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## ***Val Morgan cinema network braces for blockbuster relaunch***

- Val Morgan cinema network reactivated 2 July
- Strong blockbuster slate of films to launch from July to December
- 94% of cinema-goers eager to return\*

As cinemas begin reopening, Val Morgan has announced its cinema network is scheduled to be active across the country by 2 July 2020, in-line with the lifting of government restrictions.

The opening of cinemas will coincide with the school holiday period with the anticipated release of the thriller, *Tenet*, and Disney's live-action *Mulan*. \*\*

"Cinema is a powerful AV channel centred on showstopping, blockbuster content in a premium, distraction-free environment.

"Australians love going to the movies and we anticipate strong audience return over July. Cinemas have long delivered an unrivalled shared social and cultural experience, which has been truly missed by Australians in the last three months. We are delighted that we'll soon be able to connect iconic brands to these highly-engaged audiences with the best content on the planet," Mr Guy Burbidge, Managing Director of Val Morgan said.

A survey by Event Cinemas of over 20,000 active cinema-goers showed that once cinemas reopen, 94% of respondents intend to visit just as frequently, if not more often, than they did previously.

"Event Cinemas' Cinebuzz Insights research shows considerable pent up consumer demand. The forward content slate is also very strong over the July – December period and includes Wonder Woman 1984, Black Widow, No Time to Die and Peter Rabbit 2.

"New Zealand lifted restrictions more quickly than Australia and has seen a rapid recovery in audience numbers. Ticket sales have increased at an average rate of +90% week-on-week for the last 3 weeks.

"Locally, we have seen incredible results for drive-in cinemas, which have delivered record box office weeks via a combination of classics and recent releases. All of this points to a positive future for the sector," Mr Burbidge said.

\* Cinebuzz Insights, research conducted by Event Cinemas April-May 2020

\*\* Subject to distributor global release policies

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**About Val Morgan:** Val Morgan is an industry leader delivering premium, highly attentive audiences across Cinema, Outdoor and Digital platforms. Located throughout Australia and New Zealand, Val Morgan provides a 100% digital, full-screen, advertising solution for brands looking to connect with engaged and active consumers. The Val Morgan network comprises of over 14,000 location-based digital advertising screens in cinema, retail, petro-convenience and fitness locations, and offers digital publishing opportunities via *The Latch* and *Fandom* - the world's largest entertainment fan site.