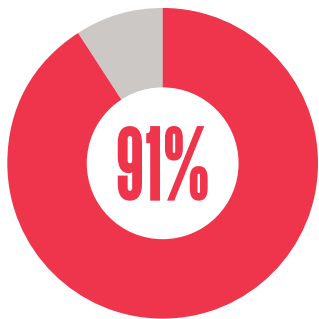


DCM AUDIENCE INSIGHTS

LET'S GO TO THE MOVIES WITH...

16-34 MEN

Look closer... **Cinemagoers** are the most engaged audience in the **media mix**. 16-34 men consume 3.1 hours of AV every day on average, but cinema is special to them: **it's time out that indulges their passion for film as well as providing social currency.**



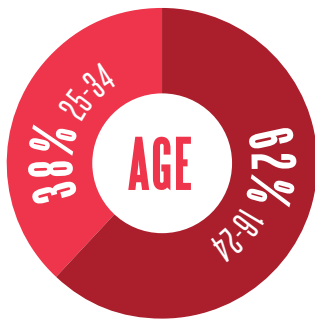
of 16-34 Men are cinemagoers

Source: TGI GB Q2 2016



That's **23%** of all UK cinema admissions

Source: CAA Film Monitor Coverage & Frequency 2015



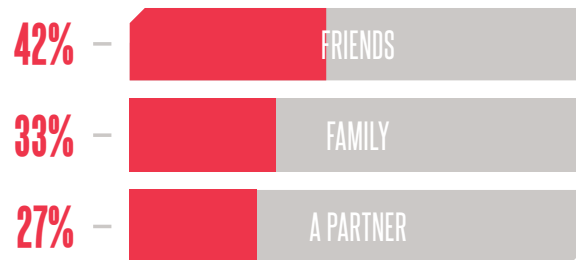
Source: CAA Film Monitor Coverage & Frequency 2015

KEY DAYS THEY VISIT THE CINEMA

OPENING WEEKEND
OPENING WEEK
TUE / WED / FRI / SAT

Source: FAME 2015

THEY GO TO THE CINEMA WITH ...



Source: FAME 2015

8

Visits per year



Source: CAA Film Monitor Coverage & Frequency 2015

3

Average group size



Source: FAME 2015

20

Minutes in the foyer



Source: FAME 2015



55% 36% 67%

Source: IPA TouchPoints 6 and GB TGI Q2 2016

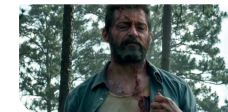
THEY CAN'T WAIT TO WATCH...



Assassin's Creed



John Wick: Chapter 2



Logan

AFTER THE FILM THEY LIKE TO...



Went for food and/or drink



Went non-grocery shopping



Went to a friend's house

Source: FAME 2015