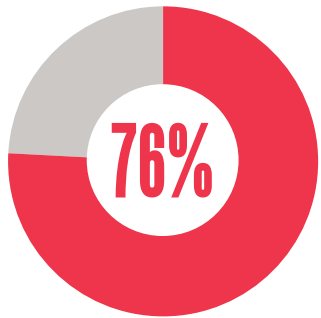




LET'S GO TO THE MOVIES WITH...

MEN

A trip to see the latest film is guaranteed entertainment for male cinemagoers. On average they visit the cinema 7 times a year and are 32% more likely than women to be heavy cinemagoers (who go once a month a more). Men also over-index for watching films in 4DX, IMAX and attending film festivals.

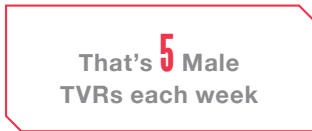


76%
of Men are cinemagoers

Source: TGI Q3 2019.



1.3M
Avg weekly admissions*



That's 5 Male TVRs each week

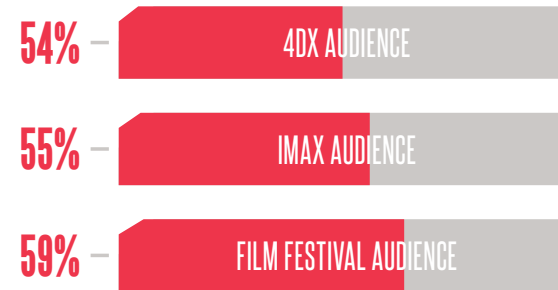
Source: CAA Film Monitor Coverage & Frequency 2019. *DCM AGP admissions.

THEY'RE LOOKING FOR THE BEST EXPERIENCE

They are 26% more likely than the average UK cinemagoer to pay more for an enhanced viewing experience

Source: FAME 2018.

THEY ACCOUNT FOR ...



Source: FAME 2018.



'Sound quality is a very important part of my cinema experience'
(Index 115)



'I love the hype surrounding big film releases at the cinema'
(Index 110)



'An IMAX is the best place to watch films'
(Index 141)

Source: FAME 2018.



62%

are Light TV Viewers



28%

have used a SVOD* service in the last 4 weeks



69%

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 147)



Action Adventure
(Index 122)



Superhero
(Index 121)

AFTER THE FILM THEY LIKE TO...

Source: FAME 2018.



51%

Go for food/drink



26%

Go grocery shopping



24%

Go non-grocery shopping