

# Star Wars: The Force Awakens

Brand chatter



## In Cinemas 17 December

After 32 years, characters from the original *Star Wars* trilogy unite with new heroes and face new villains in their return to the big screen.

# 112m

The latest trailer was viewed more than 112m times online during its first 24 hours online, which is a record. The trailer generated 390,000 tweets — that's 17,000 a minute, with an OTS of 787m.



# 200,000

Hundreds of thousands of tickets were snapped up in the first 24 hours after the box office opened, beating marks for *Skyfall*, *SPECTRE*, *The Hunger Games* and *Fifty Shades of Grey*.



# 24 hours

Cinemas, including Vue and Odeon, will stay open for 24 hours for *Star Wars: Episode VII — The Force Awakens* in the first week of its release.



## Demographics



36%  
Female



64%  
Male

## Premium Spot availability

The huge amount of buzz around the film also provides an **unparalleled opportunity** for advertisers to engage with these super fans in cinema's engaging environment, with the biggest screen and the best sound and where audiences are relaxed and undistracted.

The ad reel is selling fast, with **60%** of the first week already **sold out**, but there's still the chance to book into cinema's most premium positions - the **Content**, **Silver** and **Gold Spots**. This is an opportunity not to be missed. Contact your DCM rep for more information today.

*Star Wars* is one of the few cross-generational properties available to brands. Fans who experienced the originals theatrically have shared them with the next generation on home video, who are about to experience these new adventures with their own children. Brands looking to partner can consider either an all-ages approach or target specific demographics within the fan base.

