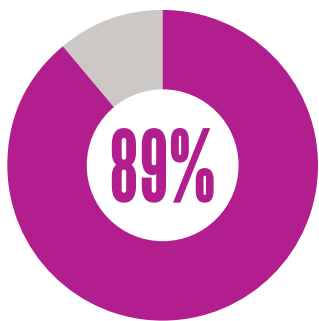


DCM AUDIENCE INSIGHTS

LET'S GO TO THE MOVIES WITH...

MAIN SHOPPERS WITH CHILDREN

Look closer... Cinemagoers are the most engaged audience in the media mix. Main shoppers and their children consume 3.7 hours of AV every day on average, but cinema is special to them: **it's entertaining, offers quality bonding time, and creates a shared memory for the family.**



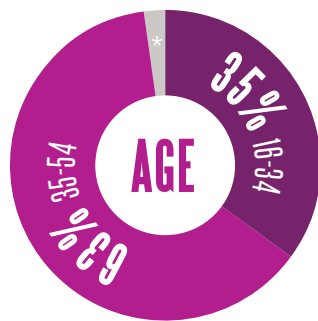
of Main Shoppers with Children are cinemagoers

Source: TGI GB Q2 2016



That's 21% of all UK cinema admissions

Source: CAA Film Monitor Coverage & Frequency 2015



*2% are 55+
Source: CAA Film Monitor Coverage & Frequency 2015



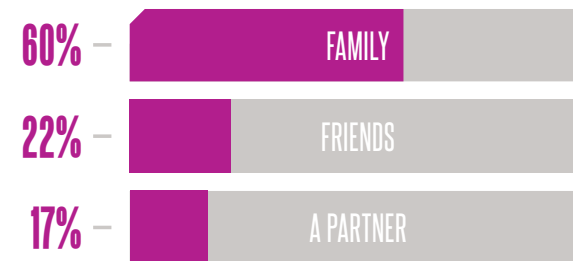
Source: IPA TouchPoints 6 and GB TGI Q2 2016

KEY DAYS THEY VISIT THE CINEMA

SECOND WEEKEND OF RELEASE
FRI / SAT / SUN
HALF TERM & SCHOOL HOLIDAYS

Source: FAME 2015

THEY GO TO THE CINEMA WITH ...



Source: FAME 2015

6

Visits per year



Source: CAA Film Monitor Coverage & Frequency 2015

2.9

Average group size



Source: FAME 2015

21

Minutes in the foyer



Source: FAME 2015

THEY CAN'T WAIT TO WATCH...



Sing



The LEGO Batman Movie



Beauty and the Beast

AFTER THE FILM THEY LIKE TO...



48%

Went for food and/or drink



22%

Went grocery shopping



16%

Went non-grocery shopping

Source: FAME 2015