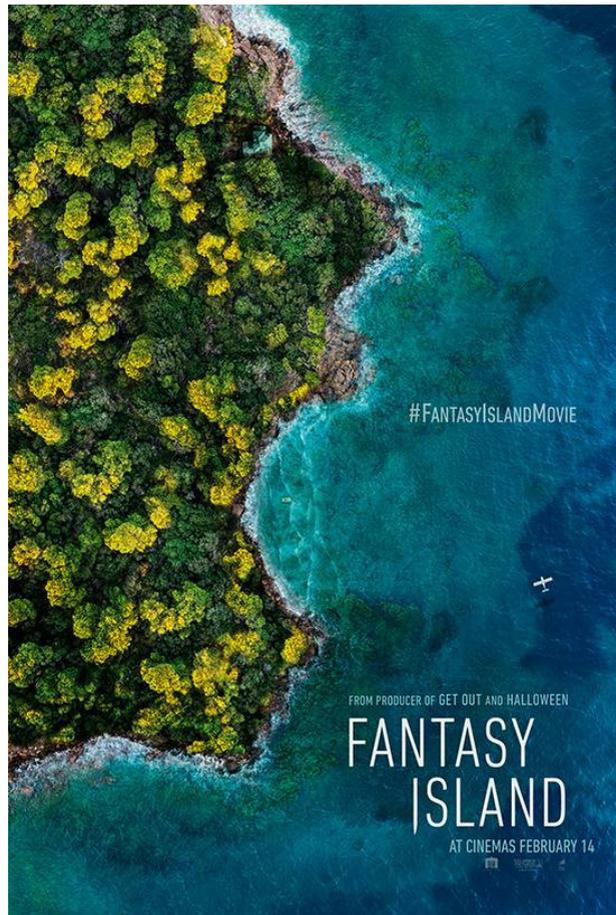


# QUALITY HORROR IN Q1 2020

February & March will see the release of some of the year's best quality horror/thrillers with high calibre casts including Emily Blunt, Michael Peña and Elisabeth Moss.



**Fantasy Island**  
14 February

The latest horror title from the producers of *Get Out* stars Michael Peña as the enigmatic owner of a luxurious tropical resort where the secret dreams of his guests come true. However when fantasies turn into nightmares, the guests have to solve the island's mystery in order to escape with their lives.



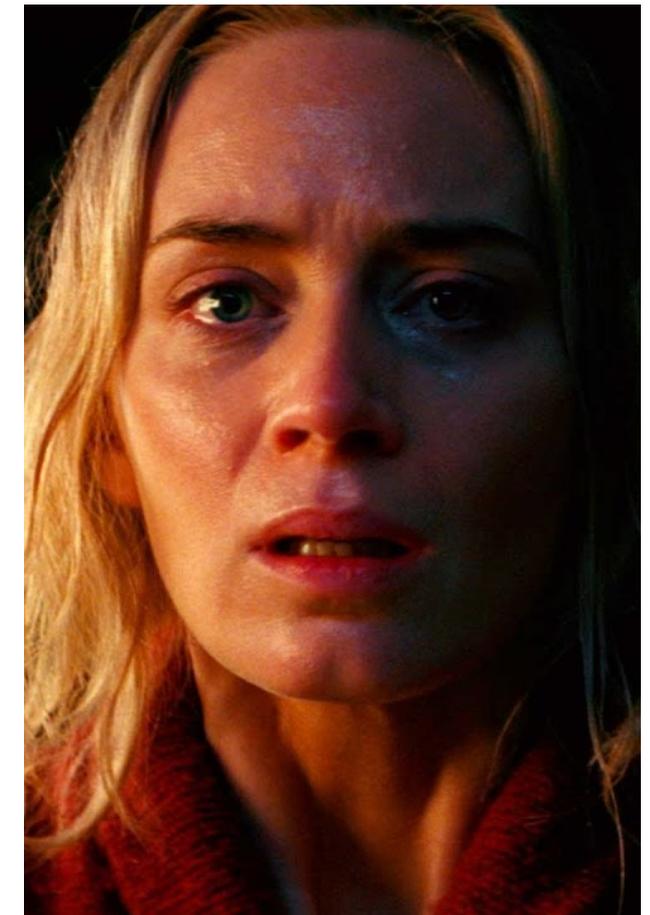
**Brahms: The Boy II**  
21 February

The follow-up to 2016's horror hit *The Boy*, with Katie Holmes starring as Liza, the mother of a family who unaware of its dark history move into Heelshire Mansion. Her youngest son soon discovers the porcelain doll and befriends Brahm's...



**The Invisible Man**  
28 February

The creator of *Insidious* and *Saw* takes on the iconic novel. Cecilia (Elisabeth Moss) is left a fortune by her abusive ex but suspects his suicide was a hoax. As a series of coincidences turn lethal, she has to prove to everyone that she is actually being hunted by someone nobody can see.

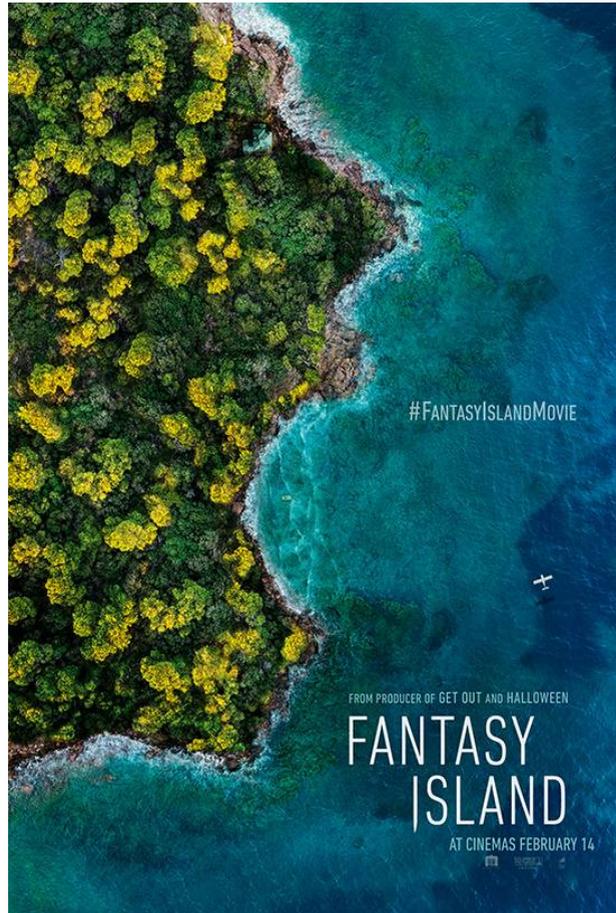


**A Quiet Place Sequel**  
20 March

2018's Academy Award nominated breakout horror returns for a highly anticipated sequel. Plot details are being kept tightly under wraps but John Krasinski is back as director, with Cillian Murphy joining Emily Blunt in the cast.

# THESE FILMS WILL EFFICIENTLY DELIVER 16-34S ACROSS FEBRUARY & MARCH

The four films have an average 70% 16-34 profile making them an incredibly efficient complement to wider AV activity in Q1



## Fantasy Island

14 February  
299k DCM admissions

**73% 16-34**  
16-34 Index: 265



## Brahms: The Boy II

28 February  
120k DCM admissions

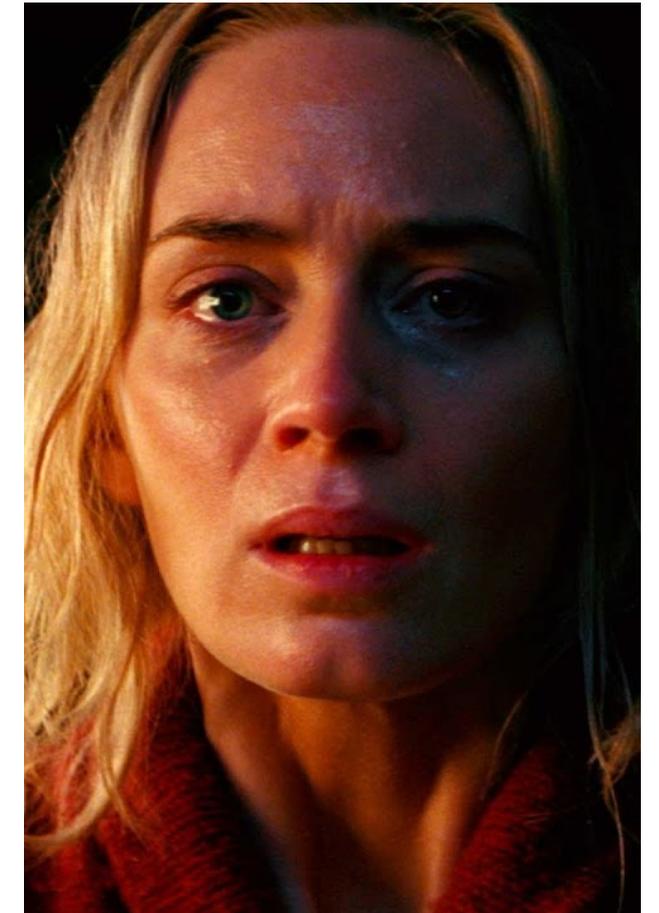
**64% 16-34**  
16-34 Index: 229



## The Invisible Man

28 February  
717k DCM admissions

**74% 16-34**  
16-34 Index: 269



## A Quiet Place Sequel

20 March  
1.3m DCM admissions

**74% 16-34**  
16-34 Index: 269

# THE MULTI-FILM PACK BUY WILL COST EFFICIENTLY DELIVER 16-34 TVRS

These four films are forecast to deliver 11.6 16-34 TVRs on the DCM estate. When compared to 2.4m admissions in *Captain Marvel* that's an additional 3.2 TVRs, and costing 20% less too.

2.4m admissions across these films are forecast to deliver...



1.5m 16-34 Adults

11.6 16-34 TVRs

Major Release: £80 CPT

Screenetime Value (30"): £192,000

Last March, 2.4m admissions in *Captain Marvel* delivered...



1.1m 16-34 Adults

8.4 16-34 TVRs

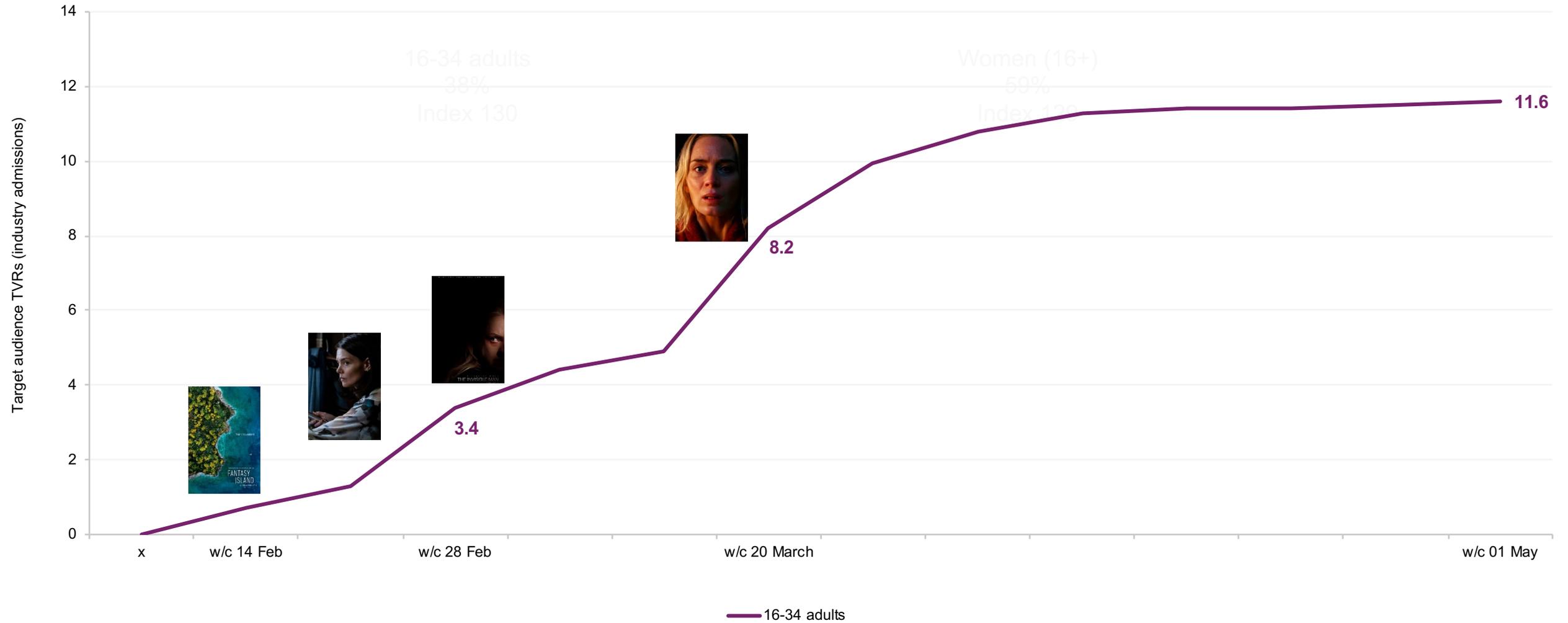
Blockbuster: £100 CPT

Screenetime Value (30"): £240,000

# COMPLEMENT WIDER AV ACTIVITY WITH EFFICIENT 16-34 DELIVERY IN CINEMA

Adding these four films to your AV plans will help drive engaged coverage amongst the 16-34 audience

Ratings Curve  
DCM admissions



# THE HORROR AUDIENCE IS YOUR AUDIENCE

Early adopters, tech enthusiasts, console gamers – horror films give brands a chance to engage this audience

**77% of Horror fans like to treat themselves to new things they don't need**

*(Index 114 vs. 67% of UK population)*

**Early Adopters:  
Horror fans are 53% more likely to 'buy new products before their friends'**

*(Index 153)*

**58% 'keep up to date with developments in technology'**

*(index 126)*

**'I love to buy new gadgets and appliances'**

*(Index 148)*

**'It is important my household is equipped with the latest technology'**

*(Index 146)*

**77% own a gaming device & they're 66% more likely to own a PS4 or Xbox One**

**'Apps make my daily routine easier'**

*(index 140)*

**55% own a Smart TV – 16% more likely than the average UK adult**