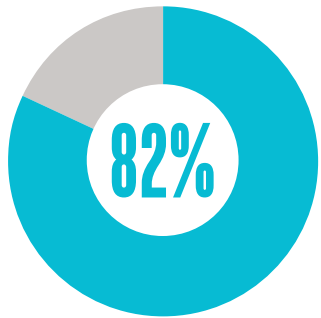


DCM AUDIENCE INSIGHTS

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 ...

73% of Regular Boutique Cinema Audiences



Source: IPA Touchpoints 2018 (inc. Curzon, Everyman & 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.

45%

Go for food or drink
(Index 118)

23%

Go grocery shopping
(Index 127)

21%

Go non-grocery shopping
(Index 126)