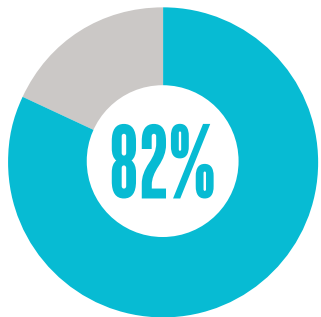


DCM AUDIENCE INSIGHTS

LET'S GO TO THE MOVIES WITH...

ABC1 ADULTS

Cinema attracts affluent and upmarket audiences. ABC1 Adults visit the cinema 7 times a year on average and account for 67% of those to visit at least once a month. **They watch premium content in premium environments.** They love the boutique experience, watch critically acclaimed films and revel in the Awards Season excitement. Cinema is their ultimate viewing experience!



of ABC1 Adults are cinemagoers

Source: TGI Q3 2019.



That's **6** ABC1 Adult TVRs each week

Source: CAA Film Monitor Coverage & Frequency 2019. *DCM AGP admissions.

THEY ARE AWARDS SEASON LOVERS

They are 30% more likely to watch a film at the cinema if it's been nominated for an Oscar or BAFTA

Source: FAME 2018.

THEY ACCOUNT FOR ...

78% of Regular Boutique Cinema Audiences



Source: IPA Touchpoints 2019 (inc. Curzon & Picturehouse).

71%

'I get completely absorbed in the story when I watch a film at the cinema'
(Index 115)

71%

'A trip to the cinema lets me escape everyday life'
(Index 115)

35%

'I enjoy the hype around films nominated for Oscars/BAFTAs'
(Index 125)

Source: FAME 2018.



67%

are Light TV Viewers

Source: IPA Touchpoints 2018. TGI Q3 2019. FAME 2018. *Subscription Video on Demand - Netflix, Amazon Prime Video, Now TV.



30%

have used a SVOD* service in the last 4 weeks



73%

agree that the cinema experience cannot be replicated on TV, laptop or mobile

WHAT DO THEY WATCH?

Source: TGI Q3 2019.



Drama
(Index 121)



Musicals
(Index 110)



Crime/Thriller
(Index 108)

AFTER THE FILM THEY LIKE TO...

Source: FAME 2018.



Go for food or drink
(Index 118)



Go grocery shopping
(Index 127)



Go non-grocery shopping
(Index 126)