

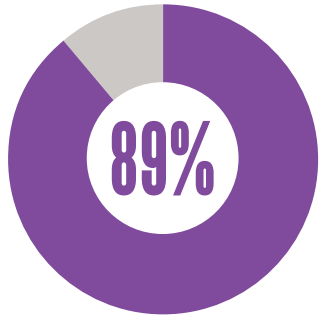


DCM AUDIENCE INSIGHTS

LET'S GO TO THE MOVIES WITH...

16-34 WOMEN

16-34 women are a sociable bunch. They **love sharing their experiences with others**, both in person and online. Cinema plays a key role in their social calendar, providing a **high-quality experience to be enjoyed alongside friends or family**. The films they watch spark conversation and opinion; they over-index for giving recommendations and posting about their cinema trip on social media.



89%
of 16-34 Women are cinemagoers

Source: TGI Q3 2019



That's 8 16-34 Women TVRs each week

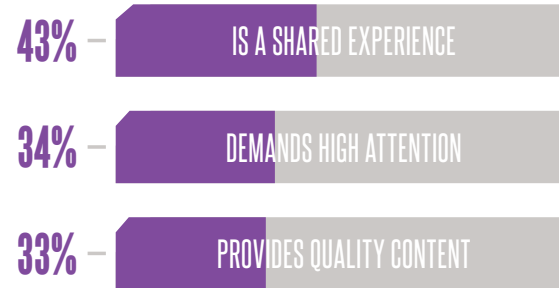
Source: CAA Film Monitor Coverage & Frequency 2019. *DCM AGP Admissions.

WHY DO THEY VISIT THE CINEMA?

An experience to be shared with others – 16-34 women are 54% more likely to visit the cinema for a get together with friends.

Source: FAME 2018.

FOR 16-34 WOMEN, CINEMA...



Source: Mission 16-34.



'A trip to the cinema lets me escape from everyday life'
(Index 114)



'The cinema is a great way to spend time with family and friends'
(Index 118)



'I love sharing recommendations on films I have seen'
(Index 142)

Source: FAME 2018.



63%

are Light TV Viewers

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



43%

have used a SVOD* service in the last 4 weeks



68%

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

WHAT DO THEY WATCH?

Source: TGI Q3 2019.



Romance
(Index 208)



Animation
(Index 167)



Horror
(Index 149)

AFTER THE FILM THEY LIKE TO...

Source: FAME 2018.



Post about their cinema trip on social media
(Index 187)



Go for food/drink
(Index 135)



Go shopping instore
(Index 156)