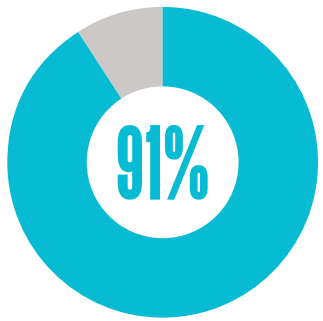


# DCM AUDIENCE INSIGHTS

LET'S GO TO THE MOVIES WITH...

# 16-34 ADULTS

Look closer... **Cinemagoers are the most engaged audience in the media mix.** Adults aged 16-34 consume 3.2 hours of AV every day on average, but cinema is special to them: **it's a passion point that provides immersive experiences and conversation fuel**, as well as being a fun social occasion.



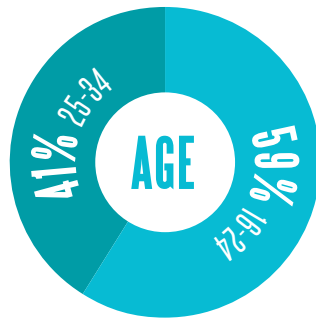
of 16-34 Adults are cinemagoers

Source: TGI GB Q2 2016



That's **44%** of all UK cinema admissions

Source: CAA Film Monitor Coverage & Frequency 2015



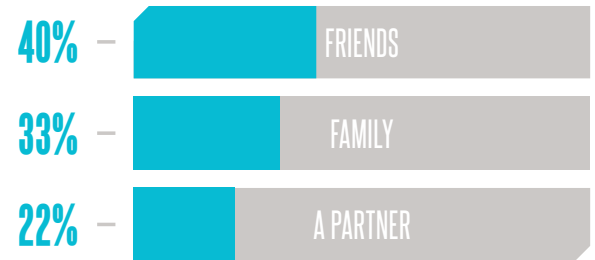
Source: CAA Film Monitor Coverage & Frequency 2015

**KEY DAYS THEY VISIT THE CINEMA**

OPENING WEEKEND  
OPENING WEEK  
WED / FRI / SAT

Source: FAME 2015

## THEY GO TO THE CINEMA WITH ...



Source: FAME 2015

7.5

Visits per year



Source: CAA Film Monitor Coverage & Frequency 2015

2.9

Average group size



Source: FAME 2015

19

Minutes in the foyer



Source: FAME 2015



Source: IPA TouchPoints 6 and GB TGI Q2 2016

THEY CAN'T WAIT TO WATCH...



The God Particle



Kong: Skull Island



Guardians Of The Galaxy: Vol. 2

AFTER THE FILM THEY LIKE TO...



51%

Went for food and/or drink



20%

Went grocery shopping



18%

Went non-grocery shopping

Source: FAME 2015