

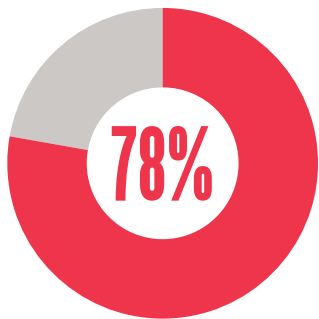


# DCM AUDIENCE INSIGHTS

LET'S GO TO THE MOVIES WITH...

# MEN

Look closer... **Cinemagoers** are the most engaged audience in the **media mix**. Men consume 3.9 hours of AV every day on average, but cinema is special to them: **it's an enduring entertainment experience that fuels their passion for film further.**



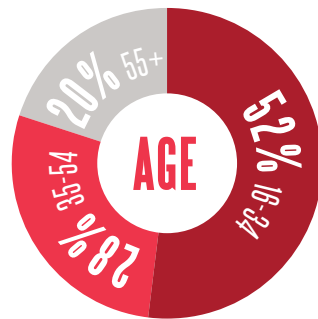
of Men are cinemagoers

Source: TGI GB Q2 2016



That's **42%** of all UK cinema admissions

Source: CAA Film Monitor Coverage & Frequency 2015



Source: CAA Film Monitor Coverage & Frequency 2015



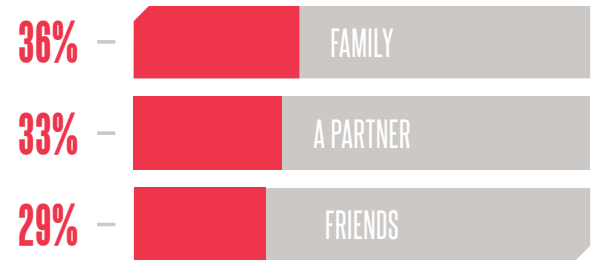
Source: IPA TouchPoints 6 and GB TGI Q2 2016

## KEY DAYS THEY VISIT THE CINEMA

OPENING WEEKEND  
OPENING WEEK  
WED / FRI / SAT

Source: FAME 2015

## THEY GO TO THE CINEMA WITH ...



Source: FAME 2015

**6**  
Visits per year



Source: CAA Film Monitor Coverage & Frequency 2015

**2.7**  
Average group size



Source: FAME 2015

**19**  
Minutes in the foyer



Source: FAME 2015

## THEY CAN'T WAIT TO WATCH...



Assassin's Creed



John Wick: Chapter 2



Logan

## AFTER THE FILM THEY LIKE TO...

**47%**  
Went for food and/or drink

**15%**  
Went grocery shopping

**13%**  
Went non-grocery shopping

Source: FAME 2015