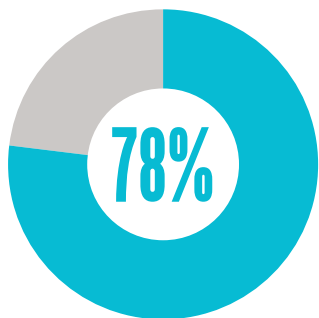


LET'S GO TO THE MOVIES WITH...

ADULTS

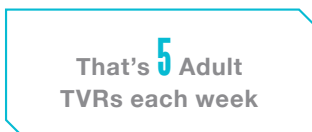
Daring superheroes, jaw-dropping action, nail-biting thrillers - **the booming film slate is attracting a wide range of audiences.** There is something for everyone with the average adult visiting 6 times a year. **Cinema is an appointment-to-view experience;** adults buy their tickets in advance to ensure their seat in a film's opening week.

DCM AUDIENCE INSIGHTS



of Adults are cinemagoers

Source: TGI Q2 2018.



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

WHEN DO THEY VISIT THE CINEMA?

43% of Adults buy their tickets in advance and 40% watch a film in its opening week!

Source: FAME 2018.

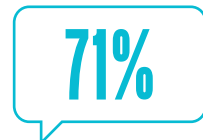
THEY ARE ...



Source: CAA Film Monitor Coverage & Frequency 2019.



'I get completely absorbed in the story when I watch a film at the cinema'



'A trip to the cinema lets me escape everyday life'



'The cinema is a great way to spend quality time with family and friends'

Source: FAME 2018.



60%

are Light TV Viewers

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



27%

have used a SVOD* service in the last 4 weeks



72%

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

WHAT DO THEY WATCH?

Source: TGI Q3 2019.



Comedy



Science Fiction



Action Adventure

THEY GO TO THE CINEMA WITH...

Source: FAME 2018



visit the cinema with at least one other person



visit with their partner



visit with their friends