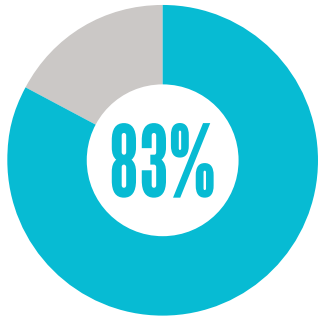


DCM AUDIENCE INSIGHTS

LET'S GO TO THE MOVIES WITH...

ABC1 ADULTS

Look closer... **Cinemagoers** are the most engaged audience in the **media mix**. ABC1 adults consume 3 hours 47 minutes of AV every day on average, but cinema is special to them: **it remains an affordable indulgence and the best place to experience films.**



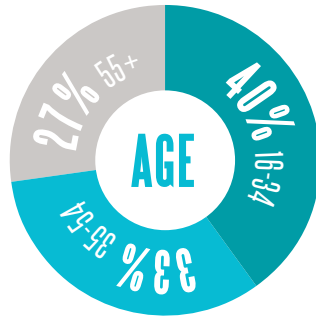
of ABC1 Adults are cinemagoers

Source: TGI GB Q1 2017



That's **60%** of all UK cinema admissions

Source: CAA Film Monitor Coverage & Frequency 2016



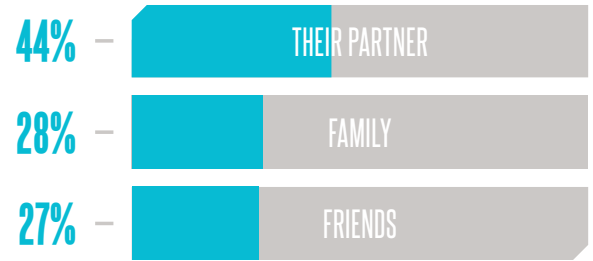
Source: CAA Film Monitor Coverage & Frequency 2016

KEY DAYS THEY VISIT THE CINEMA

OPENING WEEKEND
OPENING WEEK
TUE / WED / FRI / SAT / SUN

Source: FAME 2016

THEY GO TO THE CINEMA WITH ...



Source: FAME 2016

6.6

Visits per year



Source: FAME 2016

2.5

Average group size



Source: FAME 2016

19

Minutes in the foyer



Source: FAME 2016



Source: IPA TouchPoints 2016 and GB TGI Q1 2017

THEY CAN'T WAIT TO WATCH...



Blade Runner 2049



Kingsman: The Golden Circle



Star Wars: The Last Jedi

AFTER THE FILM THEY LIKE TO...



Went for food and/or drink



Went grocery shopping



Went non-grocery shopping

Source: FAME 2016