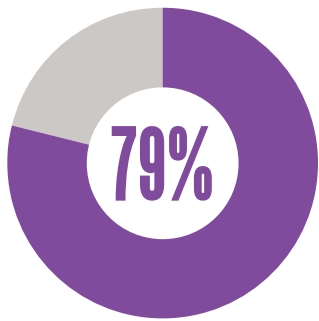




## DCM AUDIENCE INSIGHTS

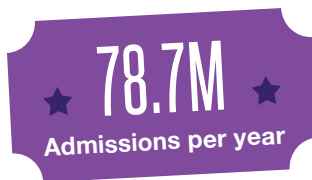
# LET'S GO TO THE MOVIES WITH... WOMEN

Look closer...**Cinemagoers** are the most engaged audience in the media mix. Women consume 4 hours of AV every day on average, but cinema is special to them: **being swept away by the stories on the big screen, escaping demands of their busy lives and enjoying the chance to unwind.**



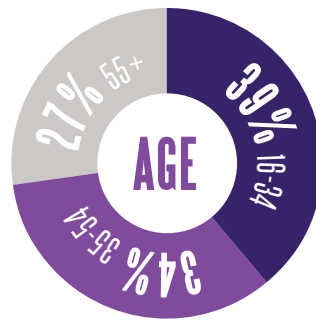
of Women are cinemagoers

Source: TGI GB Q2 2016



That's **46%** of all UK cinema admissions

Source: CAA Film Monitor Coverage & Frequency 2015



Source: CAA Film Monitor Coverage & Frequency 2015



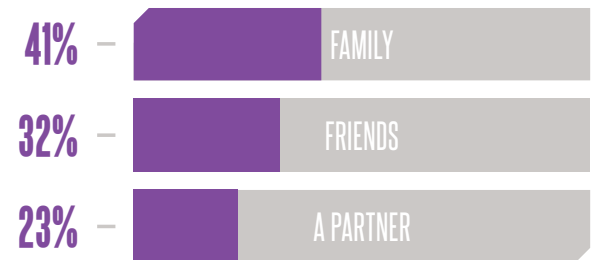
Source: TGI GB Q2 2016 & IPA TouchPoints 6

### KEY DAYS THEY VISIT THE CINEMA

OPENING WEEK  
SECOND WEEK OF RELEASE  
TUE / WED / FRI / SAT

Source: FAME 2015

### THEY GO TO THE CINEMA WITH ...



Source: FAME 2015

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



La La Land

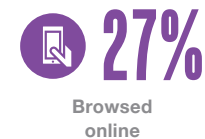


20th Century Women



Fifty Shades Darker

### AFTER THE FILM THEY LIKE TO...



Source: FAME 2015



Source: CAA Film Monitor Coverage & Frequency 2015



Source: FAME 2015



Source: FAME 2015