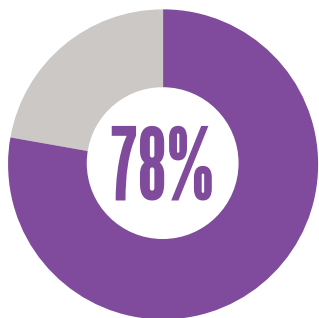


LET'S GO TO THE MOVIES WITH...

WOMEN

Cinema provides women with the **perfect environment to escape their busy day-to-day lives**. Whether it is with a group of friends, their partner or the whole family, the big screen experience lets them **relax, spend quality time with others** and be absorbed in a heart-warming romance or uplifting musical.

DCM AUDIENCE INSIGHTS



of Women are cinemagoers

Source: TGI Q3 2019.



That's **4** Female TVRs each week

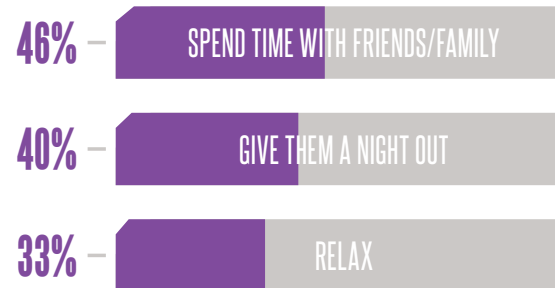
Source: CAA Film Monitor Coverage & Frequency 2019. *DCM AGP admissions.

THEY WANT TO ESCAPE

Women are 12% more likely than men to agree 'cinema lets them escape everyday life'

Source: FAME 2018.

THEY GO TO THE CINEMA TO ...



Source: IPA Touchpoints 2018.



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

(Index 123)



'Going to the cinema allows me to have some well-needed time out from day-to-day life'

(Index 123)



'Watching a film at the cinema gives me something to talk about with friends and family'

(Index 124)

Source: FAME 2018.



58%

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



76%

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

WHAT DO THEY WATCH?

Source: TGI Q3 2019.



Romance
(Index 166)



Musicals
(Index 145)



Drama
(Index 137)

AFTER THE FILM THEY LIKE TO...

Source: FAME 2018.



Go for food or drink



Post about their cinema trip on social media



Go shopping