

Tuesday, 1 September 2020

## ***Opening weekend of Tenet draws audiences back to cinemas***

- Approximately 236,000 attended cinemas the weekend 28 – 30 August
- Highest weekend audiences since lockdown
- Admissions driven by the opening weekend of blockbuster film *Tenet*
- Week-on-week cinema attendance is on track to be up 26%

Christopher Nolan's highly anticipated action-thriller, *Tenet*, drove audiences to return to Australian cinemas in high numbers over the weekend, with around 236,000 movie-lovers attending various films on the big screen.

Despite social distancing measures influencing cinema capacity, the film prompted a strong audience return, with admissions surpassing Val Morgan forecasts by 15%. The admission numbers are the highest since cinemas reopened across most of Australia, with week-on-week attendance on track to increase by 26%.

"The cinema industry has been waiting for a blockbuster like *Tenet* to draw bigger audiences back into venues and it didn't disappoint, delivering solid numbers over the weekend. Admissions were largely driven by affluent 18-39 year olds, which is testament to the appetite these audiences have for a cutting-edge sound and visual experience that simply cannot be replicated at home," Mr Guy Burbidge, Managing Director of Val Morgan said.

"Even though cinemas have been closed in Melbourne, we have seen a steady increase across the rest of the country, with over 2,000,000 admissions since restrictions have lifted. We are forecasting to be at 70% of pre-COVID audience level by mid-Q4.

"Cinema has momentum and we anticipate these numbers will continue to rise as more blockbusters are released over the course of the year. September is packed with first-run content including *The New Mutants*, *Bill & Ted Face the Music* and *Trolls World Tour*. We also look forward to a slate of epic blockbusters including *Wonder Woman 1984*, *Black Widow* and *No Time to Die* in Q4," Mr Burbidge said.

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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.