

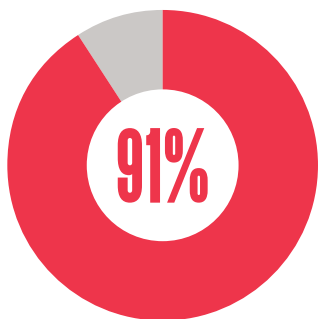
DCM AUDIENCE INSIGHTS



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 hours 8 minutes 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.**



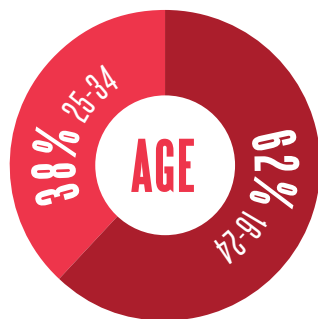
of 16-34 Men are cinemagoers

Source: TGI GB Q 2017



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

Source: CAA Film Monitor Coverage & Frequency 2016



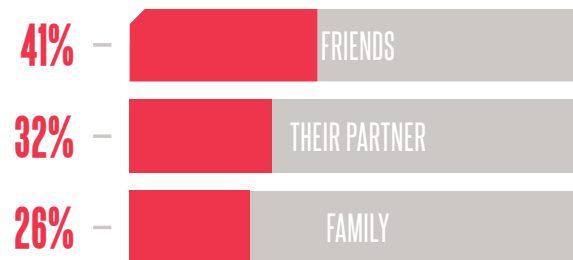
Source: CAA Film Monitor Coverage & Frequency 2016

KEY DAYS THEY VISIT THE CINEMA

OPENING WEEKEND
OPENING WEEK
TUE / WED / FRI / SAT

Source: FAME 2016

THEY GO TO THE CINEMA WITH ...



Source: FAME 2016

8
Visits per year



Source: CAA Film Monitor Coverage & Frequency 2016

2.8
Average group size



Source: FAME 2016

22
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...



56%
Went for food and/or drink



30%
Went non-grocery shopping



27%
Went grocery shopping

Source: FAME 2016