

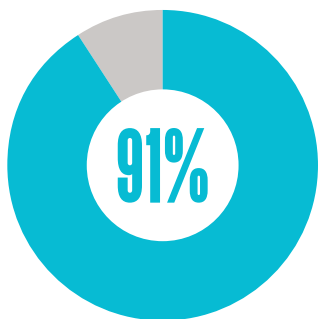


DCM AUDIENCE INSIGHTS

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 hours 15 minutes 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.



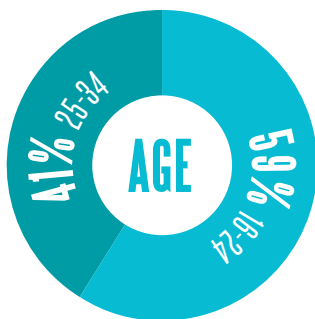
of 16-34 Adults are cinemagoers

Source: TGI GB Q1 2017



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

Source: CAA Film Monitor Coverage & Frequency 2016



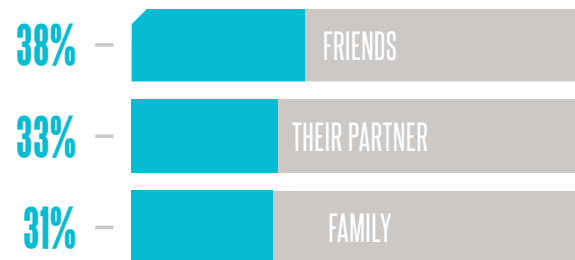
Source: CAA Film Monitor Coverage & Frequency 2016

KEY DAYS THEY VISIT THE CINEMA

OPENING WEEKEND
OPENING WEEK
WED / FRI / SAT

Source: FAME 2016

THEY GO TO THE CINEMA WITH ...



Source: FAME 2016

7.5

Visits per year



Source: CAA Film Monitor Coverage & Frequency 2016

2.8

Average group size



Source: FAME 2016

21

Minutes in the foyer



Source: FAME 2016



Source: IPA TouchPoints 2016

THEY CAN'T WAIT TO WATCH...



Kingsman: The Golden Circle



Thor: Ragnarok



Justice League

AFTER THE FILM THEY LIKE TO...



51%

Went for food and/or drink



26%

Went grocery shopping



26%

Went non-grocery shopping

Source: FAME 2016