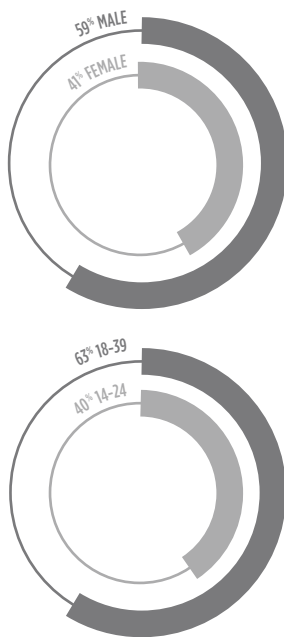


Blockbusters

Fantastic Beasts and Where to Find Them November

Blockbusters attract young hard to reach audiences 1 in 3 Blockbuster viewers watch no free to air TV

Profile



Blockbusters are highly anticipated

- > **62%** planned the visit at least 2 days prior
- > **44%** go out after the movie for something to eat or drink

Blockbusters are a premium and shared event

- > **7/10** go with friends / partners
- > **80%** agree cinema is a great way to spend time with friends
- > **88%** agree cinema is the best place to see a film

Source: CineTAM PLUS