

optimumweights

These optimum planning weights are intended for use in the cinema component of the Roy Morgan Research Media Planner software.

They allow reach and frequency to be calculated for cinema schedules that are planned using the Val Morgan film programming system.

To calculate the weight for a schedule:

- Divide the number of weekly screens by the optimum weight for the targeted demographic.
- Apply this % in the weight field in the Media Planner.

Demo	Nat Metro	Sydney	Melbourne	Brisbane	Adelaide	Perth
14-17	480	135	160	80	45	60
14-24	705	200	235	115	65	90
14-34	880	250	290	145	80	115
16-39	925	265	300	155	85	120
18-24	660	190	220	105	60	85
25-34	745	215	245	125	65	95
25-49	925	265	305	150	85	120
W 14-24	660	195	215	105	60	85
W 25-49	880	250	290	145	80	115
M 14-24	615	180	200	100	55	80
M 25-49	880	250	290	145	80	115

Demo	National*	NSW / ACT	Victoria	Queensland	SA	WA
14-17	680	220	185	145	50	70
14-24	1010	325	275	215	70	100
14-34	1275	410	345	270	90	130
16-39	1320	420	355	275	90	130
18-24	925	295	250	195	65	90
25-34	1055	340	285	220	75	105
25-49	1365	435	370	285	95	135
W 14-24	925	295	250	195	65	90
W 25-49	1230	395	335	260	85	125
M 14-24	880	280	240	185	60	90
M 25-49	1275	410	345	270	90	130

*Including TAS & NT

For optimum weights for other demographics please contact your Val Morgan Cinema Network representative