

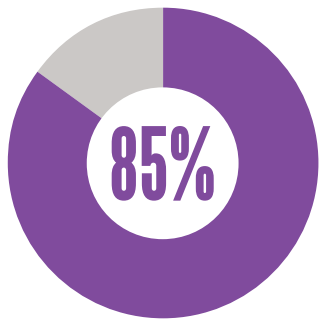
LET'S GO TO THE MOVIES WITH...

ABC1 WOMEN

Look closer... **Cinemagoers** are the most engaged audience in the media mix. ABC1 women consume 3 hours 48 minutes of AV every day on average, but cinema is special to them: **it's a treat to themselves, a chance to socialise and unwind** through high-quality entertainment.



DCM AUDIENCE INSIGHTS



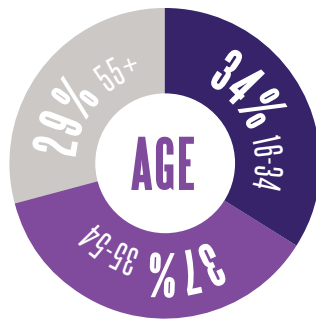
of ABC1 Women are cinemagoers

Source: TGI GB Q1 2017



That's **32%** of all UK cinema admissions

Source: CAA Film Monitor Coverage & Frequency 2016



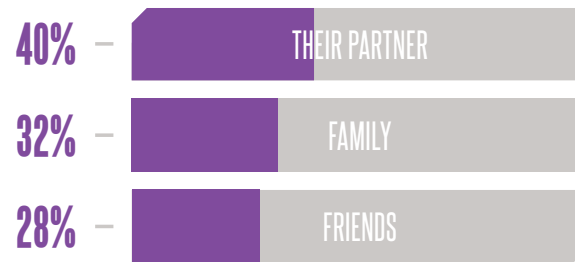
Source: CAA Film Monitor Coverage & Frequency 2016

KEY DAYS THEY VISIT THE CINEMA

OPENING WEEKEND
OPENING WEEK
TUE / WED / SAT / SUN

Source: FAME 2016

THEY GO TO THE CINEMA WITH ...



Source: FAME 2016

6.9

Visits per year



Source: CAA Film Monitor Coverage & Frequency 2016

2.6

Average group size



Source: FAME 2016

18

Minutes in the foyer



Source: FAME 2016



35% **40%** **67%**

Source: IPA TouchPoints 2016 and GB TGI Q1 2017

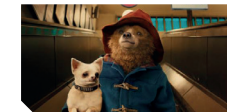
THEY CAN'T WAIT TO WATCH...



Victoria & Abdul



The Mountain Between Us



Paddington 2

AFTER THE FILM THEY LIKE TO...



Went for food and/or drink



Went grocery shopping



Went non-grocery shopping

Source: FAME 2016