

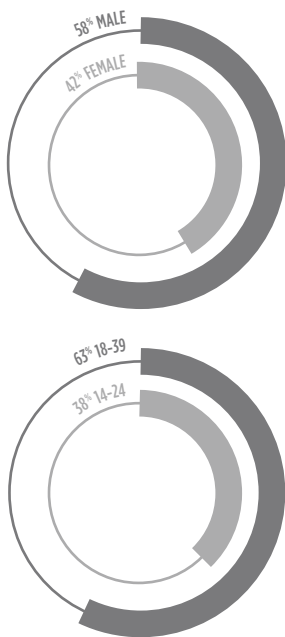
Blockbusters

Guardians of the Galaxy II April

Blockbusters attract young hard to reach audiences

50% watch less than 2 hours of TV a day

Profile



Blockbusters are highly anticipated

- > 56% planned the visit at least 2 days prior
- > 33% go out after the movie for something to eat or drink*

Blockbusters are a premium and shared event

- > 78% go with friends / partners
- > 75% agree cinema is a great way to spend time with friends
- > 89% agree cinema is the best place to see a film

* Sessions before 5pm. Source: CineTAM PLUS