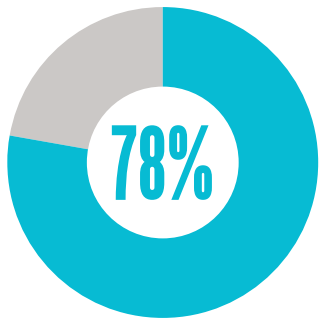


DCM AUDIENCE INSIGHTS

LET'S GO TO THE MOVIES WITH... ADULTS

Look closer... **Cinemagoers** are the most engaged audience in the **media mix**. Adults consume 4 hours of AV every day on average, but cinema is special to them: **it's a universal, social, immersive experience** that they share with family and friends.



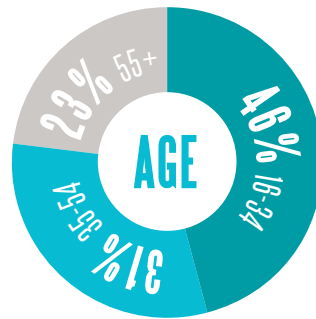
of UK Adults are cinemagoers

Source: TGI GB Q2 2016



That's **87%** of all UK cinema admissions

Source: CAA Film Monitor Coverage & Frequency 2015



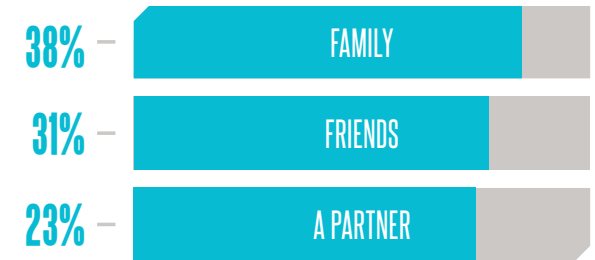
Source: CAA Film Monitor Coverage & Frequency 2015

KEY DAYS THEY VISIT THE CINEMA

OPENING WEEKEND
OPENING WEEK
TUES / WEDS / FRI / SAT

Source: FAME 2015

THEY GO TO THE CINEMA WITH ...



Source: FAME 2015

6
Visits per year



Source: CAA Film Monitor Coverage & Frequency 2015

2.7
Average group size



Source: FAME 2015

19
Minutes in the foyer



Source: FAME 2015



Source: TGI GB Q2 2016

THEY CAN'T WAIT TO WATCH...



T2: Trainspotting



Fast & Furious 8



Guardians Of The Galaxy: Vol. 2

AFTER THE FILM THEY LIKE TO...



43%

Went for food and/or drink



14%

Went grocery shopping



11%

Went non-grocery shopping

Source: FAME 2015