICAL PROMOTION



SHOWTIMES

MOVIES



VENTS





PEARLJAM: DARK MATTER

· 1 HR, 10 MIN · RELEASE: 4/16/2024

With a special, one night only global theatrical experience Pearl Jam fans will be among the very first to hear the band's new record Dark Matter on April 16 in select cinemas around the world with "Dark Matter in The Dark". Presented with the best cinematic technology, in Atmos where available, fans at the global cinema event will hear Dark Matter in its entirety twice, before it's available anywhere! First in a dark cinema with just the music playing and then a second time experiencing the record with added visuals on screen during alavback. A musical experiences at to be unlike any other record aremitere even.

EARL JAM - DARK MATTER -GLOBAL THEATRE EXPERIENCE

R 84 min.

a special, one night only global theatrical experience Pearl Jam fans will be among the very first to hear the band's new record Dark Matter on April a select cinemas around the world with "Dark Matter in The Dark." Presented with the best cinematic technology, in Atmos where available, fans at the al cinema event will hear Dark Matter in its entirety twice, before it's available anywhere! First in a dark cinema with just the music playing and then a and time experiencing the record with added visuals on screen during playback. A musical experience set to be unlike any other record premiere event.

Play Trailer

owtimes

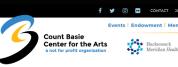
Today, April 16

DFX Events No Passes

Events
No Passes
7:00 PM

Tomorrow, April 17





Pearl Jam – Dark Matter – Global Theatrical Experien



APRIL 16
ONE NIGHT ONLY
SLOBAL THEATRICAL EXPERIEN

APRIL 16 • 7:30PM

SOLD OUT

Tickets: \$15 + fees | Limit 8 tickets per mailing address

DOORS 6:30PM • SHOWTIME 7:30PM

The Vogel • Basie Center Campus • 99 Monmouth Street, Red Bank

With a special, one night only global theatrical experience Pearl jam fons will be among the very first to hear the band's record Dark Matter on April 16 in select cinemas around the world with "Dark Matter in The Dark". Presented with the be cinematic technology, in Annos where evallable, fans at the global cinema event will hear Dark Matter in its entirety twi before it's available anywhere! First in a dark cinema with just the music playing and then a second time experiencing at record with added visuals on screen during playback. A musical experience set to be unlike any other record premiere er

Runtime: 84 minutes

Presented by Count Basie Center for the Arts



PREFERRED BANKING AND INVESTMENT PARTNER AT THE VO

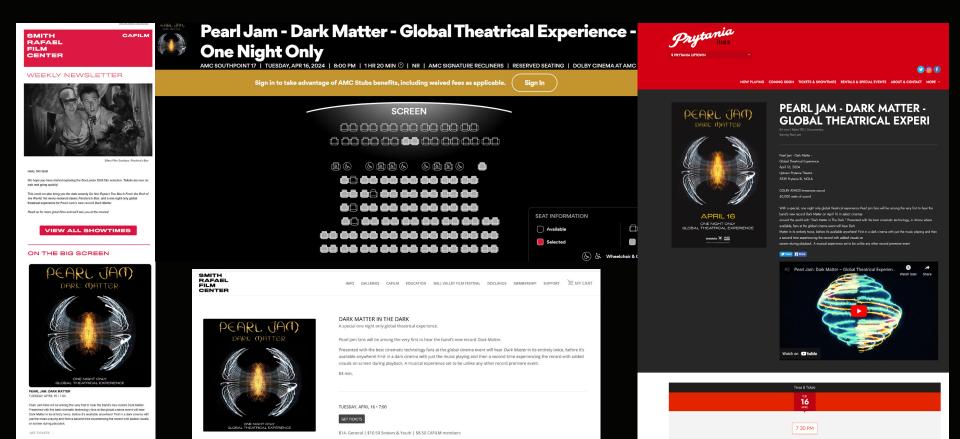


BACK TO EVENT



09

U.S. THEATRICAL PROMOTION







U.S. THEATRICAL PROMOTION











With a special, one night only global theatrical experience Pearl Jam fans will be among the very first to hear the band's new record Dark Matter on April 16 in select cinemas around the world with "Dark Matter in The Dark." Presented with the best cinematic technology, in Atmos where available, fans at the global cinema event will hear Dark Matter in its entirety twice, before it's available anywhere! First in a dark cinema with just the music playing and then a second time experiencing the record with added visuals on screen during playback. A musical experience set to be unlike any other record premiere event.

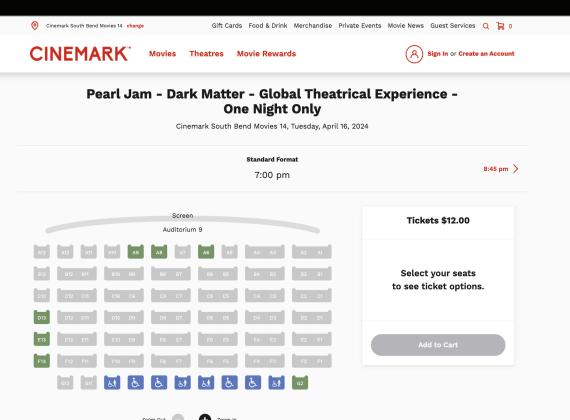
Showtimes & Tickets

Tuesday, Apr 16





U.S. THEATRICAL PROMOTION



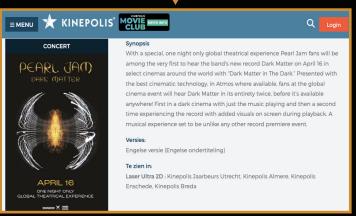




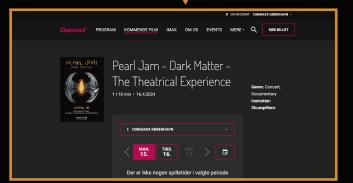


INTERNATIONAL THEATRICAL PROMOTION

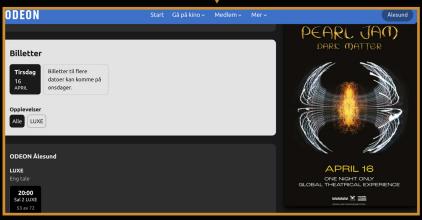
Netherlands



Denmark



Norway



Portugal

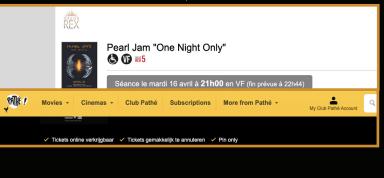




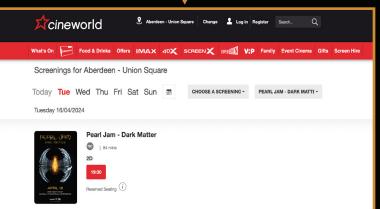


INTERNATIONAL THEATRICAL PROMOTION





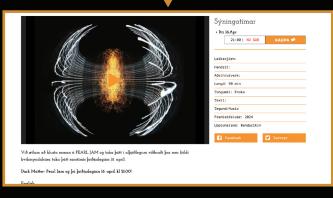
United Kingdom



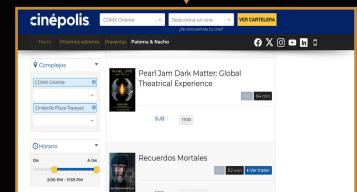
Chile



Iceland



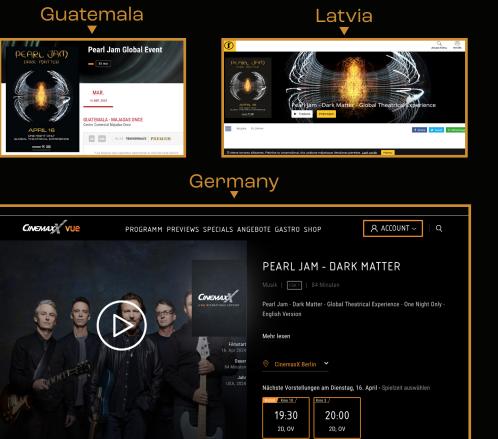
Mexico



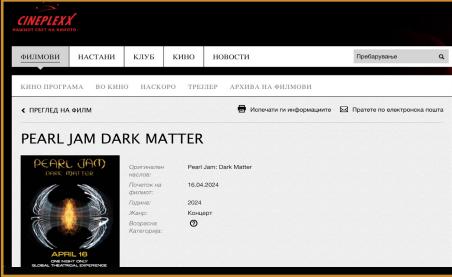




INTERNATIONAL THEATRICAL PROMOTION



Macedonia •





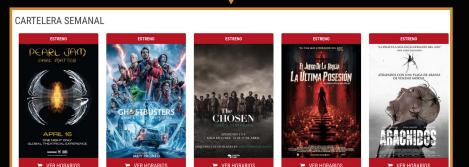


INTERNATIONAL THEATRICAL PROMOTION

Greece



Costa Rica



El Salyador



Brazil







INTERNATIONAL THEATRICAL PROMOTION

Poland



Australia



Ukraine



Colombia



Italy

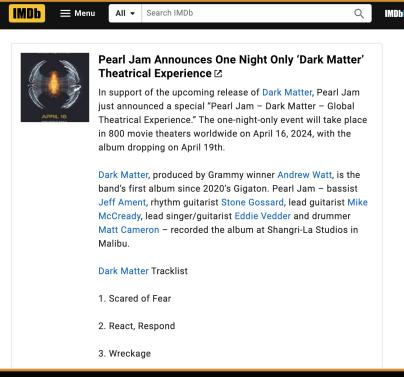






U.S. PRESS

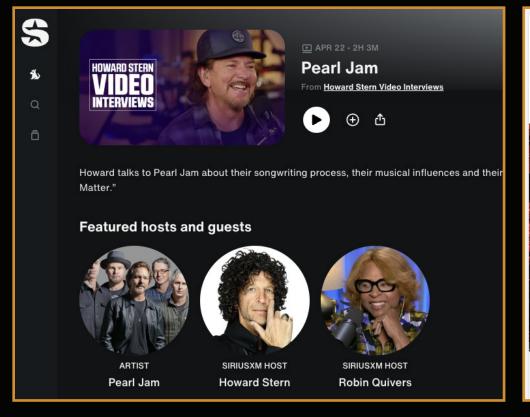






18

U.S. PRESS







19 U.S. PRESS







On Tuesday April 16, tons of movie theaters across the globe will screen *Dark Matter* for one night and one night only. "To celebrate the release of the new album, Pearl Jam will present an exclusive cinematic engagement, Pearl Jam – *Dark Matter* – Global Theatrical Experience," the band says.

Rocking the big screen is certainly something Pearl Jam has had great success with in the past. Whether it was via director Danny Clinch's *Let's Play Two* film, or Cameron Crowe's *PJ20* film, the band has released exciting visual presentations of their music numerous times.

The difference here is *Dark Matter* will be screening at numerous places around the state. When *PJ20* was released it was primarily at a theater in Cambridge. This is not the case here. 10 different spots around Massachusetts will carry the one-night special.

Here Is Where To Go In Massachusetts To Hear Pearl Jam Dark Matter

- Beverly at The Cabot
- Boston at AMC Boston Common 19
- Cambridge at Landmark Kendall Square Cinema
- . Danvers at AMC Liberty Tree Mall 20
- Dedham at Showcase Cinema de Lux Legacy Place
- Foxborough at Showcase Cinema de Lux Patriot Place
- Hanover at Showcase Cinema de Lux Hanover Crossing
- . Lowell at Showcase Cinema de Lux Lowell
- Methuen at AMC Methuen 20
- Woburn at Showcase Cinema de Lux Woburn



U.S. PRESS











Booker and Stryker





Posts Home **Podcasts**

Partner Content

Booker and Stryker chat with the Legend Eddie Vedder from Pearl Jam

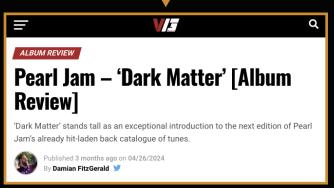






INTERNATIONAL PRESS

Canada



London



New Zealand



Poland





22

INTERNATIONAL PRESS





Mexico





23

FAN ENGAGEMENT



Nice that it is also shown in Italy and France now.



Got my tickets for Leeds UK what a great way to hear the album for the first time, cannot wait, then into Leeds on the Friday to buy from Crash records

Neil Young & Pearl Jam Dublin 1995, Leeds Festival 2006, Manchester 2009, Manchester 2012, Leeds 2014, Amsterdam 2018, London 1 2022, London 2 2022

Force Of Nature Hertfordshire, England Posts: 90

diggerbyrom said:

Got my tickets for Leeds UK what a great way to hear the album for the first time, cannot wait, then into Leeds on the Friday to buy from Crash records

I got leeds as well, the luxe theatre. cant wait



Week away. Excited to see what this will be like.

Virginia Beach 2000; Pitsburgh 2000; Columbus 2003; D.C. 2003; Pittsburgh 2006; Virginia Beach 2008; Cleveland 2010; P.J20 2011; Pittsburgh 2013; Baltimore 2013; Charlotteswille 2013; Charlotte 2013; Charlo



Pap Aspra Spitia, Greece Posts: 28,22

April 18 edited April 1

Amazing experience! A little bit less than 50 attendees at the Vue Cinema Portsmouth, UK. I invited two of my friends who are not big PJ fans to the screening. They both enjoyed it, as they felt that they got more than they had expected. In fact, one of them was singing along to the lyrics. They liked Scared of Fear, and Somehting Special. For me the visuals along with the lyrics offered a totally new perspective to the whole album. Now, I can appreciate more/relate to React, Respond and Waiting for Stevie. Off to London tomorrow morning and Plappy DM release day, everybody!

Post edited by Pap on April 18

Athens 2006 / Milton Keynes 2014 / London 1&2 2022 / Seattle 1 2024 / Dublin 2024 / Manchester 2024 / London 2024

"Nice that it is also shown in Italy and France now."

"...What a great way to hear the album for the first time, cannot wait"

"Excited to see what this will be like."

"Amazing experience... For me the visuals along with the lyrics offered a totally new perspective to the whole album... Happy DM release day, everybody!

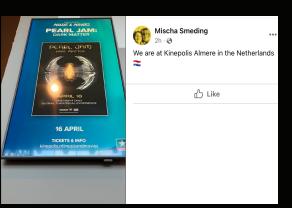


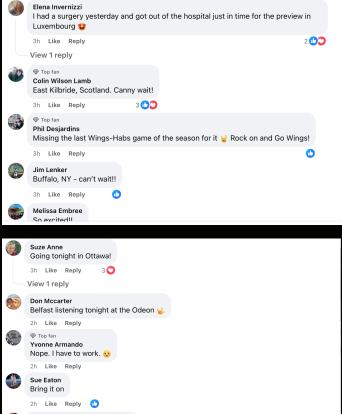
24

FAN ENGAGEMENT

Top fan









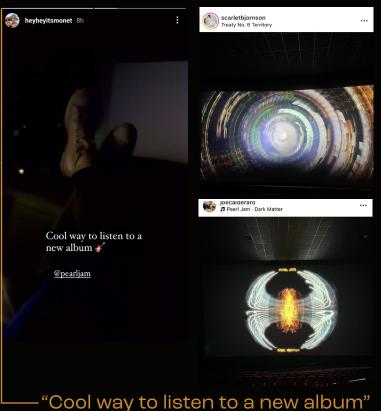




25

FAN ENGAGEMENT









26

FAN ENGAGEMENT



foxy.mop To celebrate the release of the new album, @pearljam announces & invites you to a global theatrical experience, Dark Matter - One Night Only, on Tuesday, April 16, 2024.

Attendees will be among the very first to hear the band's new record in select cinemas around the world. This communal experience will play Dark Matter in its entirety twice: first in a dark cinema, and then again with mesmerizing visuals.

Tickets are now on sale for 500+ theaters worldwide. Find your local theater here: https://pearljam.com/onenightonly/screenings/

#darkmatteratmos #pearljam #darkmatter







27

FAN ENGAGEMENT

94 likes

pearl_jamily_france



Liked by marcamone and 1,531 others

adimusiclyrics The song that grew on me the most from the new album.

Having the 1 minute opening in the cinema event was insane and touching - you knew something big was about to happen. The beginning with the line "The distance to the end is closer now than it has ever been" with u2 vibes was simply amazing.





pearl_jamily_france Souvenir de l'expérience dark matter au cinéma



lanceohnstad *

Chinese Theatre Hollywood Boulevard

Such a great experience @pearljam dark matter theatrical experience. You are the greatest.





i_am_bernice_ We've had an evening of listening to Dark Matter before it's release on Friday. For me a new album is

like meeting someone new. Will we be friends or do I think

Matter and I will get along very well. I'm very much looking forward to hearing some of these songs live. Thank you

@pearliam for giving us something special again. We will

see you on the road, #pearliam #darkmatter #tour2024

you are full of shit? After three listenings I think Dark

i_am_bernice_

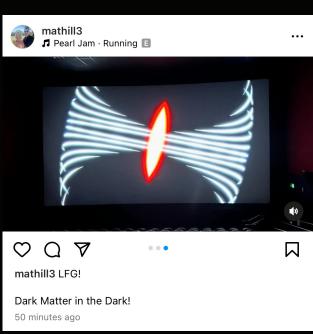


28

FAN ENGAGEMENT











ARTIST: ALEXANDR GNEZDILOV



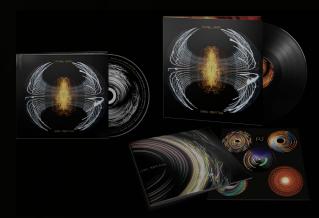




So proud and excited to be part of this amazing project! Many thanks to @pearljam for this wonderful opportunity to let my art shine in the light of their music! I am amazed at how well my images resonate with the theme and sound of the album. Can't wait to see the complete result!







FOR MORE INFORMATION:

CONTACT EVAN SAXON evansaxon@abramorama.com