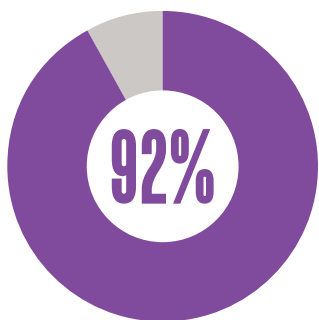


DCM AUDIENCE INSIGHTS

LET'S GO TO THE MOVIES WITH...

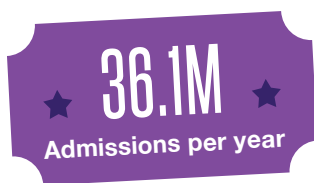
16-34 WOMEN

Look closer... **Cinemagoers** are the most engaged audience in the media mix. Women aged 16-34 consume 3 hours 21 minutes of AV every day on average, but cinema is special to them: **it's an escapist social activity, that allows this busy group to relax, unwind and treat themselves.**



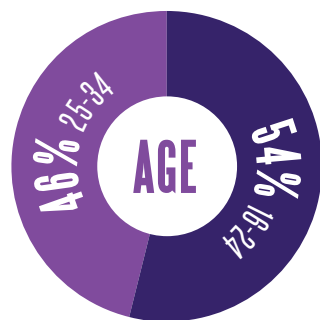
of 16-34 Women are cinemagoers

Source: TGI GB Q1 2017



That's 21% of all UK cinema admissions

Source: CAA Film Monitor Coverage & Frequency 2016



Source: CAA Film Monitor Coverage & Frequency 2016



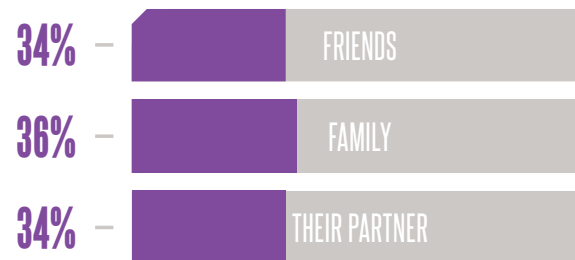
Source: IPA TouchPoints 2016

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

Visits per year



Source: CAA Film Monitor Coverage & Frequency 2016

2.8

Average group size



Source: FAME 2016

20

Minutes in the foyer



Source: FAME 2016

THEY CAN'T WAIT TO WATCH...



Annabelle: Creation



A Bad Mom's Christmas



Pitch Perfect 3

AFTER THE FILM THEY LIKE TO...



46%

Went for food and/or drink



25%

Went grocery shopping



22%

Went non-grocery shopping

Source: FAME 2016