

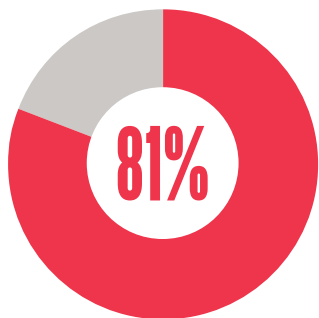


# DCM AUDIENCE INSIGHTS

LET'S GO TO THE MOVIES WITH...

# ABC1 MEN

Cinema provides guaranteed entertainment for ABC1 men. Whether its critically-acclaimed films, new technology or premium environments, they want a **quality viewing experience which they don't mind paying more for**. They are more likely than the average cinemagoer to watch films in **4DX, IMAX** and **attend annual film festivals**.



81% of ABC1 Men are cinemagoers

Source: TGI Q3 2019.



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

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

THEY ARE AWARDS SEASON LOVERS

They are 38% 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 ...



Source: FAME 2018.

67%

'A trip to the cinema lets me escape from everyday life' (Index 109)

66%

'I get completely absorbed in the story when I watch a film at the cinema' (Index 108)

63%

'There is no better place to watch films than the cinema' (Index 115)

Source: FAME 2018.



68%

are Light TV Viewers



31%

have used a SVOD\* service in the last 4 weeks



70%

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

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

## WHAT DO THEY WATCH?

Source: TGI Q3 2019.



Science Fiction (Index 142)



Action Adventure (Index 118)



Superhero (Index 111)

## AFTER THE FILM THEY LIKE TO...

Source: FAME 2018.

50% Go for food/drink (Index 132)

27% Go grocery shopping (Index 154)

26% Go non-grocery shopping (Index 155)