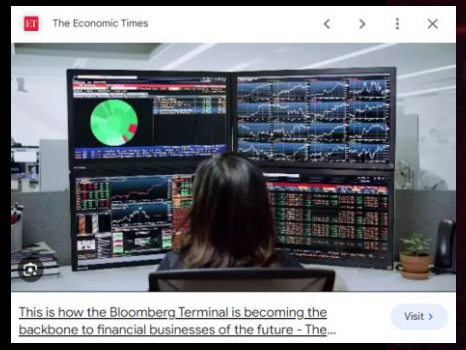
USA – P18+ MOVIE THEATER GOERS as of Feb. 2024!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of of P18+ Opening Weekend, w/in 2weeks of release, After 2 weeks of release, Past 30 and Past 90 days MOVIE THEATER GOERS as of Feb. 2024!



Movies - when usually seen at a theater past 12 months: Opening weekend
Movies - when usually seen at a theater past 12 months: After opening weekend, but within first two weeks of opening
Movies - when usually seen at a theater past 12 months: After the second week
No. of times attended movie at a theater past 30 days: Any movie attended at a theater past 30 days
No. of times attended movie at a theater past 3 months: Any movie attended at a theater past 3 months

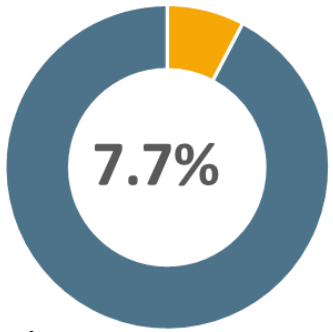
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

HUBBARD BROADCASTING INC. HB INC.

New Movie Release OPENING WEEKEND ATTENDERS

7.7% or 20,228,236 of USA Adults 18 or older Attend New MOVIE Releases on OPENING WEEKEND.
Typical Adults 18 or older who Attend New MOVIE Releases on OPENING WEEKEND are 41.8 years old (14.6% younger than average) and have a $85,792 (2.1% lower than average) annual household income.

Percent of Market: Adults 18 or older

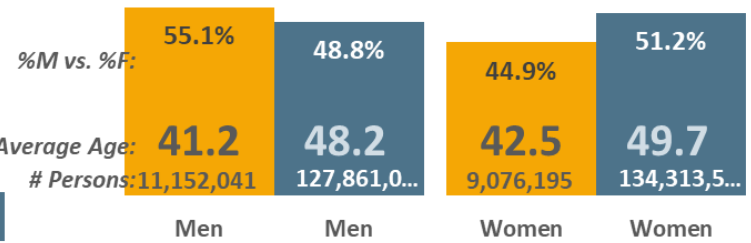


- who Attend New MOVIE Releases on OPENING WEEKEND
- Remainder of USA Metro

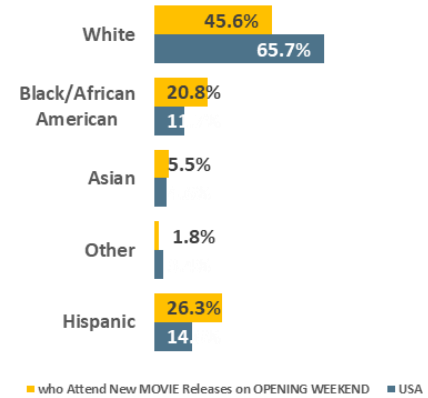
Total Persons:



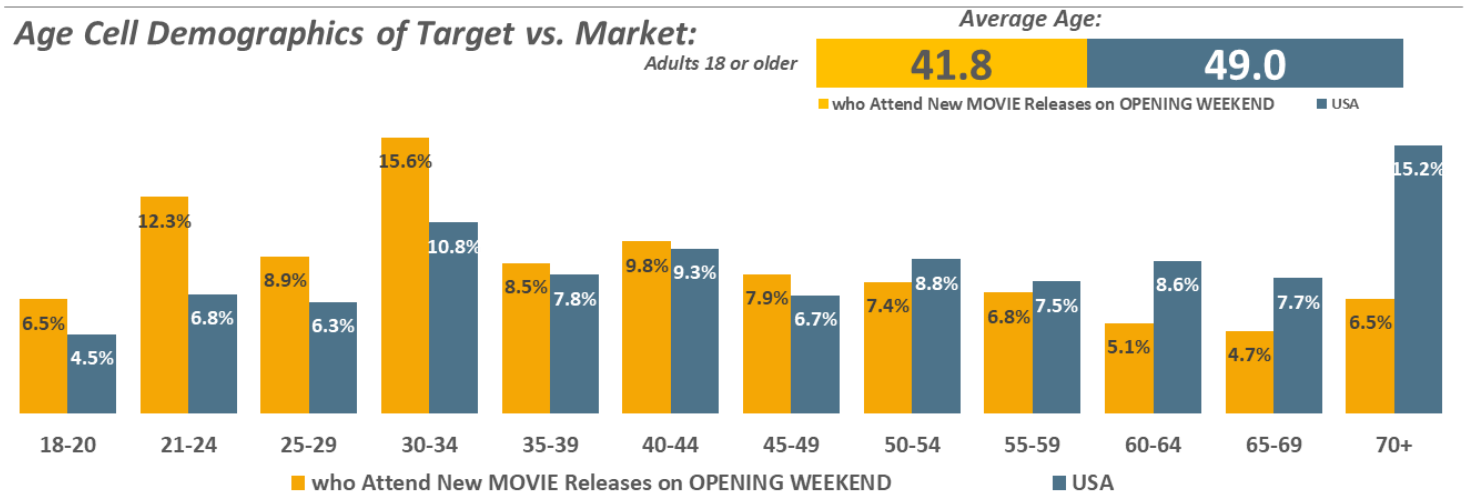
Gender of Target vs. Market: Adults 18 or older



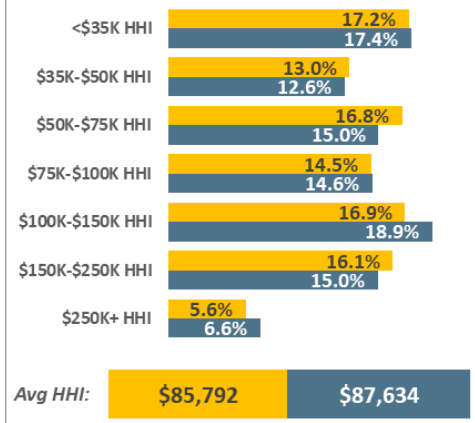
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

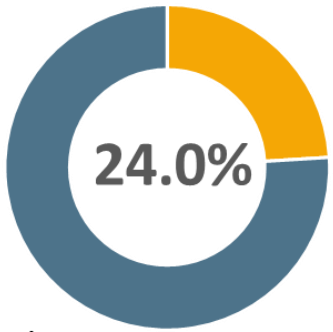
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Movies - when usually seen at a theater past 12 months: Opening weekend

New Movie Release w/in 1ST 2-WEEKS ATTENDERS

24.% or 62,981,474 of USA Adults 18 or older Attend New MOVIE Releases w/in 2wks of OPENING WEEKEND. Typical Adults 18 or older who Attend New MOVIE Releases w/in 2wks of OPENING WEEKEND are 44. years old (10.% younger than average) and have a $96,533 (10.2% higher than average) annual household income.

Percent of Market: Adults 18 or older



- who Attend New MOVIE Releases w/in 2wks of OPENING WEEKEND
- Remainder of USA Metro

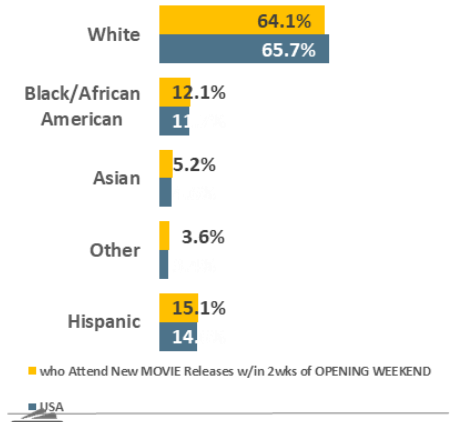
Total Persons:

62,981,474	199,193,026

Gender of Target vs. Market: Adults 18 or older

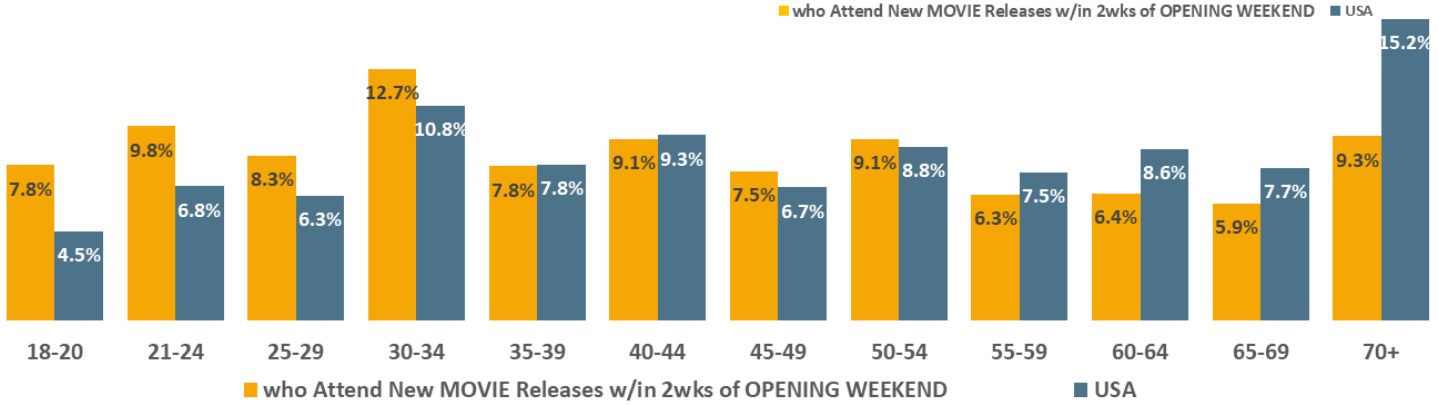
	Men	Men	Women	Women
%M vs. %F:	48.2%	48.8%	51.8%	51.2%
Average Age:	43.4	48.2	44.7	49.7
# Persons:	30,330,246	127,861,0...	32,651,228	134,313,5...

Ethnicity of Target vs. Market:

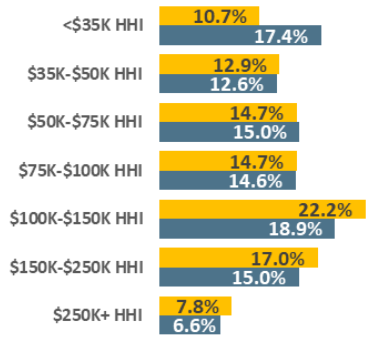


Age Cell Demographics of Target vs. Market:

Average Age:	Adults 18 or older	44.0	49.0



HHI of Target vs. Market:



Avg HHI:	$96,533	$87,634

USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

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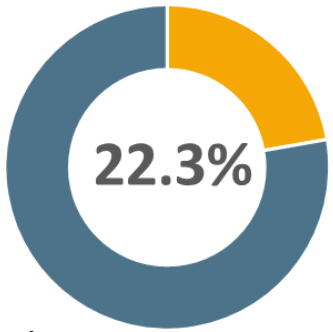
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

Movies - when usually seen at a theater past 12 months: After opening weekend, but within first two weeks of opening

New Movie Release
AFTER 1ST 2-WEEKS ATTENDERS

22.3% or 58,352,102 of USA Adults 18 or older Attend New MOVIE Releases after 2wks of OPENING WEEKEND. Typical Adults 18 or older who Attend New MOVIE Releases after 2wks of OPENING WEEKEND are 48.7 years old (.5% younger than average) and have a $93,973 (7.2% higher than average) annual household…

Percent of Market: Adults 18 or older



- who Attend New MOVIE Releases after 2wks of OPENING WEEKEND
- Remainder of USA Metro

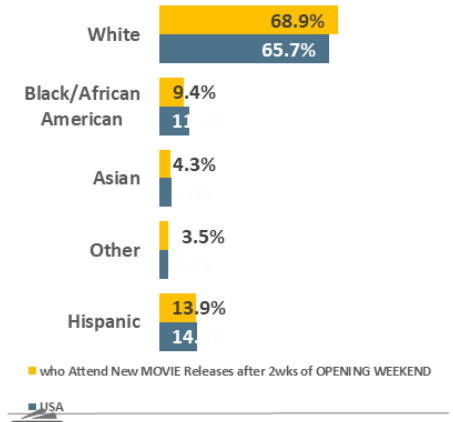
Total Persons:

58,352,102	203,822,398

Gender of Target vs. Market: Adults 18 or older

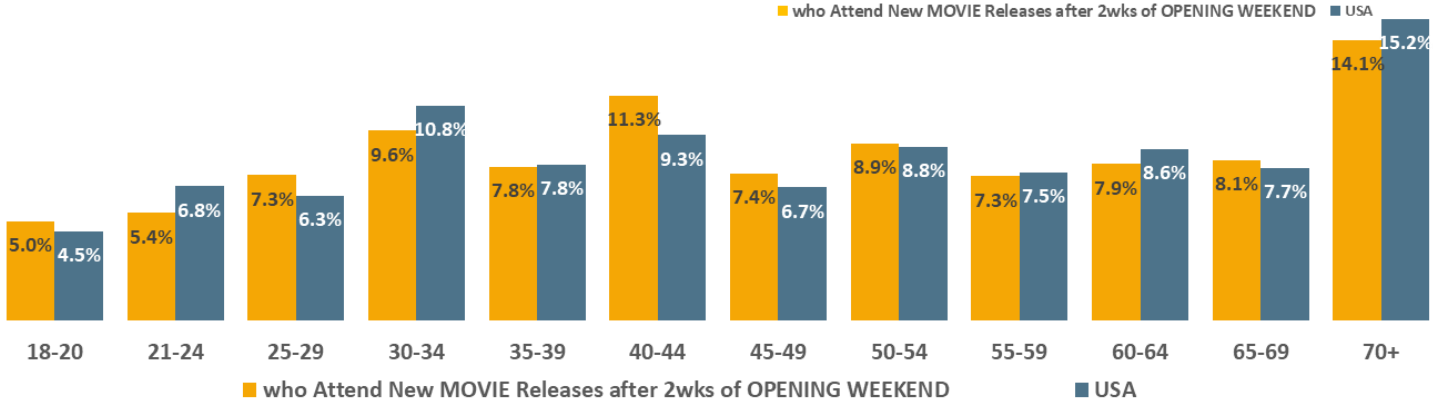
	Men	Men	Women	Women
%M vs. %F:	47.8%	48.8%	52.2%	51.2%
Average Age:	48.0	48.2	49.4	49.7
# Persons:	27,880,860	127,861,0…	30,471,242	134,313,5…

Ethnicity of Target vs. Market:

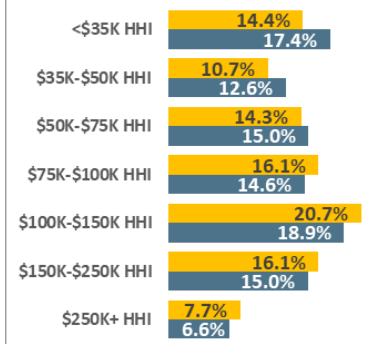


Age Cell Demographics of Target vs. Market:

Average Age:	Adults 18 or older	USA
	48.7	49.0



HHI of Target vs. Market:



Avg HHI:	$93,973	$87,634

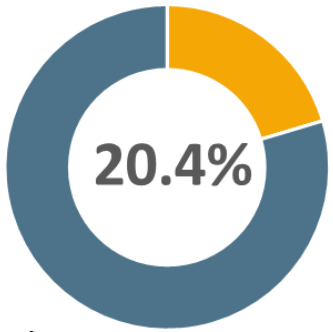
USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

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ALL PAST 30-DAYS MOVIE THEATER ATTENDERS

20.4% or 53,439,346 of USA Adults 18 or older Attended a MOVIE THEATER to watch a MOVIE in the past 30 days. Typical Adults 18 or older who Attended a MOVIE THEATER to watch a MOVIE in the past 30 days are 44.2 years old (9.6% younger than average) and have a $92,516 (5.6% higher than average) annual household …

Percent of Market: Adults 18 or older



- who Attended a MOVIE THEATER to watch a MOVIE in the past 30 days
- Remainder of USA Metro

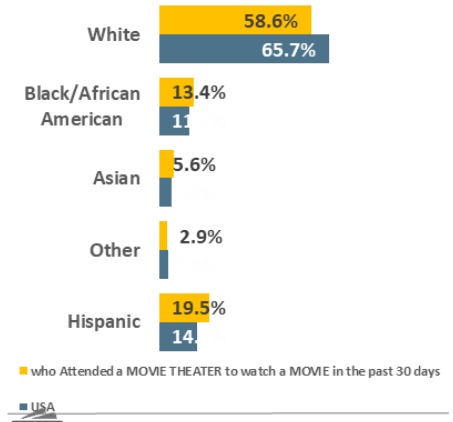
Total Persons:

53,439,346	208,735,154

Gender of Target vs. Market: Adults 18 or older

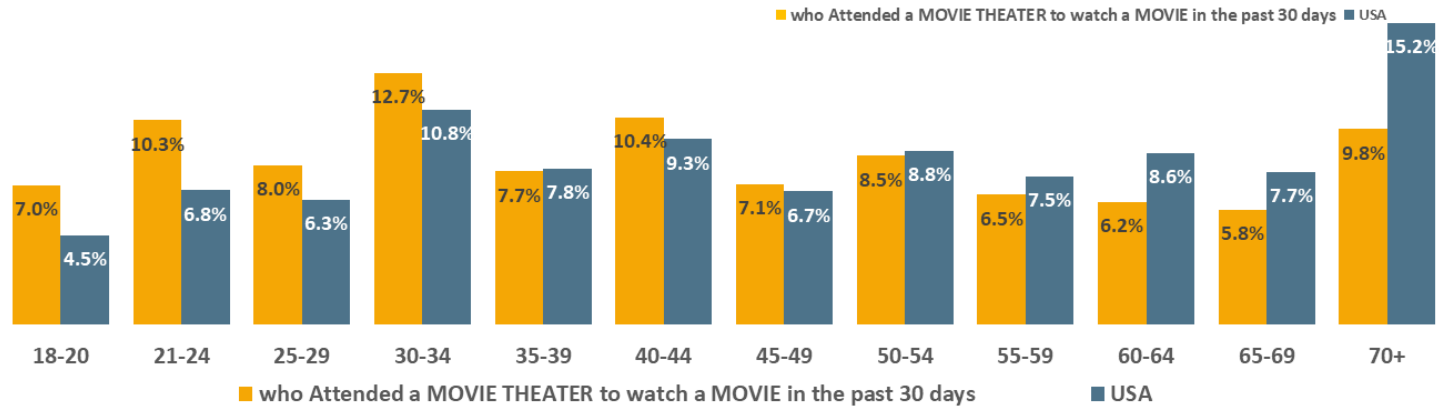
	Men	Men	Women	Women
%M vs. %F:	49.4%	48.8%	50.6%	51.2%
Average Age:	43.6	48.2	44.9	49.7
# Persons:	26,392,353	127,861,0…	27,046,993	134,313,5…

Ethnicity of Target vs. Market:

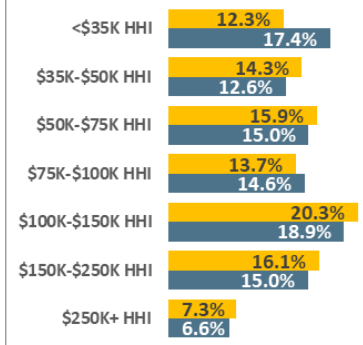


Age Cell Demographics of Target vs. Market:

Average Age:	Adults 18 or older	44.2	49.0



HHI of Target vs. Market:



Avg HHI:	$92,516	$87,634

USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

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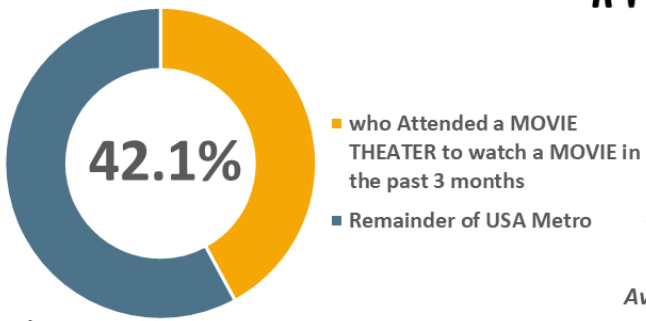
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

No. of times attended movie at a theater past 30 days: Any movie attended at a theater past 30 days

ALL PAST 3-MONTHS MOVIE THEATER ATTENDERS

42.1% or 110,295,705 of USA Adults 18 or older Attended a MOVIE THEATER to watch a MOVIE in the past 3 months. Typical Adults 18 or older who Attended a MOVIE THEATER to watch a MOVIE in the past 3 months are 45.3 years old (7.4% younger than average) and have a $92,773 (5.9% higher than average) annual household …

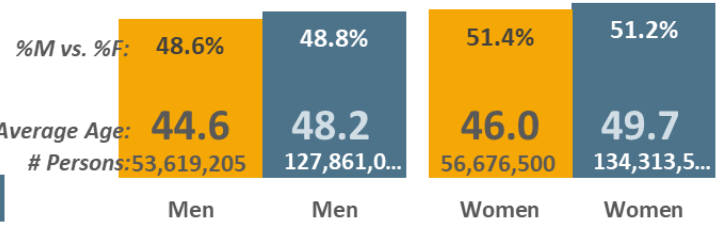
Percent of Market: Adults 18 or older



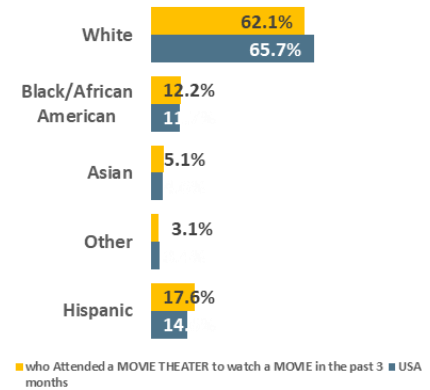
Total Persons:

110,295,705	151,878,795

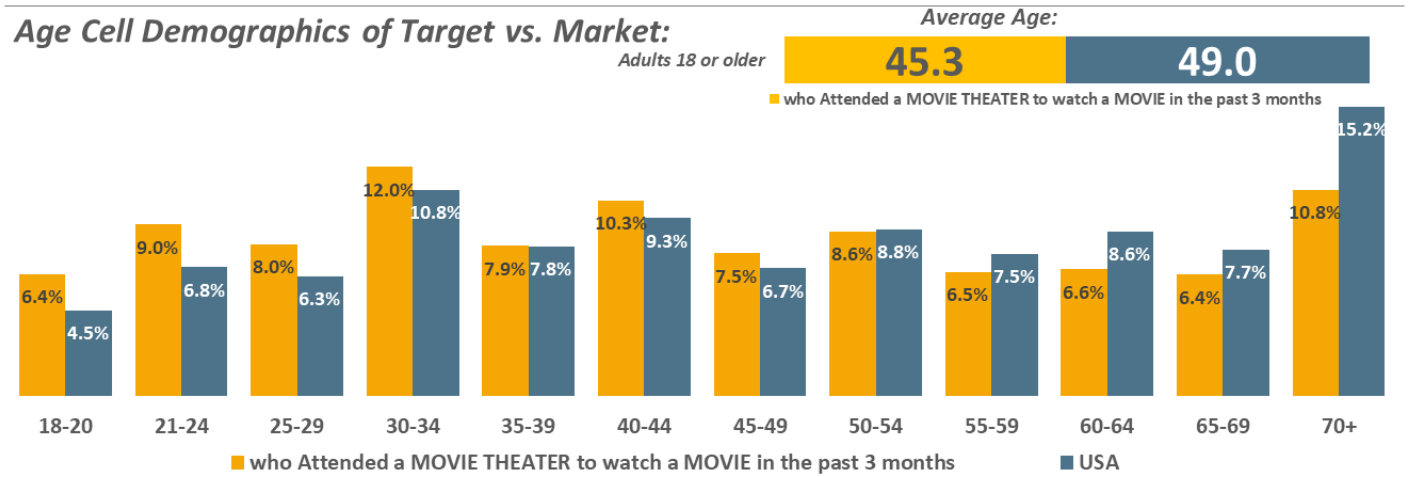
Gender of Target vs. Market: Adults 18 or older



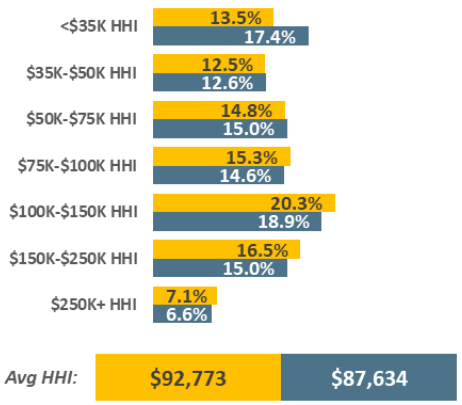
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $92,773 | $87,634

USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,338*

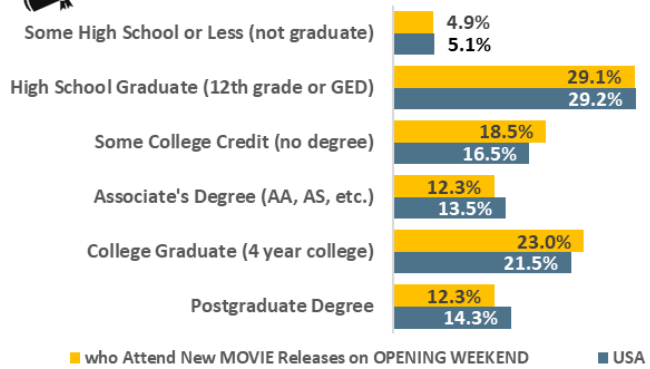
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No. of times attended movie at a theater past 3 months: Any movie attended at a theater past 3 months

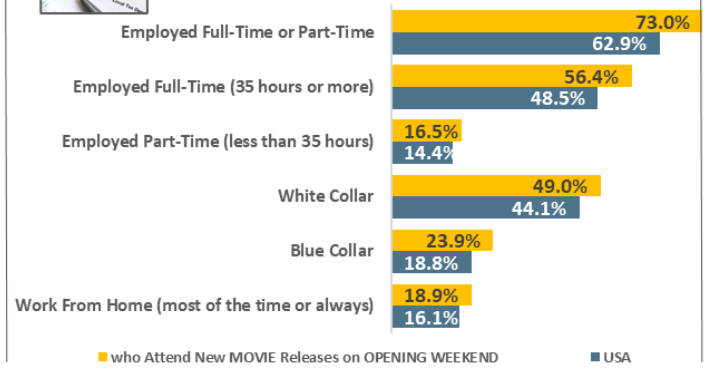
New Movie Release
OPENING WEEKEND ATTENDERS

7.7% or 20,228,236 of USA Adults 18 or older Attend New MOVIE Releases on OPENING WEEKEND. Adults 18 or older who Attend New MOVIE Releases on OPENING WEEKEND are 1.3% less likely to be a college graduate, 16.4% more likely to work full-time, 14.9% less likely to be married, 23.8% more likely to be a parent of 1 or more children under 18.

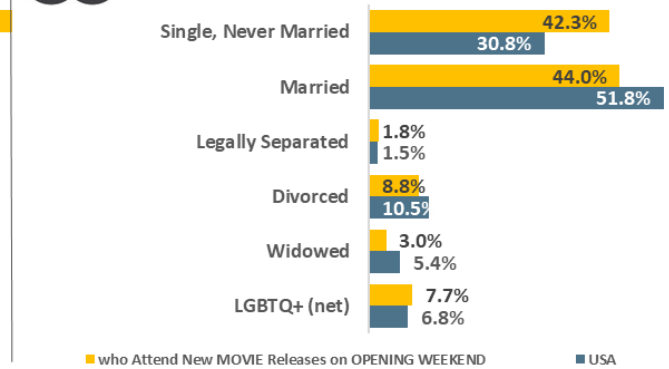
Education Levels: Adults 18 or older



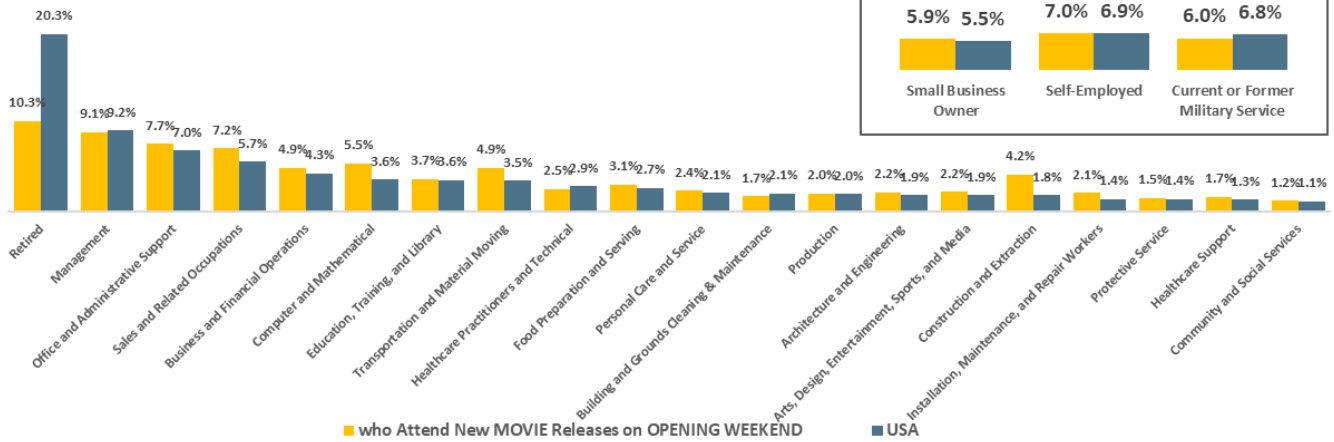
Employment: Adults 18 or older



Marital Status: Adults 18 or older

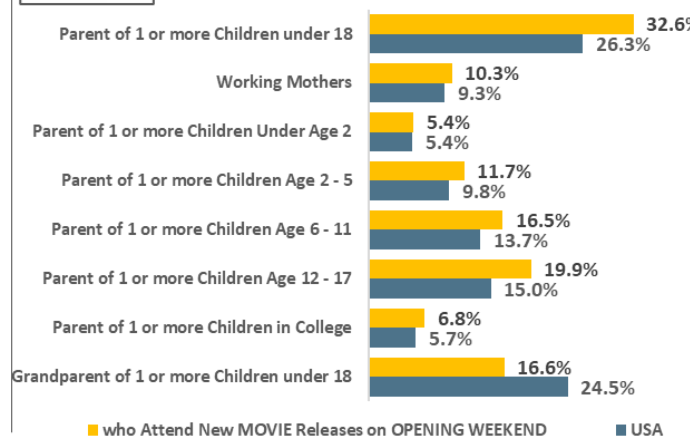


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

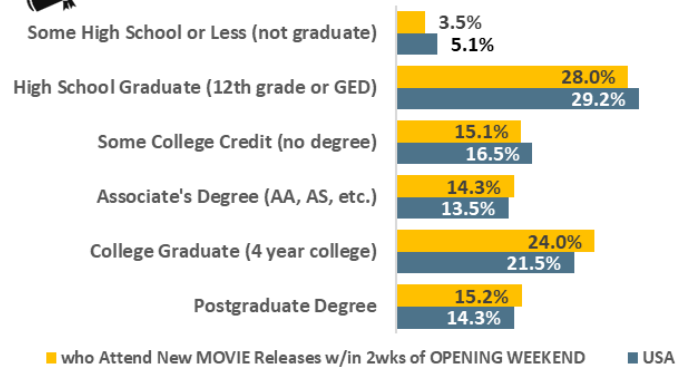
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Movies - when usually seen at a theater past 12 months: Opening weekend

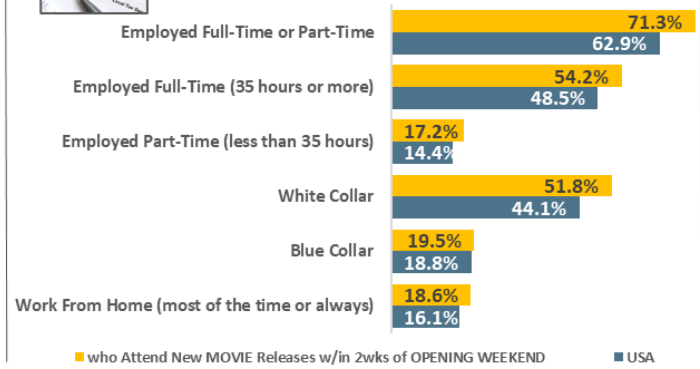
New Movie Release w/in 1ST 2-WEEKS ATTENDERS

24.% or 62,981,474 of USA Adults 18 or older Attend New MOVIE Releases w/in 2wks of OPENING WEEKEND. Adults 18 or older who Attend New MOVIE Releases w/in 2wks of OPENING WEEKEND are 9.5% more likely to be a college graduate, 11.7% more likely to work full-time, 4.7% less likely to be married, 3.6% more likely to be a parent of 1 or more children under 1

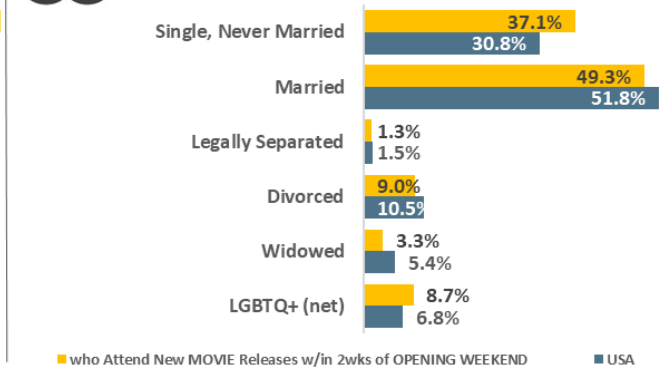
Education Levels: Adults 18 or older



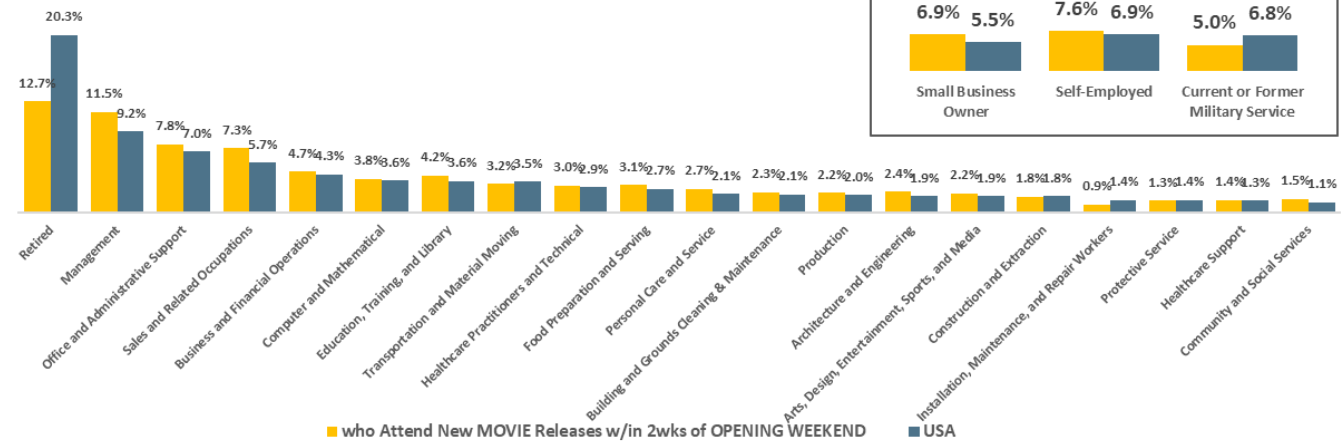
Employment: Adults 18 or older



Marital Status: Adults 18 or older

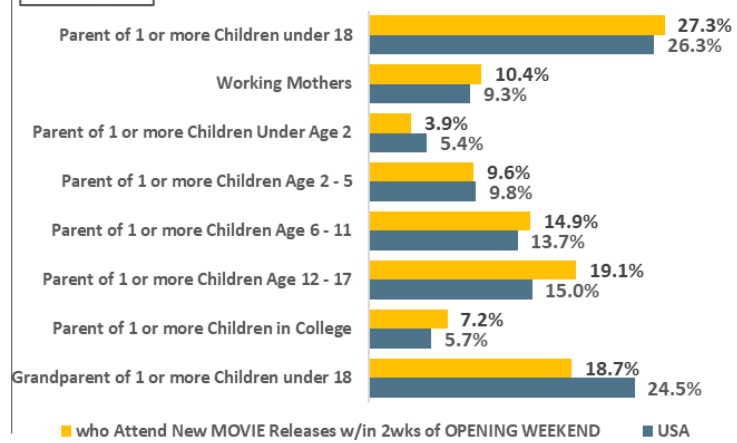


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

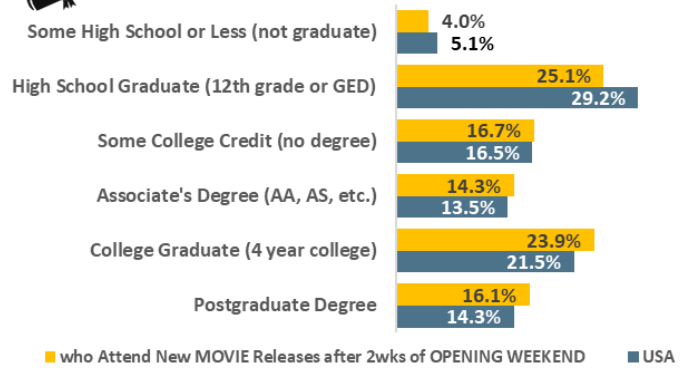
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Movies - when usually seen at a theater past 12 months: After opening weekend, but within first two weeks of opening

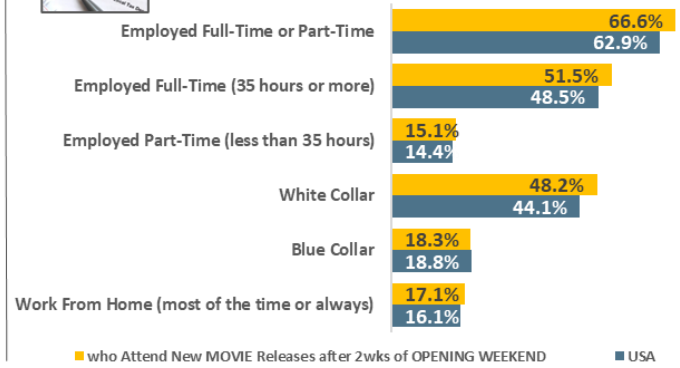
New Movie Release AFTER 1ST 2-WEEKS ATTENDERS

22.3% or 58,352,102 of USA Adults 18 or older Attend New MOVIE Releases after 2wks of OPENING WEEKEND. Adults 18 or older who Attend New MOVIE Releases after 2wks of OPENING WEEKEND are 12.% more likely to be a college graduate, 6.2% more likely to work full-time, 7.3% more likely to be married, 8.3% more likely to be a parent of 1 or more children under 1

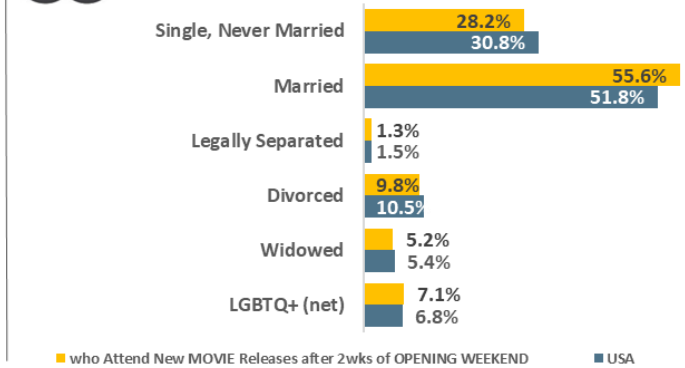
Education Levels: Adults 18 or older



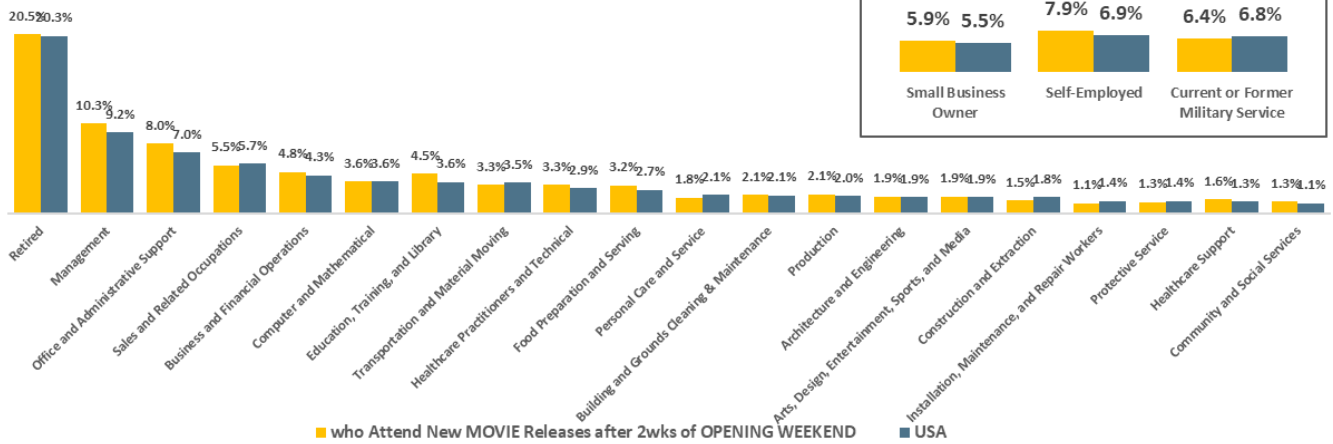
Employment: Adults 18 or older



Marital Status: Adults 18 or older

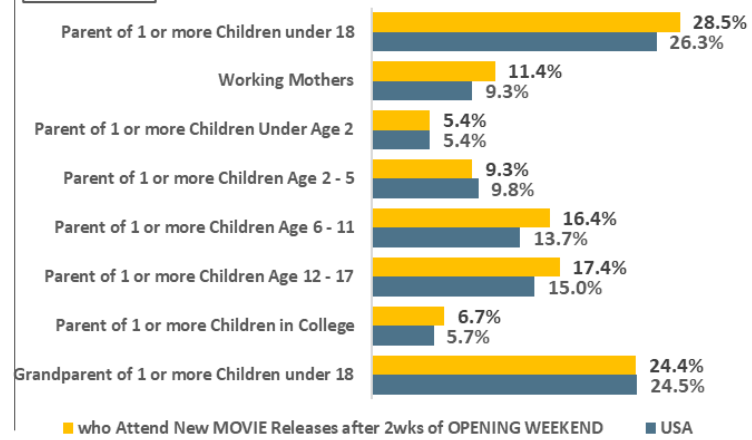


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,338*

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USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,338*

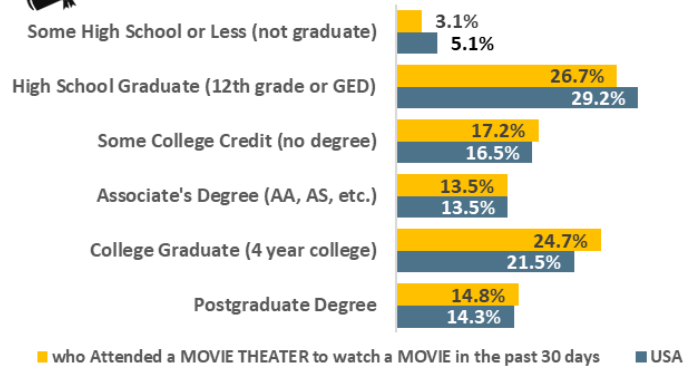
©

Movies - when usually seen at a theater past 12 months: After the second week

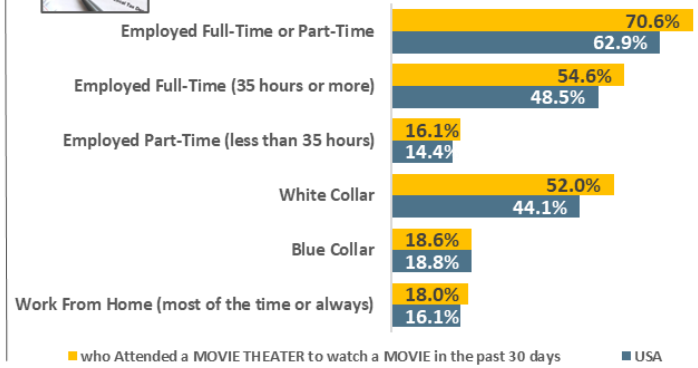
ALL PAST 30-DAYS MOVIE THEATER ATTENDERS

20.4% or 53,439,346 of USA Adults 18 or older Attended a MOVIE THEATER to watch a MOVIE in the past 30 days. Adults 18 or older who Attended a MOVIE THEATER to watch a MOVIE in the past 30 days are 10.7% more likely to be a college graduate, 12.6% more likely to work full-time, 6.7% less likely to be married, 6.2% more likely to be a parent of 1 or more children

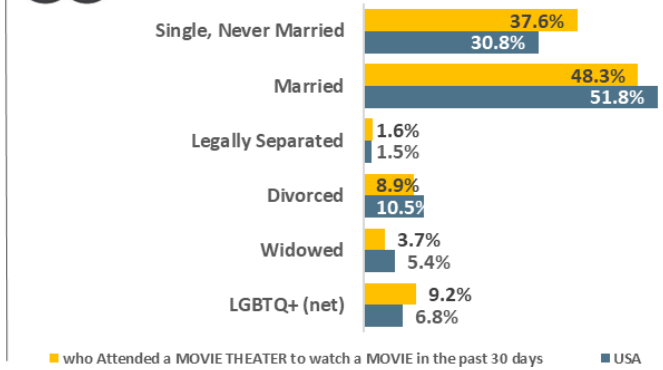
Education Levels: Adults 18 or older



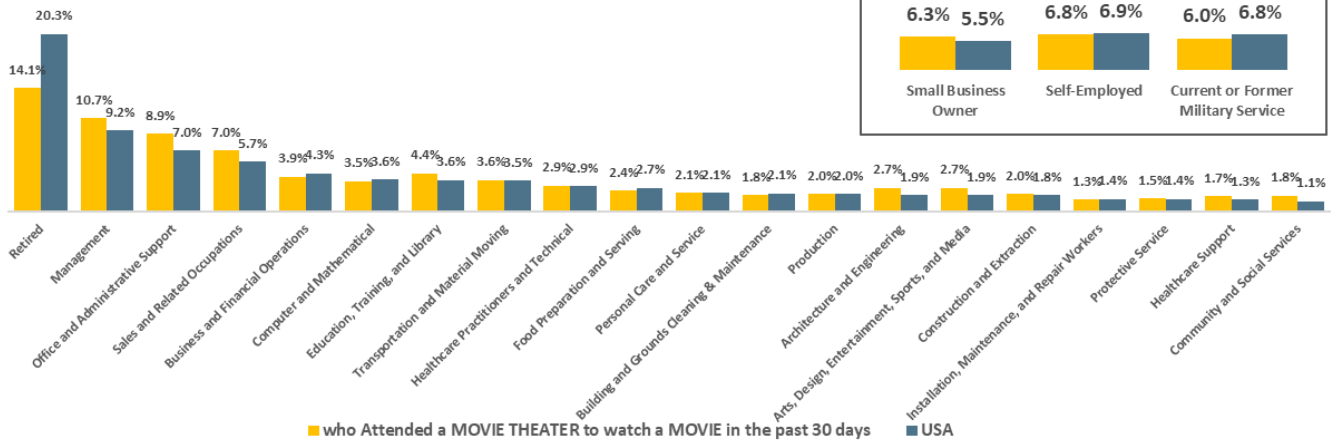
Employment: Adults 18 or older



Marital Status: Adults 18 or older

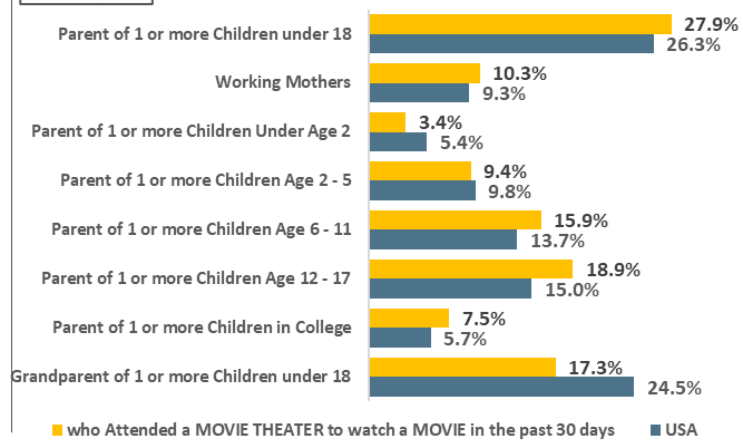


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

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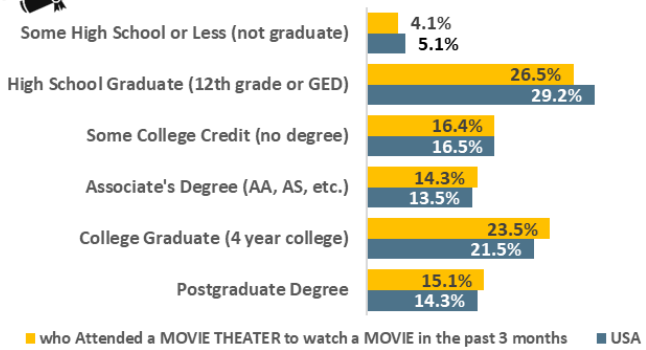
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

No. of times attended movie at a theater past 30 days: Any movie attended at a theater past 30 days

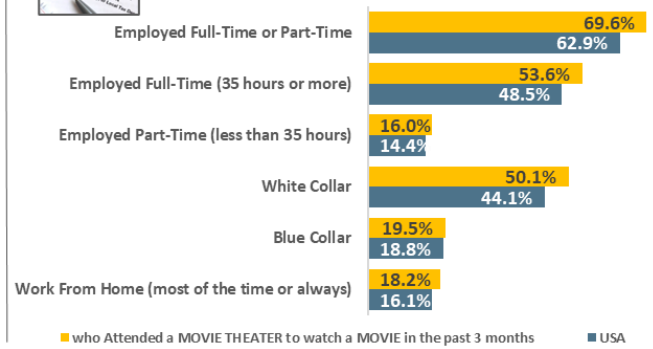
ALL PAST 3-MONTHS MOVIE THEATER ATTENDERS

42.1% or 110,295,705 of USA Adults 18 or older Attended a MOVIE THEATER to watch a MOVIE in the past 3 months. Adults 18 or older who Attended a MOVIE THEATER to watch a MOVIE in the past 3 months are 8.2% more likely to be a college graduate, 10.6% more likely to work full-time, 2.8% less likely to be married, 9.3% more likely to be a parent of 1 or more children

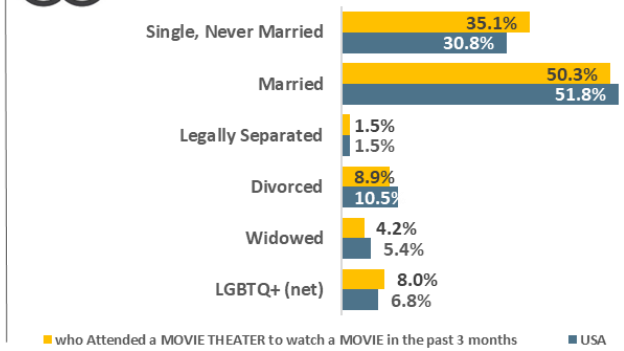
Education Levels: Adults 18 or older



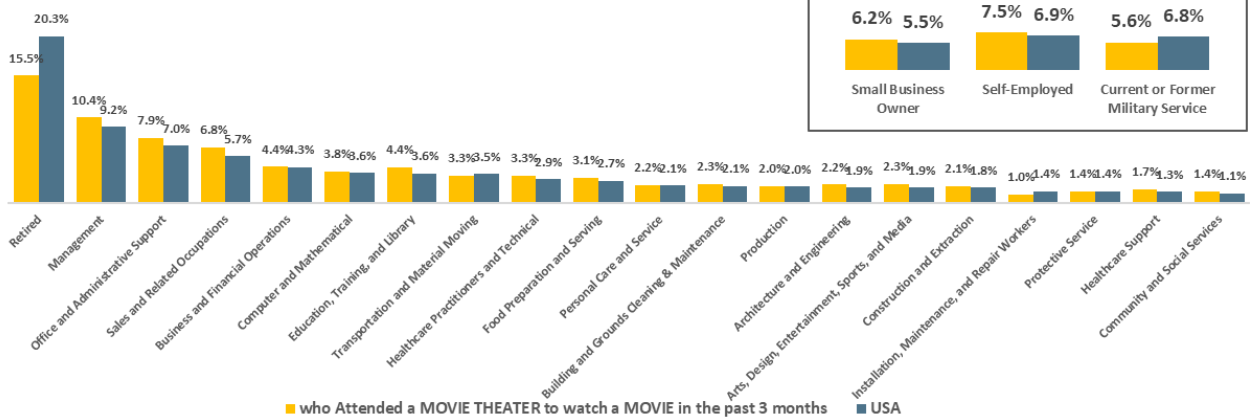
Employment: Adults 18 or older



Marital Status: Adults 18 or older

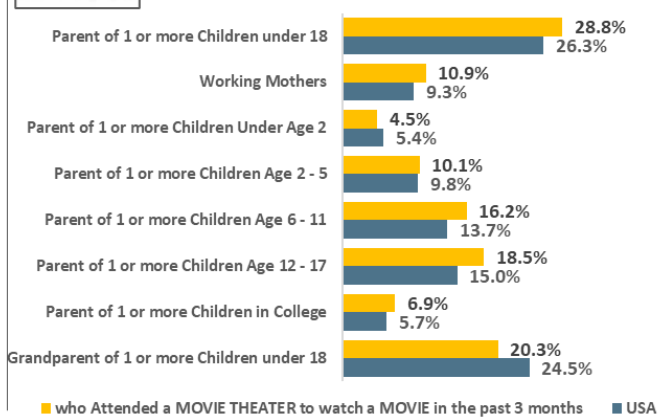


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

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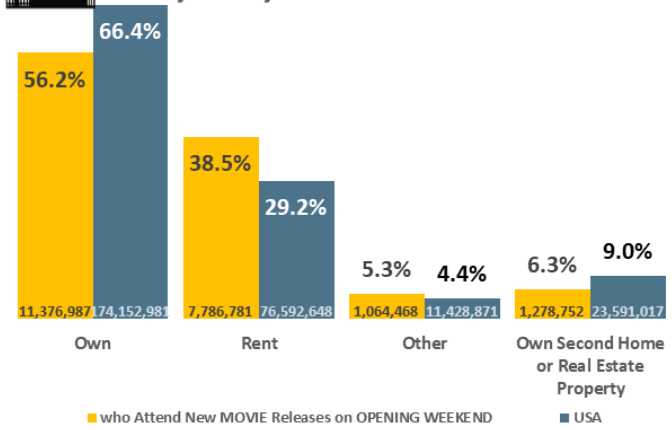
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

No. of times attended movie at a theater past 3 months: Any movie attended at a theater past 3 months

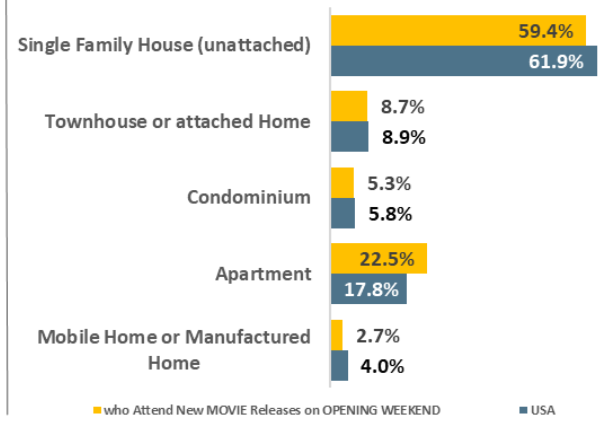
New Movie Release
OPENING WEEKEND ATTENDERS

7.7% or 20,228,236 of USA Adults 18 or older Attend New MOVIE Releases on OPENING WEEKEND.
Adults 18 or older who Attend New MOVIE Releases on OPENING WEEKEND are 15.3% less likely to own their home, 3.5% more likely to own a lower valued home, 4.1% less likely to have a single-family home, 1.5% more likely to have a dog.

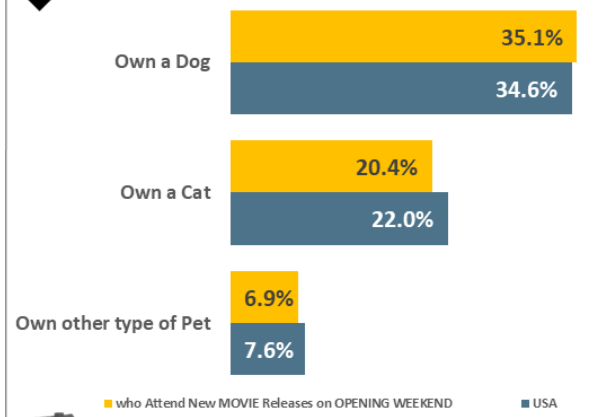
Own/Rent/Other: Adults 18 or older



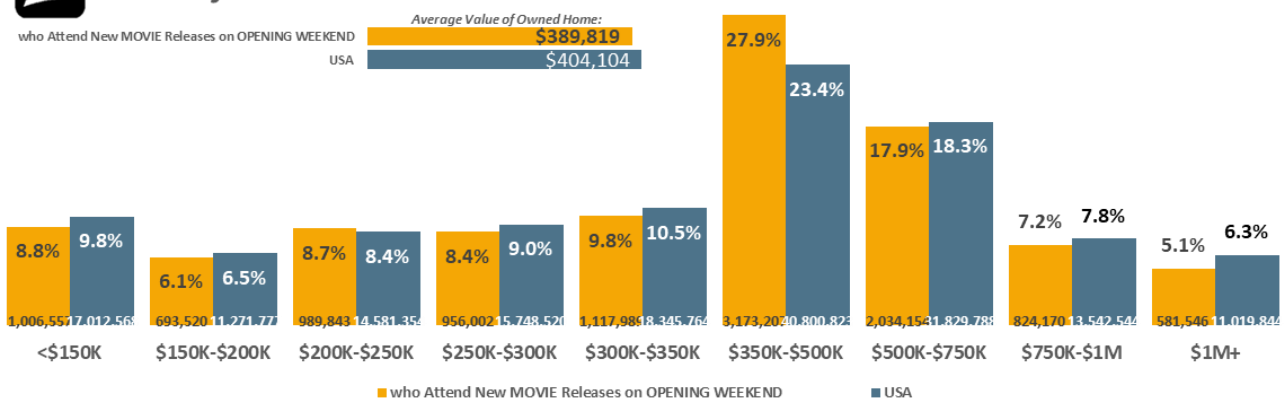
Type of Home: Adults 18 or older



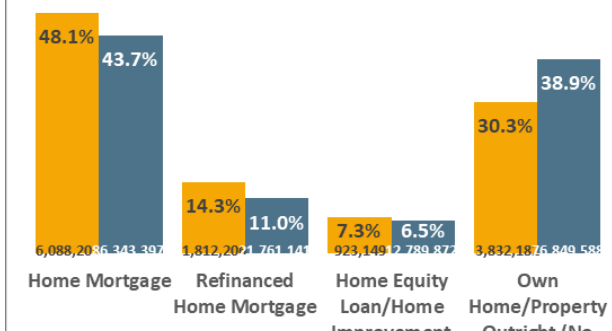
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,338*

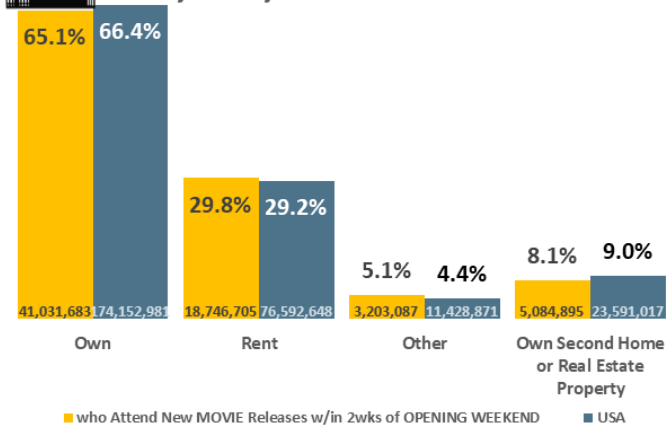
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USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,338*

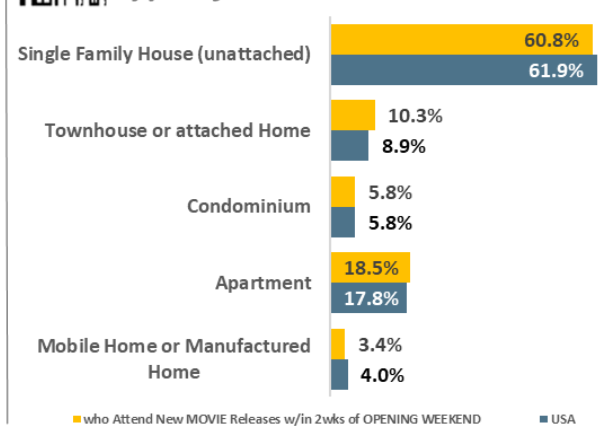
New Movie Release w/in 1ST 2-WEEKS ATTENDERS

24.% or 62,981,474 of USA Adults 18 or older Attend New MOVIE Releases w/in 2wks of OPENING WEEKEND. Adults 18 or older who Attend New MOVIE Releases w/in 2wks of OPENING WEEKEND are 1.9% less likely to own their home, 3.8% more likely to own a higher valued home, 1.8% less likely to have a single-family home, 12.7% more likely to have a dog.

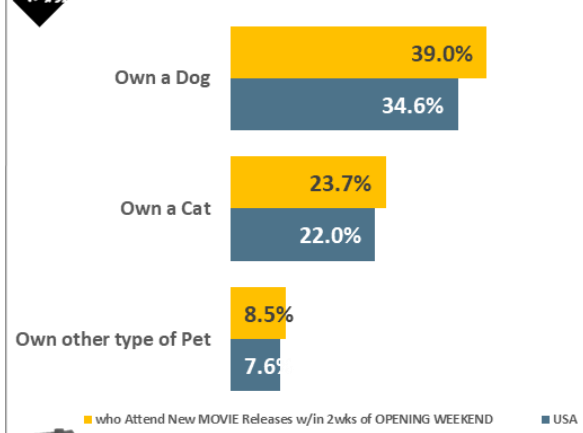
Own/Rent/Other: Adults 18 or older



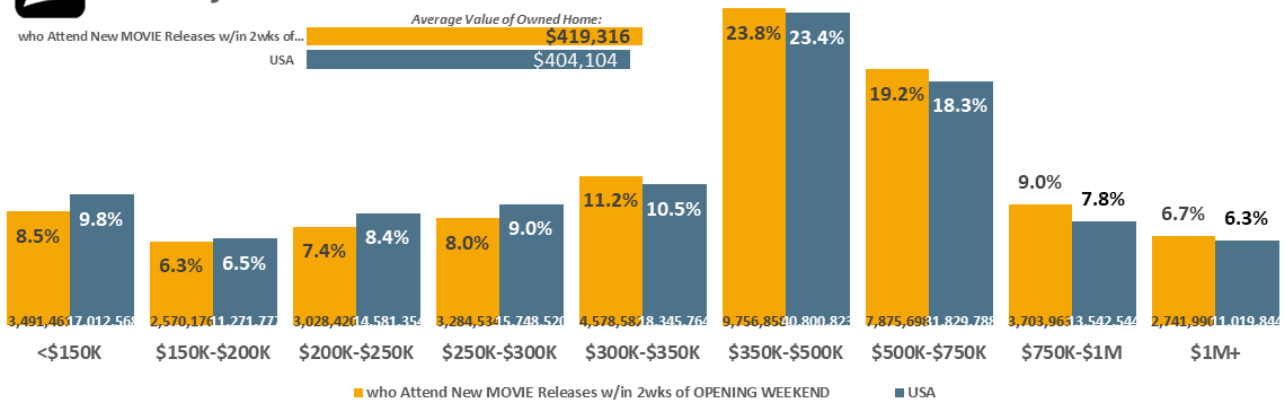
Type of Home: Adults 18 or older



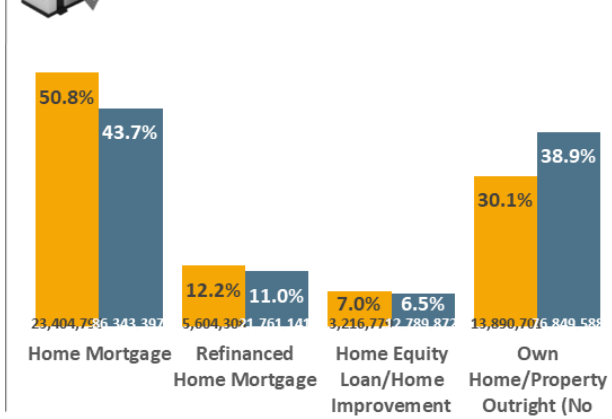
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,338*

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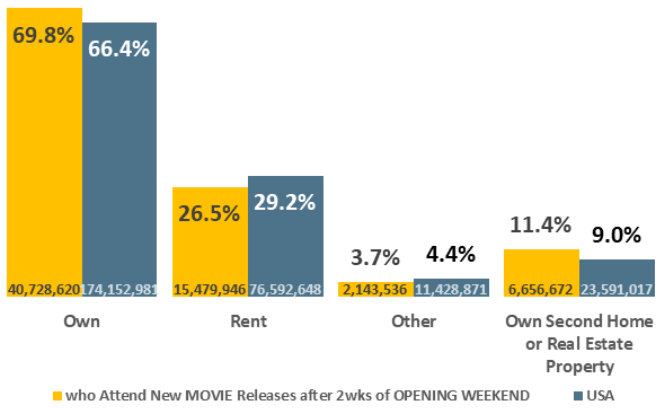
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,338*

Movies - when usually seen at a theater past 12 months: After opening weekend, but within first two weeks of opening

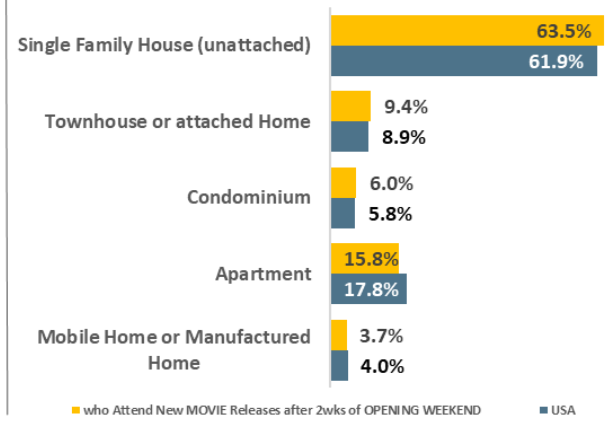
New Movie Release
AFTER 1ST 2-WEEKS ATTENDERS

22.3% or 58,352,102 of USA Adults 18 or older Attend New MOVIE Releases after 2wks of OPENING WEEKEND. Adults 18 or older who Attend New MOVIE Releases after 2wks of OPENING WEEKEND are 5.1% more likely to own their home, 5.4% more likely to own a higher valued home, 2.7% more likely to have a single-family home, 1.5% more likely to have a dog.

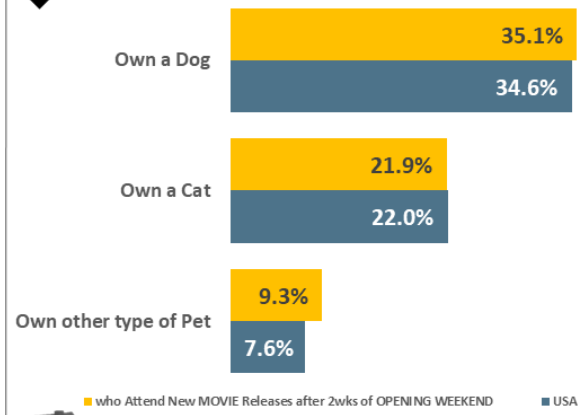
Own/Rent/Other: Adults 18 or older



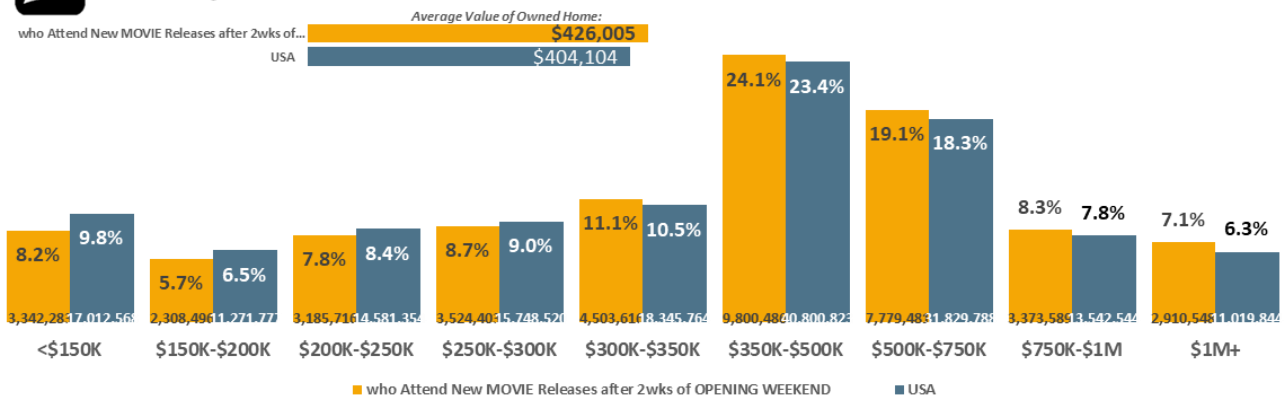
Type of Home: Adults 18 or older



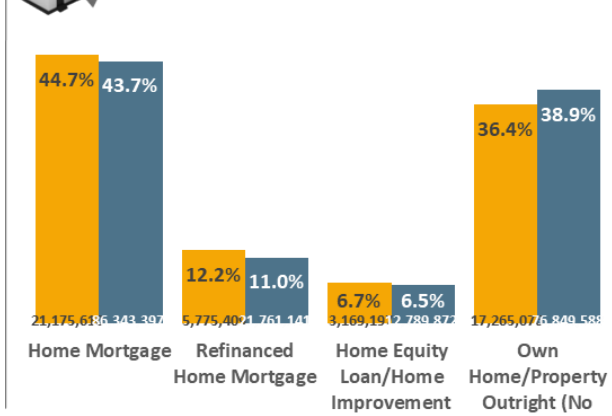
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,338*

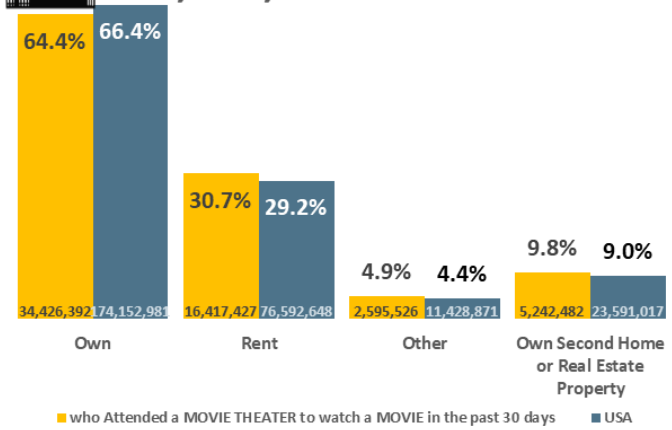
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USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,338*

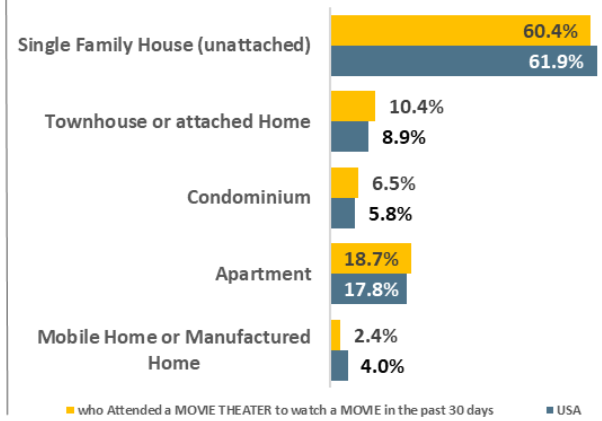
ALL PAST 30-DAYS MOVIE THEATER ATTENDERS

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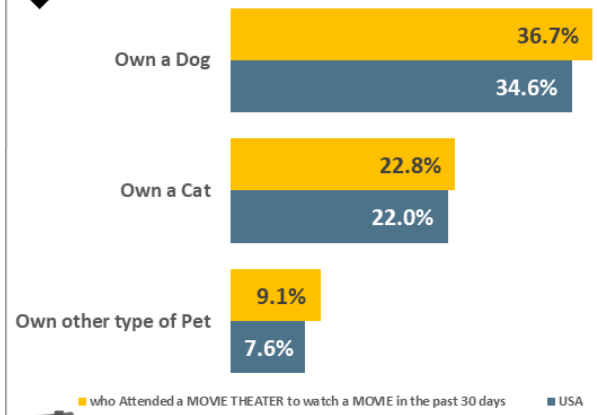
Own/Rent/Other: Adults 18 or older



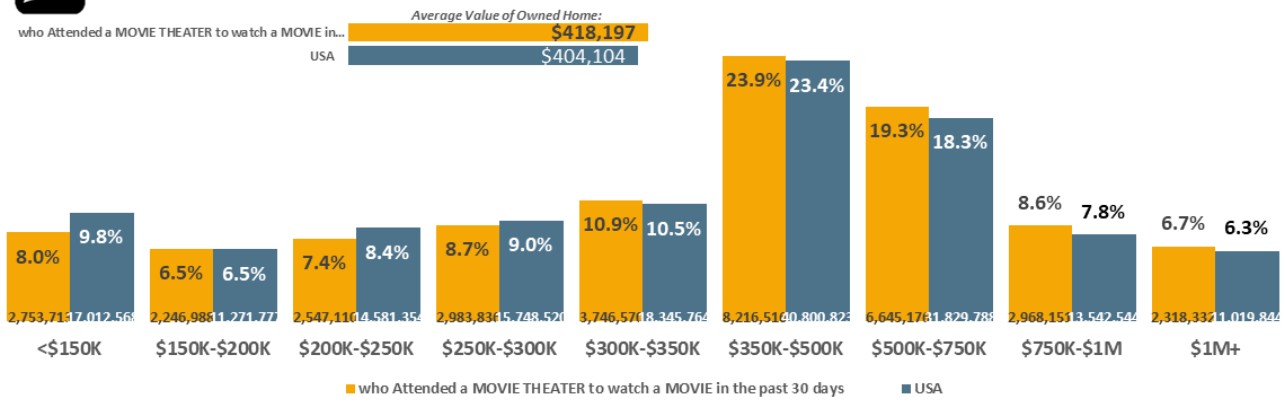
Type of Home: Adults 18 or older



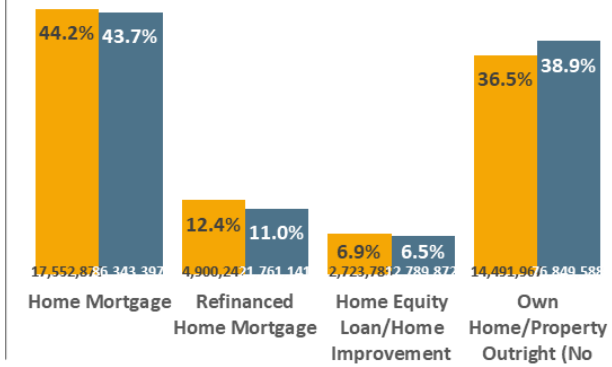
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,338*

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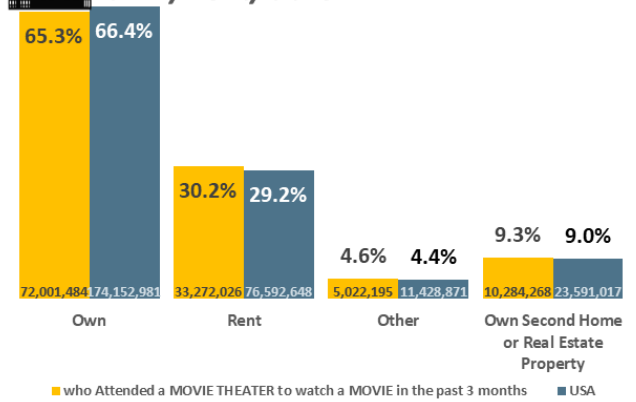
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,338*

No. of times attended movie at a theater past 30 days: Any movie attended at a theater past 30 days

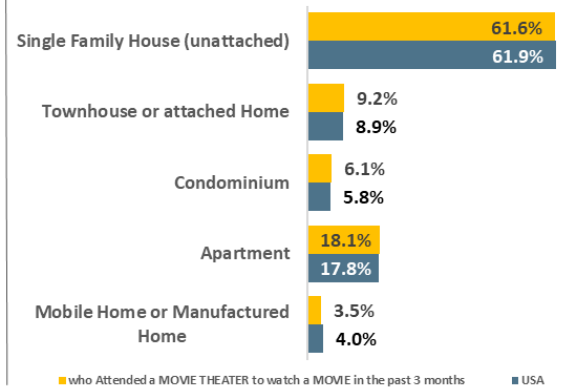
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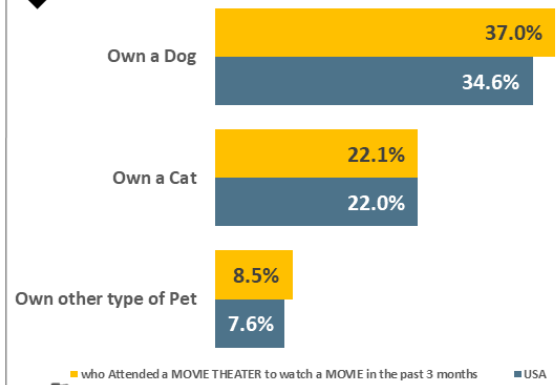
Own/Rent/Other: Adults 18 or older



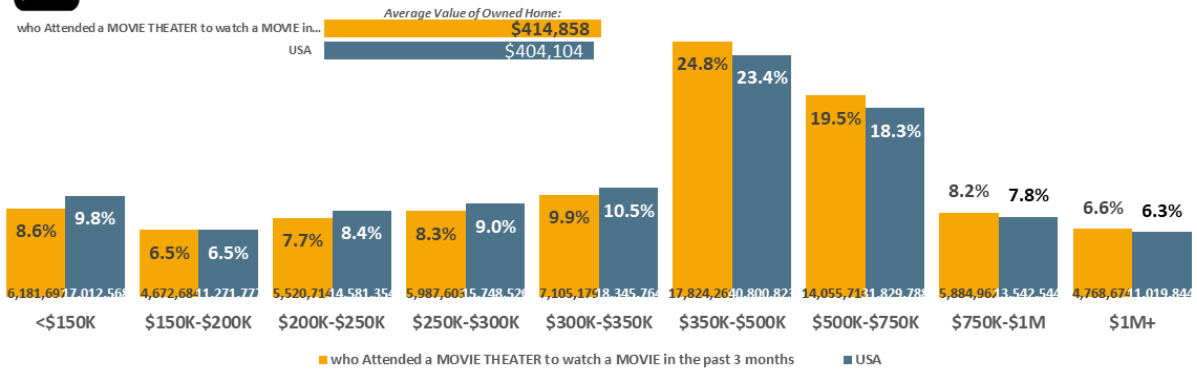
Type of Home: Adults 18 or older



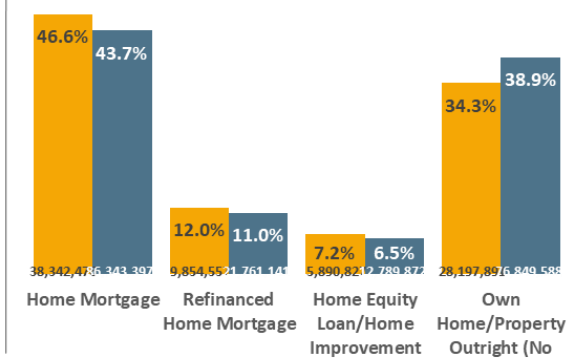
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,338*

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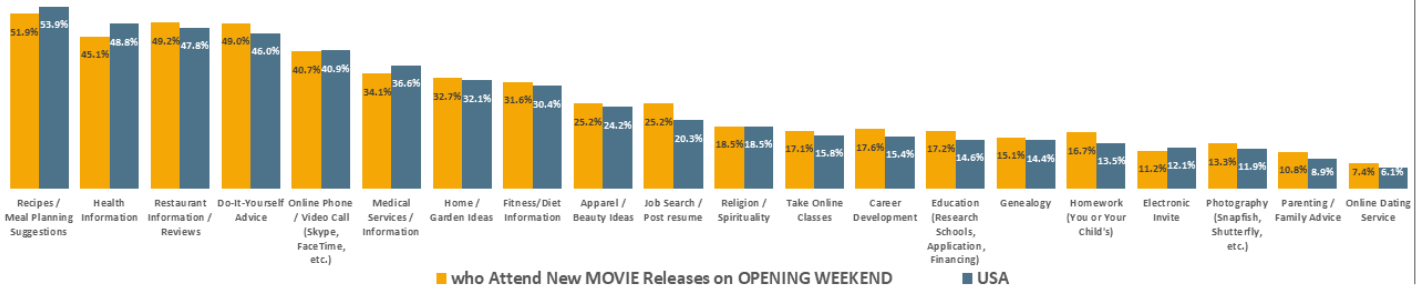
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,338*

No. of times attended movie at a theater past 3 months: Any movie attended at a theater past 3 months

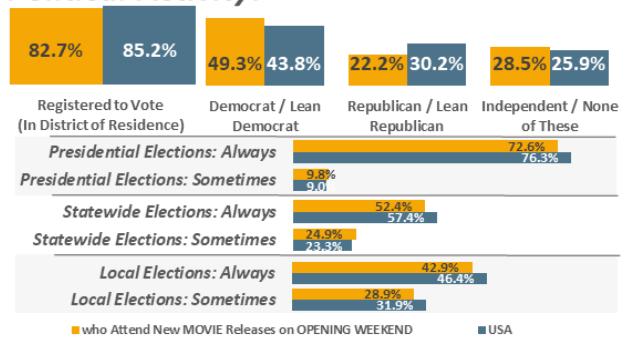
New Movie Release
OPENING WEEKEND ATTENDERS

7.7% or 20,228,236 of USA Adults 18 or older Attend New MOVIE Releases on OPENING WEEKEND. Adults 18 or older who Attend New MOVIE Releases on OPENING WEEKEND are 6.6% more likely to look up D-I-Y advice online, 7.7% less likely to always vote in local elections, 25.8% more likely to belong to a gym, 11.% more likely to fly domestic past yr.

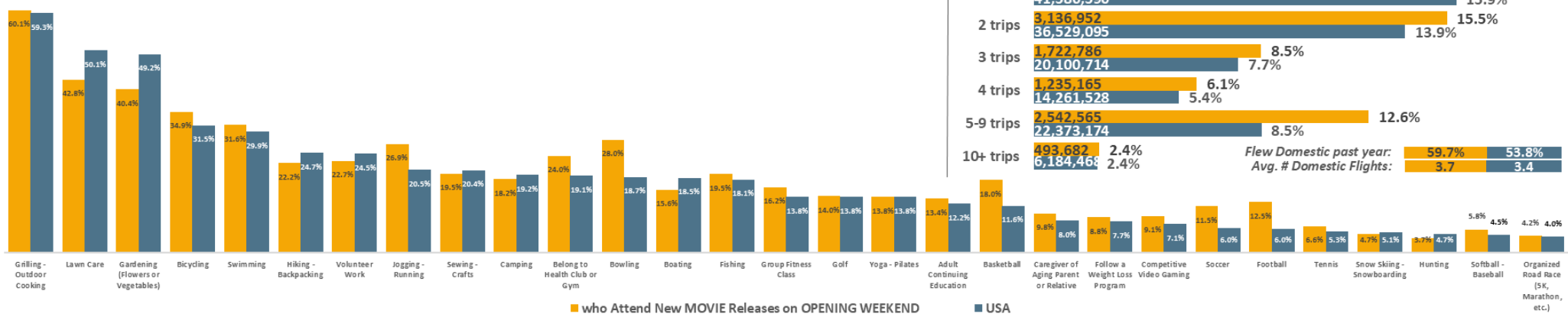
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older

USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

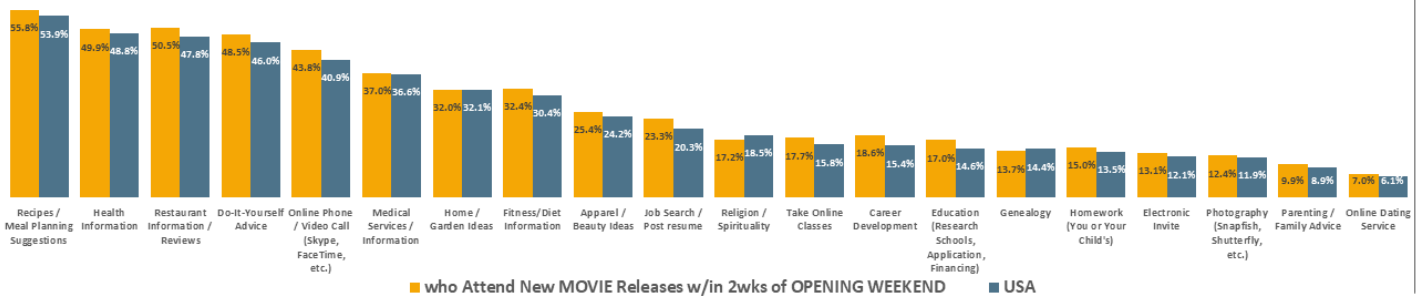
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Movies - when usually seen at a theater past 12 months: Opening weekend

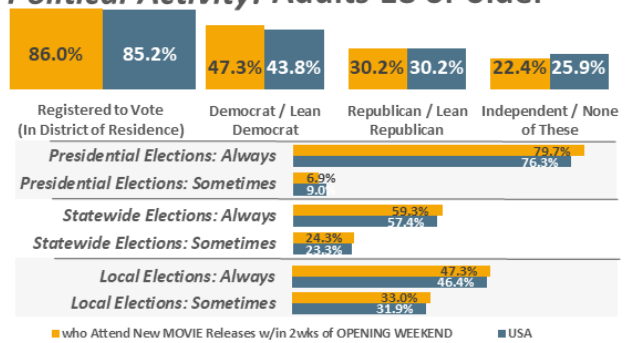
New Movie Release w/in 1ST 2-WEEKS ATTENDERS

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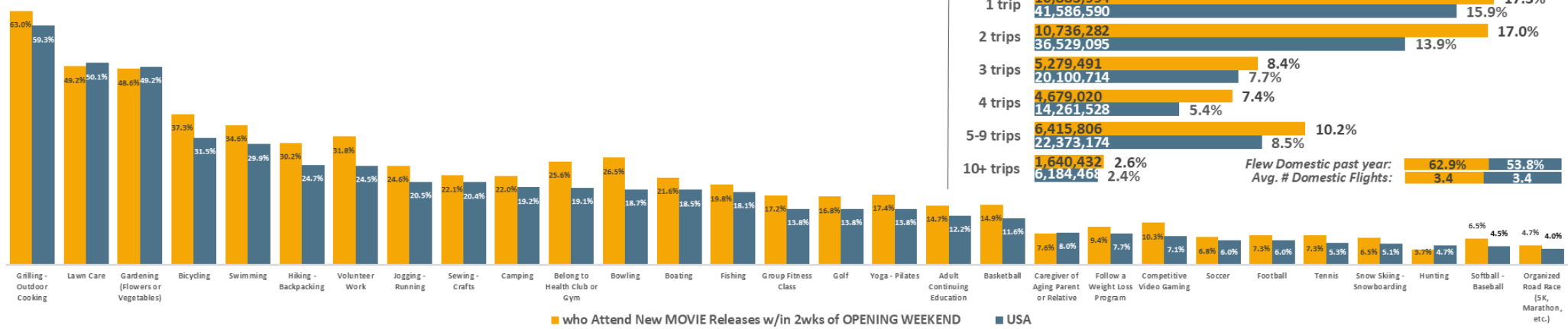
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older

USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

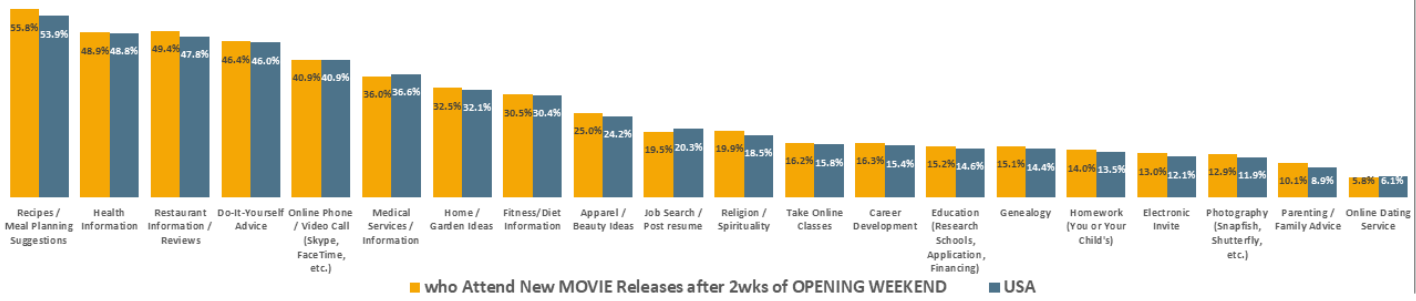
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Movies - when usually seen at a theater past 12 months: After opening weekend, but within first two weeks of opening

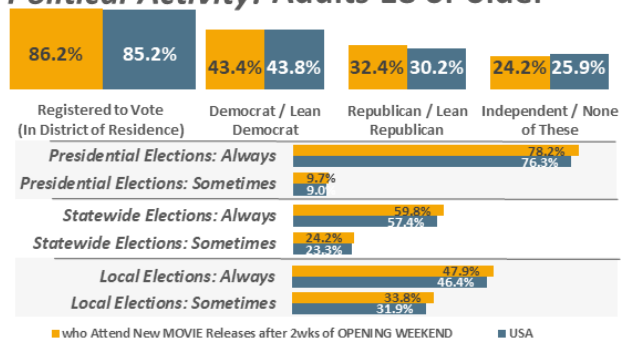
New Movie Release AFTER 1ST 2-WEEKS ATTENDERS

22.3% or 58,352,102 of USA Adults 18 or older Attend New MOVIE Releases after 2wks of OPENING WEEKEND. Adults 18 or older who Attend New MOVIE Releases after 2wks of OPENING WEEKEND are .9% more likely to look up D-I-Y advice online, 3.3% more likely to always vote in local elections, 25.% more likely to belong to a gym, 14.% more likely to fly domestic pa

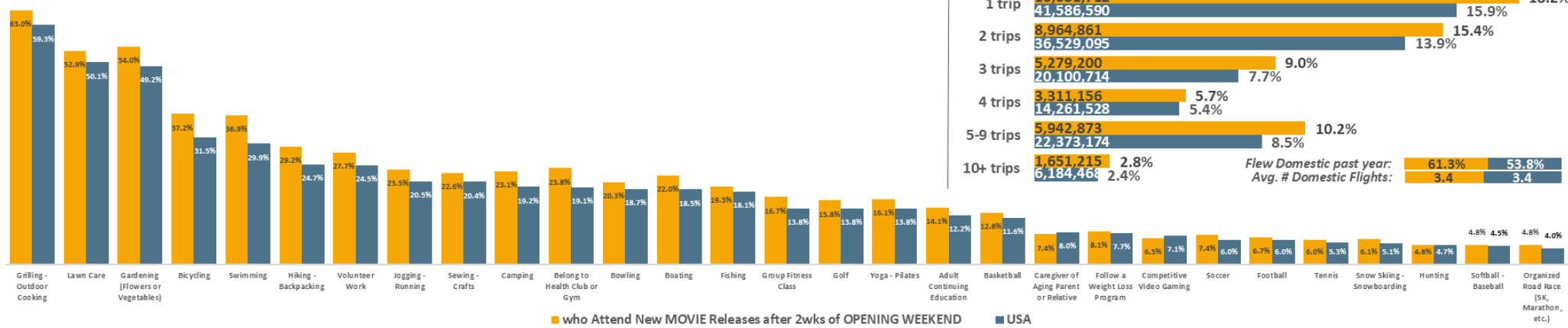
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older

USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

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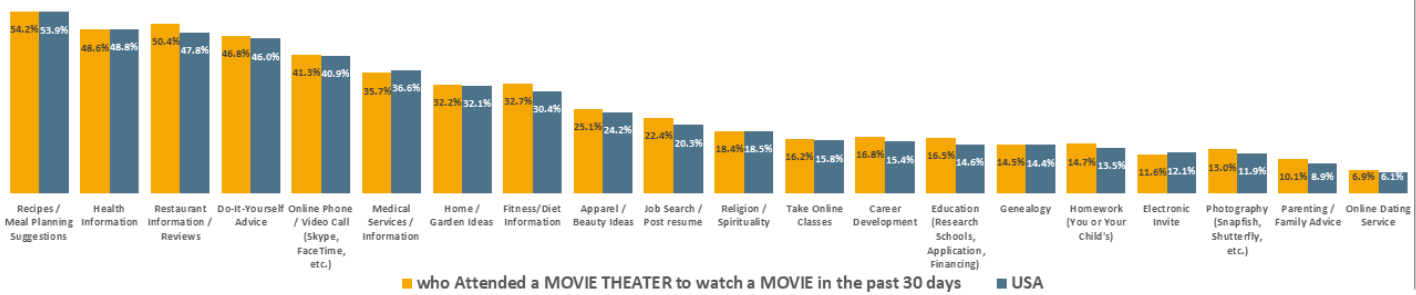
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

Movies - when usually seen at a theater past 12 months: After the second week

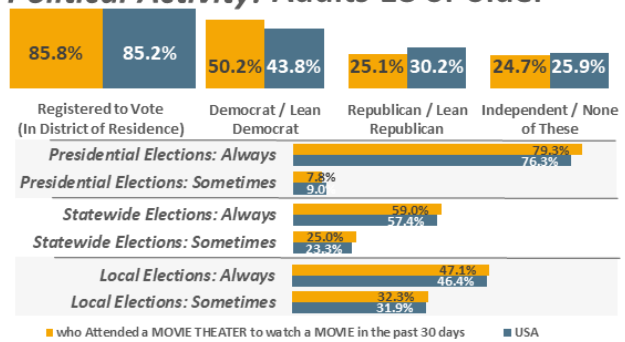
ALL PAST 30-DAYS MOVIE THEATER ATTENDERS

20.4% or 53,439,346 of USA Adults 18 or older Attended a MOVIE THEATER to watch a MOVIE in the past 30… Adults 18 or older who Attended a MOVIE THEATER to watch a MOVIE in the past 30 days are 1.8% more likely to look up D-I-Y advice online, 1.3% more likely to always vote in local elections, 36.1% more likely to belong to a gym, 22.4% more likely to fly do

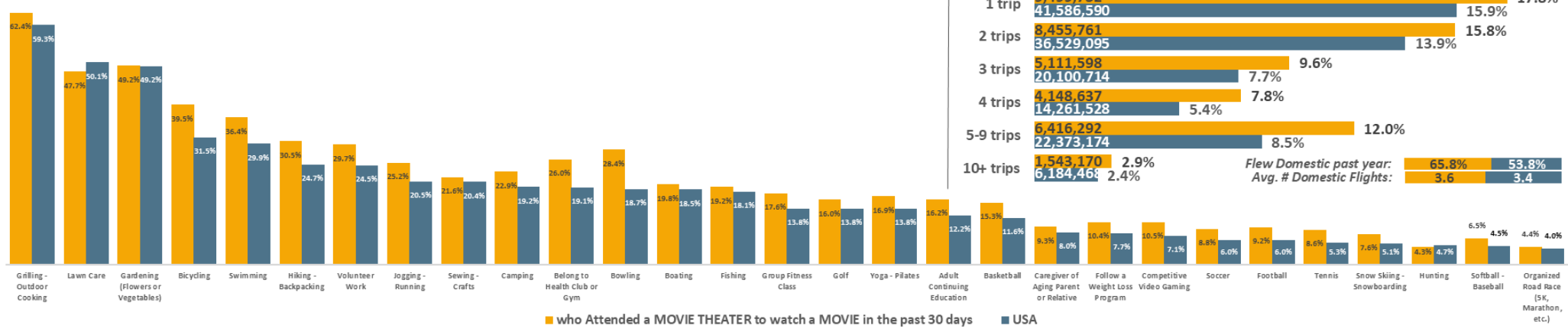
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older

USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

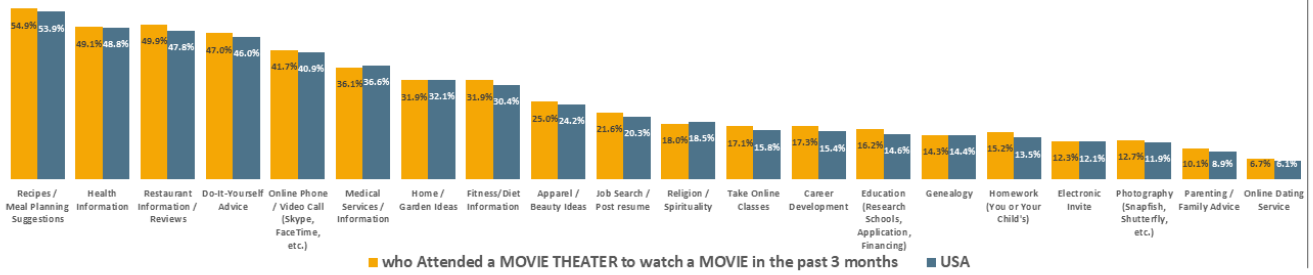
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No. of times attended movie at a theater past 30 days: Any movie attended at a theater past 30 days

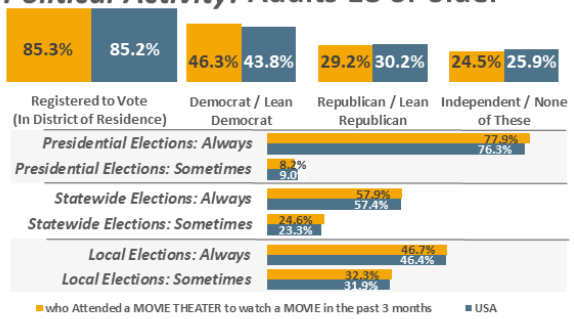
ALL PAST 3-MONTHS MOVIE THEATER ATTENDERS

42.1% or 110,295,705 of USA Adults 18 or older Attended a MOVIE THEATER to watch a MOVIE in the past 3 months. Adults 18 or older who Attended a MOVIE THEATER to watch a MOVIE in the past 3 months are 2.2% more likely to look up D-I-Y advice online, .6% more likely to always vote in local elections, 31.4% more likely to belong to a gym, 16.3% more likely to fly do

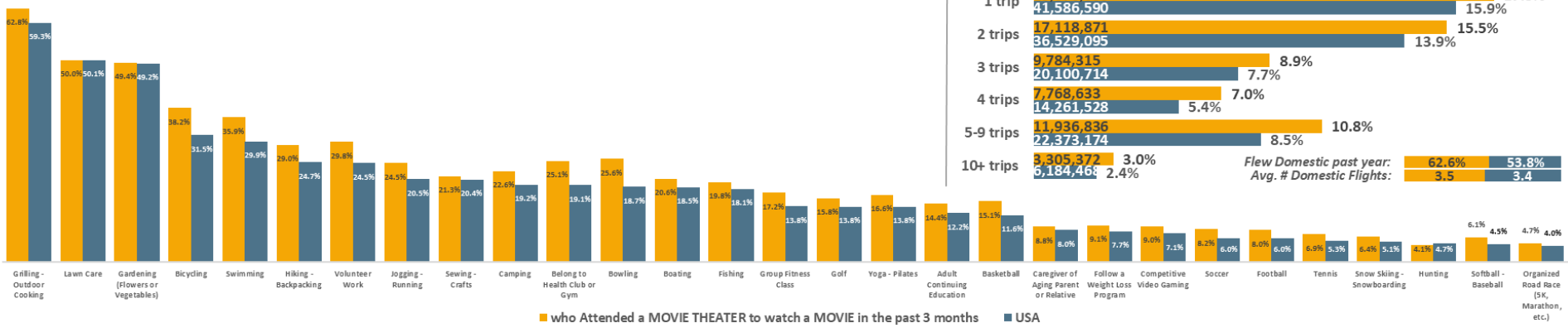
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older

USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

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No. of times attended movie at a theater past 3 months: Any movie attended at a theater past 3 months

New Movie Release OPENING WEEKEND ATTENDERS

7.7% or 20,228,236 of USA Adults 18 or older Attend New MOVIE Releases on OPENING WEEKEND. Adults 18 or older who Attend New MOVIE Releases on OPENING WEEKEND are 6.9% more likely to use QSRs past mo., 9.6% more likely to use Sit-Down Restaurants past mo., 23.5% more likely to use Casinos past yr., 1.3% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 94.7% 19,158,866 | 88.6% 232,386,465

Avg. Monthly QSR Meals: 8.3 | 6.5

Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users: 83.9% 16,967,489 | 76.6% 200,717,635

Avg. Monthly Sit-Down Restaurant Meals: 5.1 | 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who Attend New MOVIE Releases on OPENING... 5,878,099 29.1%

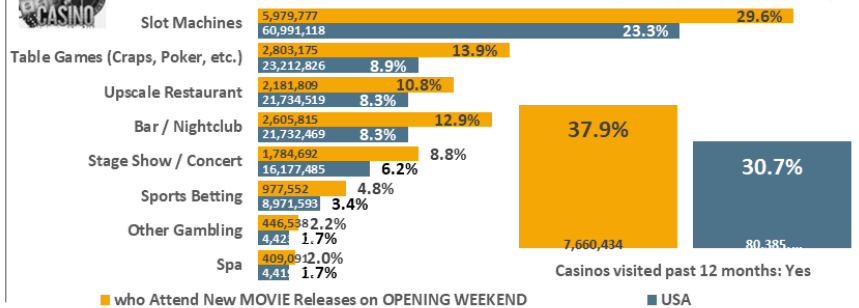
USA 17.9%

Drank Past 30-days: Adults 18 or older



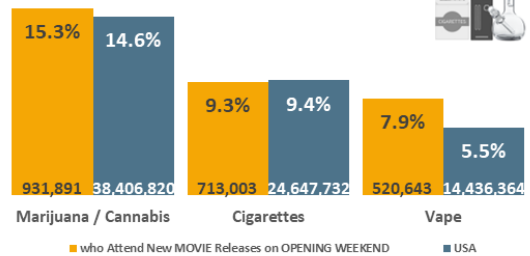
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,338*

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Movies - when usually seen at a theater past 12 months: Opening weekend

New Movie Release w/in 1ST 2-WEEKS ATTENDERS

24.% or 62,981,474 of USA Adults 18 or older Attend New MOVIE Releases w/in 2wks of OPENING WEEKEND. Adults 18 or older who Attend New MOVIE Releases w/in 2wks of OPENING WEEKEND are 6.8% more likely to use QSRs past mo., 14.3% more likely to use Sit-Down Restaurants past mo., 9.7% more likely to use Casinos past yr., 26.4% less likely to smoke cigarette

Past 30-days QSR Users: Adults 18 or older



	who Attend New MOVIE Releases w/in 2wks of OPENING WEEKEND	USA
1 time	5.5%	8.4%
2 times	8.8%	10.7%
3 times	10.1%	10.6%
4 times	10.2%	9.9%
5 times	11.0%	10.7%
6 - 9 times	25.6%	20.5%
10 times or more	23.5%	17.9%

Total Monthly QSR Users:		*Avg. Monthly QSR Meals:*	
94.7%	88.6%		
59,626,682	232,386,465	7.3	6.5

Past 30-days Sit-Down Restaurant Users: Adults 18 or older



	who Attend New MOVIE Releases w/in 2wks of OPENING WEEKEND	USA
1 time	15.5%	15.7%
2 times	17.7%	16.1%
3 times	15.9%	13.3%
4 times	11.5%	9.9%
5 times	9.9%	7.8%
6 - 9 times	11.2%	8.7%
10 times or more	5.7%	5.0%

Total Monthly Sit-Down Restaurant Users:		*Avg. Monthly Sit-Down Restaurant Meals:*	
87.5%	76.6%		
55,089,581	200,717,635	4.2	4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



who Attend New MOVIE Releases w/in 2wks of OPENING WEEKEND | USA

Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who Attend New MOVIE Releases w/in 2wks of...	22.4%
USA	17.9%

Drank Past 30-days: Adults 18 or older



	who Attend New MOVIE Releases w/in 2wks of OPENING WEEKEND		USA	
Liquor	31,974,389	50.8%	119,526,628	45.6%
Any Type of Beer	26,925,863	42.8%	109,849,386	41.9%
Wine	23,370,479	37.1%	88,074,966	33.6%
Domestic Regular Beer	15,226,077	24.2%	60,665,467	23.1%
Domestic Light Beer	14,374,134	22.8%	58,353,601	22.3%
Imported Beer	14,368,447	22.8%	54,605,775	20.8%
Microbrew / Craft Beer	7,299,313	11.6%	28,489,547	10.9%

who Attend New MOVIE Releases w/in 2wks of OPENING WEEKEND | USA

Past 12 months Casino Activities: Adults 18 or older



	who Attend New MOVIE Releases w/in 2wks of OPENING WEEKEND		USA	
Slot Machines	15,764,902	25.0%	60,991,118	23.3%
Table Games (Craps, Poker, etc.)	6,758,544	10.7%	23,212,826	8.9%
Upscale Restaurant	6,806,677	10.8%	21,734,519	8.3%
Bar / Nightclub	5,947,524	9.4%	21,732,469	8.3%
Stage Show / Concert	5,854,345	9.3%	16,177,485	6.2%
Sports Betting	2,726,856	4.3%	8,971,593	3.4%
Other Gambling	1,080,48[illegible]	1.7%	4,423	1.7%
Spa	1,435,65[illegible]	2.3%	4,419	1.7%

Casinos visited past 12 months: Yes		
	33.6%	30.7%
	21,179,...	80,385,...

who Attend New MOVIE Releases w/in 2wks of OPENING WEEKEND | USA

Used Past 30-days: Adults 18 or older



who Attend New MOVIE Releases w/in 2wks of OPENING WEEKEND | USA

USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,338*

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Movies - when usually seen at a theater past 12 months: After opening weekend, but within first two weeks of opening

New Movie Release
AFTER 1ST 2-WEEKS ATTENDERS

22.3% or 58,352,102 of USA Adults 18 or older Attend New MOVIE Releases after 2wks of OPENING WEEKEND. Adults 18 or older who Attend New MOVIE Releases after 2wks of OPENING WEEKEND are 3.9% more likely to use QSRs past mo., 8.9% more likely to use Sit-Down Restaurants past mo., 9.6% more likely to use Casinos past yr., 12.% less likely to smoke cigarettes

Past 30-days QSR Users: Adults 18 or older

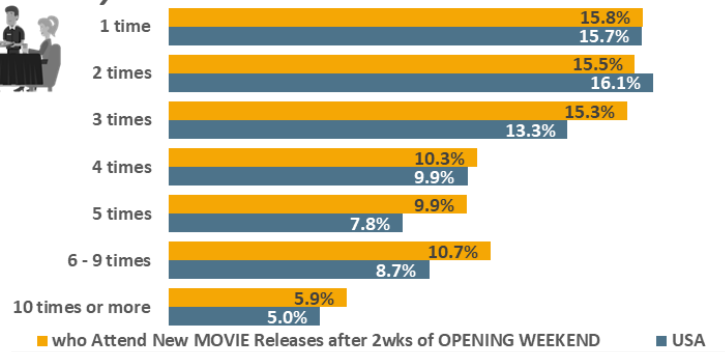


Total Monthly QSR Users: 92.1% 88.6% 53,741,915 232,386,465

Avg. Monthly QSR Meals: 6.7 6.5

Past 30-days Sit-Down Restaurant Users: Adults 18 or older





Total Monthly Sit-Down Restaurant Users: 83.4% 76.6% 48,656,526 200,717,635

Avg. Monthly Sit-Down Restaurant Meals: 4.2 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who Attend New MOVIE Releases after 2wks of... 10,545,196 18.1%

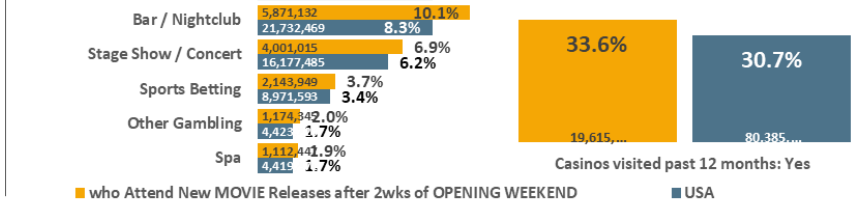
USA 47,060,159 17.9%

Drank Past 30-days: Adults 18 or older



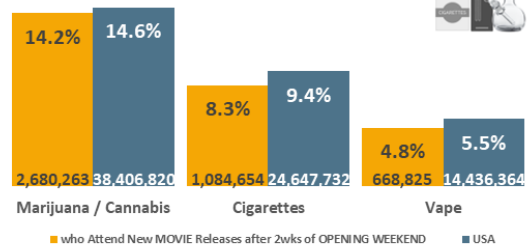
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,338*

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Movies - when usually seen at a theater past 12 months: After the second week

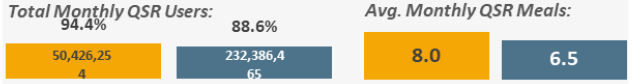
ALL PAST 30-DAYS MOVIE THEATER ATTENDERS

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Past 30-days QSR Users: Adults 18 or older



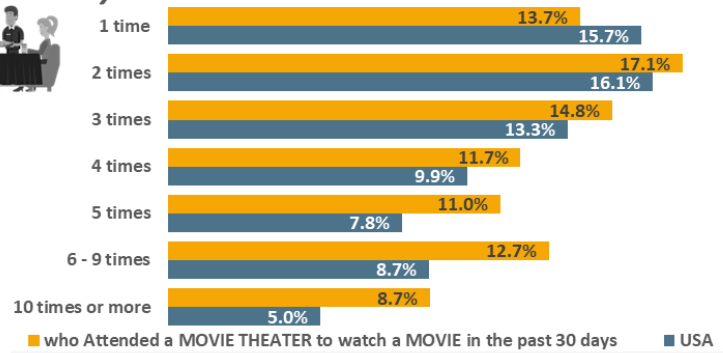
Total Monthly QSR Users:



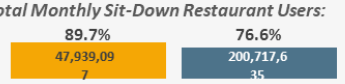
Avg. Monthly QSR Meals:

Past 30-days Sit-Down Restaurant Users: Adults 18 or older

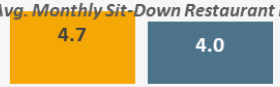




Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

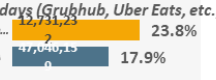


Top-10 Cuisines: Adults 18 or older

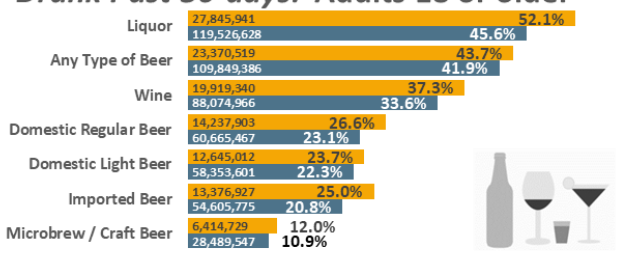
(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

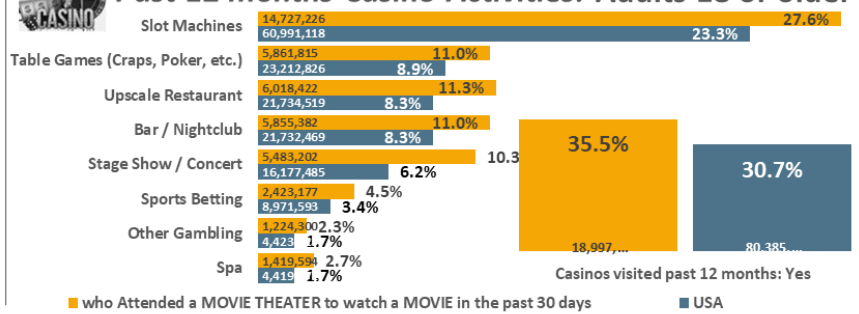


Drank Past 30-days: Adults 18 or older



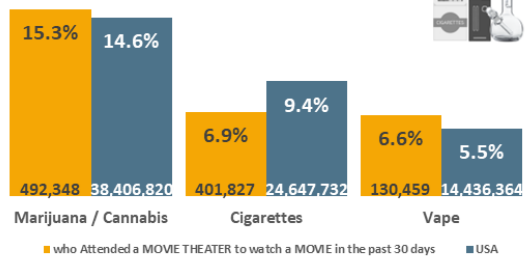
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

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No. of times attended movie at a theater past 30 days: Any movie attended at a theater past 30 days

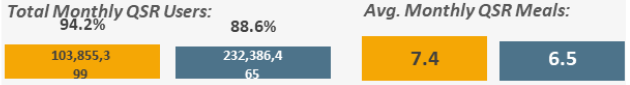
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Past 30-days QSR Users: Adults 18 or older



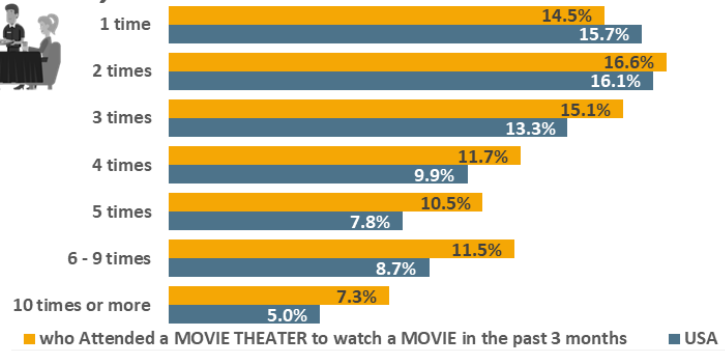
Total Monthly QSR Users:



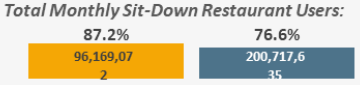
Avg. Monthly QSR Meals:

Past 30-days Sit-Down Restaurant Users: Adults 18 or older





Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

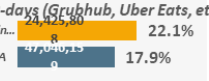


Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

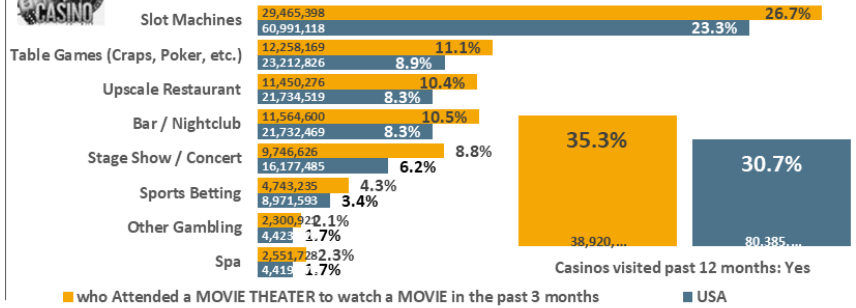


Drank Past 30-days: Adults 18 or older



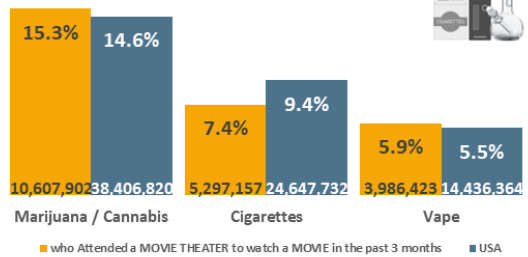
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

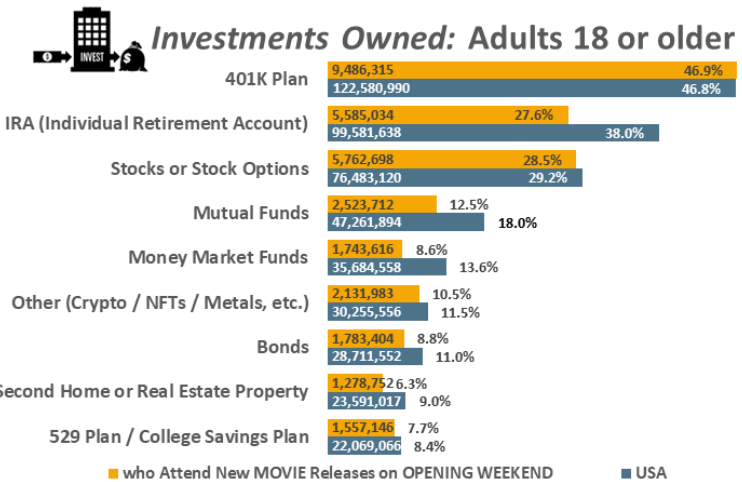
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No. of times attended movie at a theater past 3 months: Any movie attended at a theater past 3 months

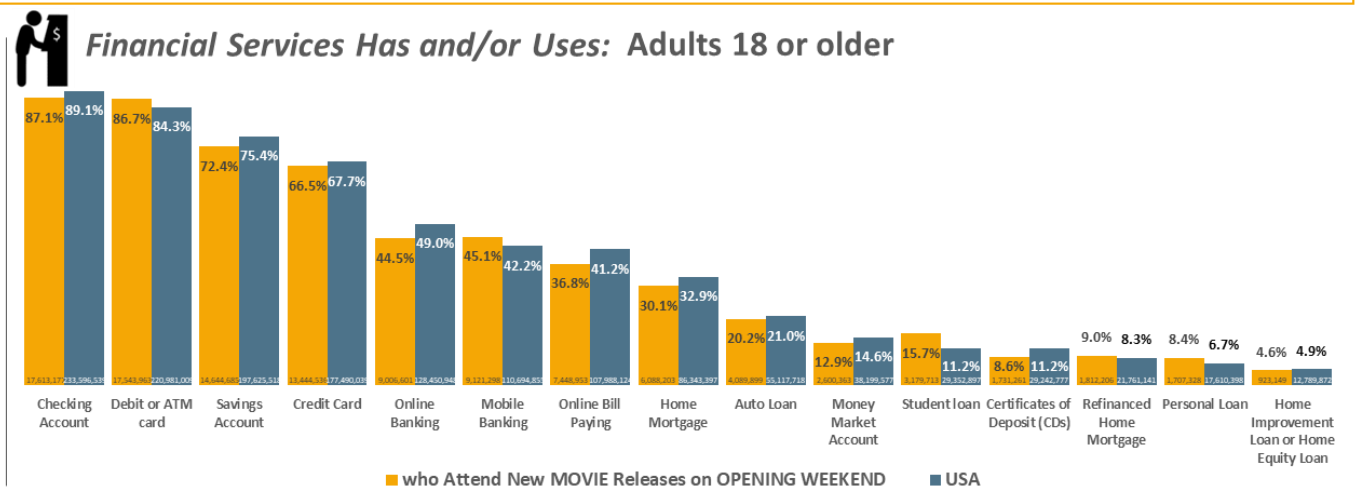
New Movie Release
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7.7% or 20,228,236 of USA Adults 18 or older Attend New MOVIE Releases on OPENING WEEKEND.
Adults 18 or older who Attend New MOVIE Releases on OPENING WEEKEND are .3% more likely to have a 401K, 3.8% less likely to have an Auto Loan, 14.4% more likely to Invest/Trade Stocks Online, 10.% more likely to pay with their Debit Card.

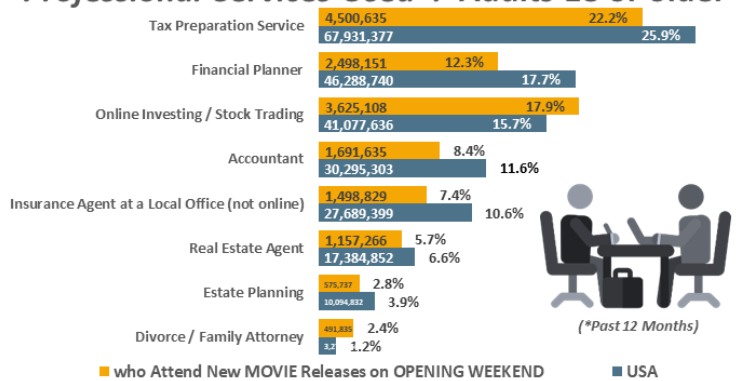
Investments Owned: Adults 18 or older



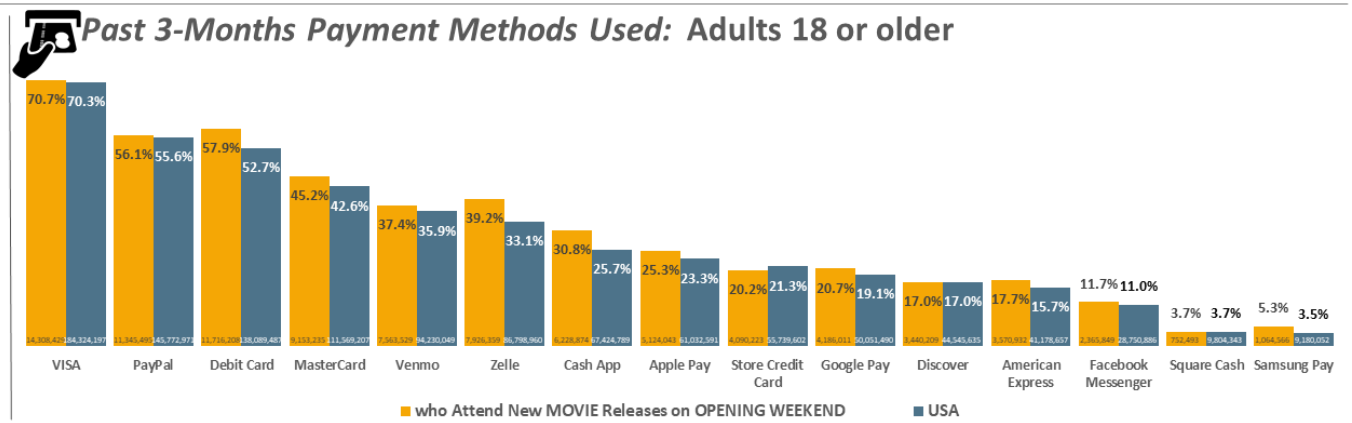
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



Past 3-Months Payment Methods Used: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

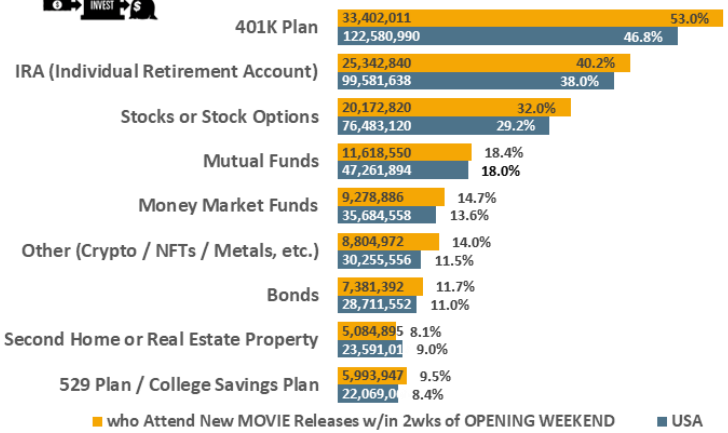
Movies - when usually seen at a theater past 12 months: Opening weekend

New Movie Release w/in 1ST 2-WEEKS ATTENDERS

24.% or 62,981,474 of USA Adults 18 or older Attend New MOVIE Releases w/in 2wks of OPENING WEEKEND. Adults 18 or older who Attend New MOVIE Releases w/in 2wks of OPENING WEEKEND are 13.4% more likely to have a 401K, 15.2% more likely to have an Auto Loan, 19.4% more likely to Invest/Trade Stocks Online, 6.8% more likely to pay with their Debit Card.

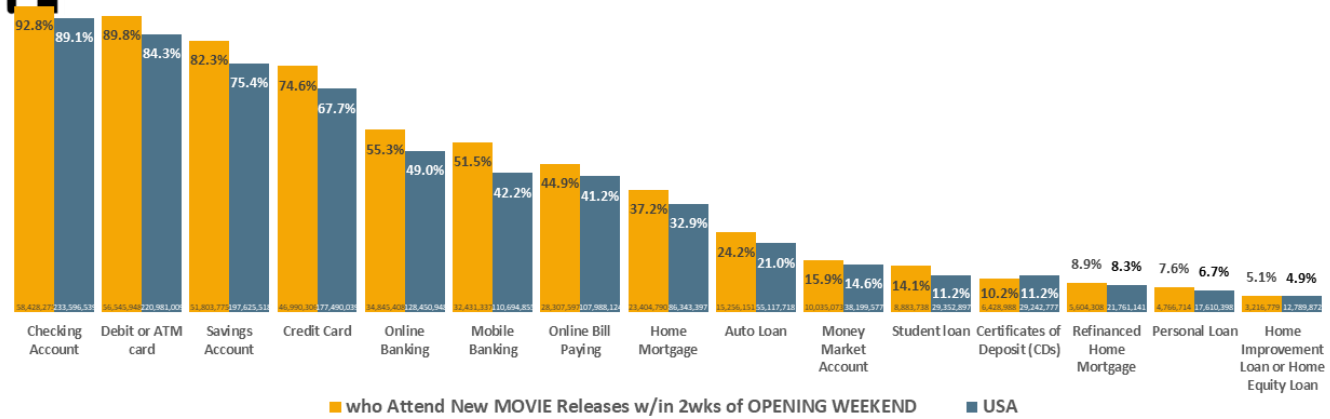
Investments Owned: Adults 18 or older



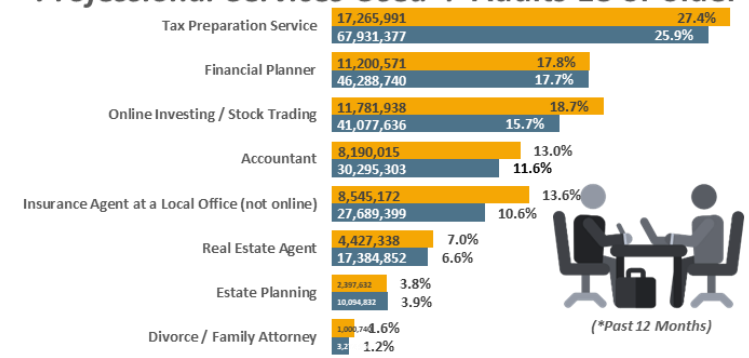


Financial Services Has and/or Uses: Adults 18 or older



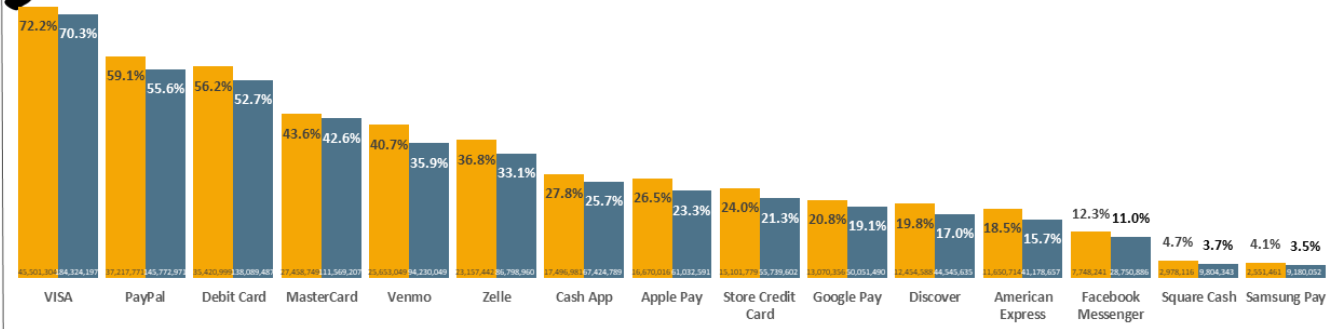


Professional Services Used:* Adults 18 or older



Past 3-Months Payment Methods Used: Adults 18 or older





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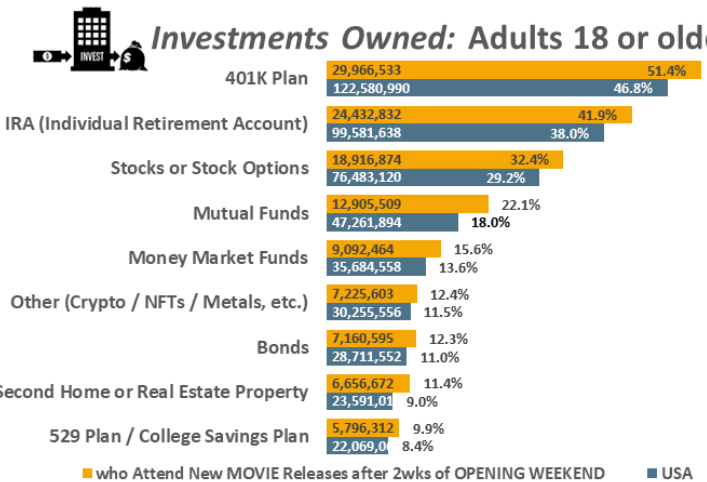
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

Movies - when usually seen at a theater past 12 months: After opening weekend, but within first two weeks of opening

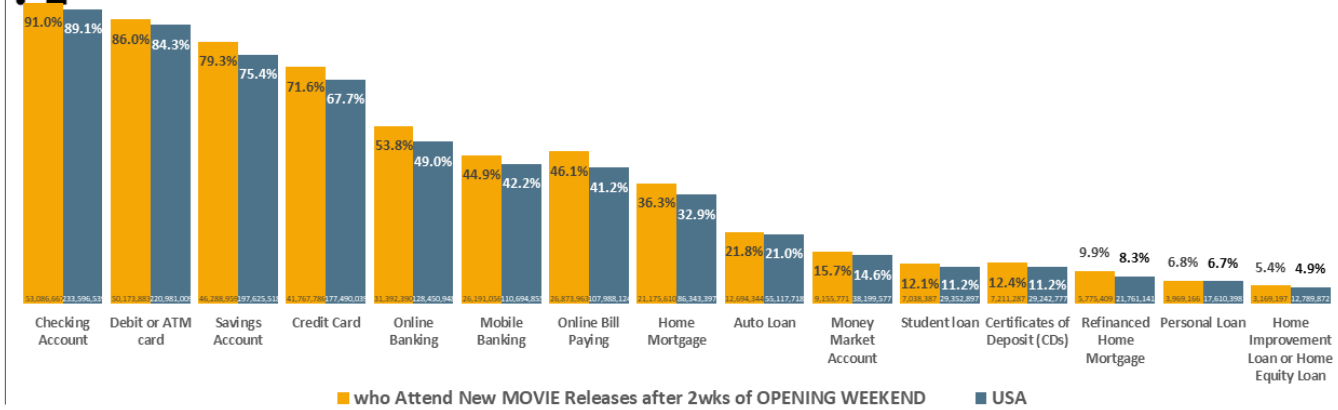
New Movie Release
AFTER 1ST 2-WEEKS ATTENDERS

22.3% or 58,352,102 of USA Adults 18 or older Attend New MOVIE Releases after 2wks of OPENING WEEKEND. Adults 18 or older who Attend New MOVIE Releases after 2wks of OPENING WEEKEND are 9.8% more likely to have a 401K, 3.5% more likely to have an Auto Loan, 11.3% more likely to Invest/Trade Stocks Online, .2% less likely to pay with their Debit Card.

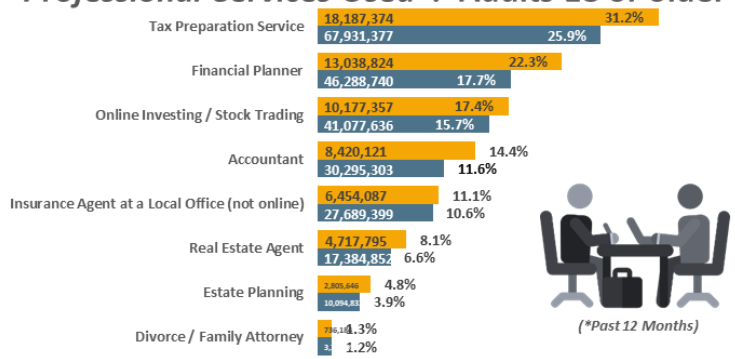
Investments Owned: Adults 18 or older



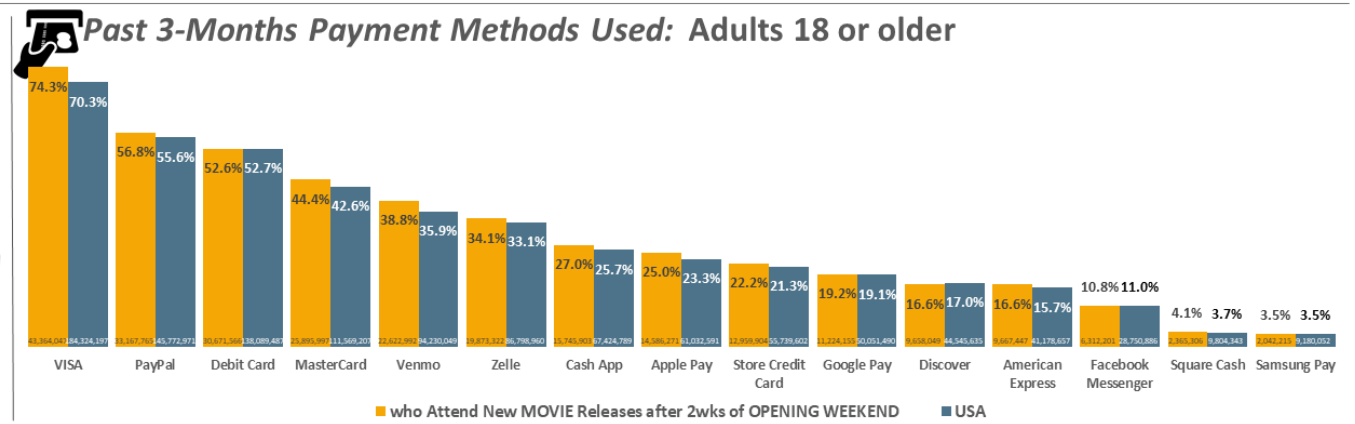
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



Past 3-Months Payment Methods Used: Adults 18 or older



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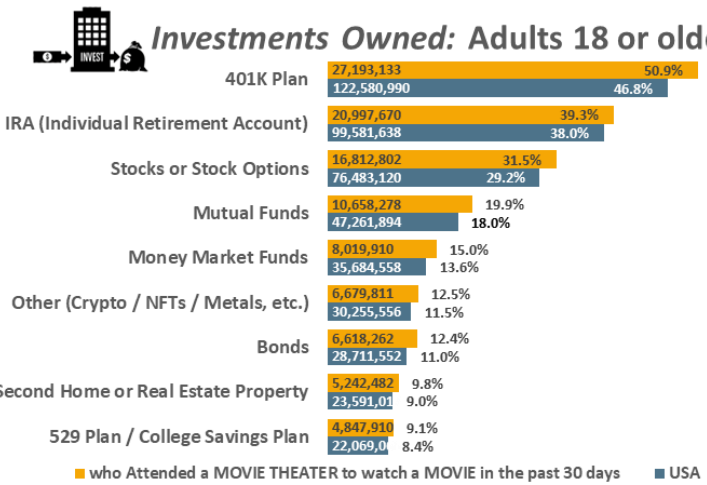
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

Movies - when usually seen at a theater past 12 months: After the second week

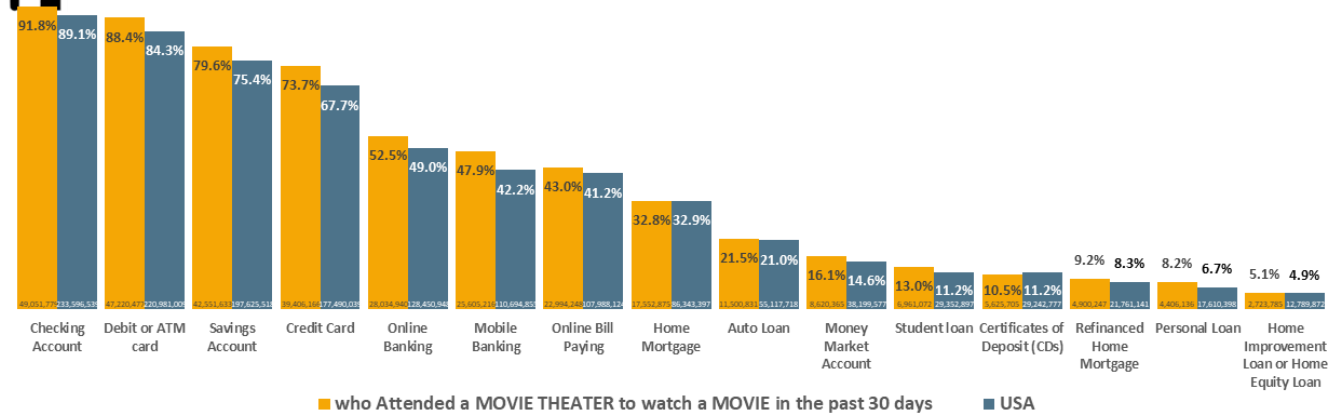
ALL PAST 30-DAYS MOVIE THEATER ATTENDERS

20.4% or 53,439,346 of USA Adults 18 or older Attended a MOVIE THEATER to watch a MOVIE in the past 30… Adults 18 or older who Attended a MOVIE THEATER to watch a MOVIE in the past 30 days are 8.8% more likely to have a 401K, 2.4% more likely to have an Auto Loan, 11.3% more likely to Invest/Trade Stocks Online, 4.6% more likely to pay with their Debit Card

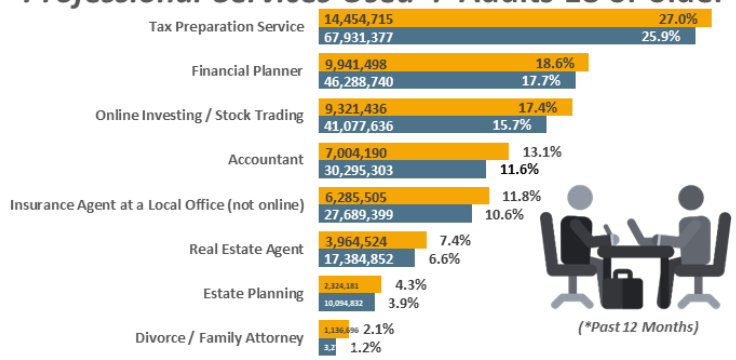
Investments Owned: Adults 18 or older



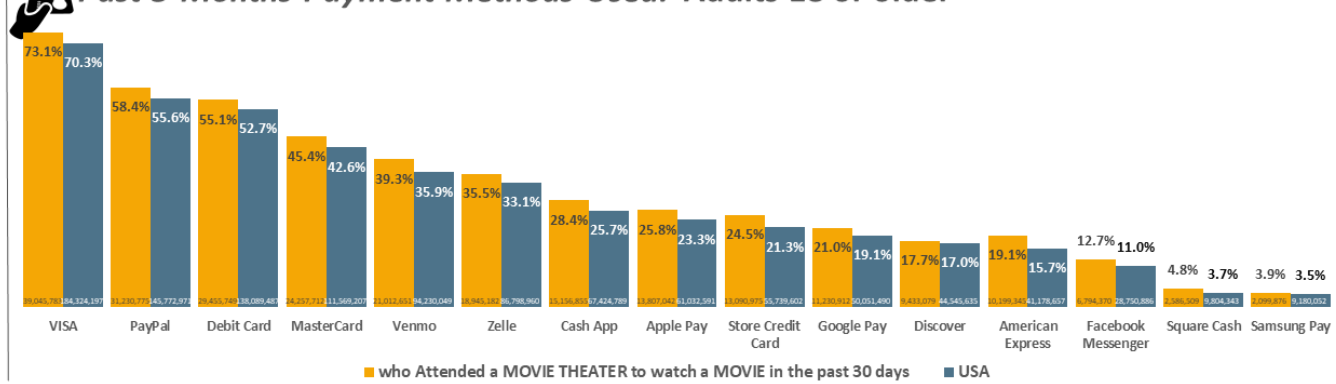
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



Past 3-Months Payment Methods Used: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

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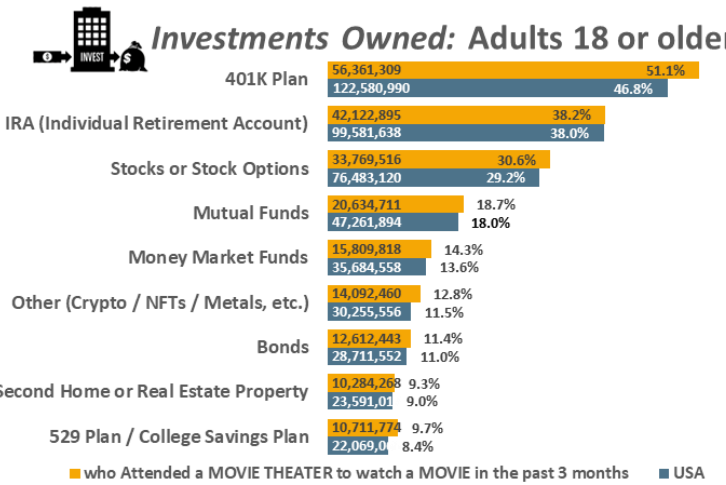
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

No. of times attended movie at a theater past 30 days: Any movie attended at a theater past 30 days

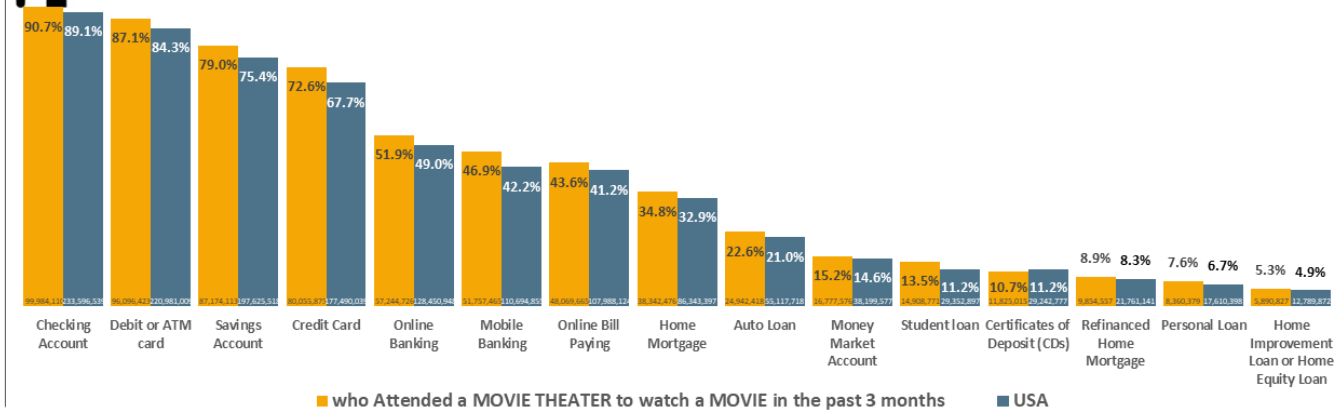
ALL PAST 3-MONTHS MOVIE THEATER ATTENDERS

42.1% or 110,295,705 of USA Adults 18 or older Attended a MOVIE THEATER to watch a MOVIE in the past 3… Adults 18 or older who Attended a MOVIE THEATER to watch a MOVIE in the past 3 months are 9.3% more likely to have a 401K, 7.6% more likely to have an Auto Loan, 13.8% more likely to Invest/Trade Stocks Online, 4.6% more likely to pay with their Debit Car

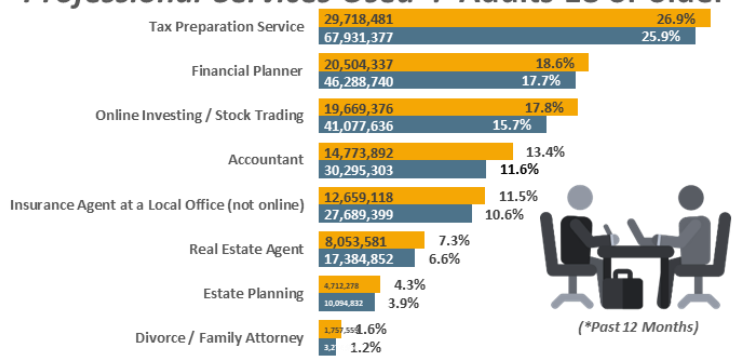
Investments Owned: Adults 18 or older



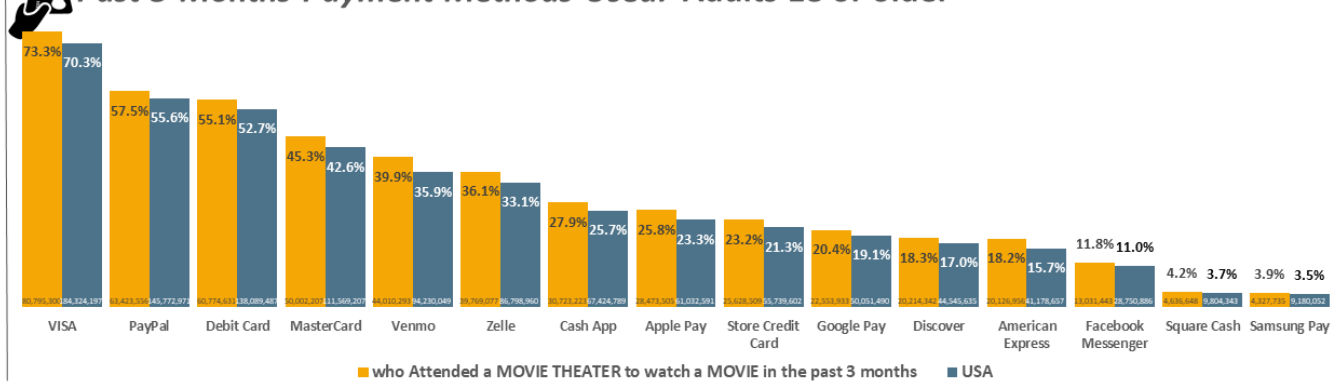
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



Past 3-Months Payment Methods Used: Adults 18 or older



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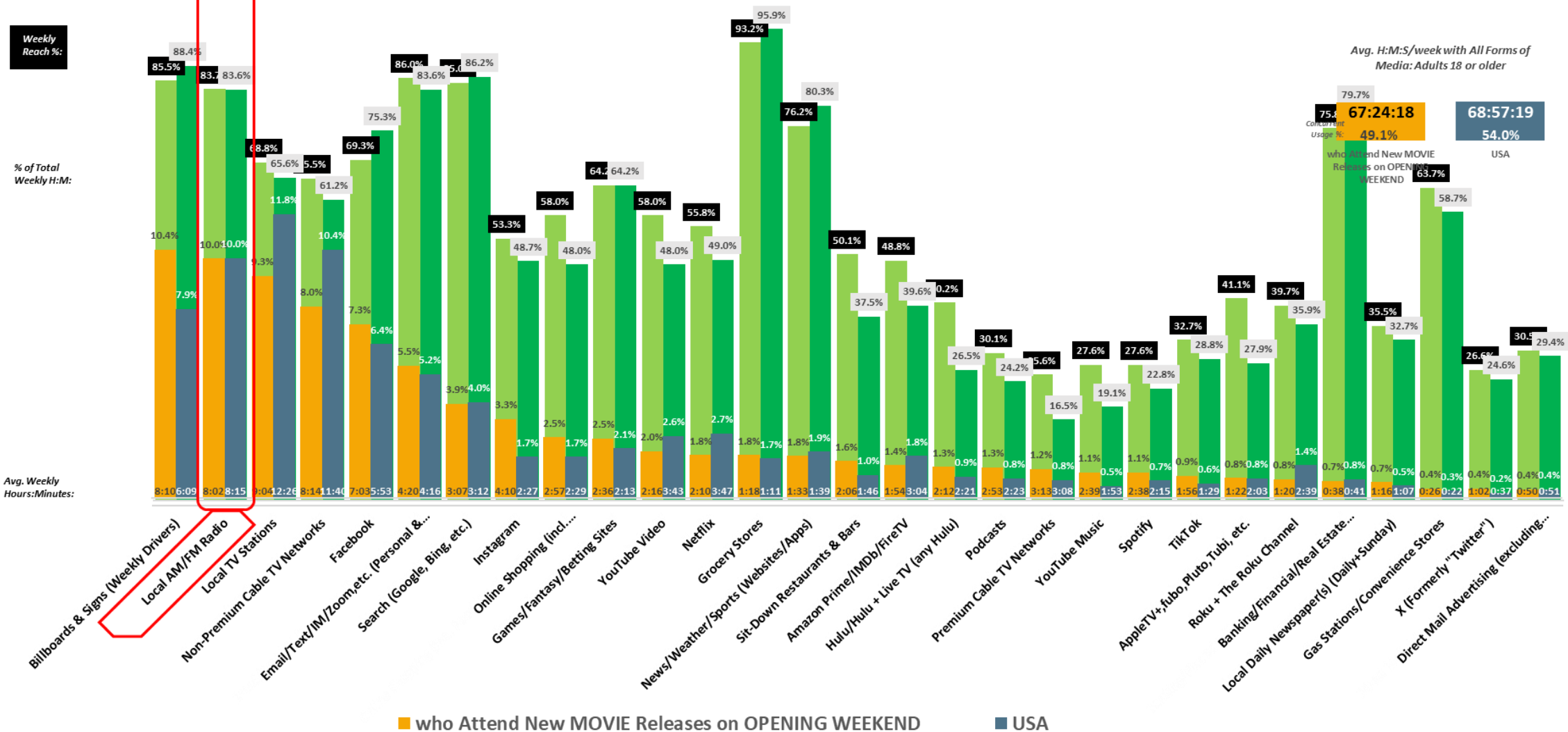
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

No. of times attended movie at a theater past 3 months: Any movie attended at a theater past 3 months

New Movie Release
OPENING WEEKEND ATTENDERS

Adults 18 or older who Attend New MOVIE Releases on OPENING WEEKEND spend an average of 2 days, 19 hours, 24 minutes and 18 seconds each week with All Forms of Media.

83.7% of Adults 18 or older who Attend New MOVIE Releases on OPENING WEEKEND spend an avg. of 8 hours and 2 minutes each week listening to All Local AM/FM Radio, representing 10.% of total time spent with all forms of Media.



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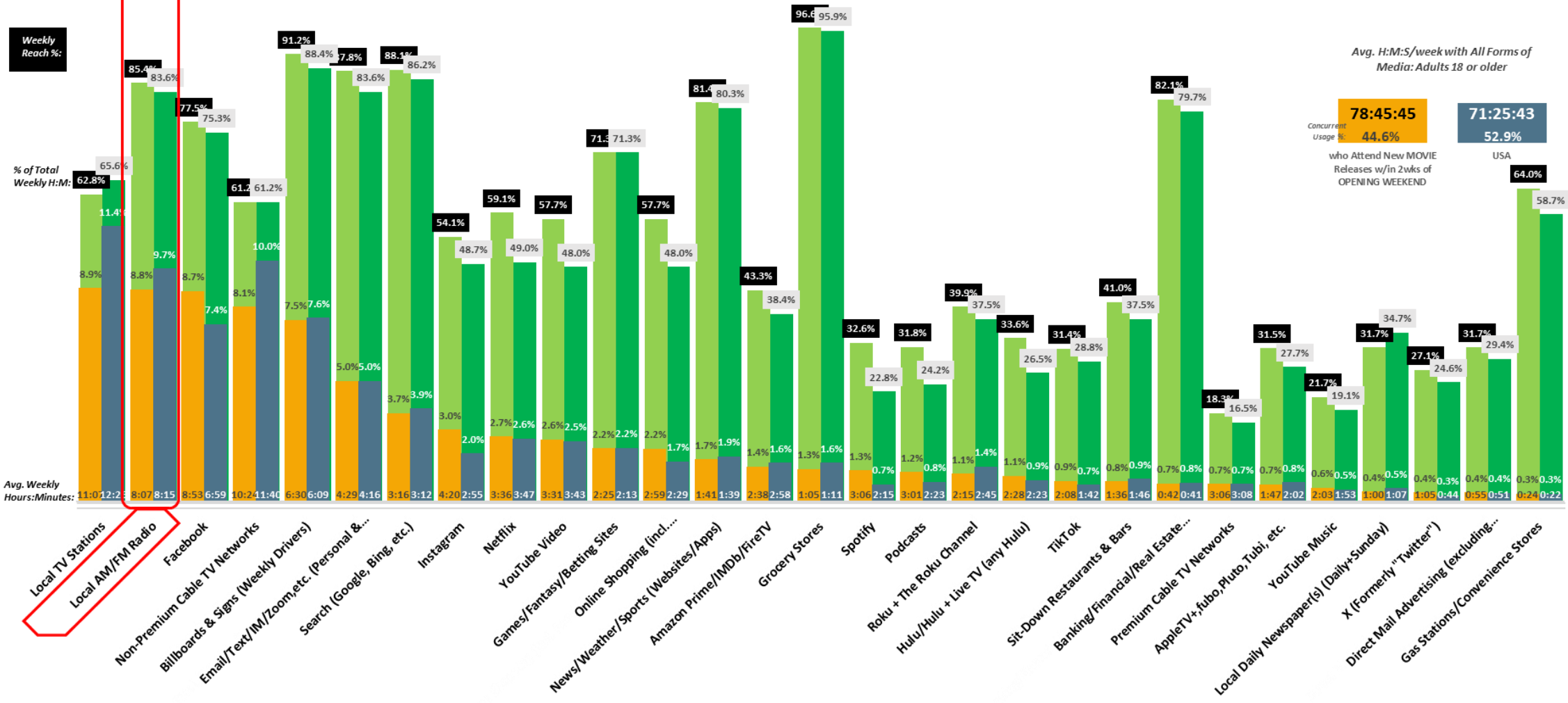
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Movies - when usually seen at a theater past 12 months: Opening weekend

New Movie Release w/in 1ST 2-WEEKS ATTENDERS

Adults 18 or older who Attend New MOVIE Releases w/in 2wks of OPENING WEEKEND spend an average of 3 days, 6 hours, 45 minutes and 45 seconds each week with All Forms of Media.

85.4% of Adults 18 or older who Attend New MOVIE Releases w/in 2wks of OPENING WEEKEND spend an avg. of 8 hours and 7 minutes each week listening to All Local AM/FM Radio, representing 8.8% of total time spent with all forms of Media.



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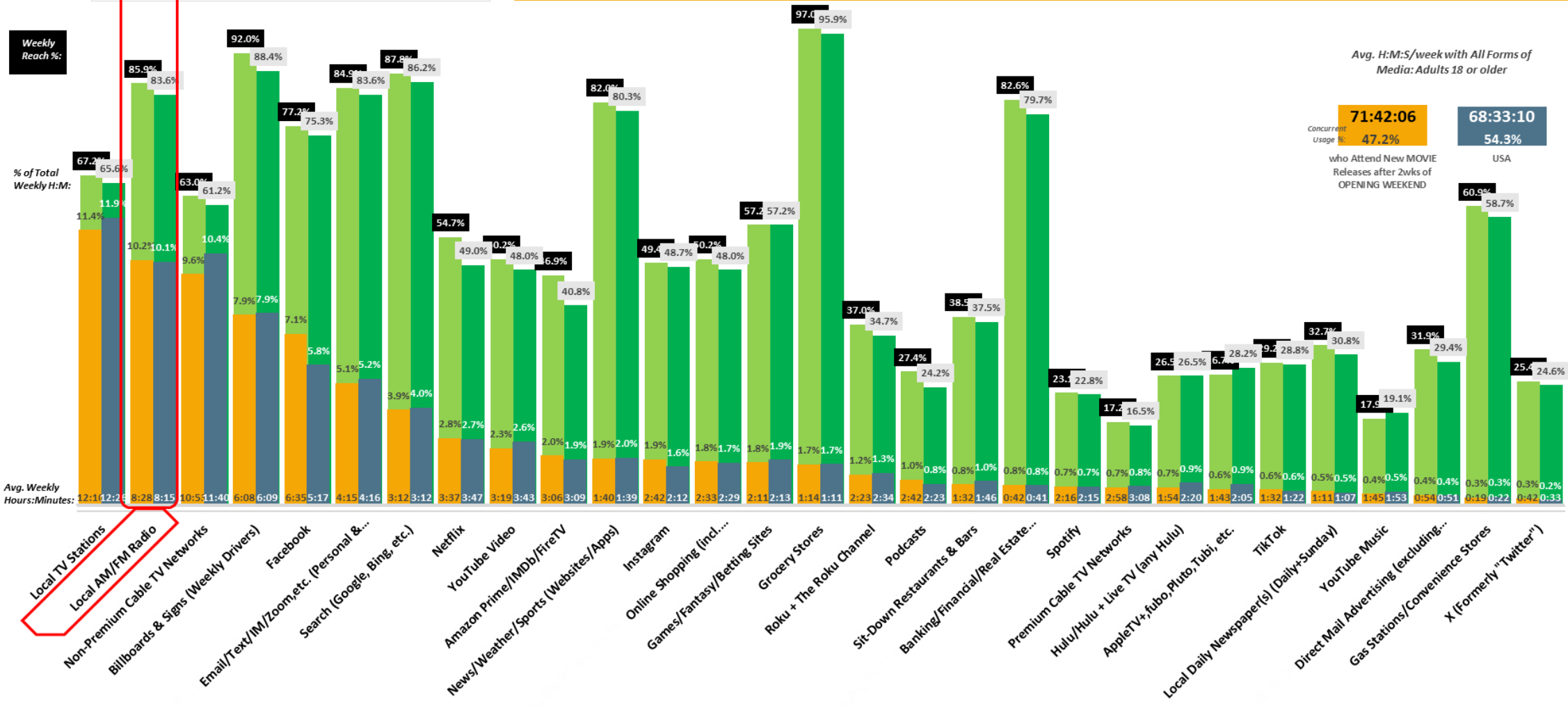
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Movies - when usually seen at a theater past 12 months: After opening weekend, but within first two weeks of opening

New Movie Release
AFTER 1ST 2-WEEKS ATTENDERS

Adults 18 or older who Attend New MOVIE Releases after 2wks of OPENING WEEKEND spend an average of 2 days, 23 hours, 42 minutes and 6 seconds each week with All Forms of Media.

85.9% of Adults 18 or older who Attend New MOVIE Releases after 2wks of OPENING WEEKEND spend an avg. of 8 hours and 28 minutes each week listening to All Local AM/FM Radio, representing 10.2% of total time spent with all forms of Media.



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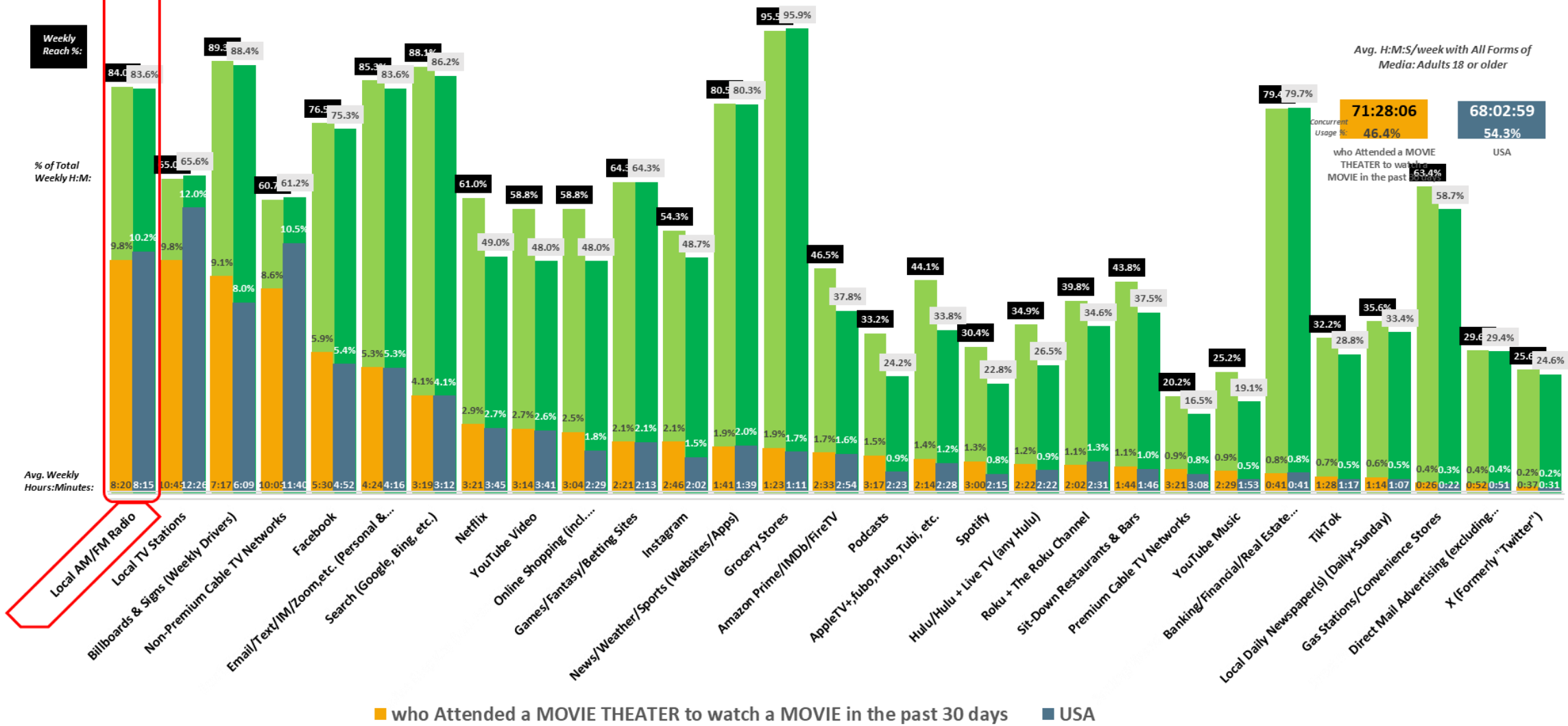
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Movies - when usually seen at a theater past 12 months: After the second week

ALL PAST 30-DAYS MOVIE THEATER ATTENDERS

Adults 18 or older who Attended a MOVIE THEATER to watch a MOVIE in the past 30 days spend an average of 2 days, 23 hours, 28 minutes and 6 seconds each week with All Forms of Media.

84.% of Adults 18 or older who Attended a MOVIE THEATER to watch a MOVIE in the past 30 days spend an avg. of 8 hours and 20 minutes each week listening to All Local AM/FM Radio, representing 9.8% of total time spent with all forms of Media.



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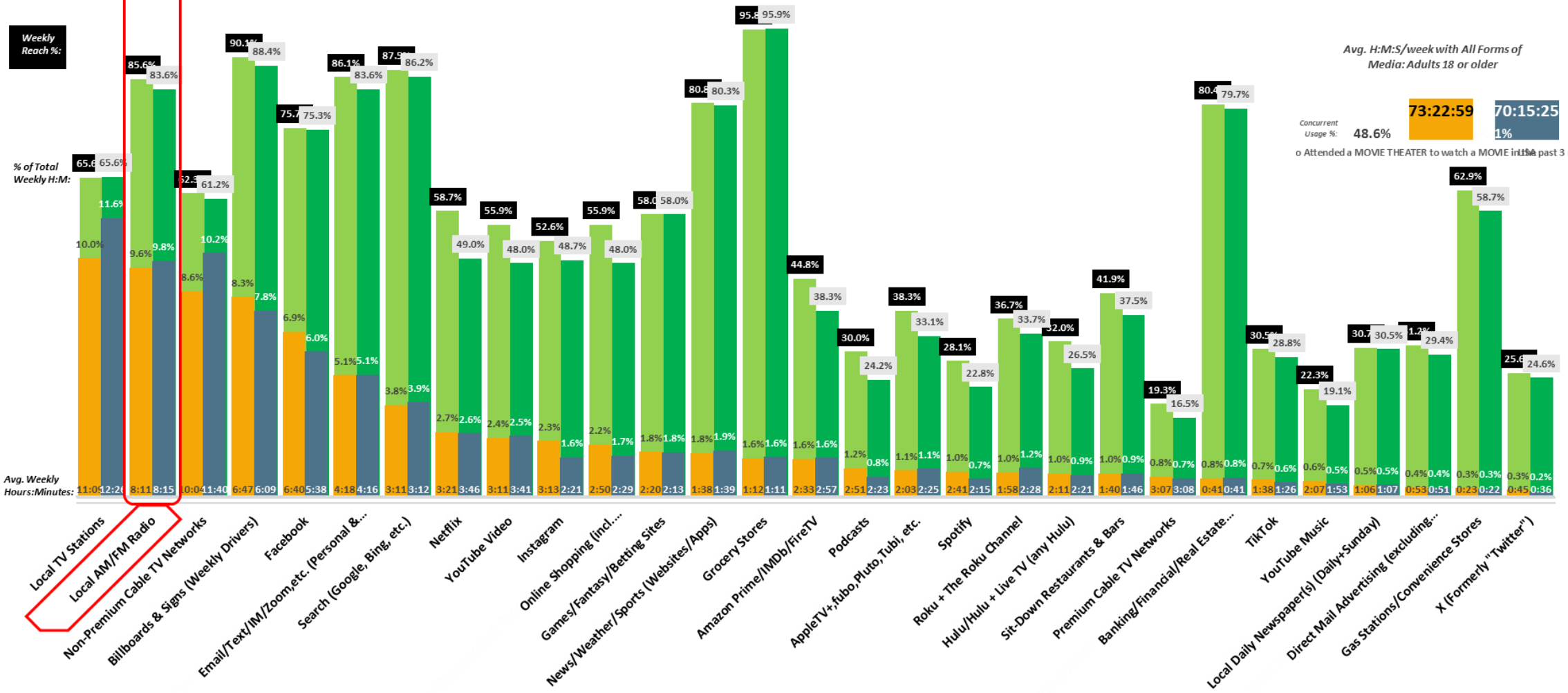
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No. of times attended movie at a theater past 30 days: Any movie attended at a theater past 30 days

ALL PAST 3-MONTHS MOVIE THEATER ATTENDERS

Adults 18 or older who Attended a MOVIE THEATER to watch a MOVIE in the past 3 months spend an average of 3 days, 1 hours, 22 minutes and 59 seconds each week with All Forms of Media.

85.6% of Adults 18 or older who Attended a MOVIE THEATER to watch a MOVIE in the past 3 months spend an avg. of 8 hours and 11 minutes each week listening to All Local AM/FM Radio, representing 9.6% of total time spent with all forms of Media.



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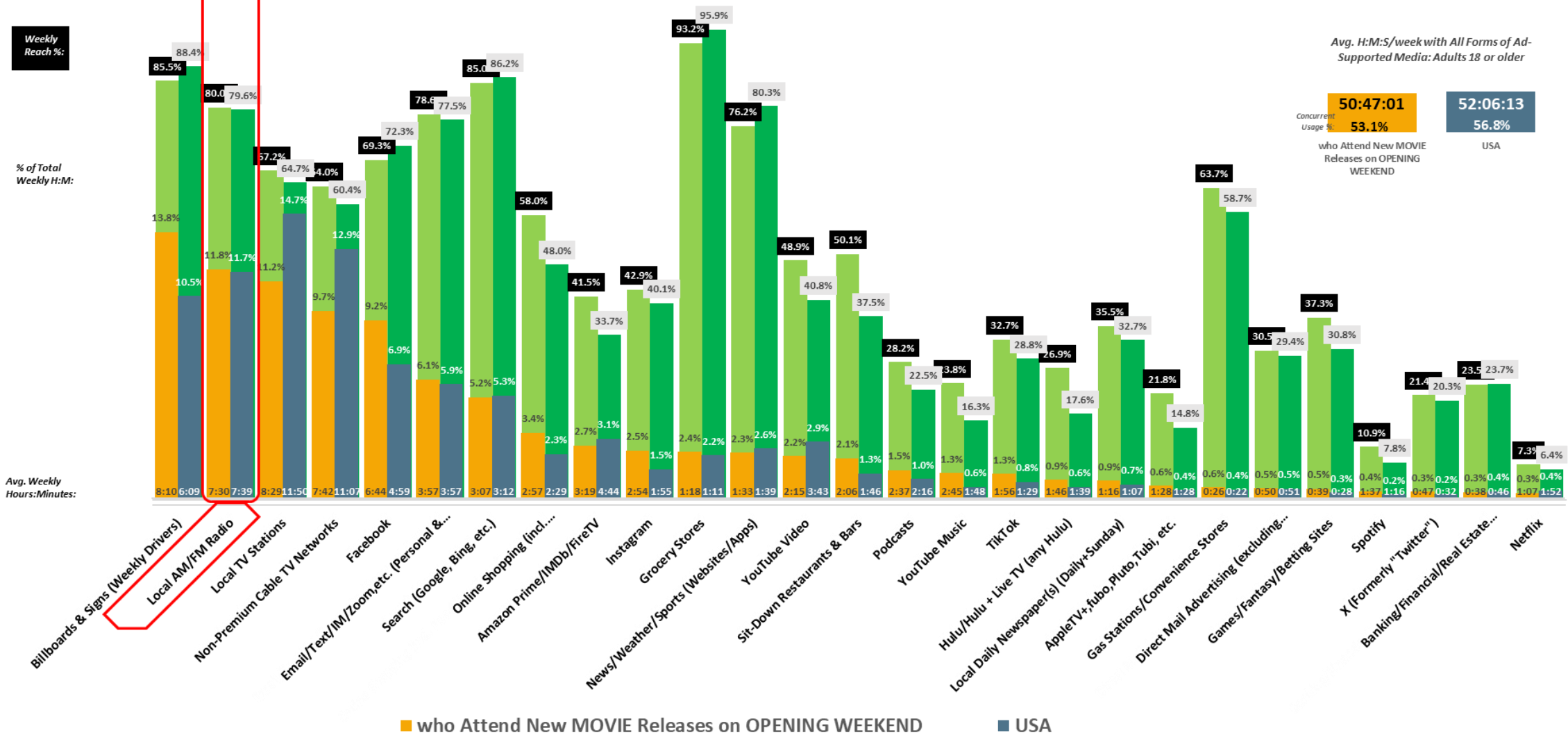
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No. of times attended movie at a theater past 3 months: Any movie attended at a theater past 3 months

New Movie Release
OPENING WEEKEND ATTENDERS

Adults 18 or older who Attend New MOVIE Releases on OPENING WEEKEND spend an average of 2 days, 2 hours, 47 minutes and 1 seconds each week with All Forms of Ad-Supported Media.

80.% of Adults 18 or older who Attend New MOVIE Releases on OPENING WEEKEND spend an avg. of 7 hours and 30 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.8% of total time spent with all forms of Ad-Supported Media.



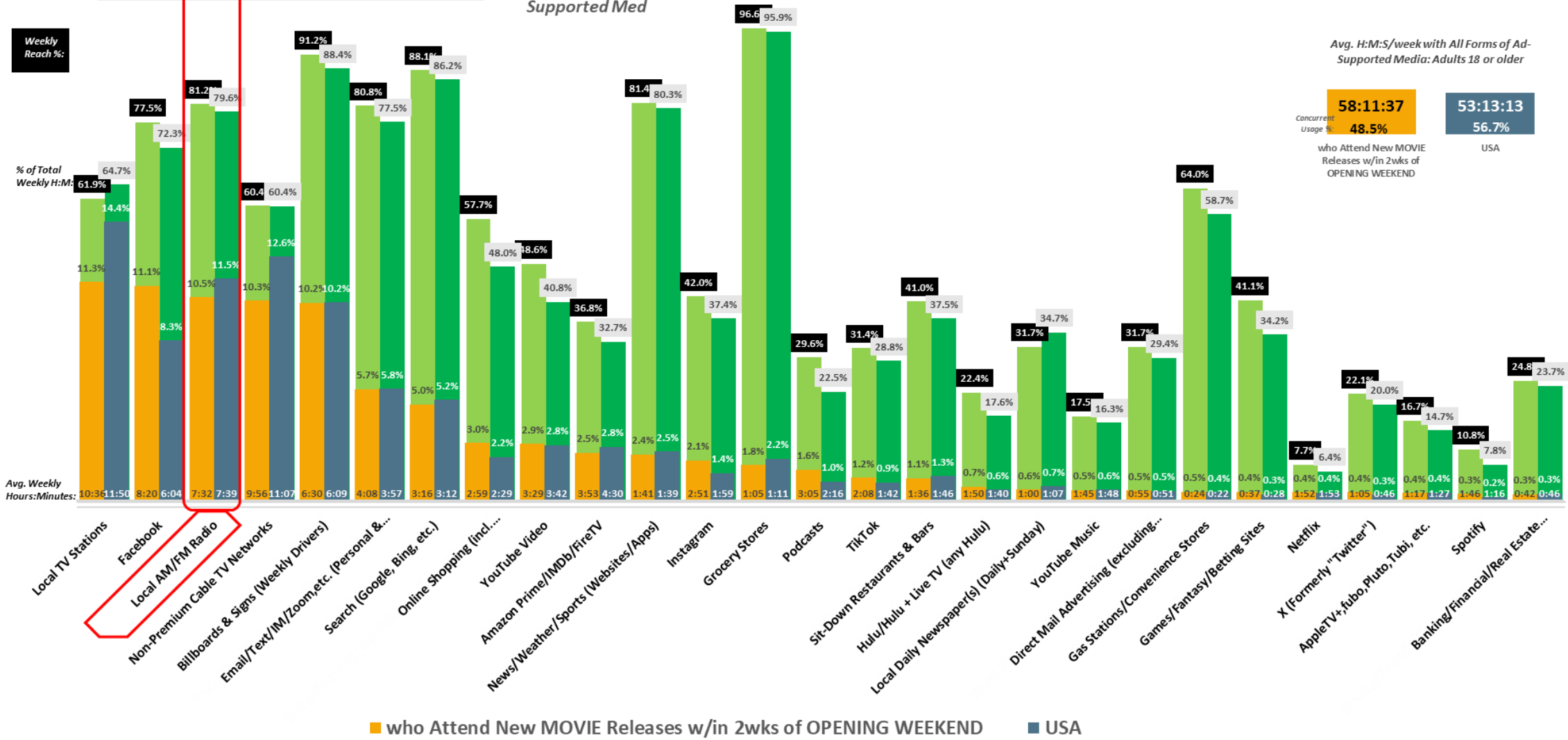
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New Movie Release w/in 1ST 2-WEEKS ATTENDERS

Adults 18 or older who Attend New MOVIE Releases w/in 2wks of OPENING WEEKEND spend an average of 2 days, 10 hours, 11 minutes and 37 seconds each week with All Forms of Ad-Supported Media.

81.2% of Adults 18 or older who Attend New MOVIE Releases w/in 2wks of OPENING WEEKEND spend an avg. of 7 hours and 32 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.5% of total time spent with all forms of Ad-Supported Med



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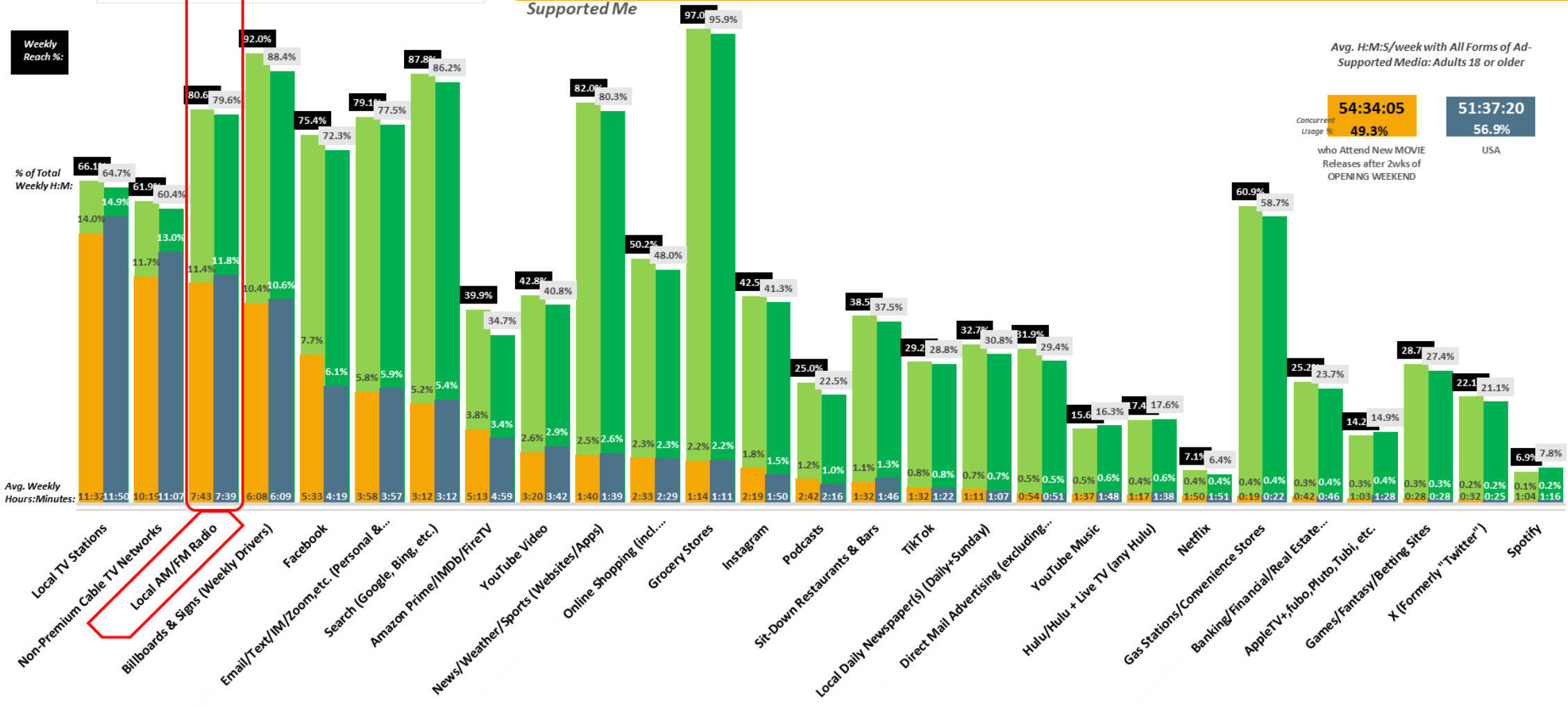
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Movies - when usually seen at a theater past 12 months: After opening weekend, but within first two weeks of opening

New Movie Release
AFTER 1ST 2-WEEKS ATTENDERS

Adults 18 or older who Attend New MOVIE Releases after 2wks of OPENING WEEKEND spend an average of 2 days, 6 hours, 34 minutes and 5 seconds each week with All Forms of Ad-Supported Media.

80.6% of Adults 18 or older who Attend New MOVIE Releases after 2wks of OPENING WEEKEND spend an avg. of 7 hours and 43 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.4% of total time spent with all forms of Ad-Supported Me



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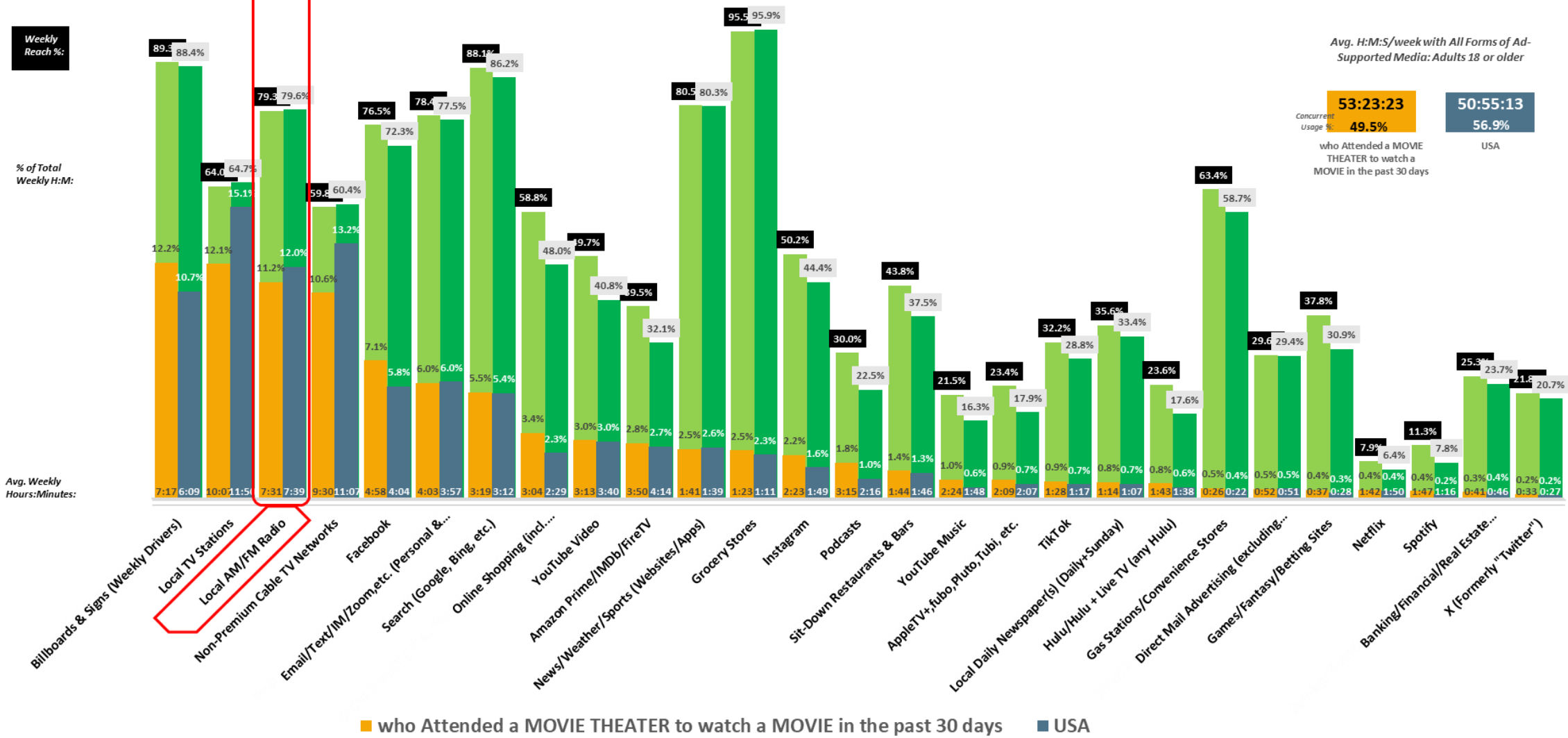
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Movies - when usually seen at a theater past 12 months: After the second week

ALL PAST 30-DAYS
MOVIE THEATER ATTENDERS

Adults 18 or older who Attended a MOVIE THEATER to watch a MOVIE in the past 30 days spend an average of 2 days, 5 hours, 23 minutes and 23 seconds each week with All Forms of Ad-Supported Media.

79.3% of Adults 18 or older who Attended a MOVIE THEATER to watch a MOVIE in the past 30 days spend an avg. of 7 hours and 31 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.2% of total time spent with all forms of Ad-Suppor



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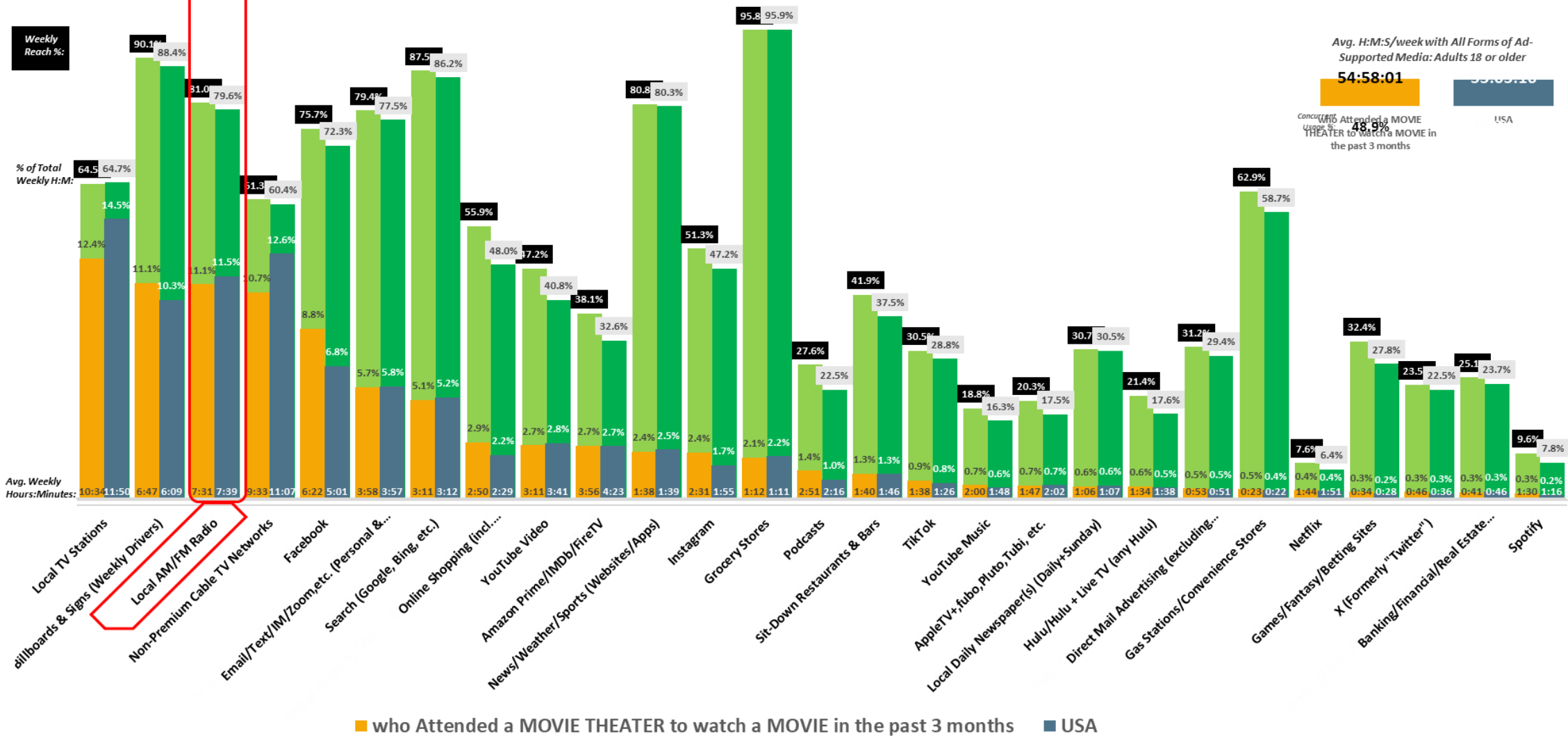
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No. of times attended movie at a theater past 30 days: Any movie attended at a theater past 30 days

ALL PAST 3-MONTHS MOVIE THEATER ATTENDERS

Adults 18 or older who Attended a MOVIE THEATER to watch a MOVIE in the past 3 months spend an average of 2 days, 6 hours, 58 minutes and 1 seconds each week with All Forms of Ad-Supported Media.

81.% of Adults 18 or older who Attended a MOVIE THEATER to watch a MOVIE in the past 3 months spend an avg. of 7 hours and 31 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.1% of total time spent with all forms of Ad-Suppor



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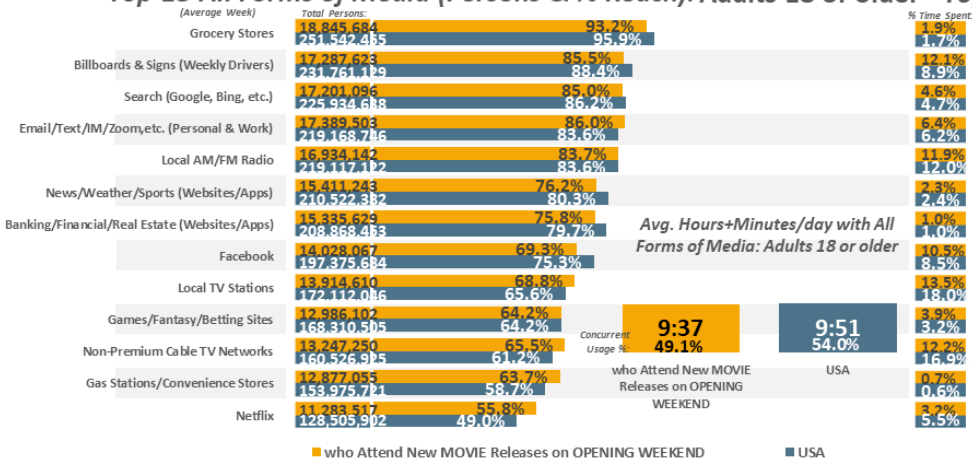
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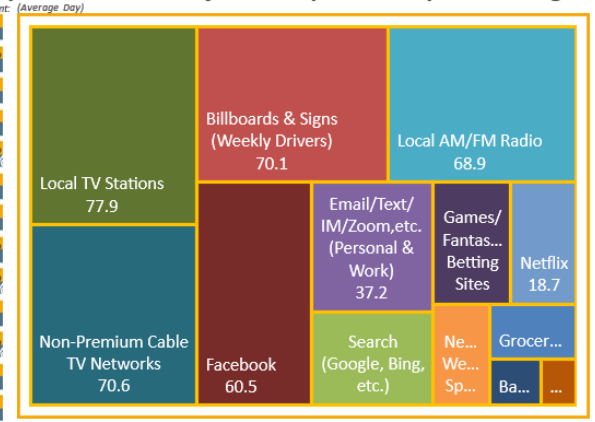
No. of times attended movie at a theater past 3 months: Any movie attended at a theater past 3 months

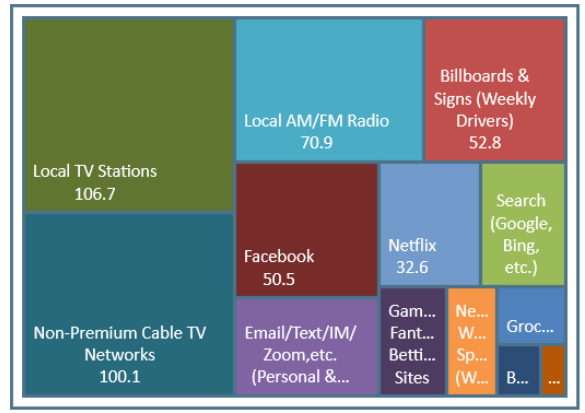
New Movie Release
OPENING WEEKEND ATTENDERS

Adults 18 or older who Attend New MOVIE Releases on OPENING WEEKEND spend an average of 7 hours and 15 minutes each day with All Forms of Ad-Supported Media. 80.% listen to Local AM/FM Radio for an avg. of 64.4 minutes/day. *(Local Radio delivers 11.8% of Time with Ad-Supported Media.)*

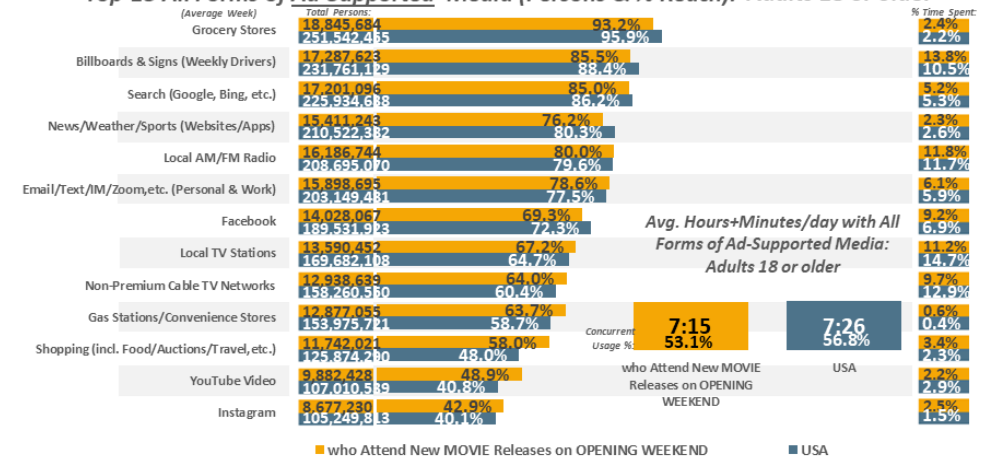
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

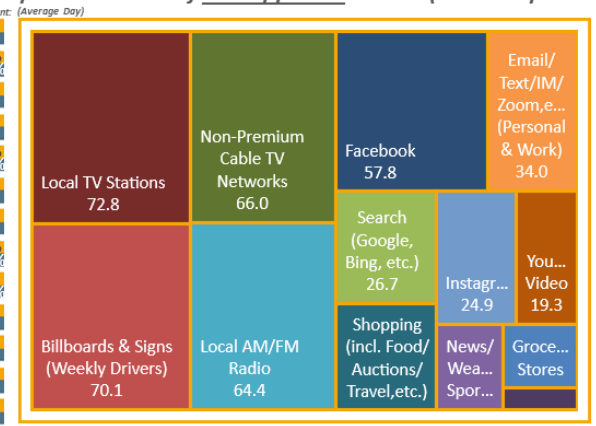


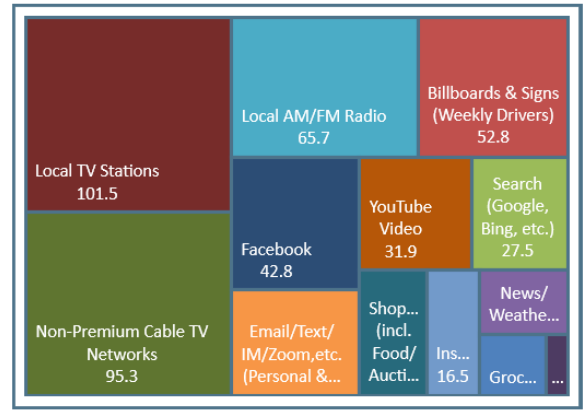




Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older







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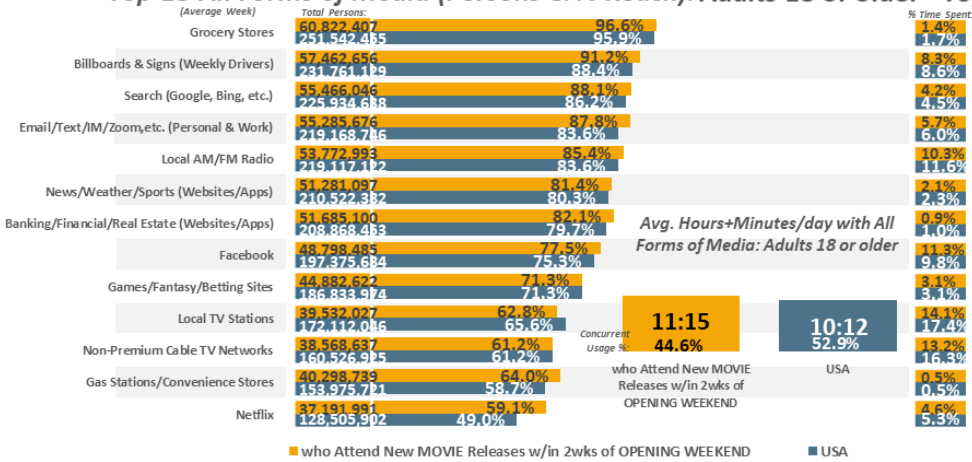
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Movies - when usually seen at a theater past 12 months: Opening weekend

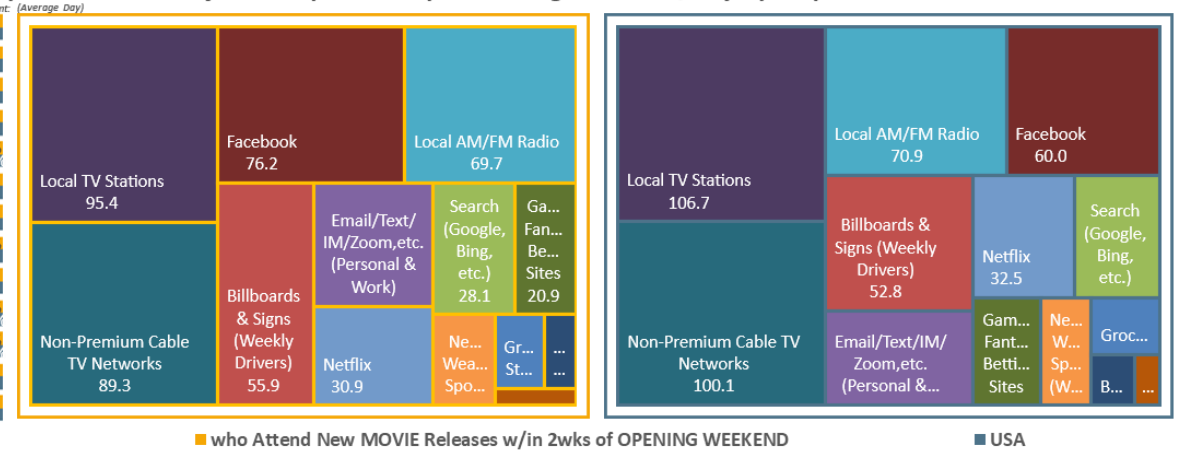
New Movie Release w/in 1ST 2-WEEKS ATTENDERS

Adults 18 or older who Attend New MOVIE Releases w/in 2wks of OPENING WEEKEND spend an average of 8 hours and 18 minutes each day with All Forms of Ad-Supported Media. 81.2% listen to Local AM/FM Radio for an avg. of 64.6 minutes/day. *(Local Radio delivers 10.5% of Time with Ad-Supported Media.)*

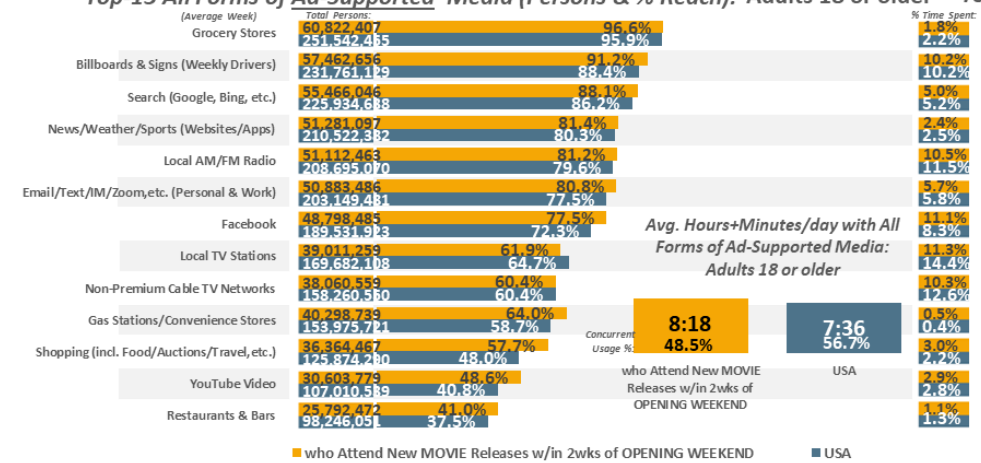
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



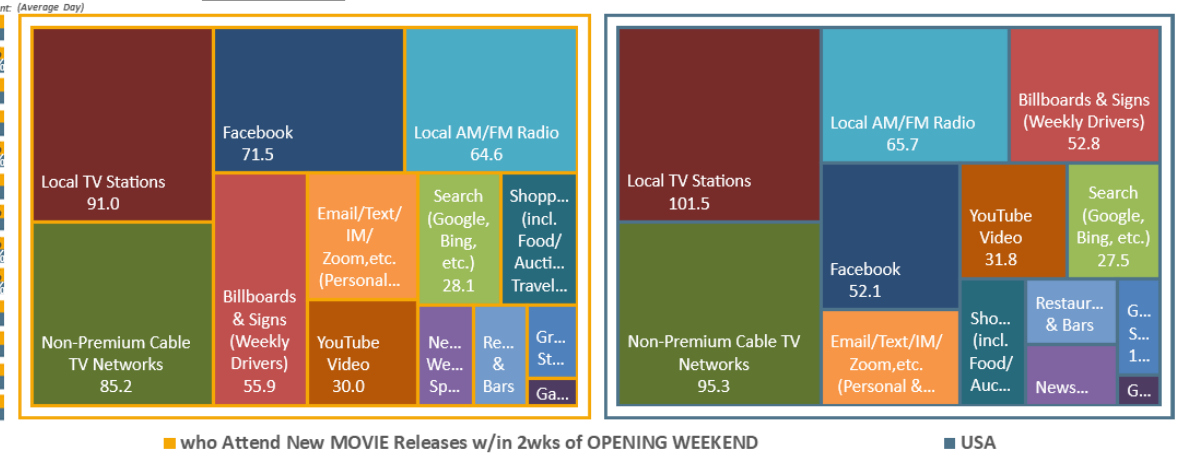
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

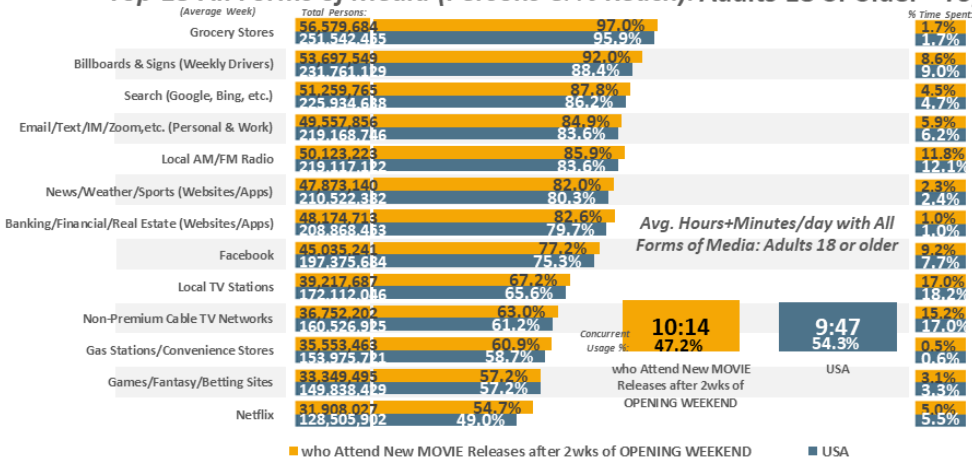
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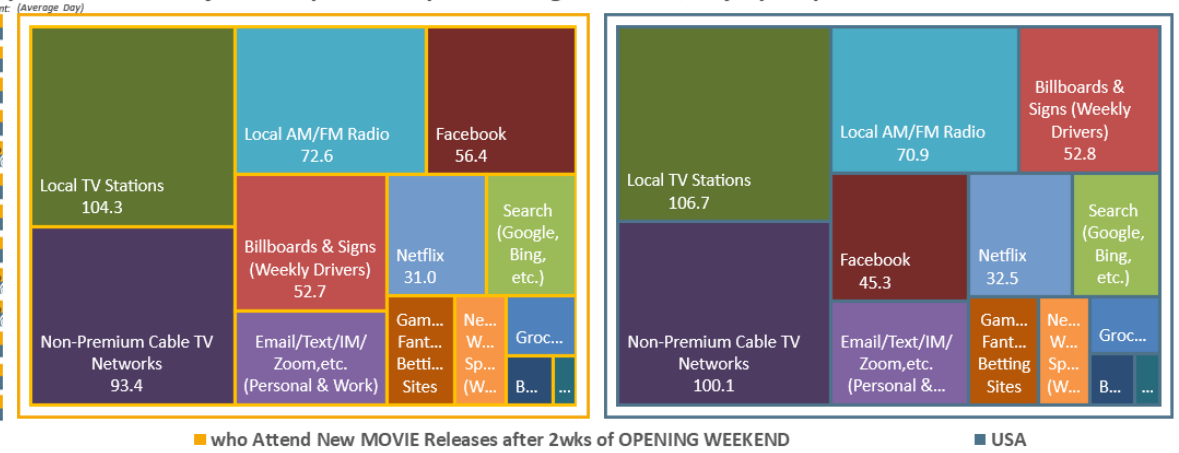
Movies - when usually seen at a theater past 12 months: After opening weekend, but within first two weeks of opening

New Movie Release
AFTER 1ST 2-WEEKS ATTENDERS

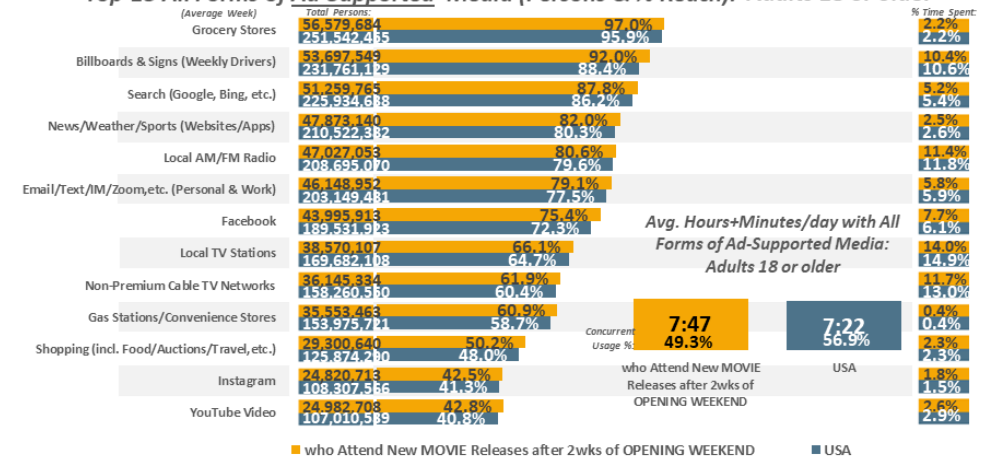
Adults 18 or older who Attend New MOVIE Releases after 2wks of OPENING WEEKEND spend an average of 7 hours and 47 minutes each day with All Forms of Ad-Supported Media. 80.6% listen to Local AM/FM Radio for an avg. of 66.2 minutes/day. *(Local Radio delivers 11.4% of Time with Ad-Supported Media.)*

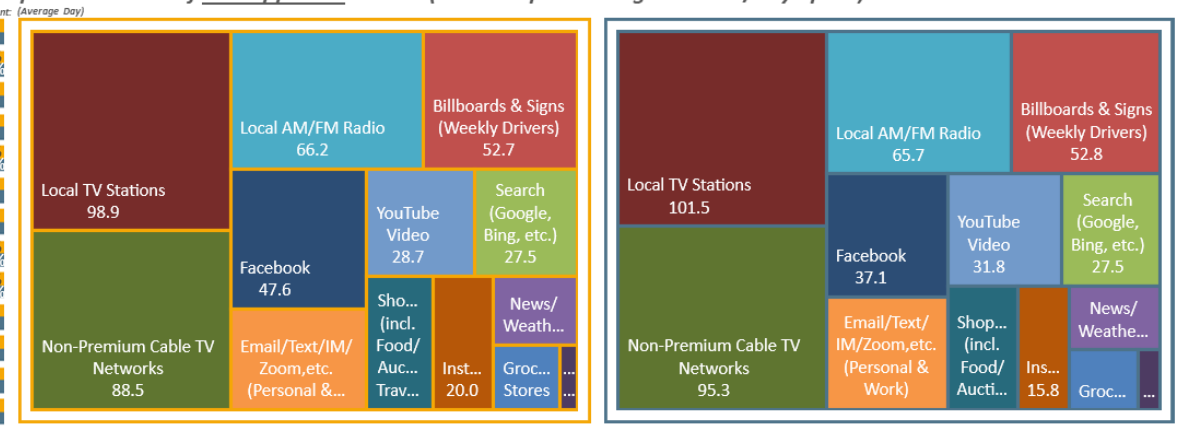
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older





Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older





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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

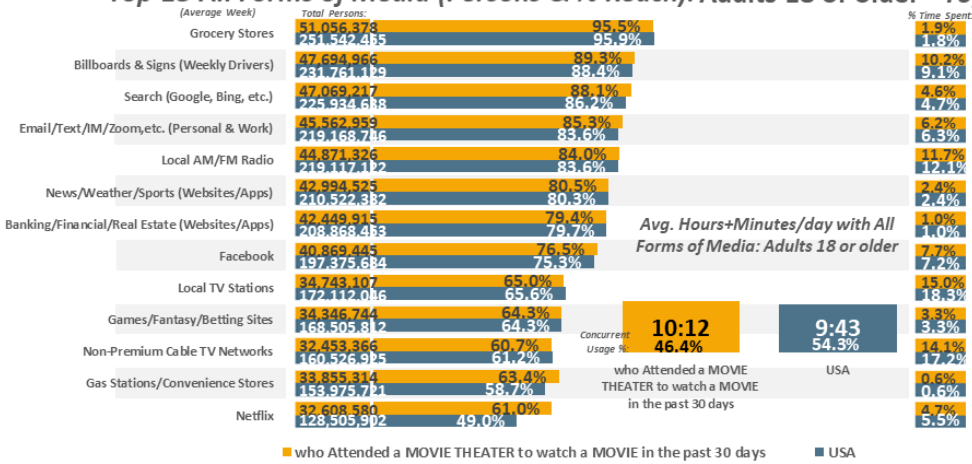
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Movies - when usually seen at a theater past 12 months: After the second week

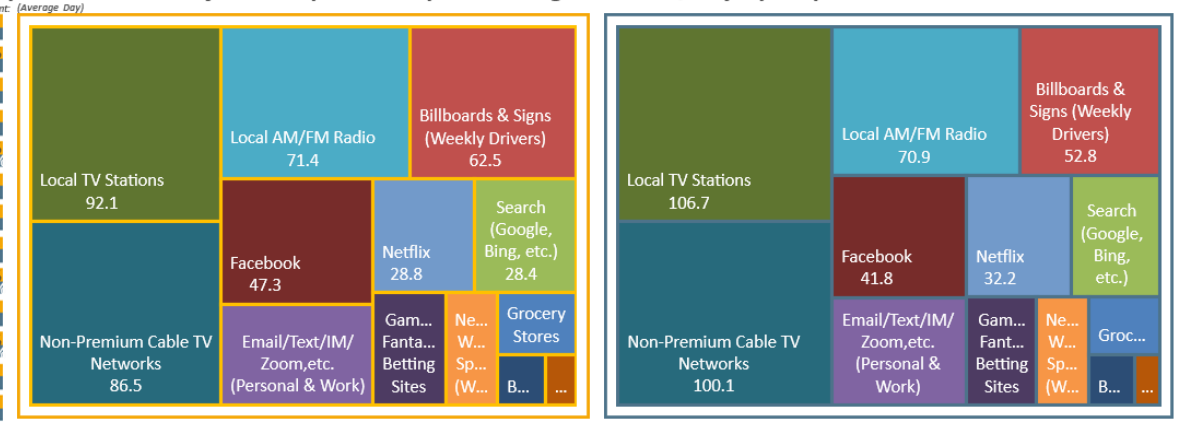
ALL PAST 30-DAYS MOVIE THEATER ATTENDERS

Adults 18 or older who Attended a MOVIE THEATER to watch a MOVIE in the past 30 days spend an average of 7 hours and 37 minutes each day with All Forms of Ad-Supported Media. 79.3% listen to Local AM/FM Radio for an avg. of 64.5 minutes/day. *(Local Radio delivers 11.2% of Time with Ad-Supported Media.)*

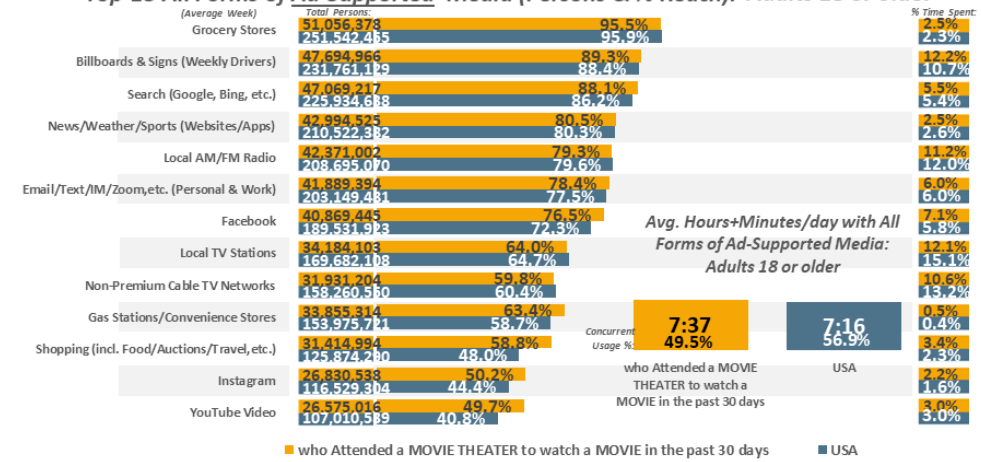
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



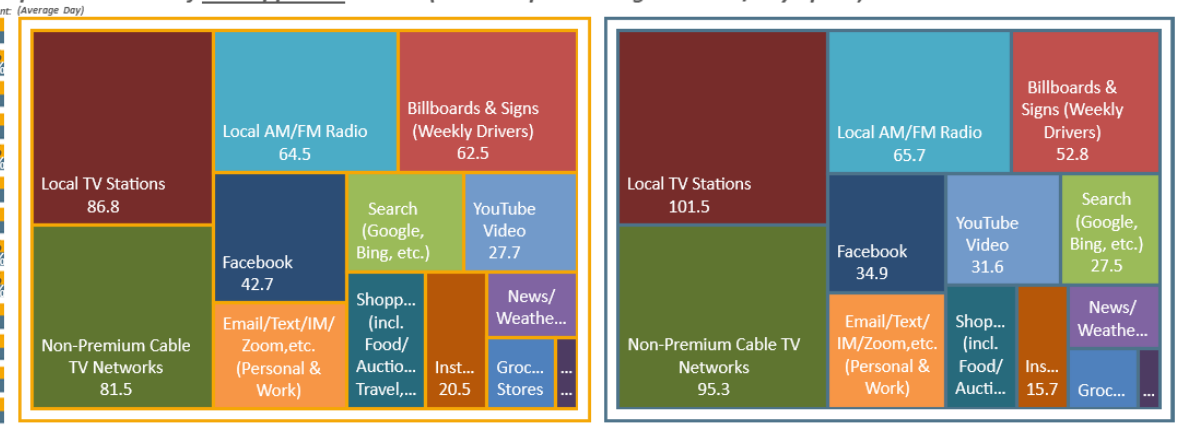
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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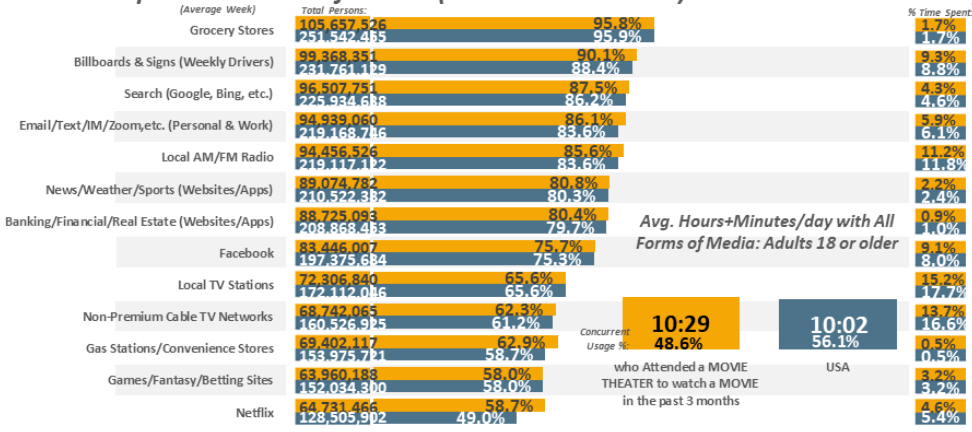
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No. of times attended movie at a theater past 30 days: Any movie attended at a theater past 30 days

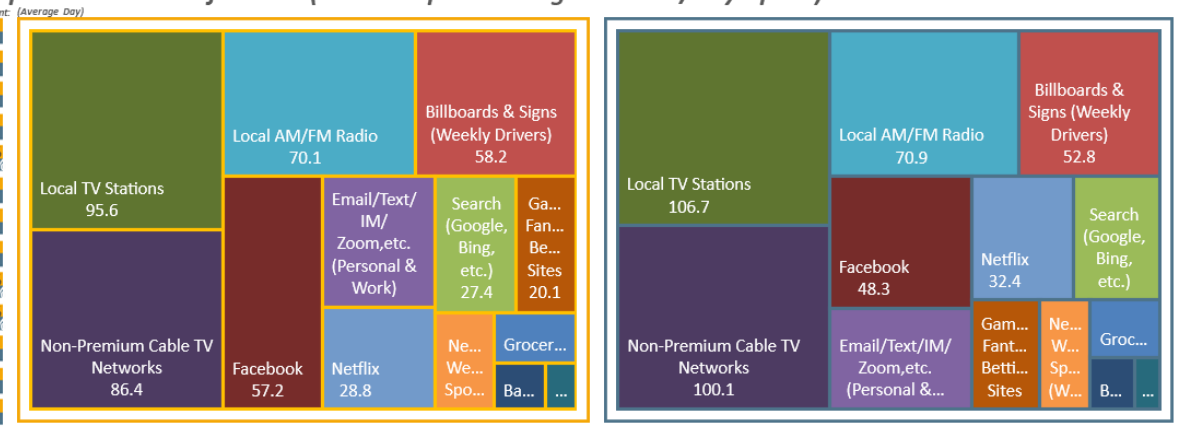
ALL PAST 3-MONTHS MOVIE THEATER ATTENDERS

Adults 18 or older who Attended a MOVIE THEATER to watch a MOVIE in the past 3 months spend an average of 7 hours and 51 minutes each day with All Forms of Ad-Supported Media. 81.% listen to Local AM/FM Radio for an avg. of 64.5 minutes/day. *(Local Radio delivers 11.1% of Time with Ad-Supported Media.)*

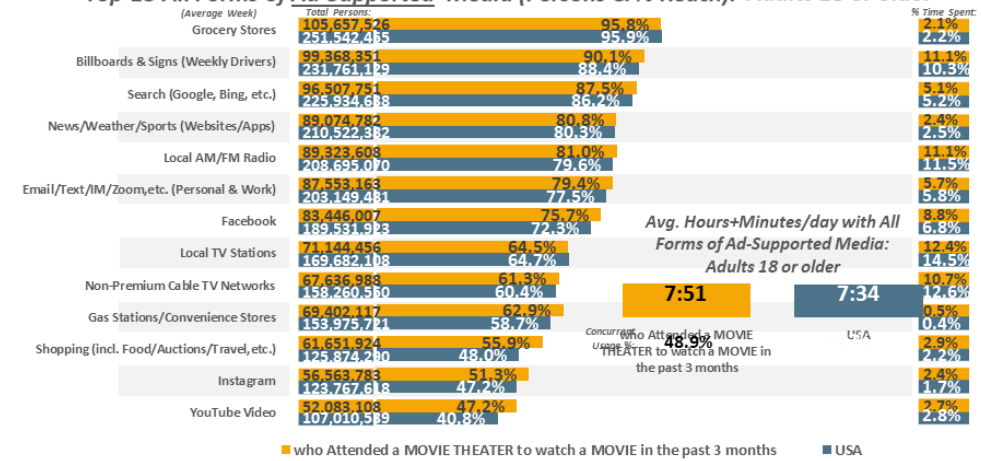
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



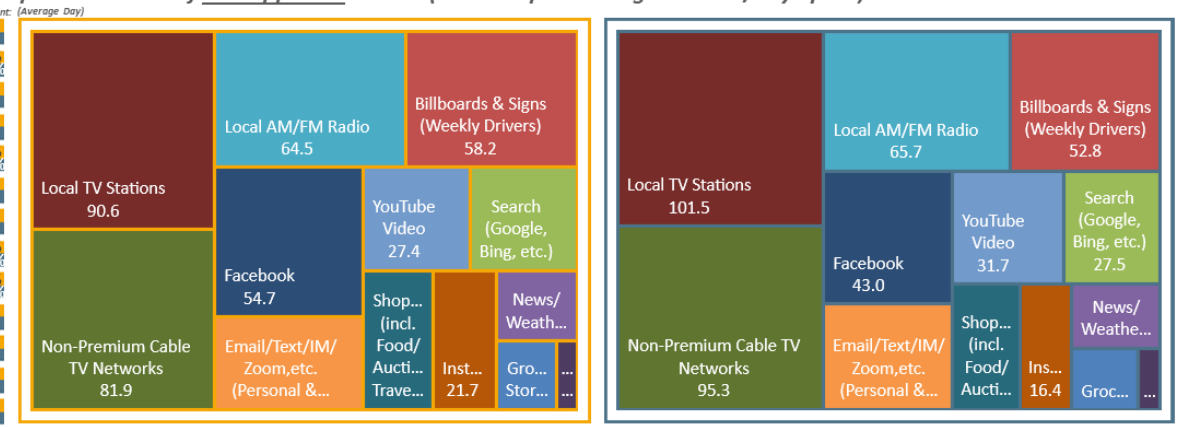
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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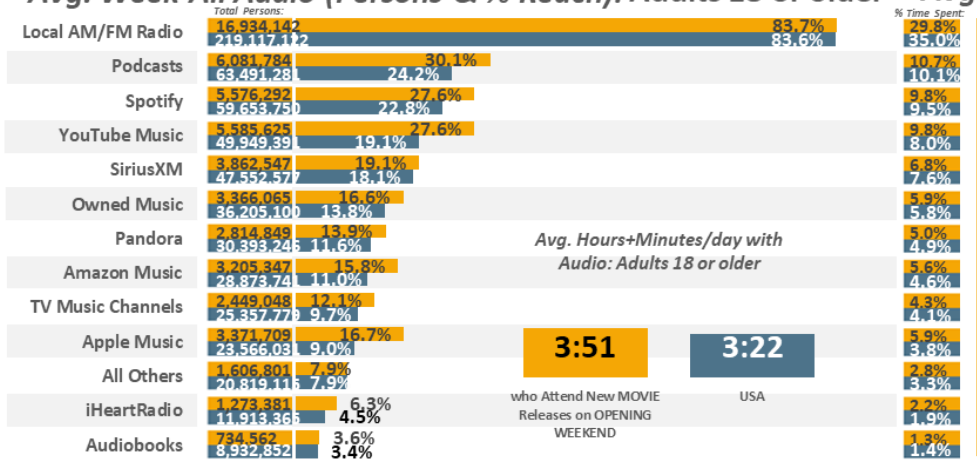
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No. of times attended movie at a theater past 3 months: Any movie attended at a theater past 3 months

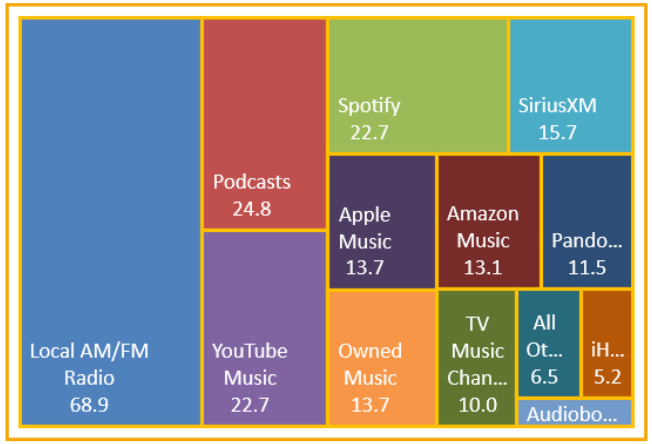
New Movie Release
OPENING WEEKEND ATTENDERS

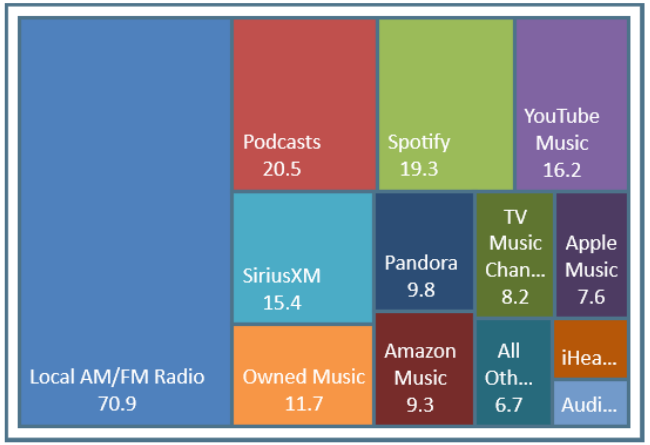
16,186,744 or 80.% of Adults 18 or older who Attend New MOVIE Releases on OPENING WEEKEND listen to Ad-Supported Local AM/FM Radio for an average of 64.4 minutes every day representing 36.9% of all time spent daily with Ad-Supported Audio.

Avg. Week All Audio (Persons & % Reach): Adults 18 or older

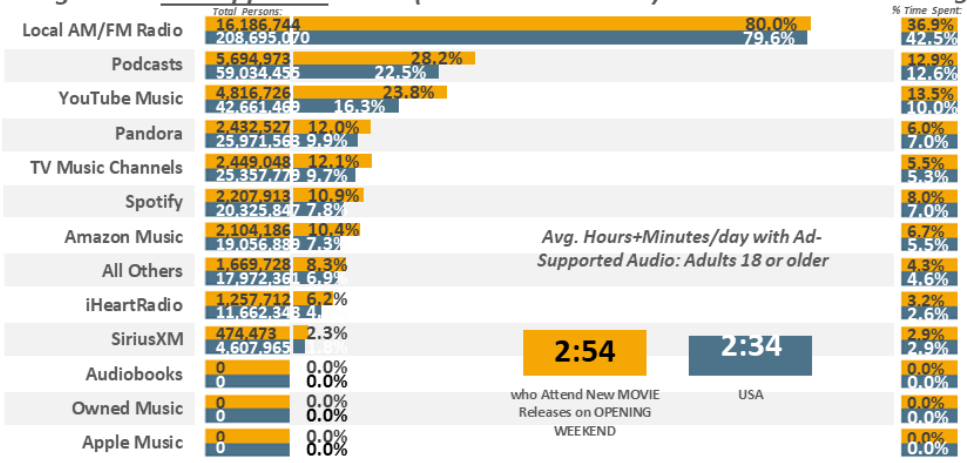


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

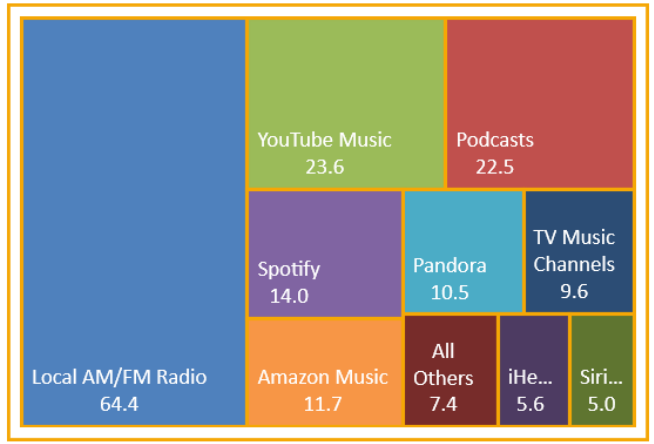


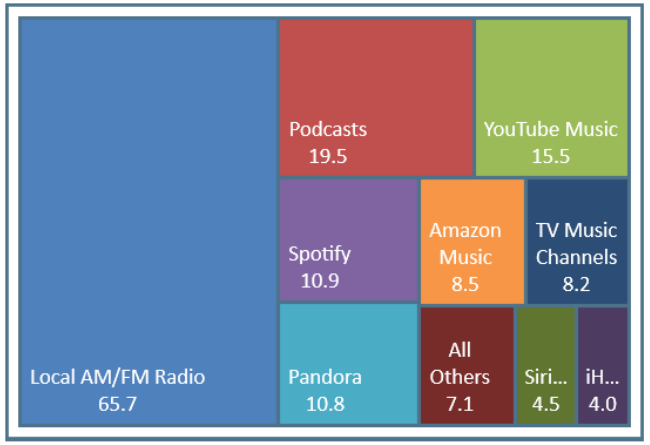


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





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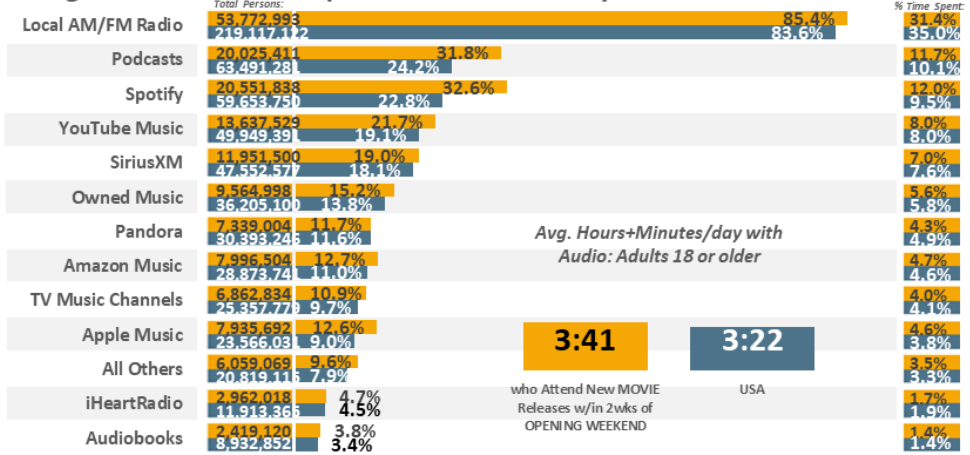
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Movies - when usually seen at a theater past 12 months: Opening weekend

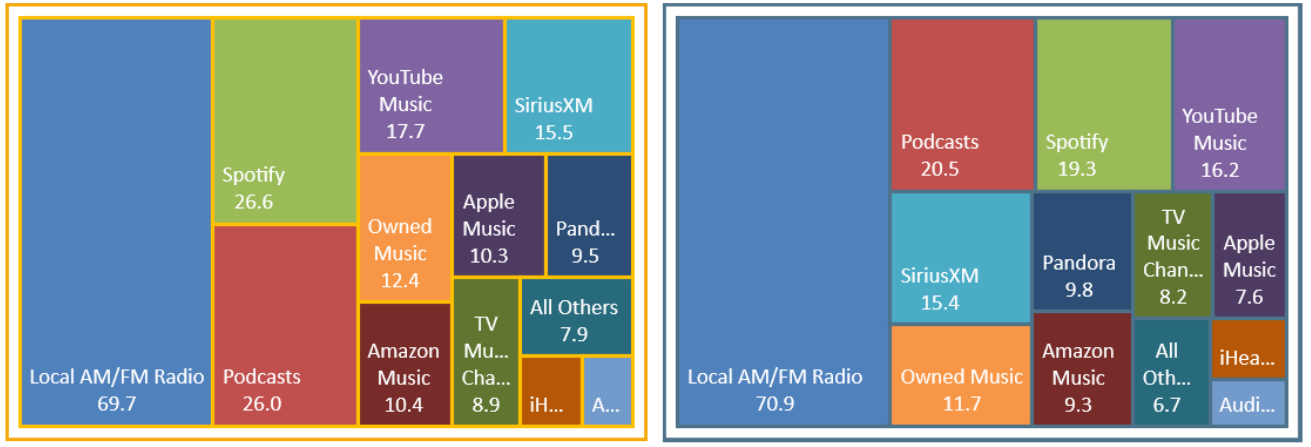
New Movie Release w/in 1ST 2-WEEKS ATTENDERS

51,112,463 or 81.2% of Adults 18 or older who Attend New MOVIE Releases w/in 2wks of OPENING WEEKEND listen to Ad-Supported Local AM/FM Radio for an average of 64.6 minutes every day representing 39.7% of all time spent daily with Ad-Supported Audio.

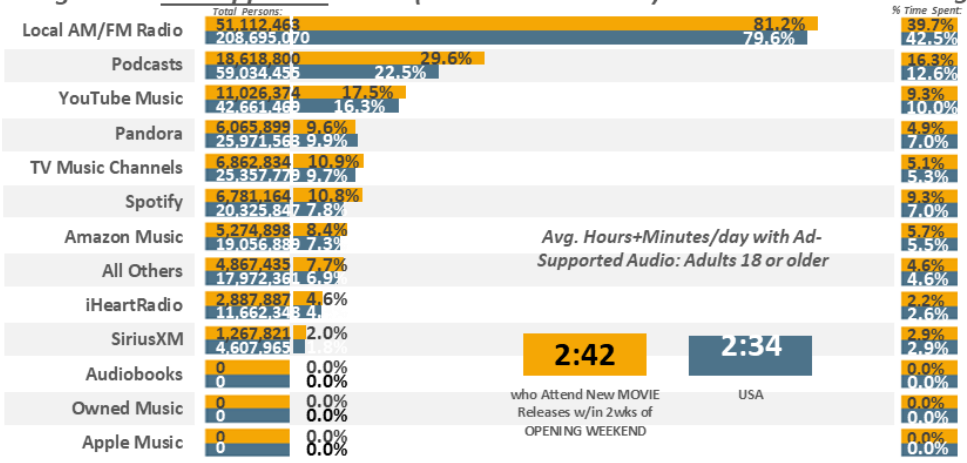
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



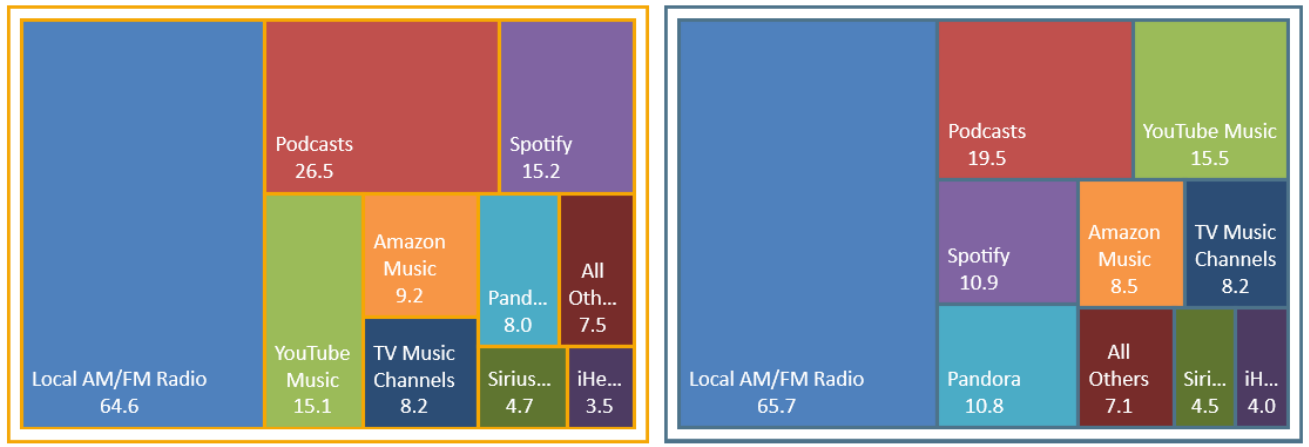
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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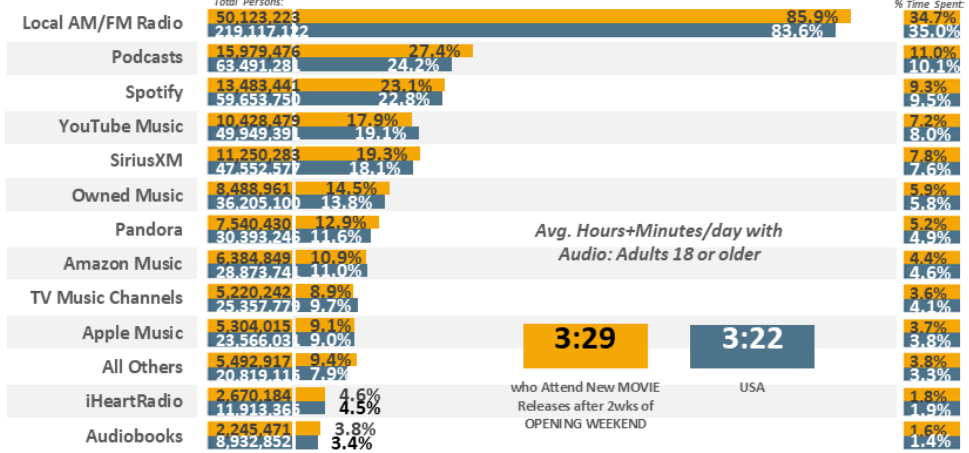
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Movies - when usually seen at a theater past 12 months: After opening weekend, but within first two weeks of opening

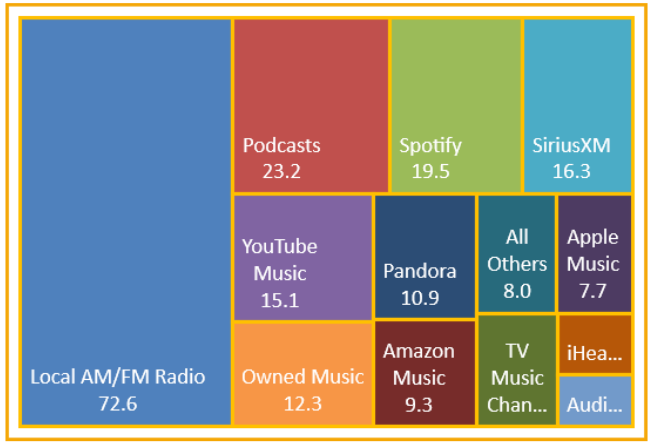
New Movie Release
AFTER 1ST 2-WEEKS ATTENDERS

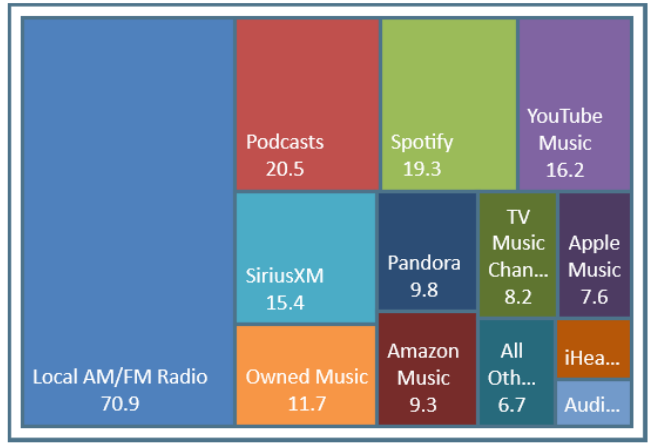
47,027,053 or 80.6% of Adults 18 or older who Attend New MOVIE Releases after 2wks of OPENING WEEKEND listen to Ad-Supported Local AM/FM Radio for an average of 66.2 minutes every day representing 41.6% of all time spent daily with Ad-Supported Audio.

Avg. Week All Audio (Persons & % Reach): Adults 18 or older

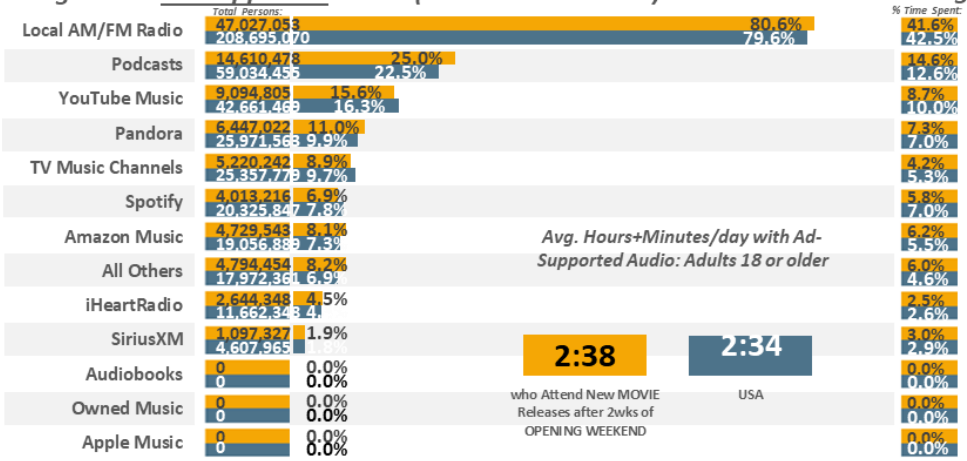


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

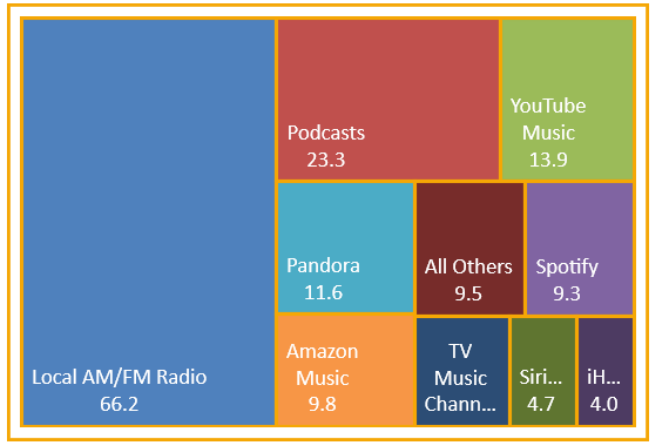


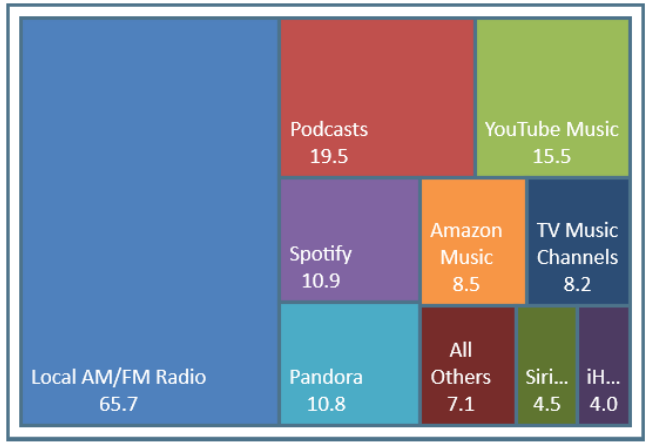


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





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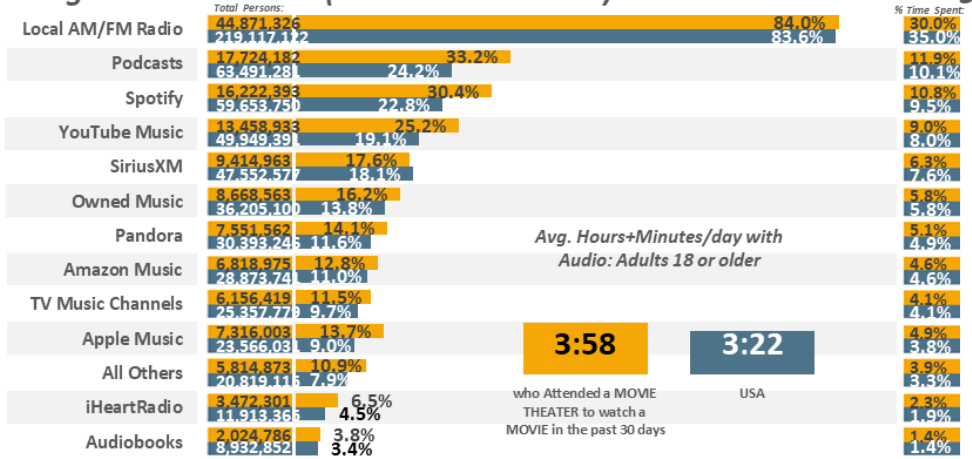
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Movies - when usually seen at a theater past 12 months: After the second week

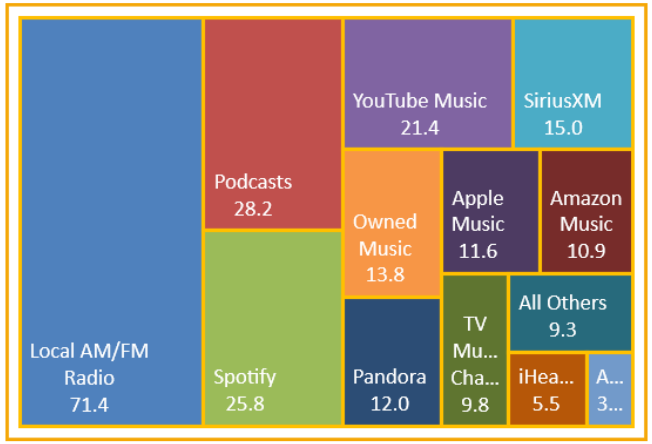
ALL PAST 30-DAYS MOVIE THEATER ATTENDERS

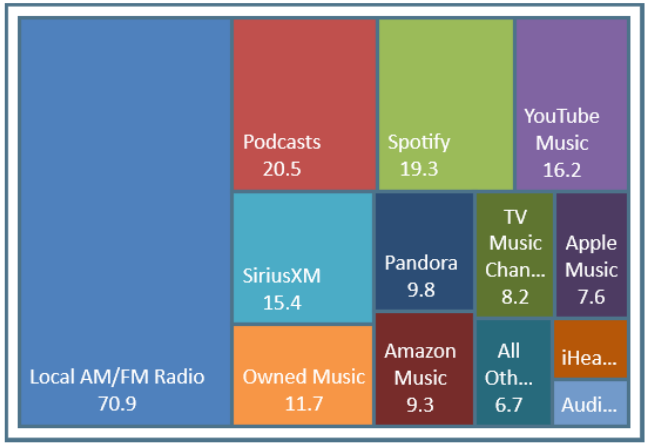
42,371,002 or 79.3% of Adults 18 or older who Attended a MOVIE THEATER to watch a MOVIE in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 64.5 minutes every day representing 36.2% of all time spent daily with Ad-Supported Audi

Avg. Week All Audio (Persons & % Reach): Adults 18 or older

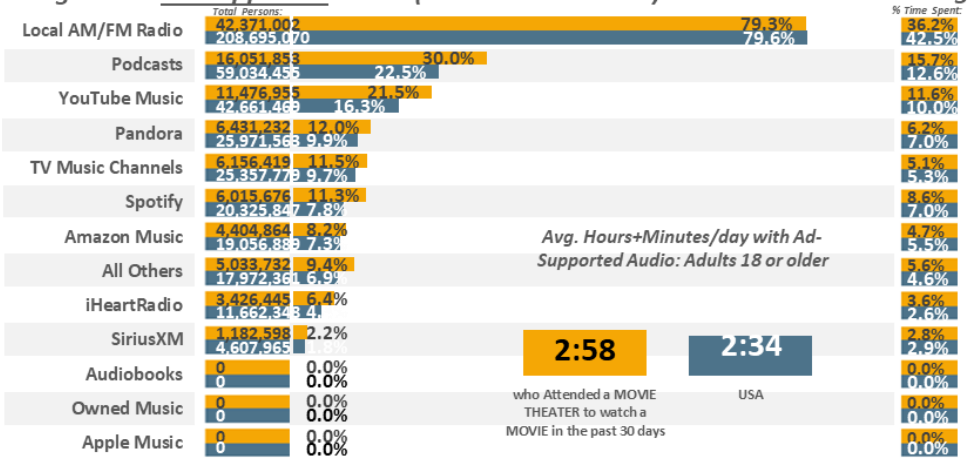


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

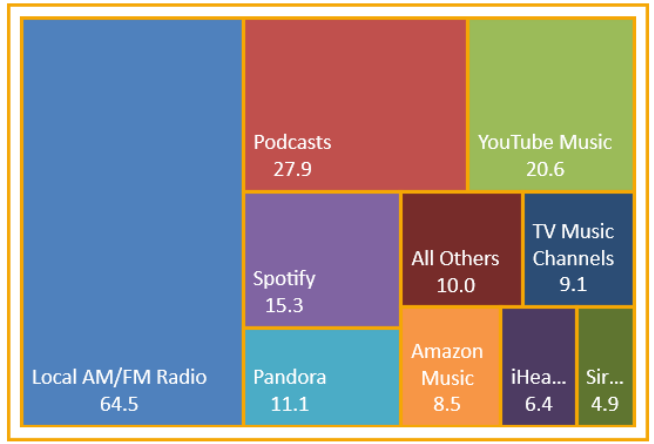


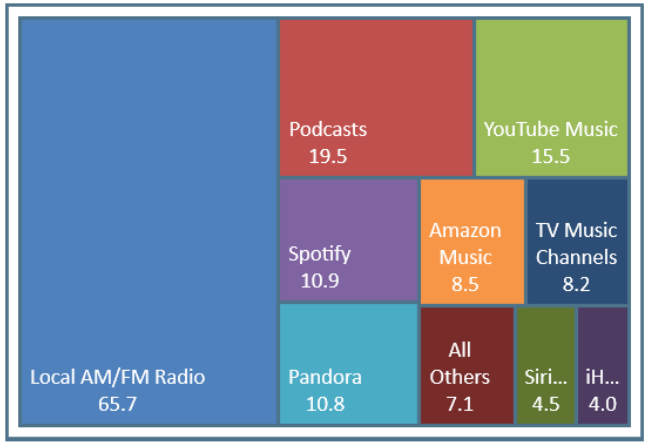


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





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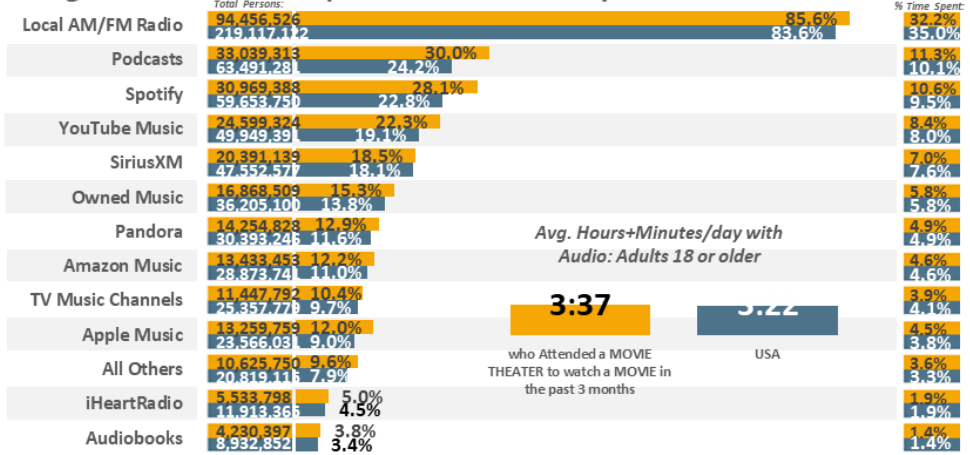
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No. of times attended movie at a theater past 30 days: Any movie attended at a theater past 30 days

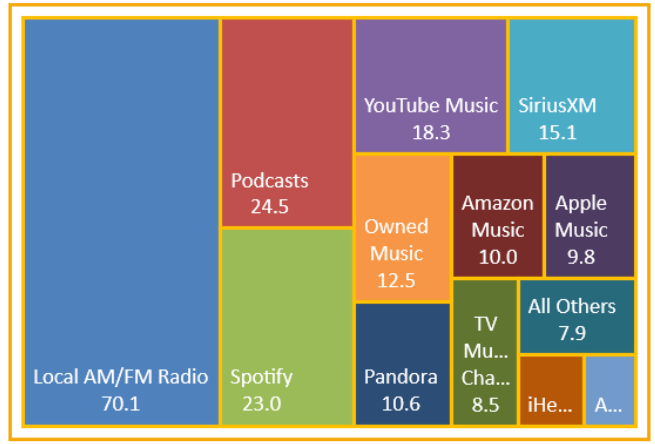
ALL PAST 3-MONTHS MOVIE THEATER ATTENDERS

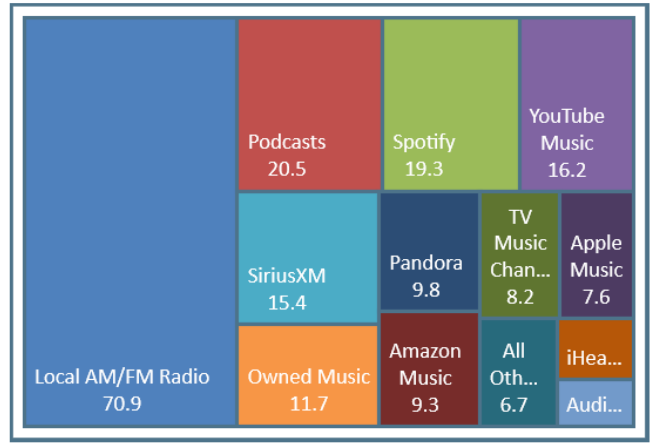
89,323,608 or 81.% of Adults 18 or older who Attended a MOVIE THEATER to watch a MOVIE in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 64.5 minutes every day representing 39.3% of all time spent daily with Ad-Supported Audi

Avg. Week All Audio (Persons & % Reach): Adults 18 or older

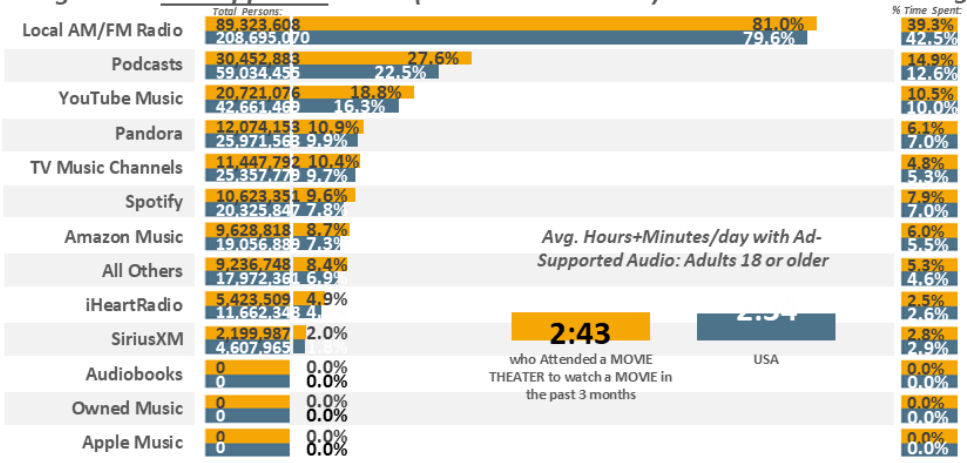


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

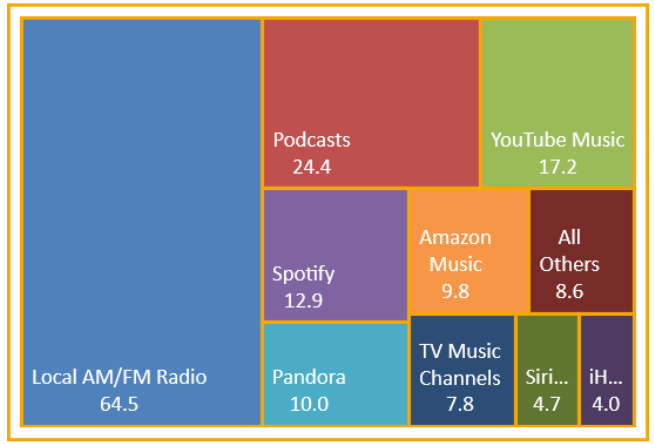


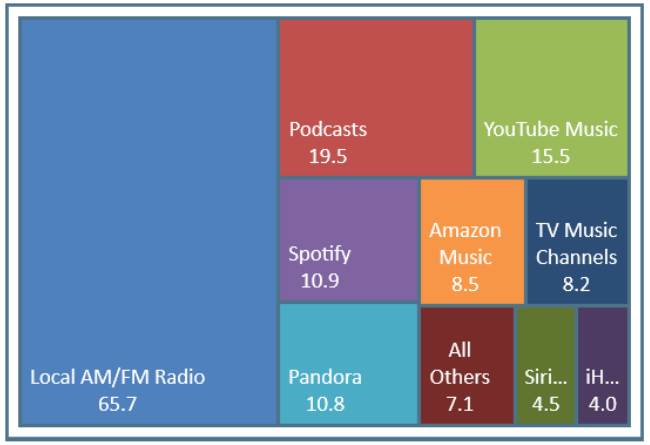


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

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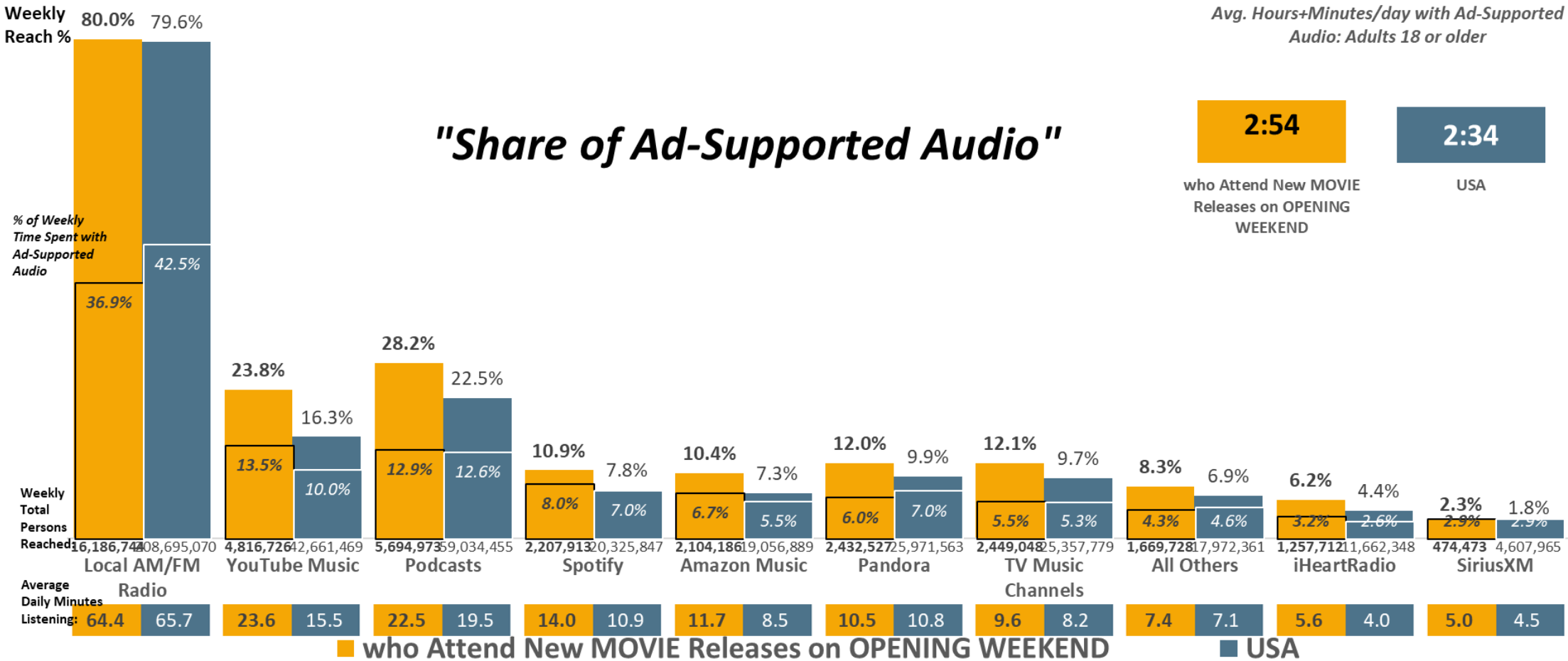
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

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No. of times attended movie at a theater past 3 months: Any movie attended at a theater past 3 months

New Movie Release
OPENING WEEKEND ATTENDERS

16,186,744 or 80.% of Adults 18 or older who Attend New MOVIE Releases on OPENING WEEKEND listen to Ad-Supported Local AM/FM Radio for an average of 64.4 minutes every day representing 36.9% of all time spent daily with Ad-Supported Audio.



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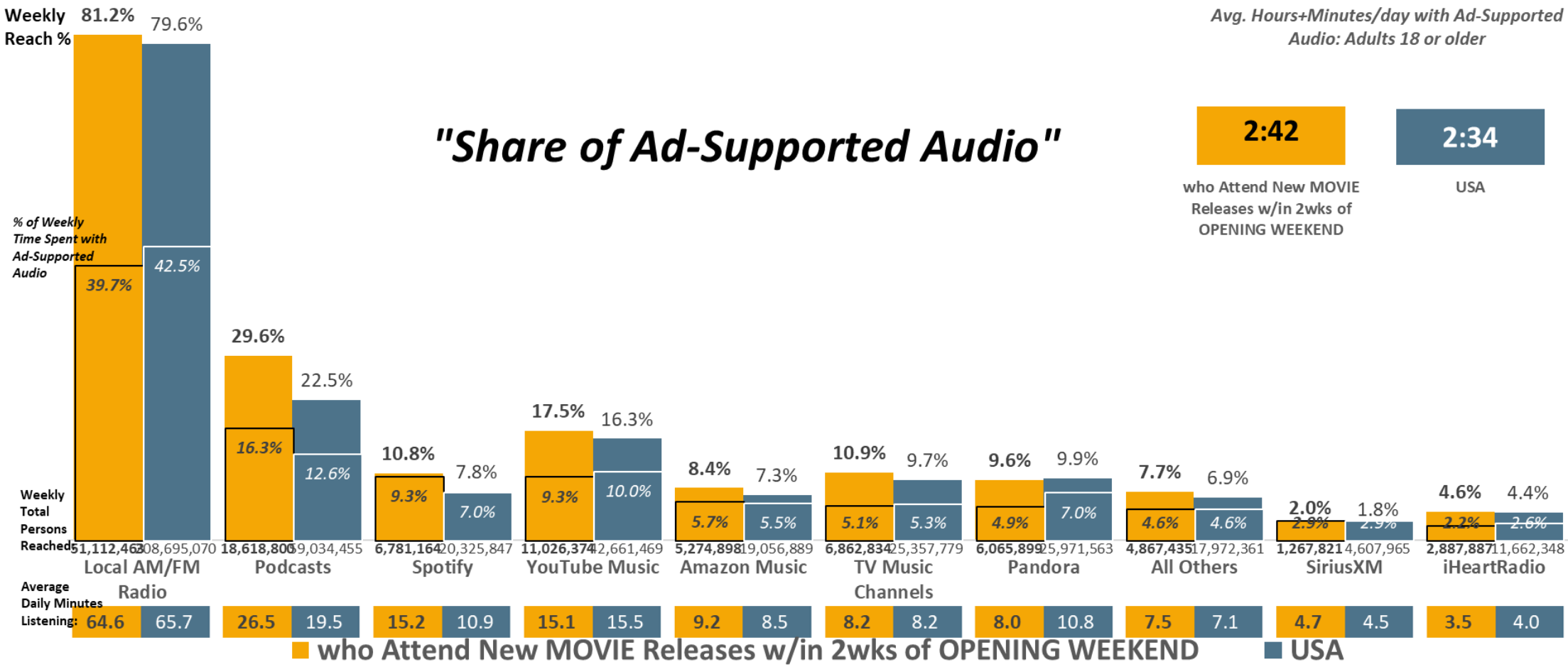
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

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Movies - when usually seen at a theater past 12 months: Opening weekend

New Movie Release w/in 1ST 2-WEEKS ATTENDERS

51,112,463 or 81.2% of Adults 18 or older who Attend New MOVIE Releases w/in 2wks of OPENING WEEKEND listen to Ad-Supported Local AM/FM Radio for an average of 64.6 minutes every day representing 39.7% of all time spent daily with Ad-Supported Audio.



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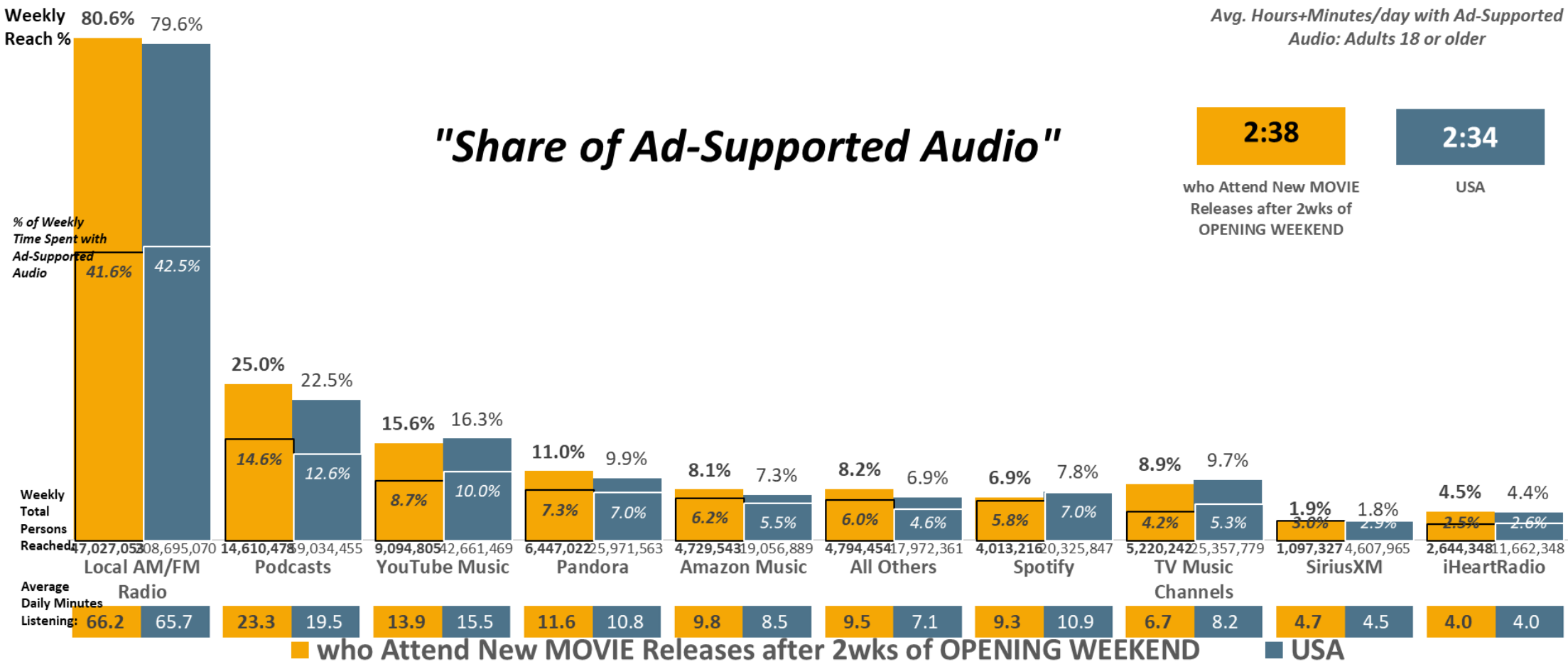
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

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Movies - when usually seen at a theater past 12 months: After opening weekend, but within first two weeks of opening

New Movie Release
AFTER 1ST 2-WEEKS ATTENDERS

47,027,053 or 80.6% of Adults 18 or older who Attend New MOVIE Releases after 2wks of OPENING WEEKEND listen to Ad-Supported Local AM/FM Radio for an average of 66.2 minutes every day representing 41.6% of all time spent daily with Ad-Supported Audio.



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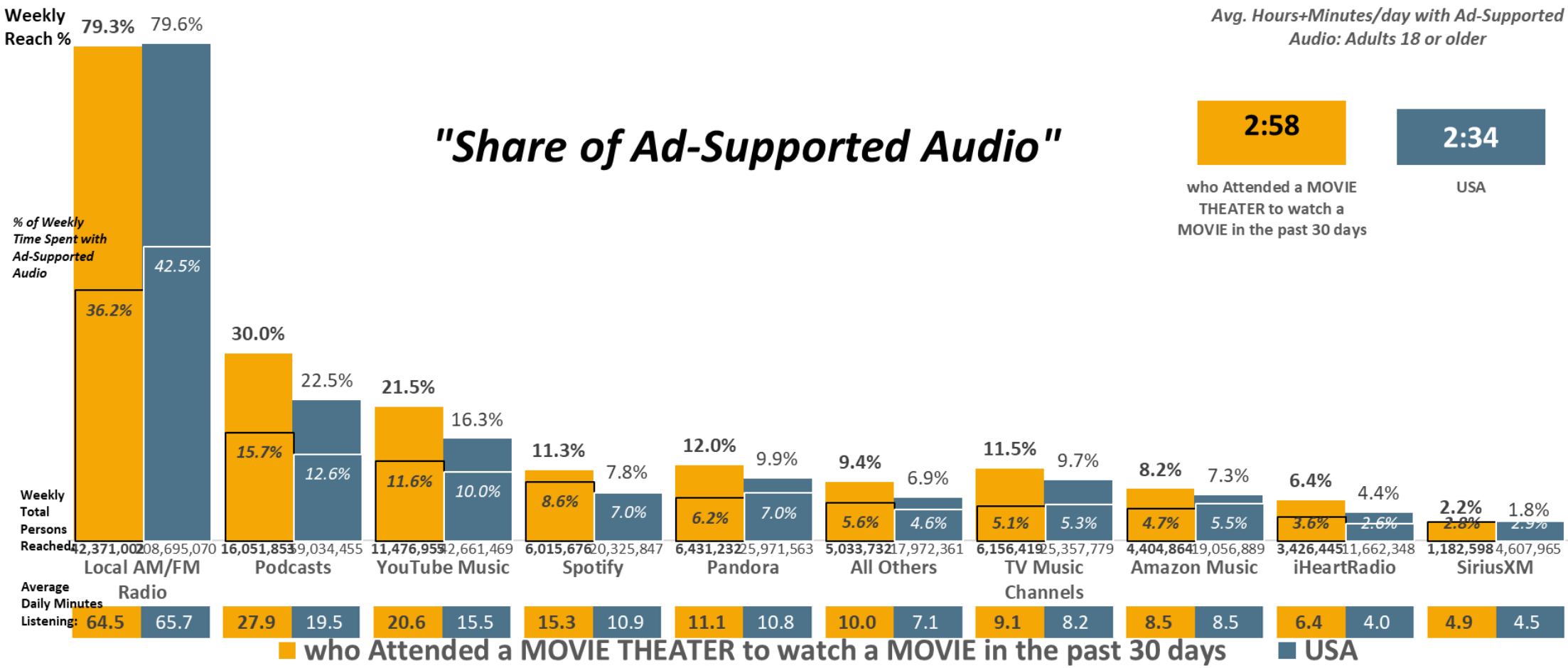
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

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Movies - when usually seen at a theater past 12 months: After the second week

ALL PAST 30-DAYS
MOVIE THEATER ATTENDERS

42,371,002 or 79.3% of Adults 18 or older who Attended a MOVIE THEATER to watch a MOVIE in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 64.5 minutes every day representing 36.2% of all time spent daily with Ad-Supported Audi



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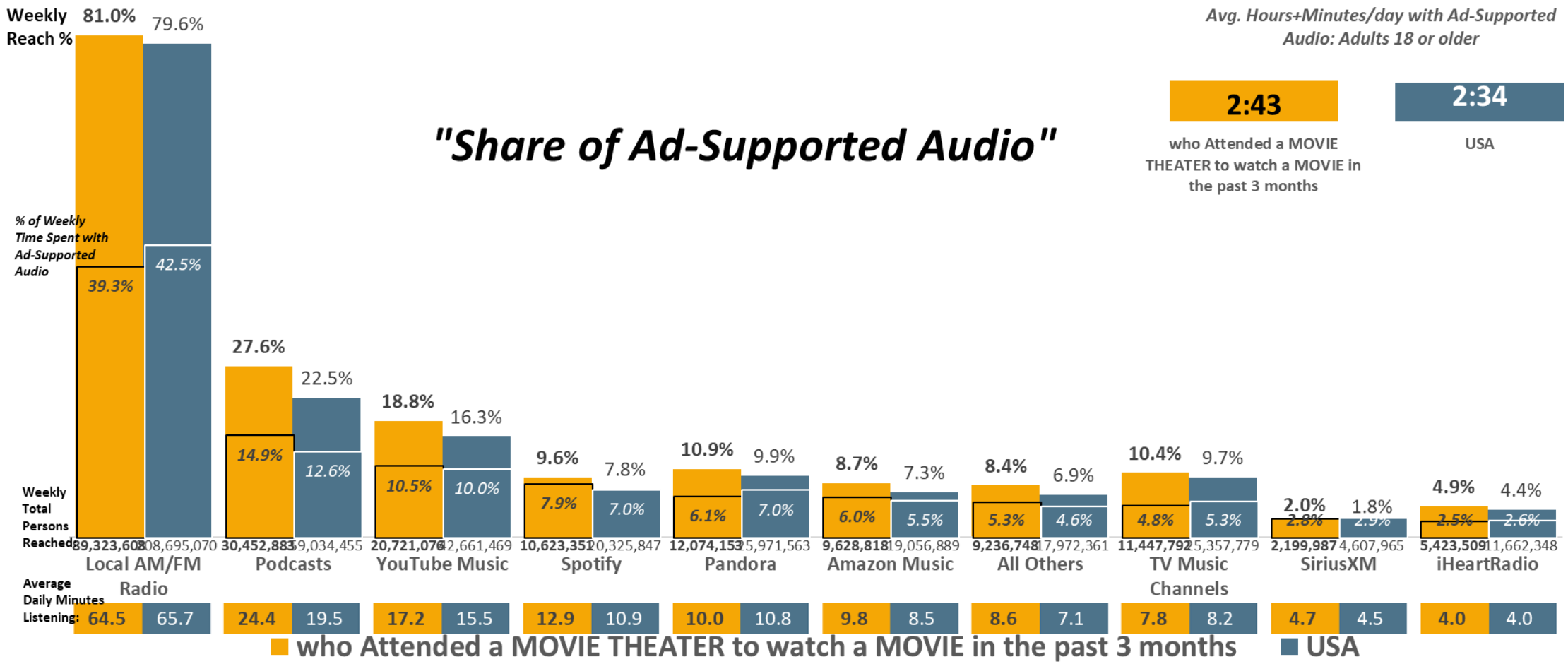
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

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No. of times attended movie at a theater past 30 days: Any movie attended at a theater past 30 days

ALL PAST 3-MONTHS MOVIE THEATER ATTENDERS

89,323,608 or 81.% of Adults 18 or older who Attended a MOVIE THEATER to watch a MOVIE in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 64.5 minutes every day representing 39.3% of all time spent daily with Ad-Supported Audi



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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

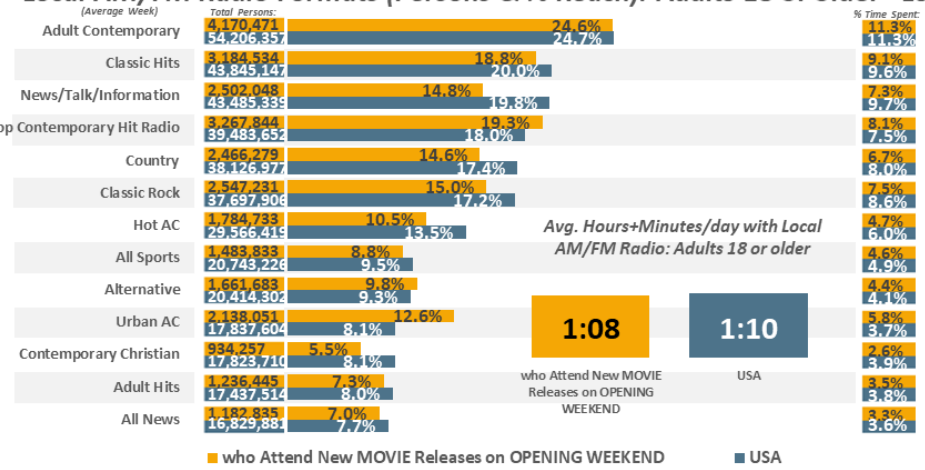
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No. of times attended movie at a theater past 3 months: Any movie attended at a theater past 3 months

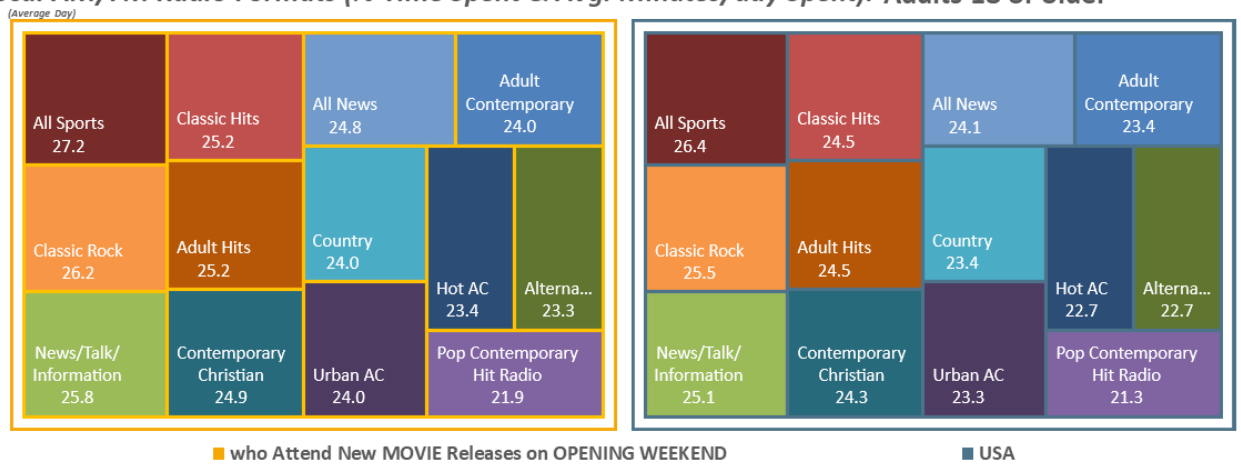
New Movie Release
OPENING WEEKEND ATTENDERS

16,186,744 or 80.% of Adults 18 or older who Attend New MOVIE Releases on OPENING WEEKEND listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Classic Rock, and Country.

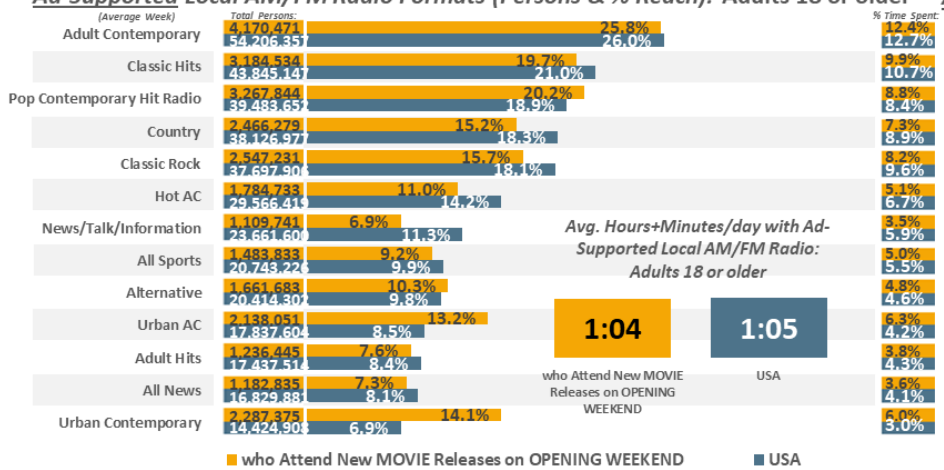
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



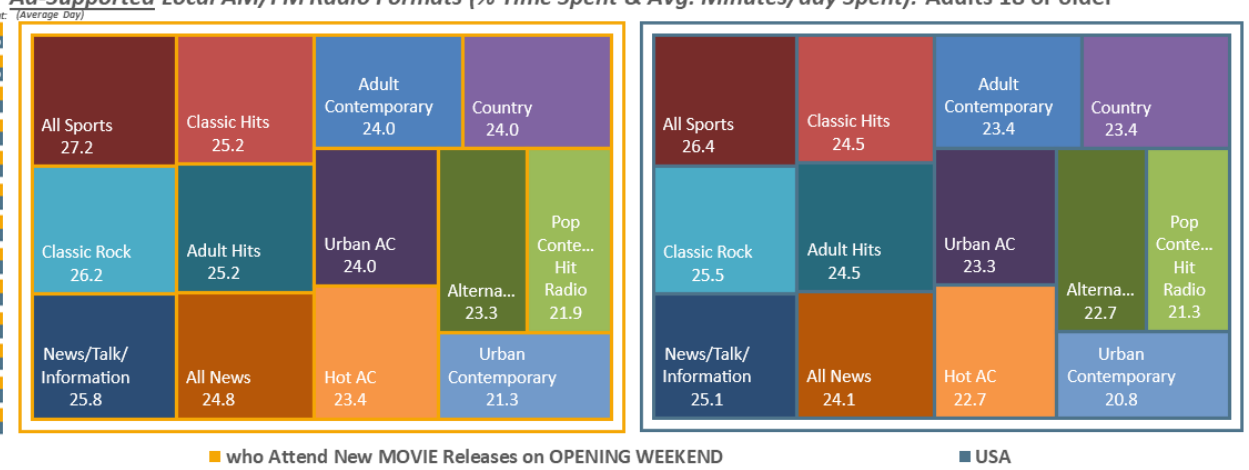
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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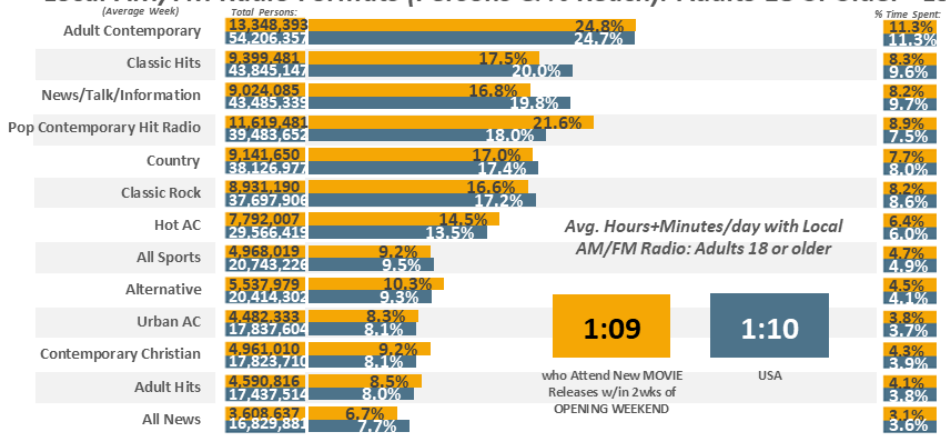
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Movies - when usually seen at a theater past 12 months: Opening weekend

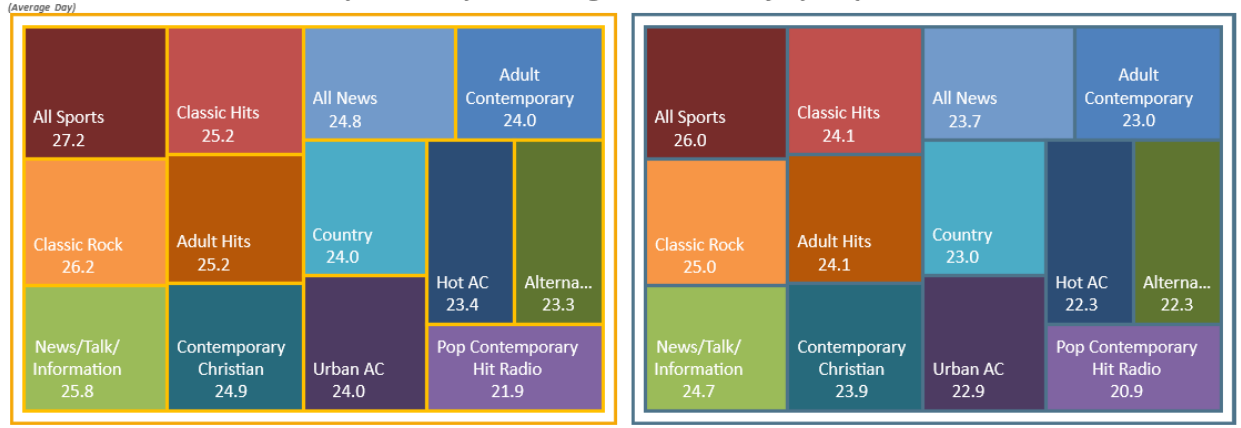
New Movie Release w/in 1ST 2-WEEKS ATTENDERS

51,112,463 or 81.2% of Adults 18 or older who Attend New MOVIE Releases w/in 2wks of OPENING WEEKEND listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Country, and Classic Rock.

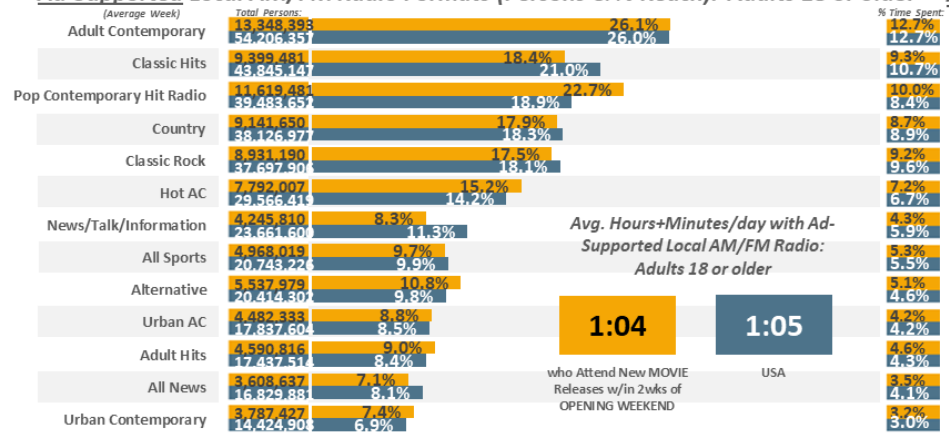
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



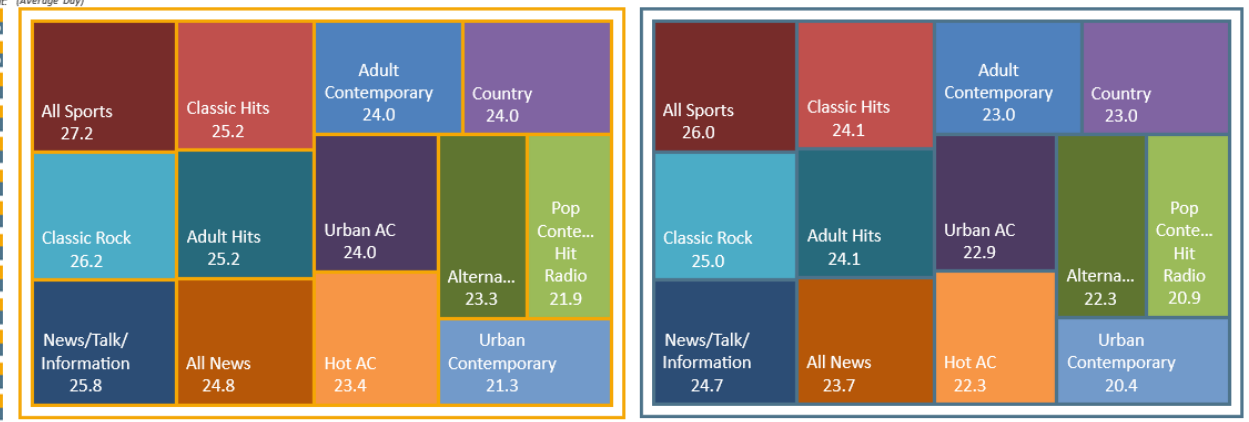
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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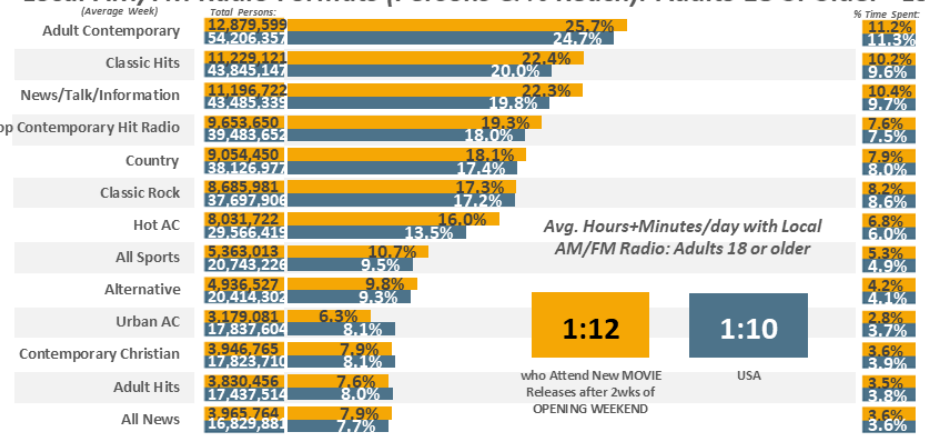
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Movies - when usually seen at a theater past 12 months: After opening weekend, but within first two weeks of opening

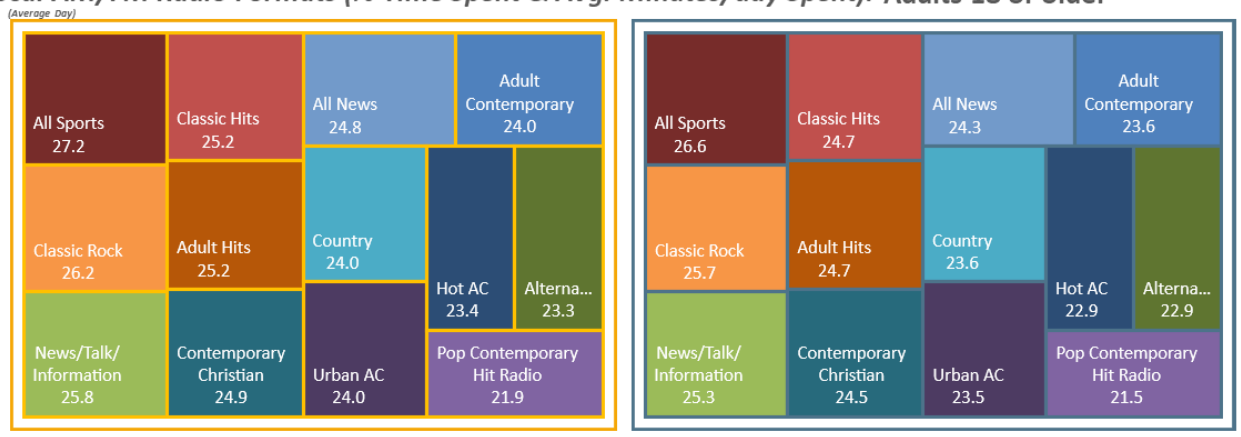
New Movie Release
AFTER 1ST 2-WEEKS ATTENDERS

47,027,053 or 80.6% of Adults 18 or older who Attend New MOVIE Releases after 2wks of OPENING WEEKEND listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Country, and Classic Rock.

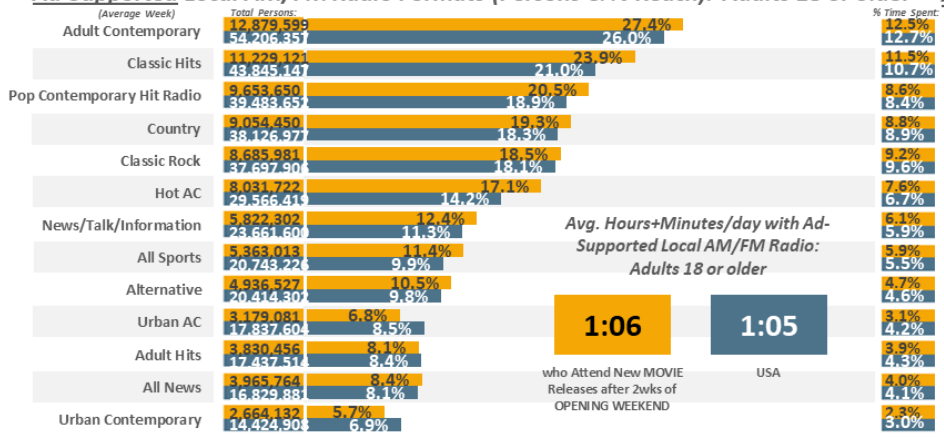
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



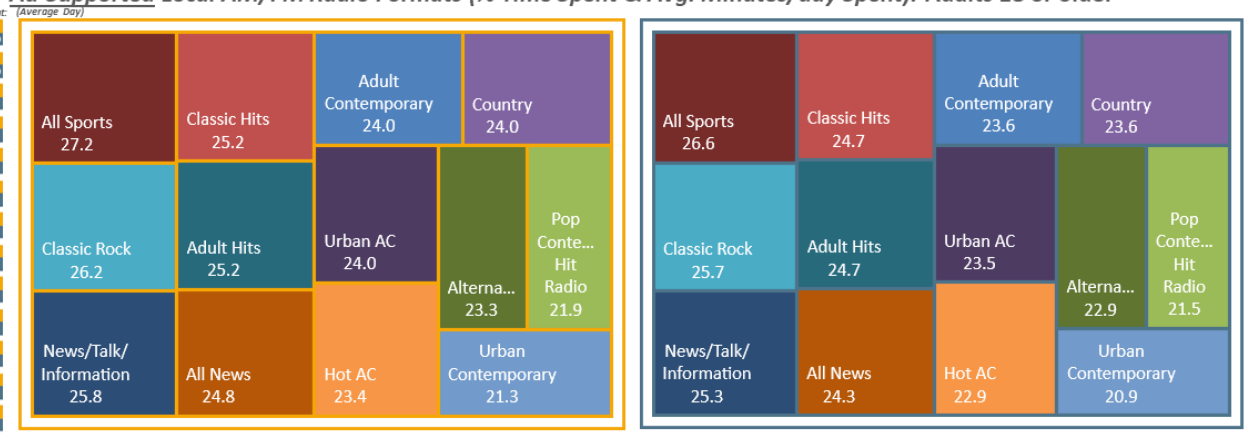
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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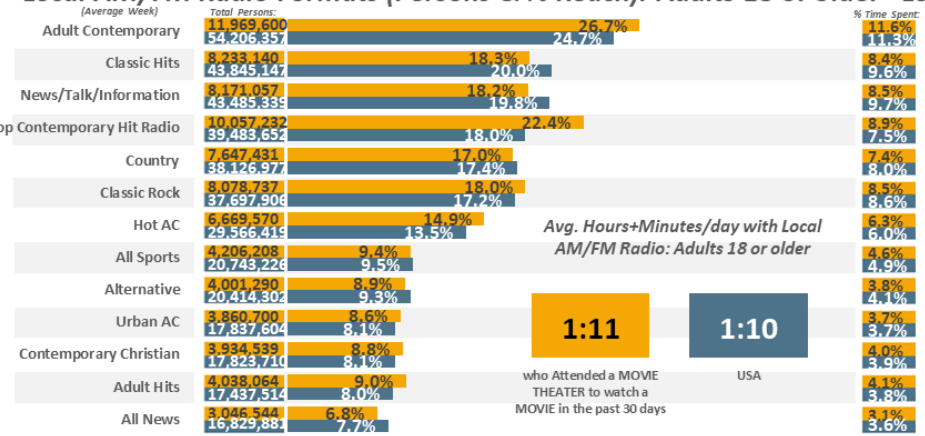
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Movies - when usually seen at a theater past 12 months: After the second week

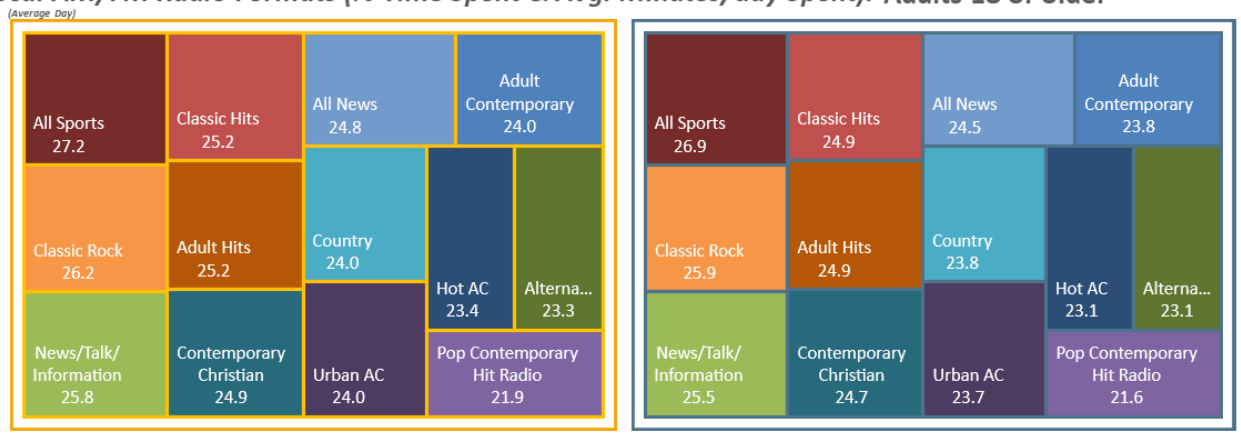
ALL PAST 30-DAYS MOVIE THEATER ATTENDERS

42,371,002 or 79.3% of Adults 18 or older who Attended a MOVIE THEATER to watch a MOVIE in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Classic Rock, and Cou

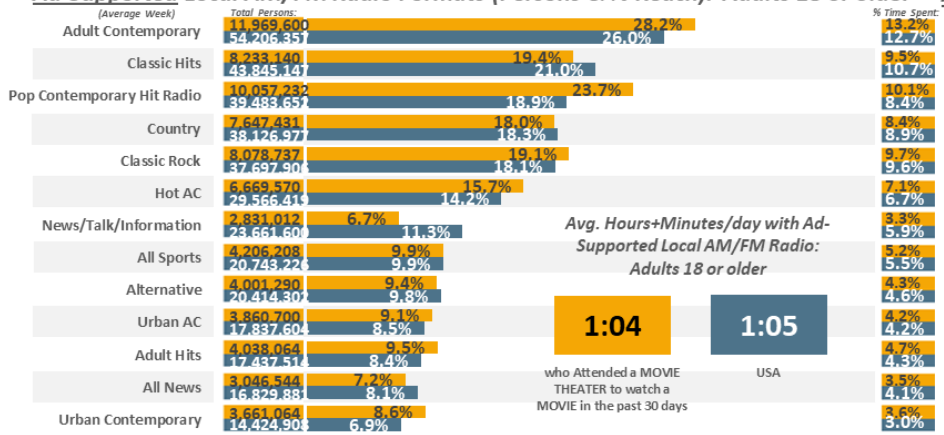
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



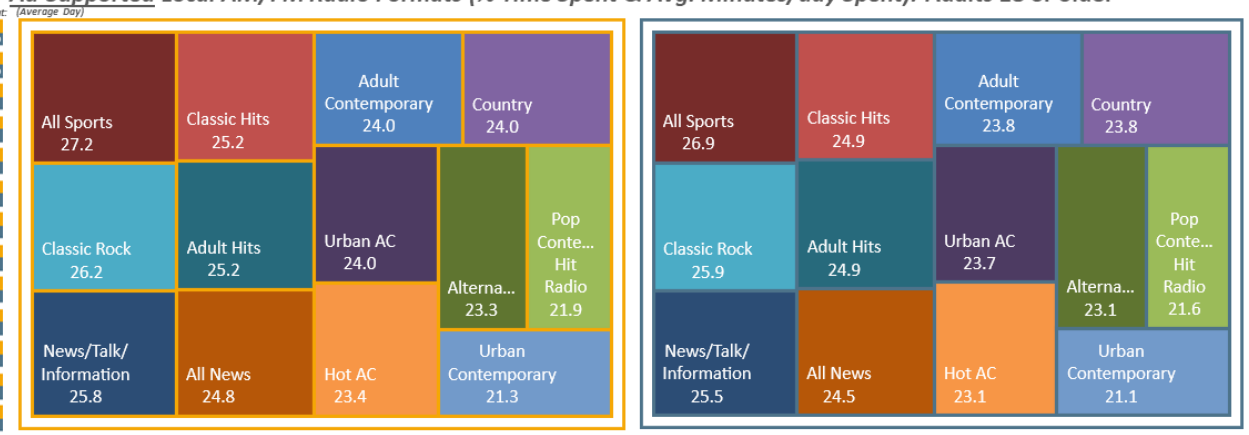
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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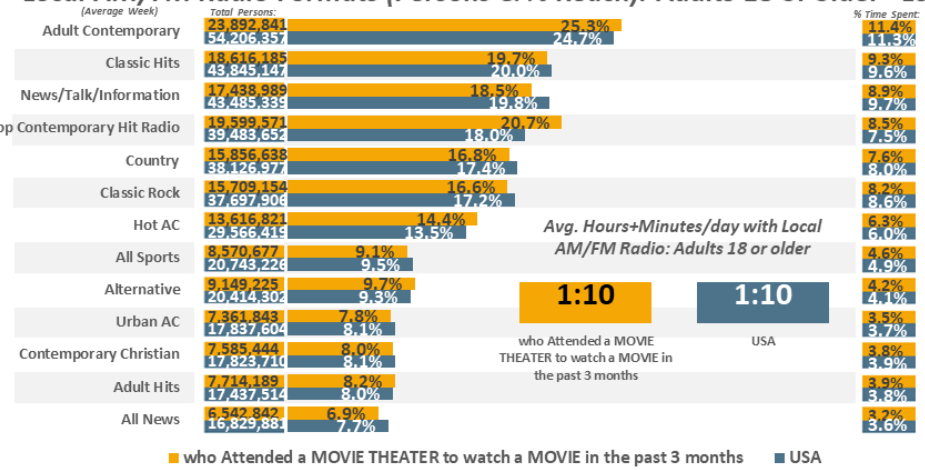
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No. of times attended movie at a theater past 30 days: Any movie attended at a theater past 30 days

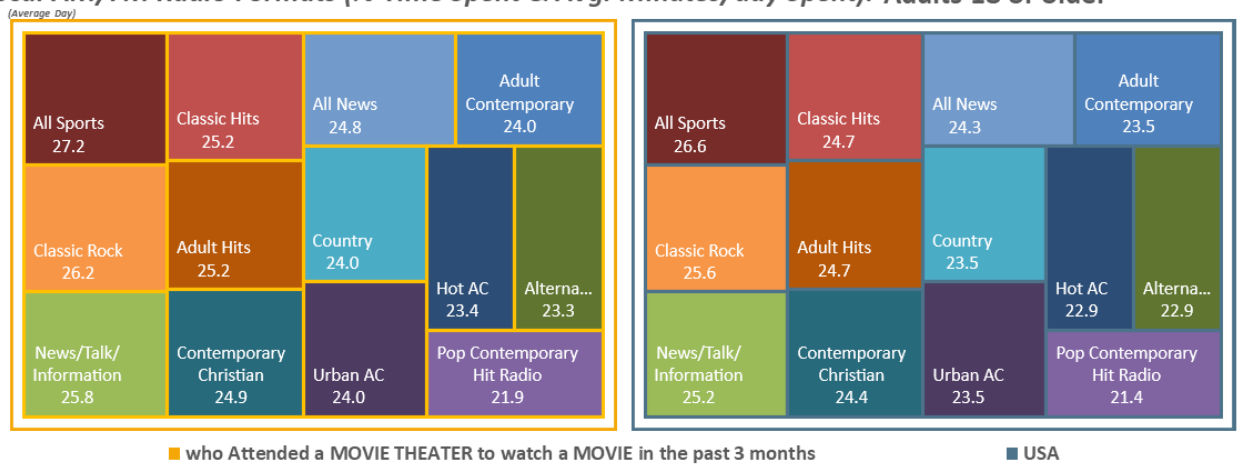
ALL PAST 3-MONTHS MOVIE THEATER ATTENDERS

89,323,608 or 81.% of Adults 18 or older who Attended a MOVIE THEATER to watch a MOVIE in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Country, and Classic

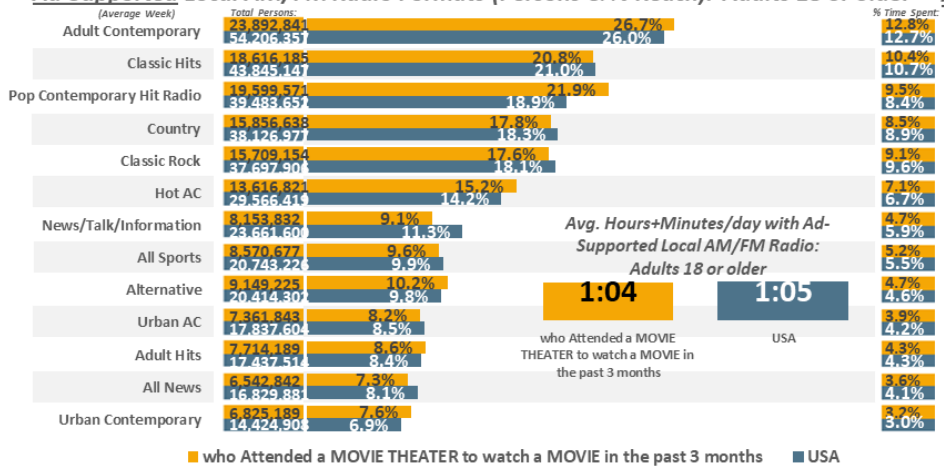
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



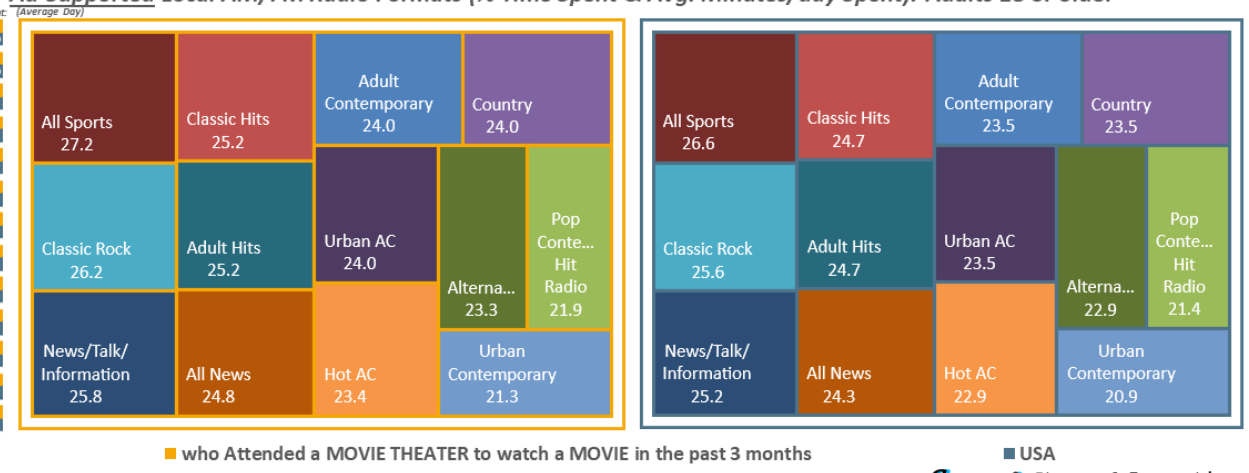
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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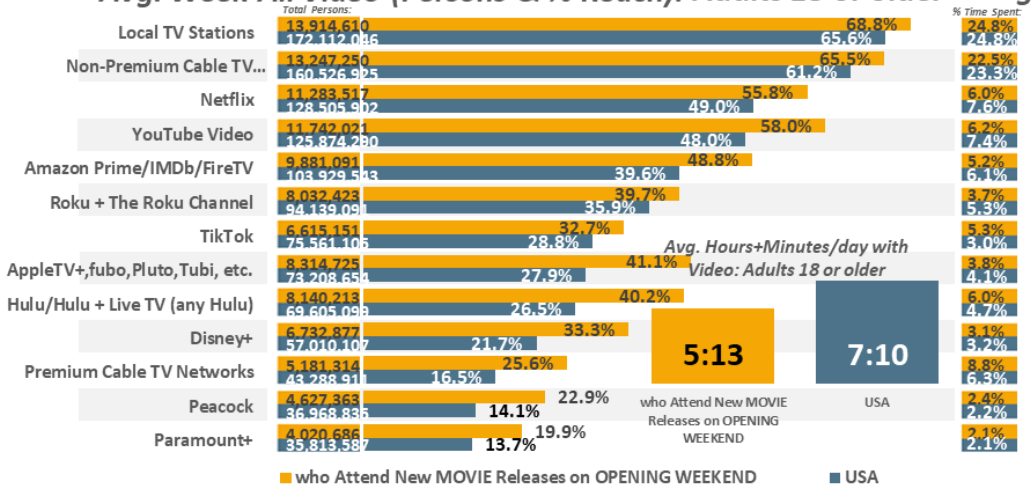
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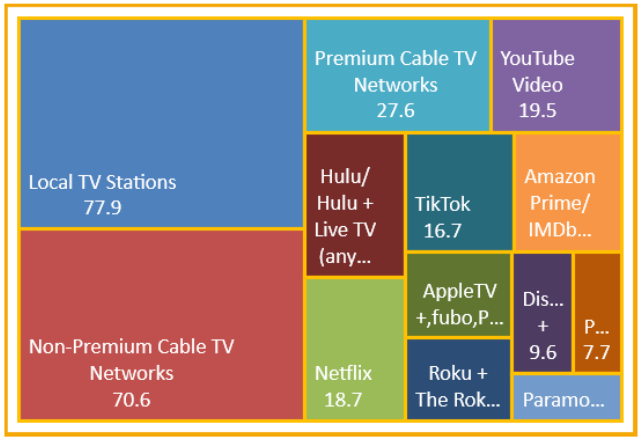
No. of times attended movie at a theater past 3 months: Any movie attended at a theater past 3 months

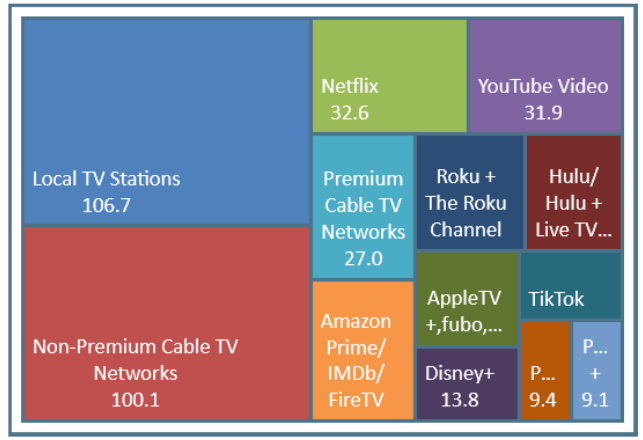
New Movie Release
OPENING WEEKEND ATTENDERS

13,590,452 or 67.2% of Adults 18 or older who Attend New MOVIE Releases on OPENING WEEKEND watch Ad-Supported Local TV Stations for an average of 72.8 minutes every day representing 27.8% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 18 or older



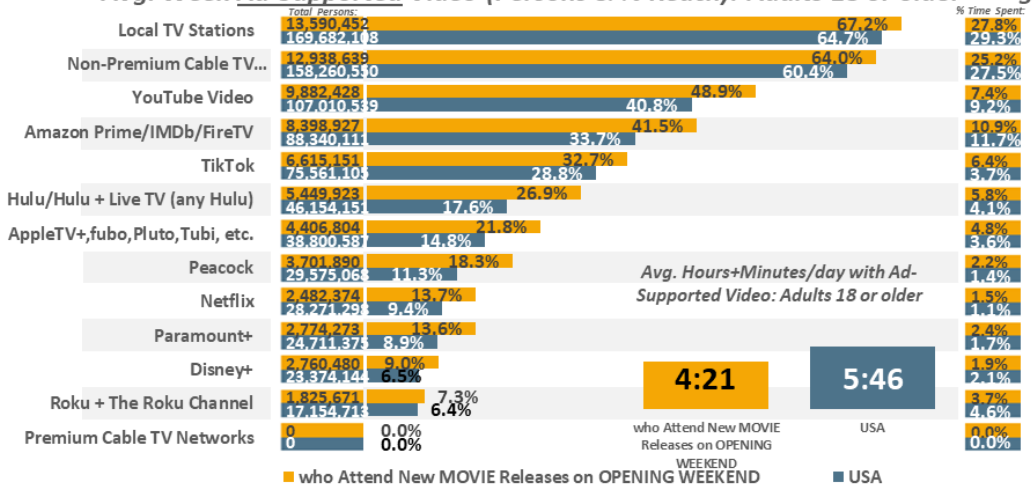


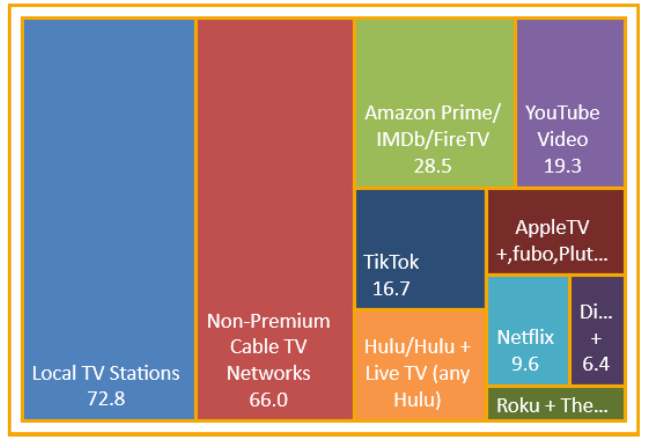


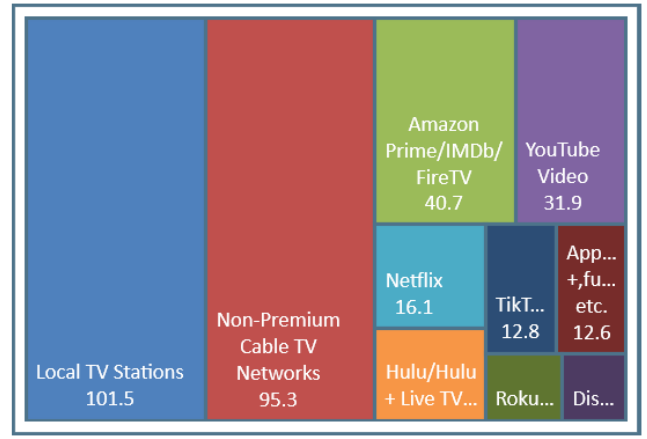
who Attend New MOVIE Releases on OPENING WEEKEND ■ USA

who Attend New MOVIE Releases on OPENING WEEKEND ■ USA

Avg. Week <u>Ad-Supported</u> Video (Persons & % Reach): Adults 18 or older







who Attend New MOVIE Releases on OPENING WEEKEND ■ USA

who Attend New MOVIE Releases on OPENING WEEKEND ■ USA

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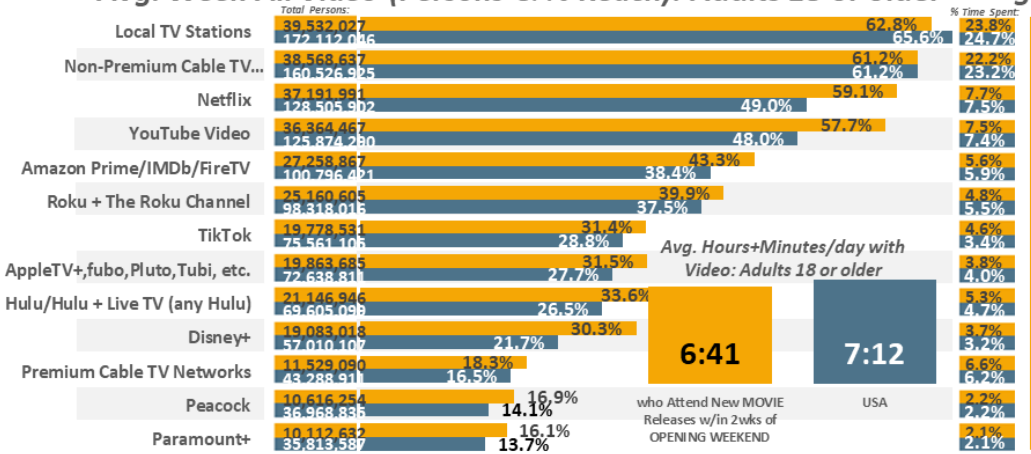
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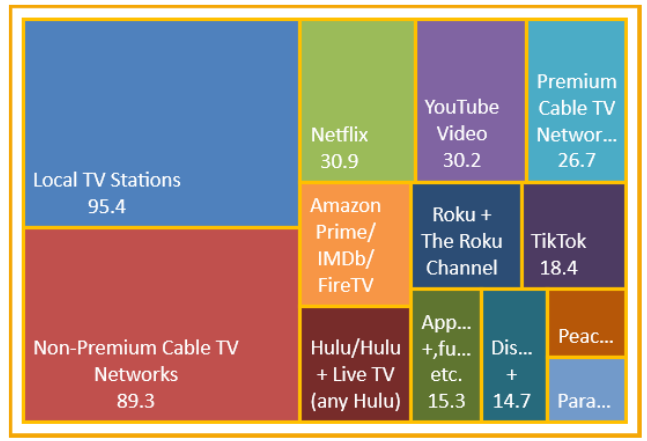
Movies - when usually seen at a theater past 12 months: Opening weekend

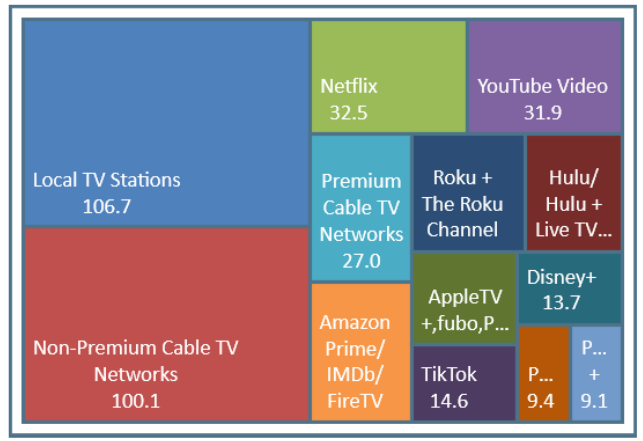
New Movie Release w/in 1ST 2-WEEKS ATTENDERS

39,011,259 or 61.9% of Adults 18 or older who Attend New MOVIE Releases w/in 2wks of OPENING WEEKEND watch Ad-Supported Local TV Stations for an average of 91. minutes every day representing 28.2% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 18 or older



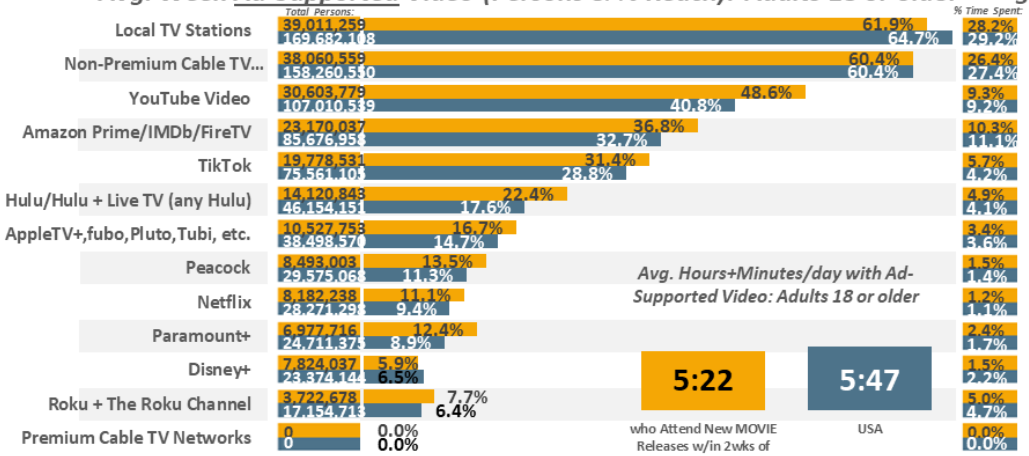


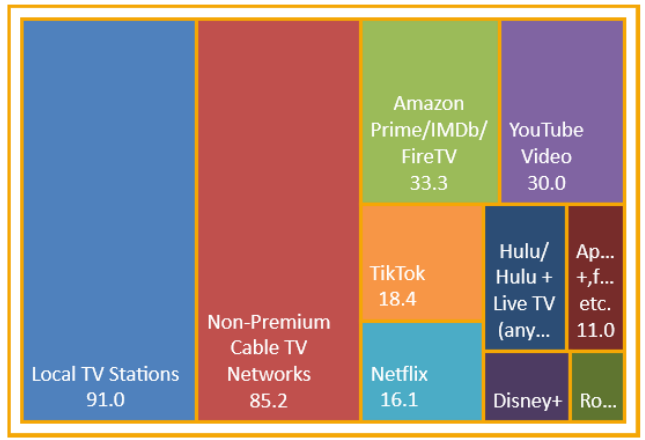


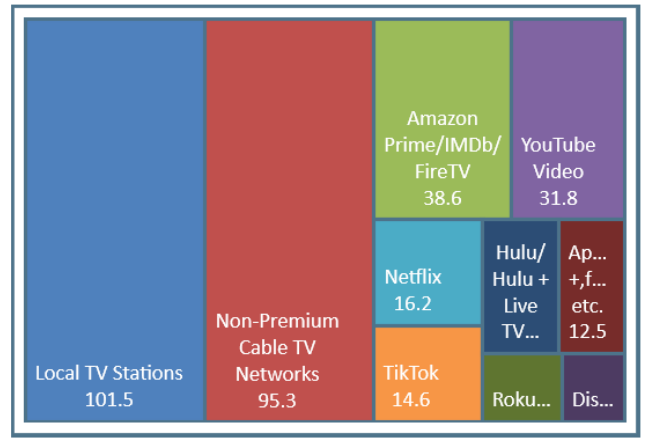
who Attend New MOVIE Releases w/in 2wks of OPENING WEEKEND ■ USA

who Attend New MOVIE Releases w/in 2wks of OPENING WEEKEND ■ USA

Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older







who Attend New MOVIE Releases w/in 2wks of OPENING WEEKEND ■ USA

who Attend New MOVIE Releases w/in 2wks of OPENING WEEKEND ■ USA

USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

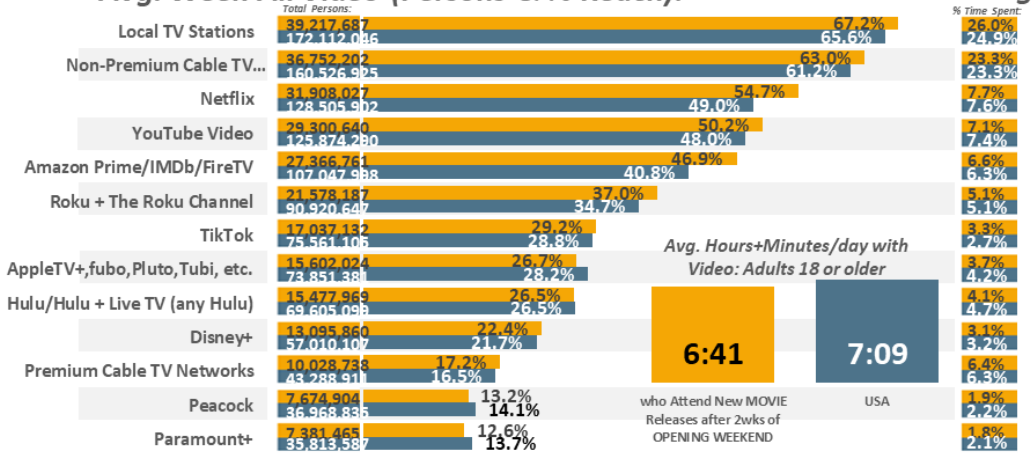
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Movies - when usually seen at a theater past 12 months: After opening weekend, but within first two weeks of opening

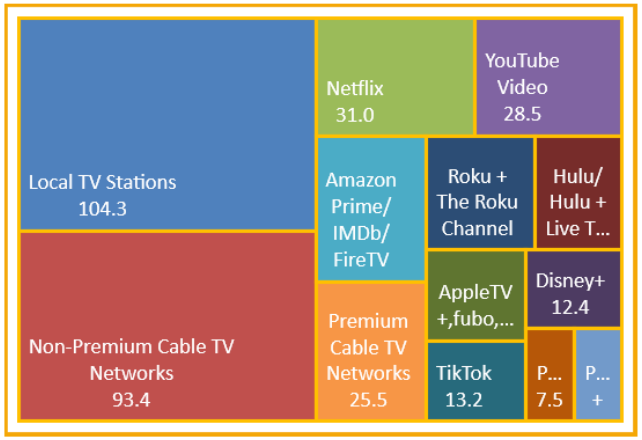
New Movie Release
AFTER 1ST 2-WEEKS ATTENDERS

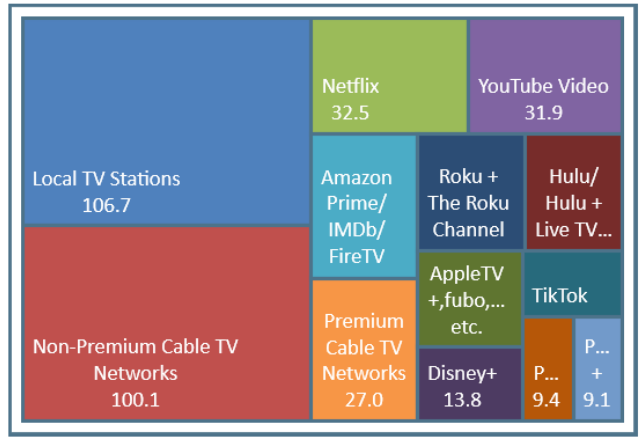
38,570,107 or 66.1% of Adults 18 or older who Attend New MOVIE Releases after 2wks of OPENING WEEKEND watch Ad-Supported Local TV Stations for an average of 98.9 minutes every day representing 30.2% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 18 or older



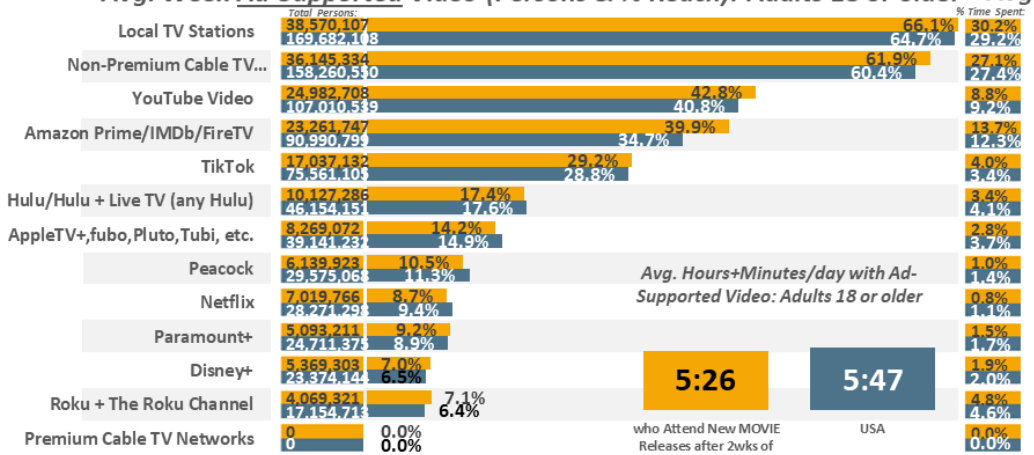
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



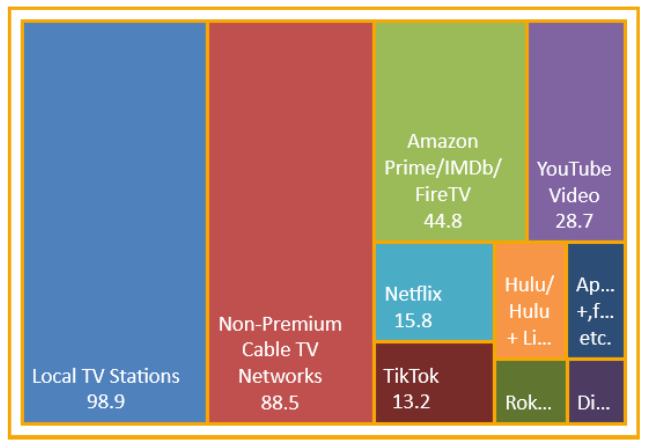


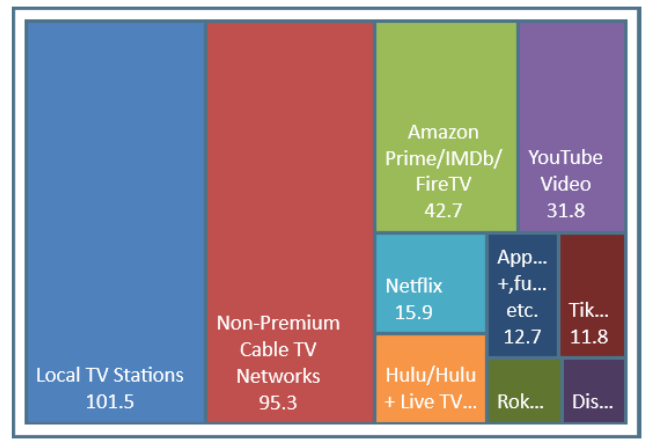
who Attend New MOVIE Releases after 2wks of OPENING WEEKEND ■ USA

Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





who Attend New MOVIE Releases after 2wks of OPENING WEEKEND ■ USA

USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

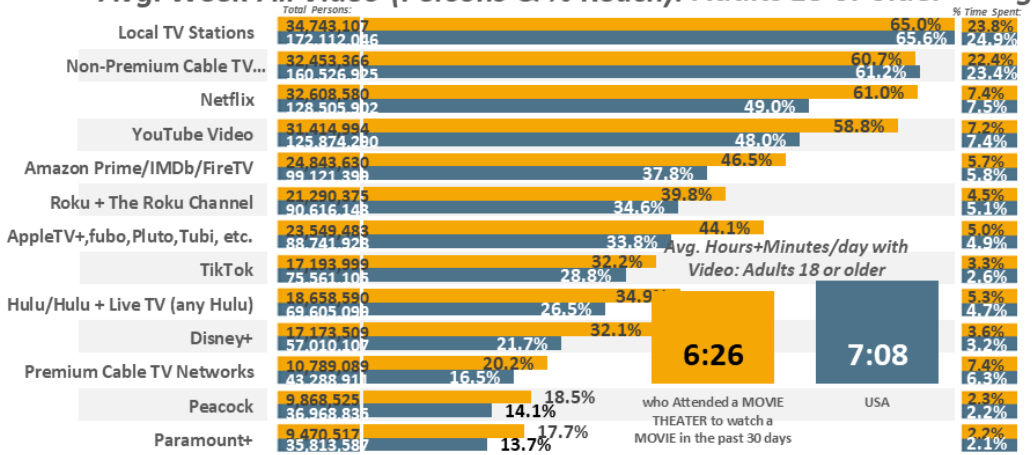
soefa.ai Share of Everything for Anything ©

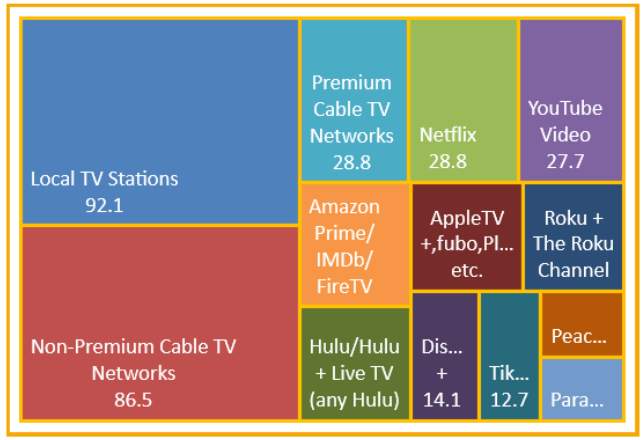
Movies - when usually seen at a theater past 12 months: After the second week

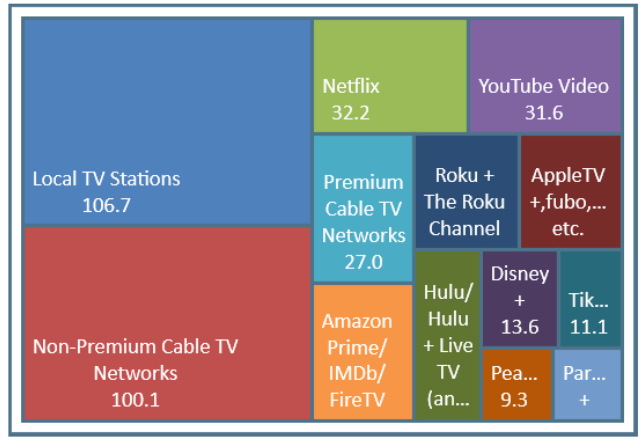
ALL PAST 30-DAYS MOVIE THEATER ATTENDERS

34,184,103 or 64.% of Adults 18 or older who Attended a MOVIE THEATER to watch a MOVIE in the past 30 days watch Ad-Supported Local TV Stations for an average of 86.8 minutes every day representing 27.8% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 18 or older



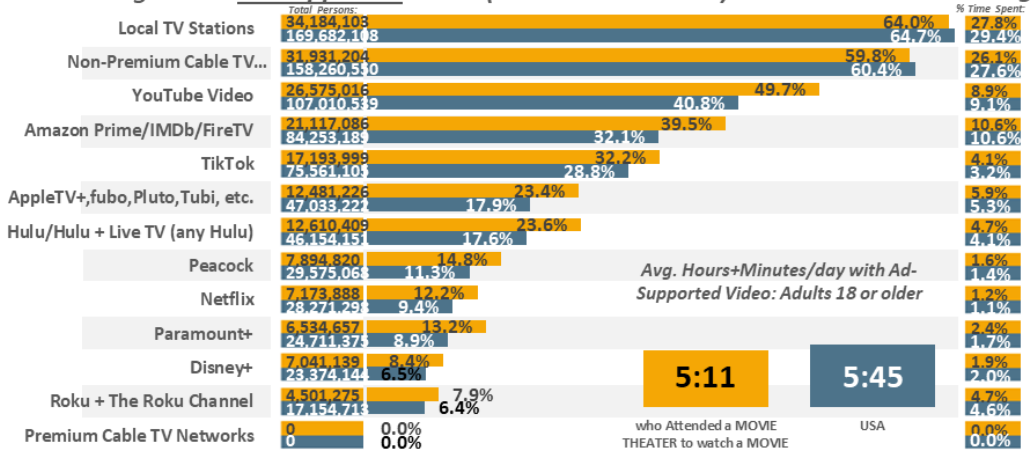


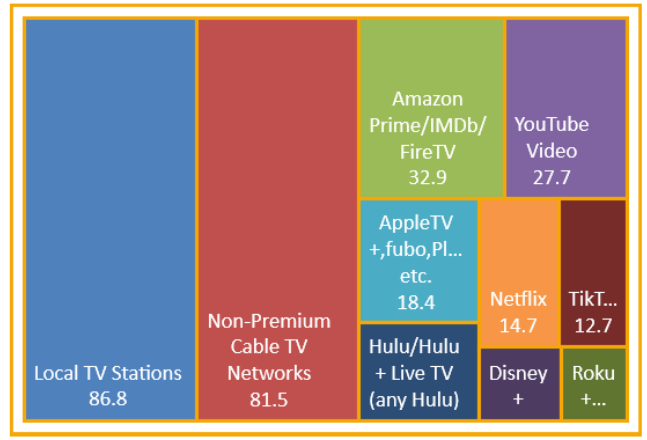


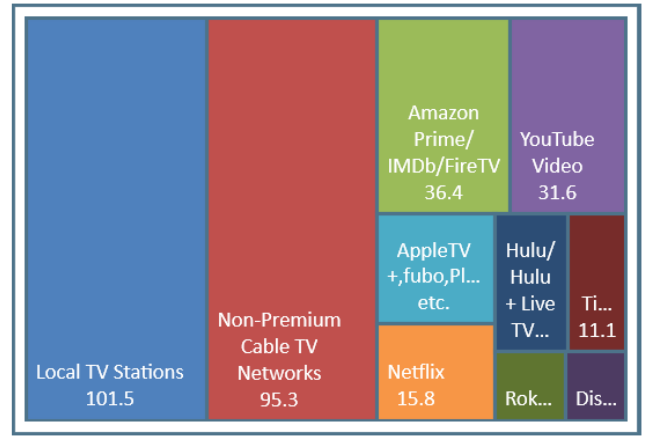
who Attended a MOVIE THEATER to watch a MOVIE in the past 30 days ■ USA

who Attended a MOVIE THEATER to watch a MOVIE in the past 30 days ■ USA

Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older







who Attended a MOVIE THEATER to watch a MOVIE in the past 30 days ■ USA

who Attended a MOVIE THEATER to watch a MOVIE in the past 30 days ■ USA

USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

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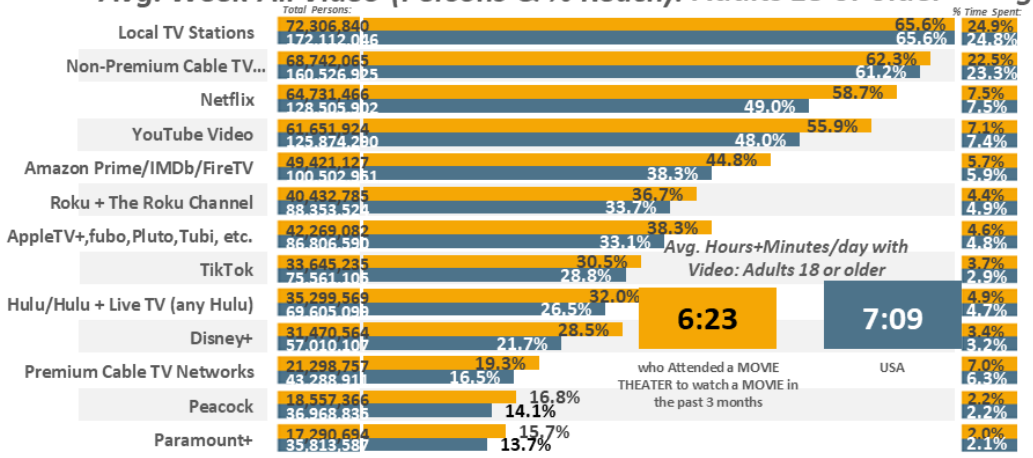
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No. of times attended movie at a theater past 30 days: Any movie attended at a theater past 30 days

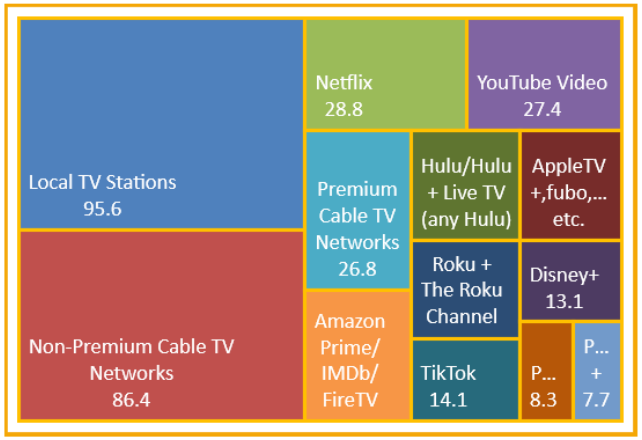
ALL PAST 3-MONTHS MOVIE THEATER ATTENDERS

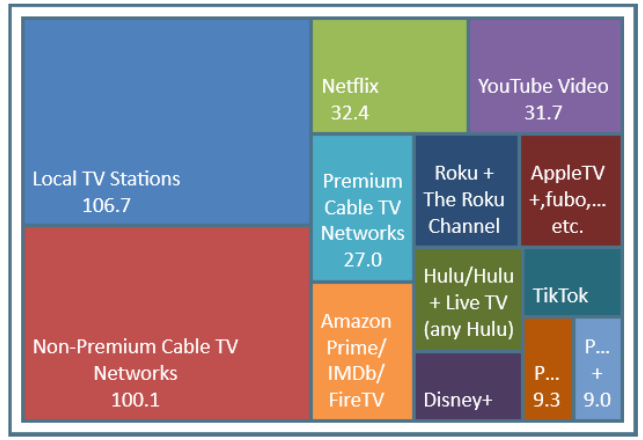
71,144,456 or 64.5% of Adults 18 or older who Attended a MOVIE THEATER to watch a MOVIE in the past 3 months watch Ad-Supported Local TV Stations for an average of 90.6 minutes every day representing 29.1% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 18 or older

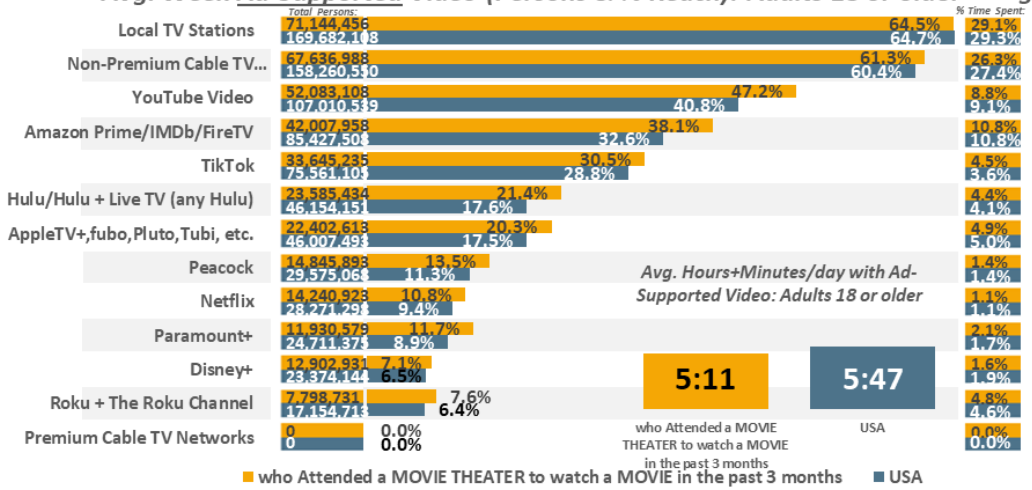


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

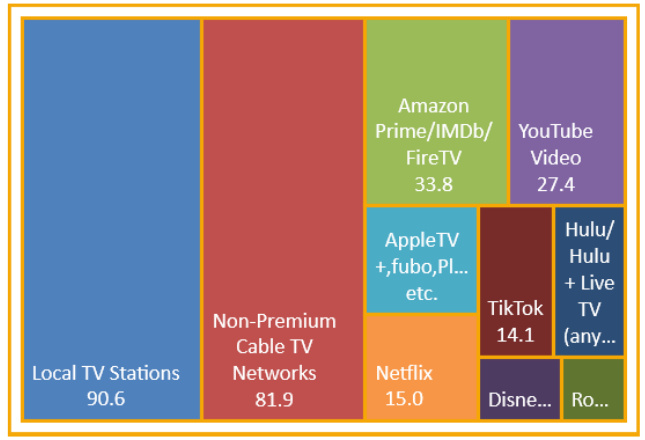


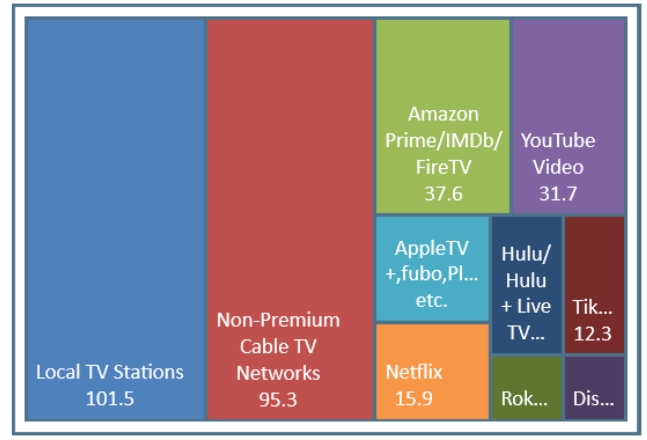


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

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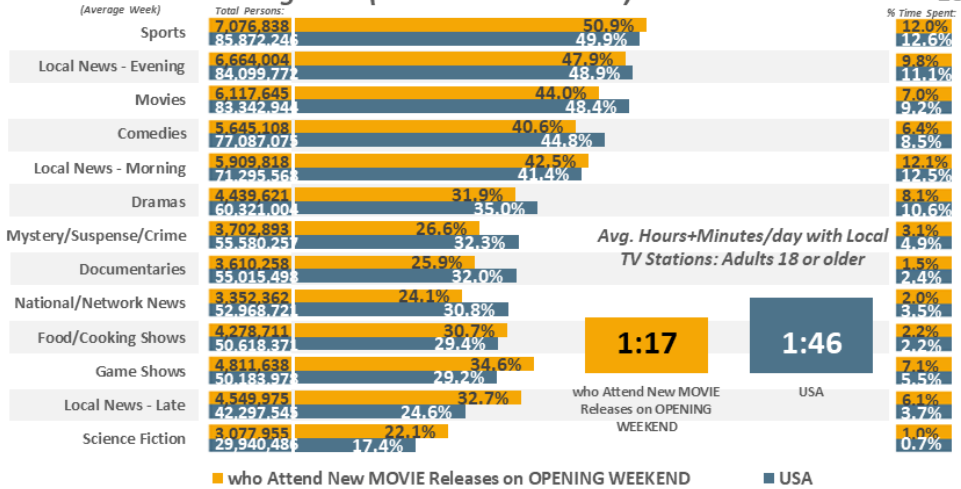
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No. of times attended movie at a theater past 3 months: Any movie attended at a theater past 3 months

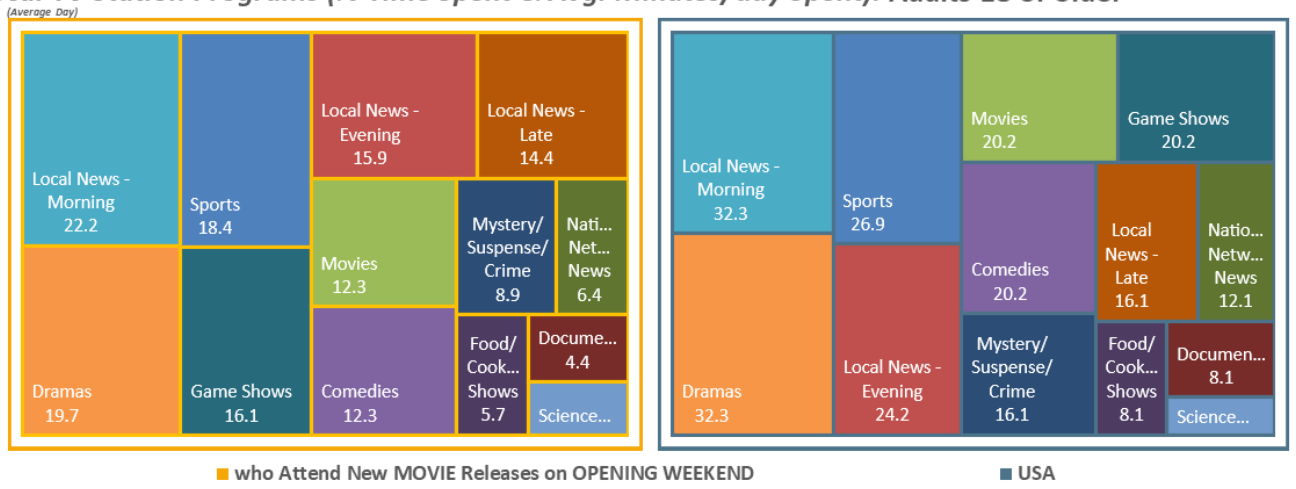
New Movie Release
OPENING WEEKEND ATTENDERS

13,590,452 or 67.2% of Adults 18 or older who Attend New MOVIE Releases on OPENING WEEKEND watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Local News - Morning, Comedies, and Game Shows.

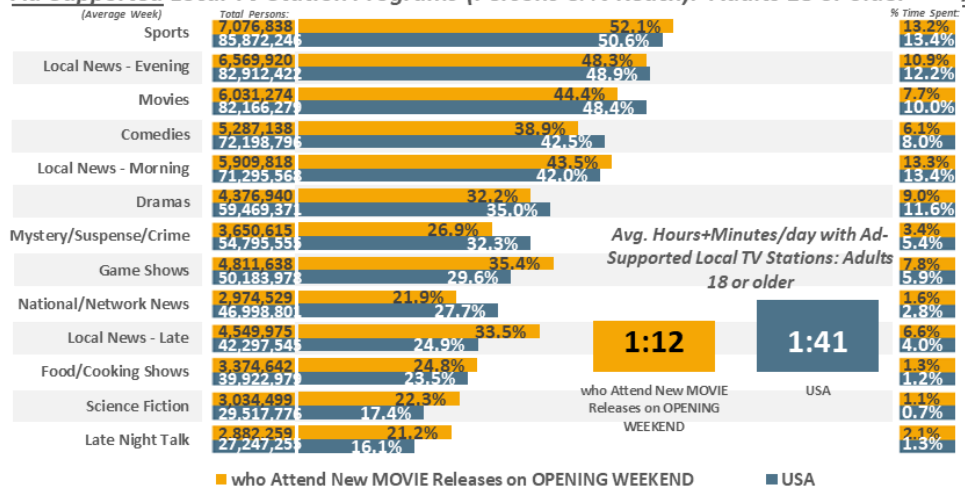
Local TV Station Programs (Persons & % Reach): Adults 18 or older



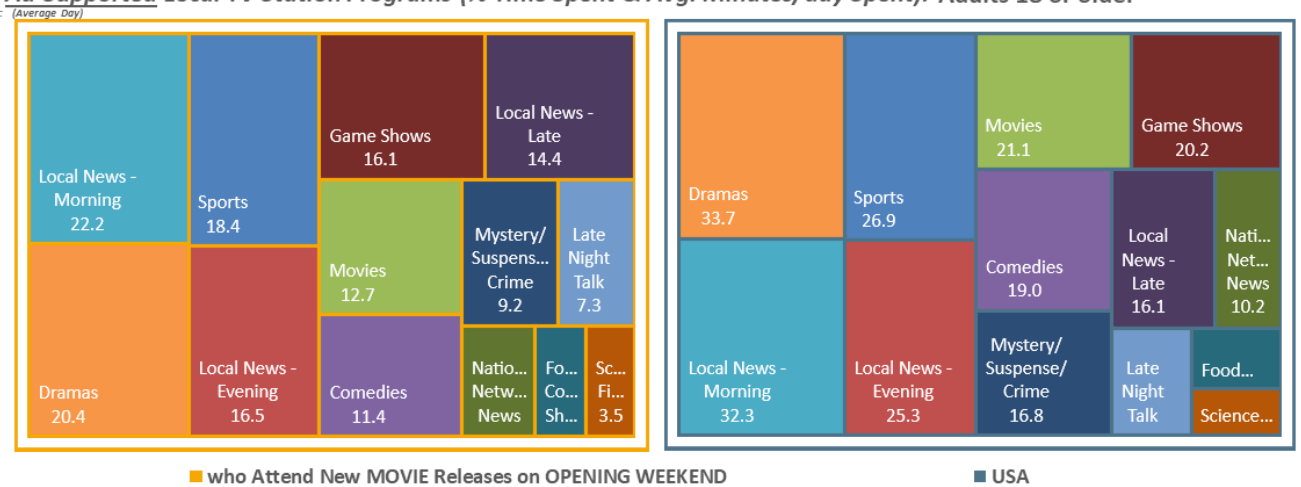
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

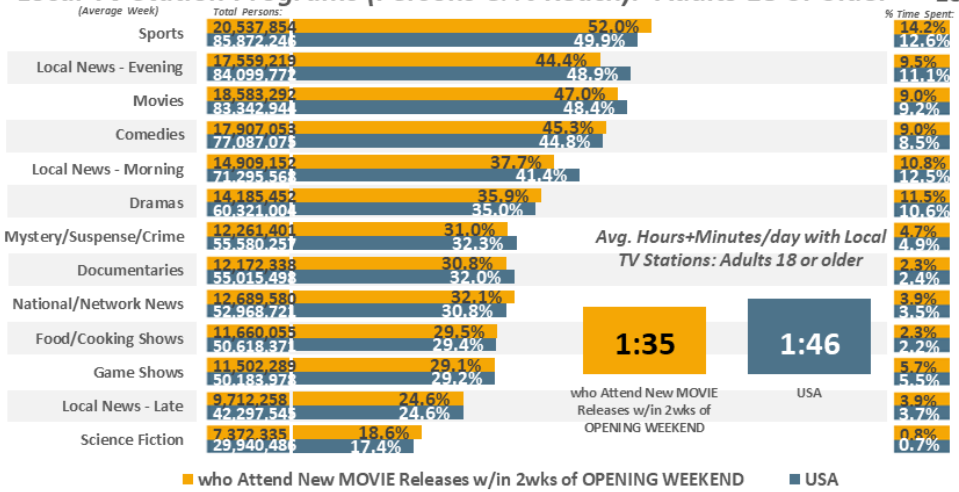
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Movies - when usually seen at a theater past 12 months: Opening weekend

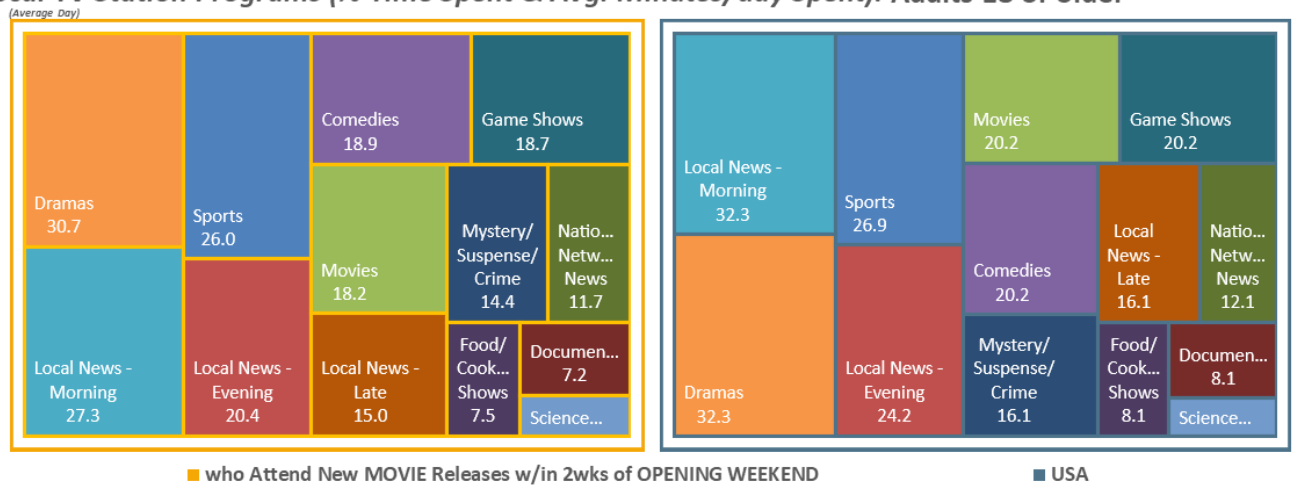
New Movie Release w/in 1ST 2-WEEKS ATTENDERS

39,011,259 or 61.9% of Adults 18 or older who Attend New MOVIE Releases w/in 2wks of OPENING WEEKEND watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Comedies, Local News - Morning, and Dramas.

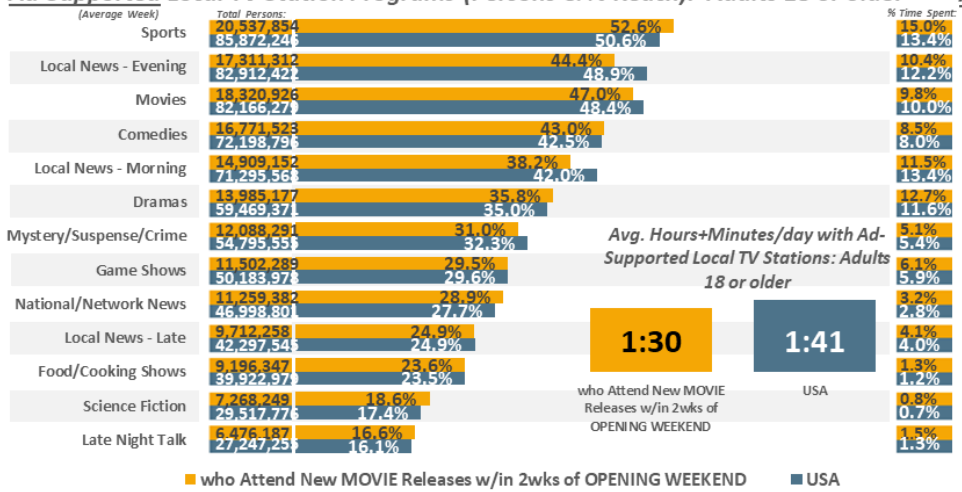
Local TV Station Programs (Persons & % Reach): Adults 18 or older



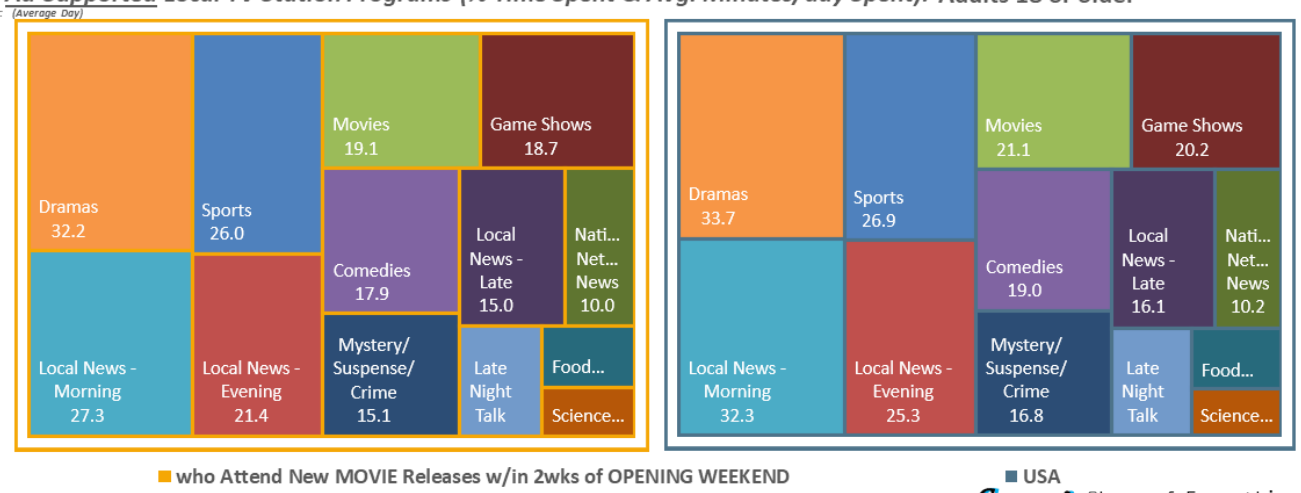
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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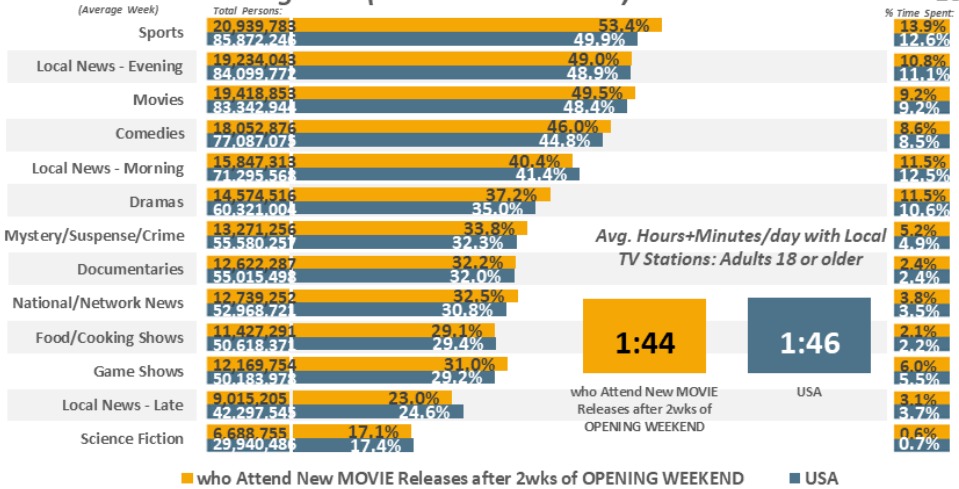
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Movies - when usually seen at a theater past 12 months: After opening weekend, but within first two weeks of opening

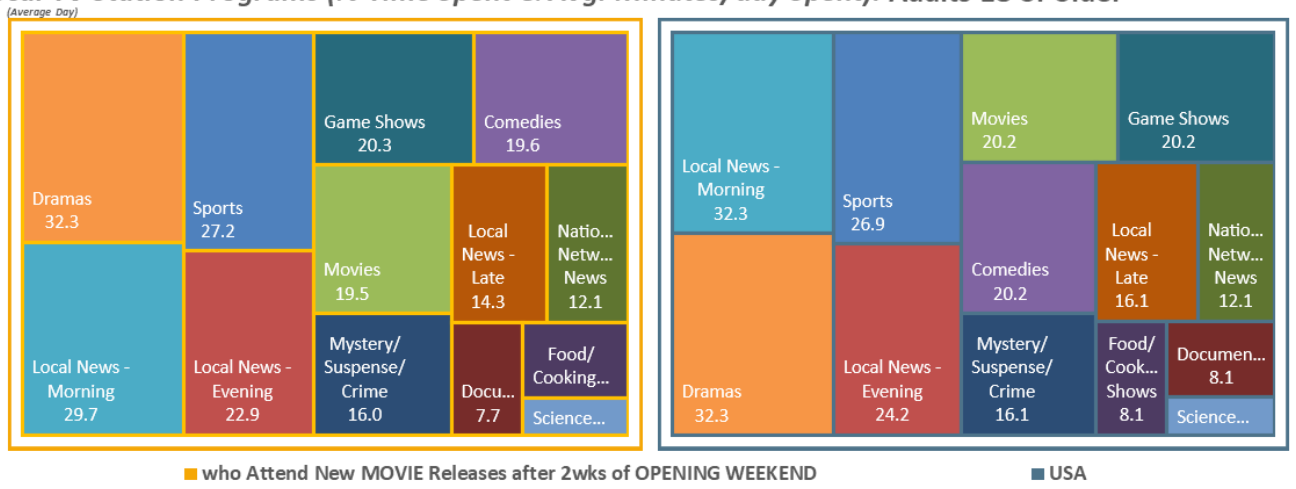
New Movie Release
AFTER 1ST 2-WEEKS ATTENDERS

38,570,107 or 66.1% of Adults 18 or older who Attend New MOVIE Releases after 2wks of OPENING WEEKEND watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Comedies, Local News - Morning, and Dramas.

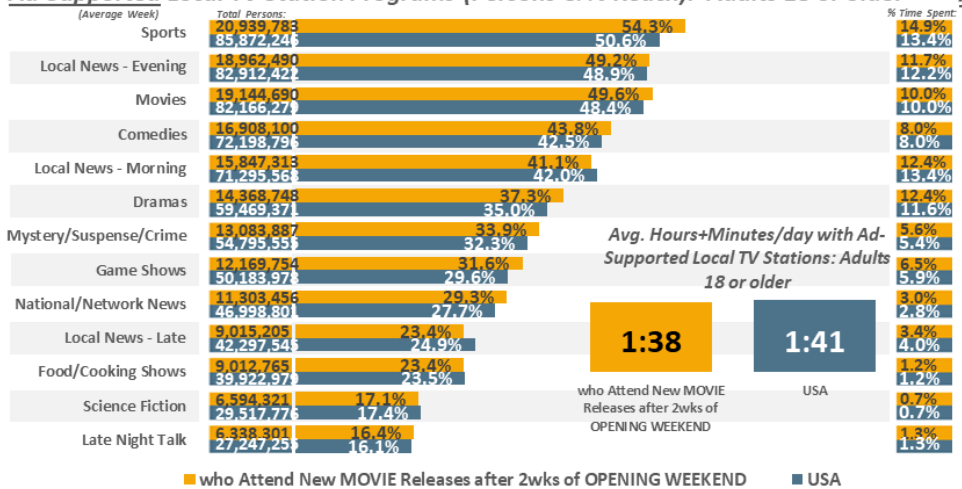
Local TV Station Programs (Persons & % Reach): Adults 18 or older



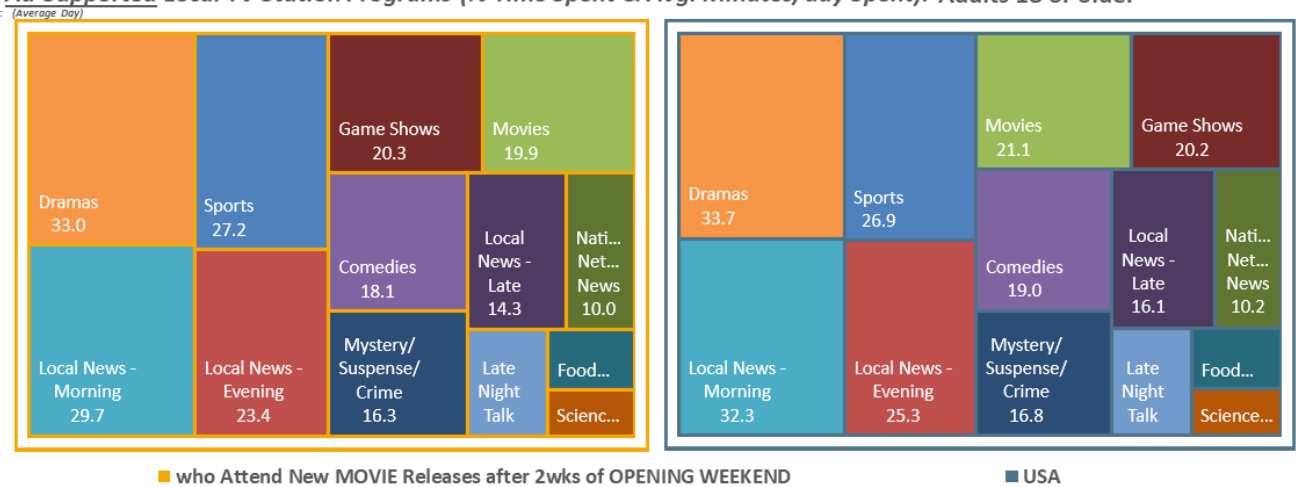
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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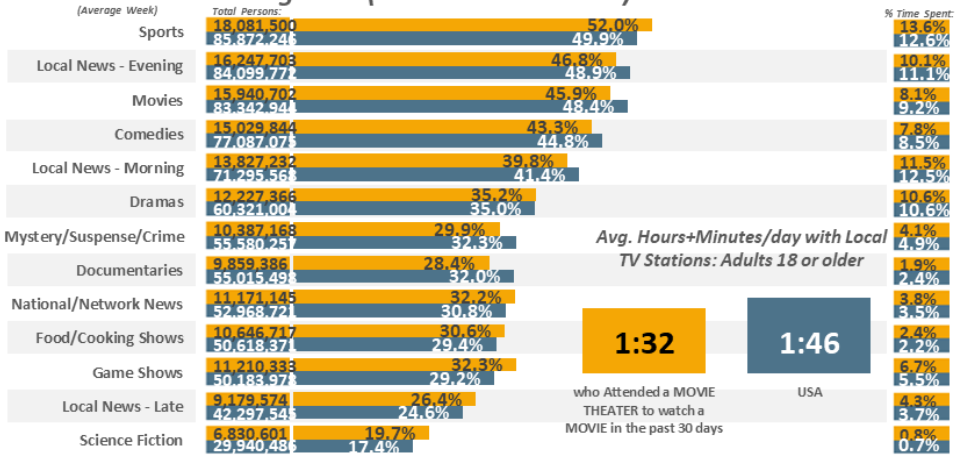
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Movies - when usually seen at a theater past 12 months: After the second week

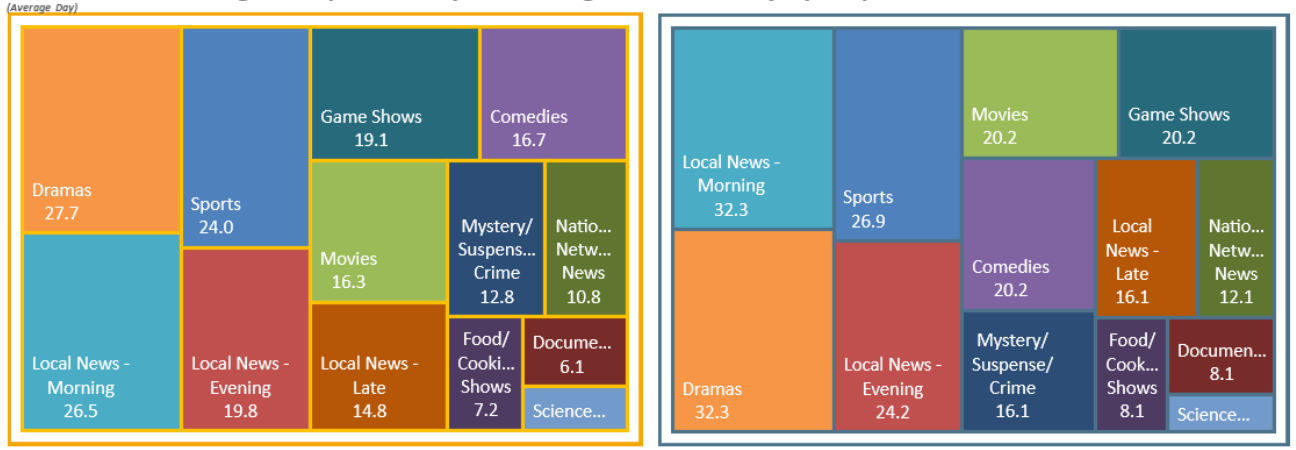
ALL PAST 30-DAYS MOVIE THEATER ATTENDERS

34,184,103 or 64.% of Adults 18 or older who Attended a MOVIE THEATER to watch a MOVIE in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Comedies, Local News - Morning, and Dramas.

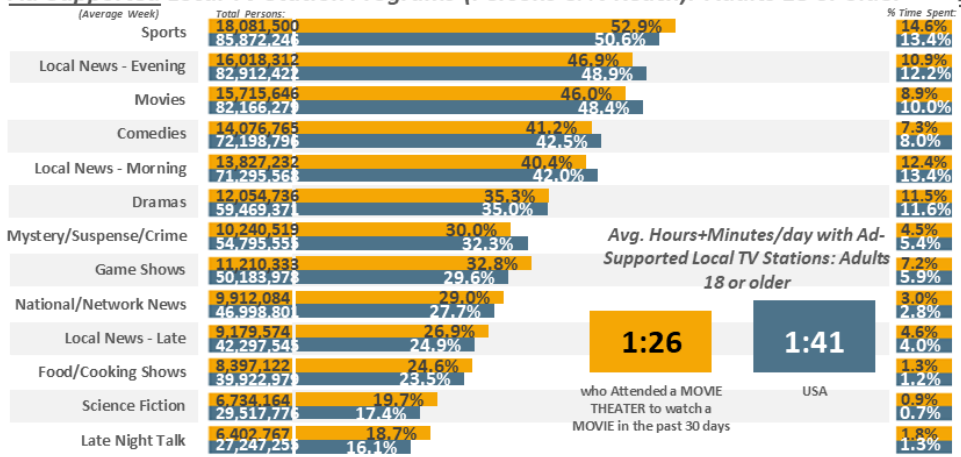
Local TV Station Programs (Persons & % Reach): Adults 18 or older



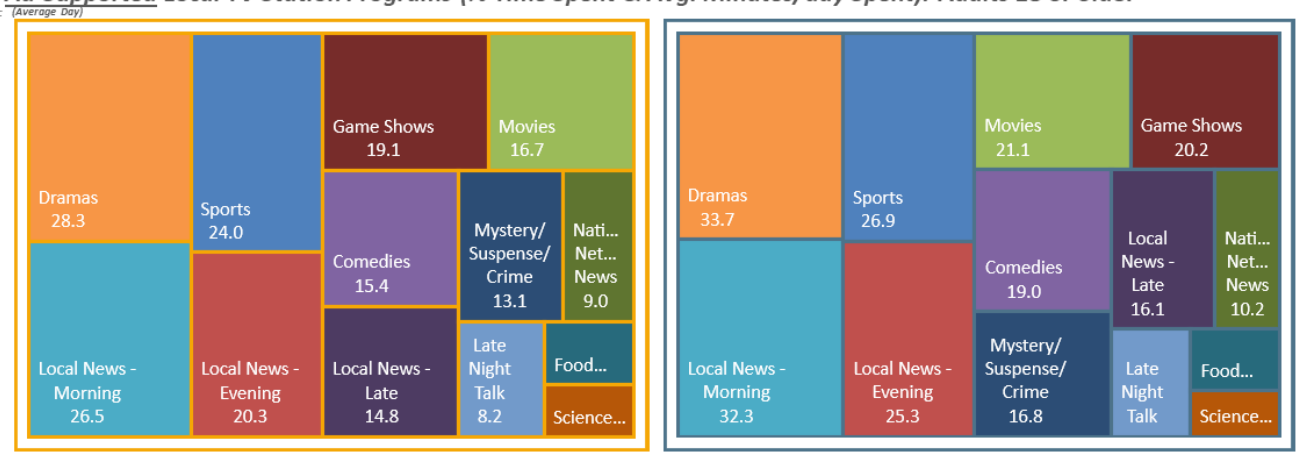
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

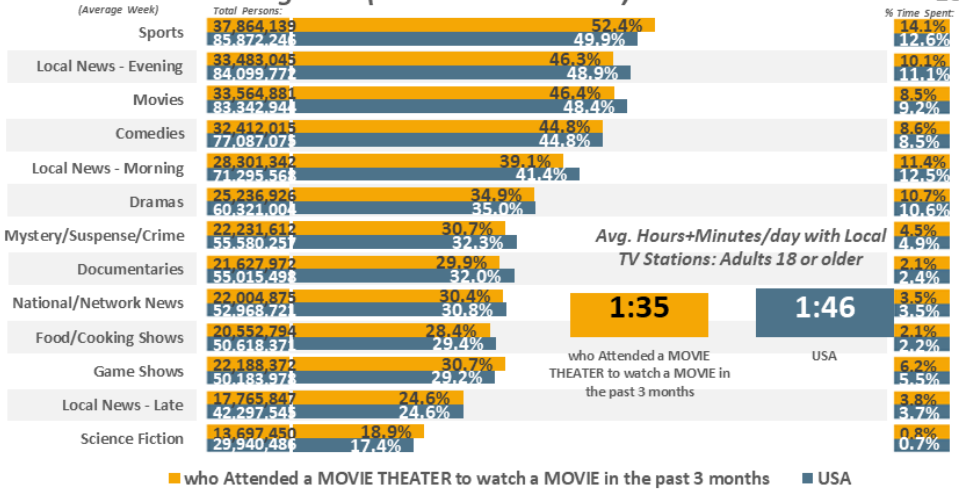
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No. of times attended movie at a theater past 30 days: Any movie attended at a theater past 30 days

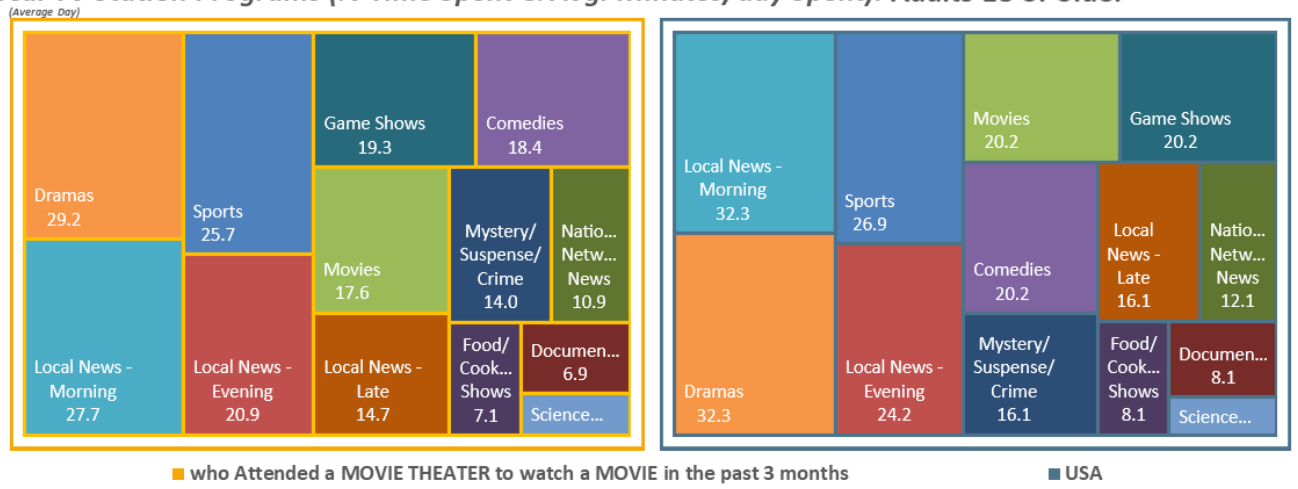
ALL PAST 3-MONTHS MOVIE THEATER ATTENDERS

71,144,456 or 64.5% of Adults 18 or older who Attended a MOVIE THEATER to watch a MOVIE in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Comedies, Local News - Morning, and Dramas.

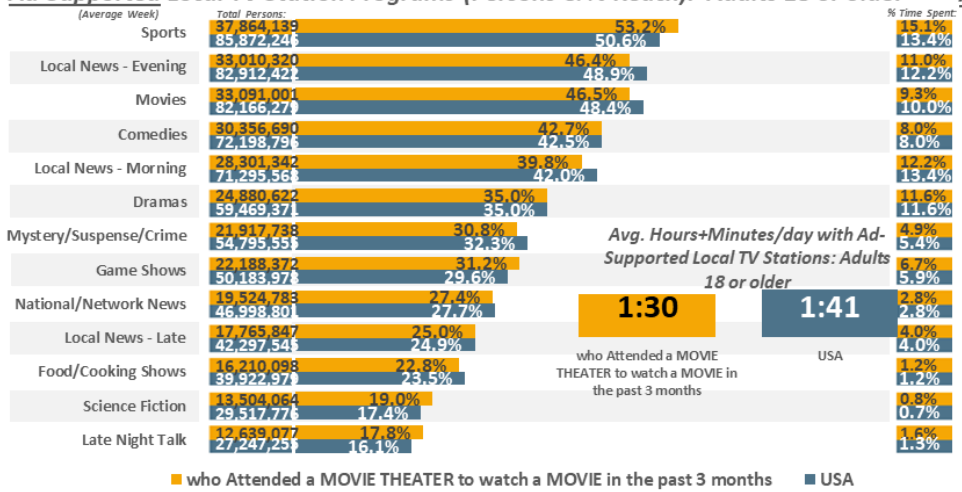
Local TV Station Programs (Persons & % Reach): Adults 18 or older



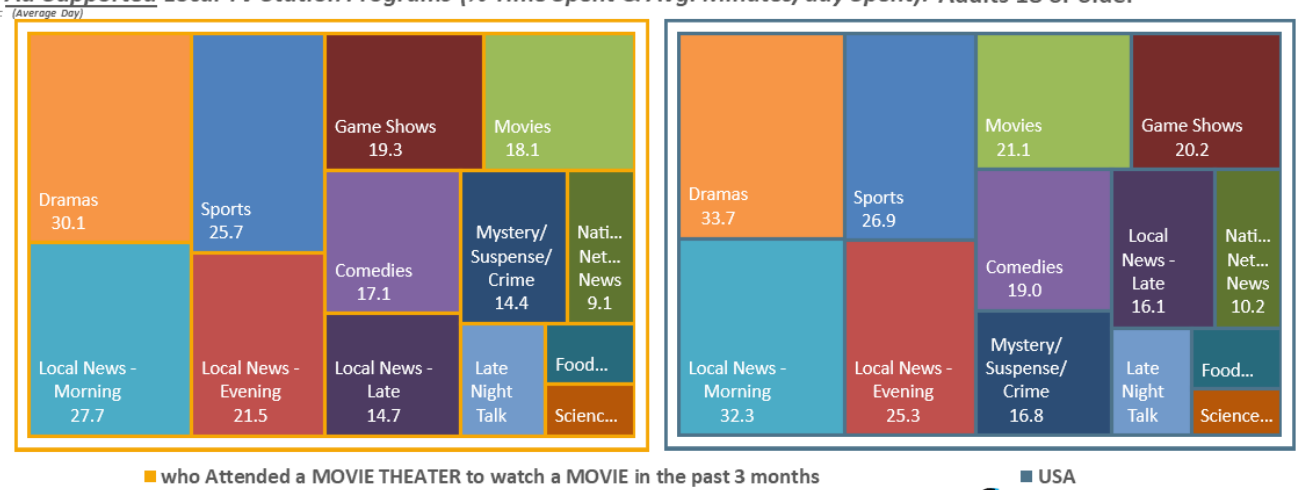
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

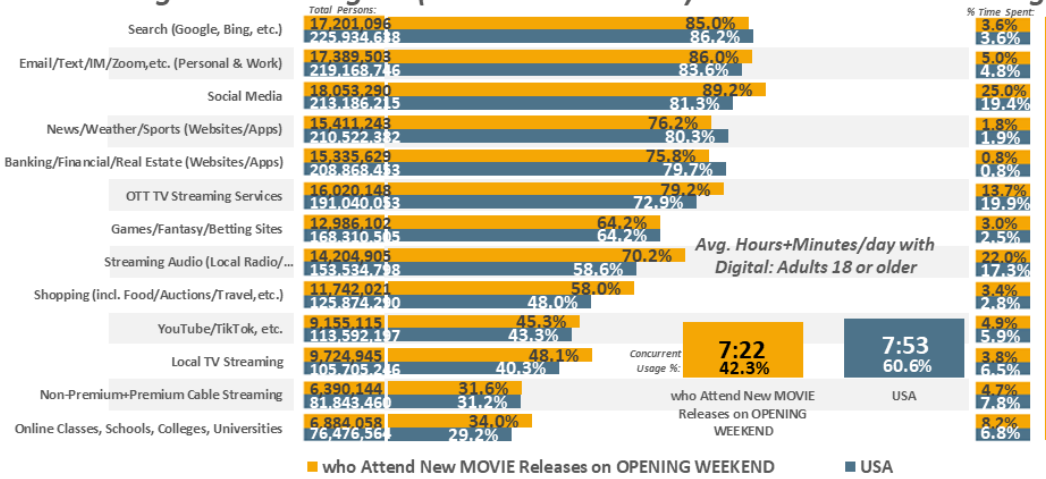
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No. of times attended movie at a theater past 3 months: Any movie attended at a theater past 3 months

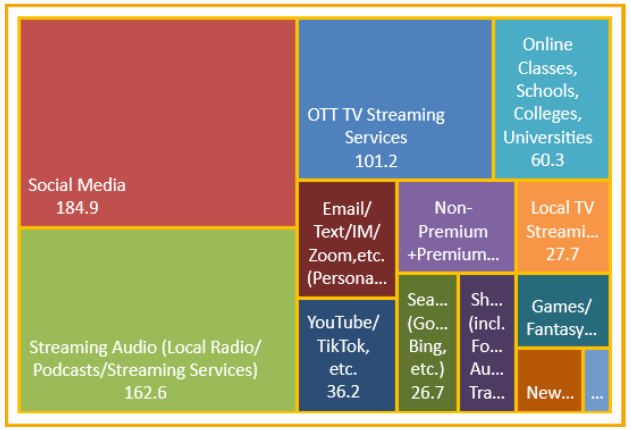
New Movie Release OPENING WEEKEND ATTENDERS

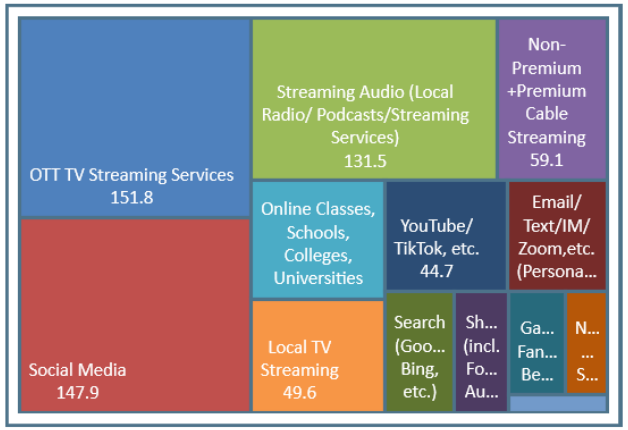
15,659,911 or 77.4% of Adults 18 or older who Attend New MOVIE Releases on OPENING WEEKEND use Ad-Supported Social Media for an average of 170.1 minutes every day representing 30.3% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 18 or older

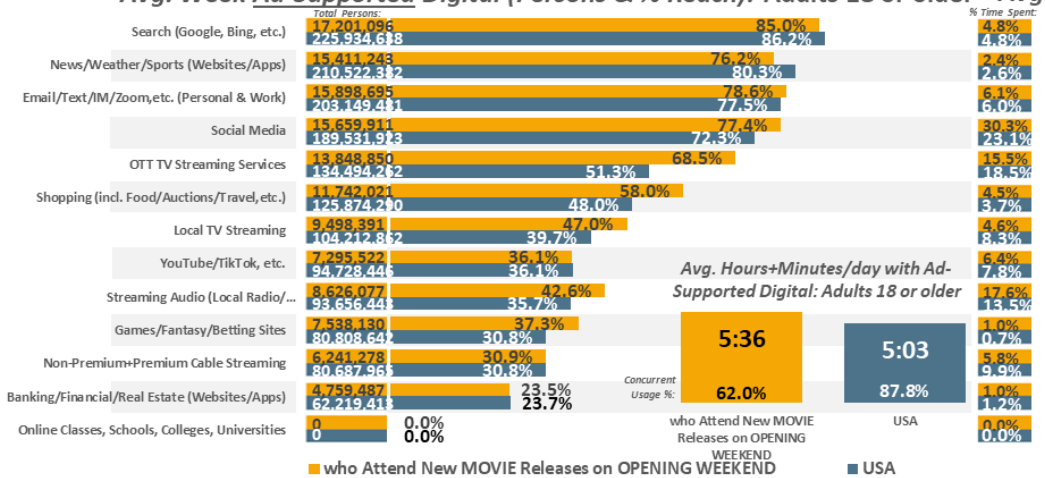


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

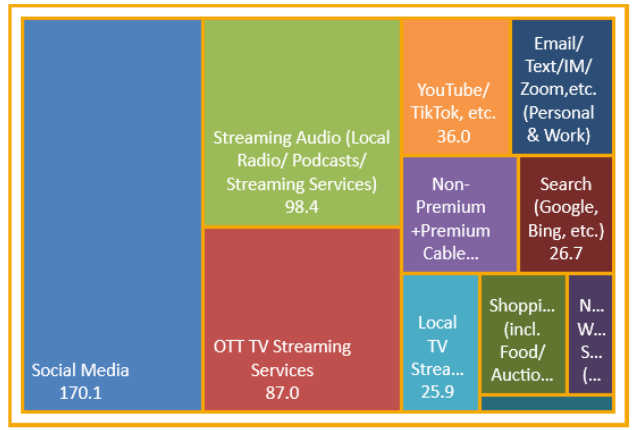


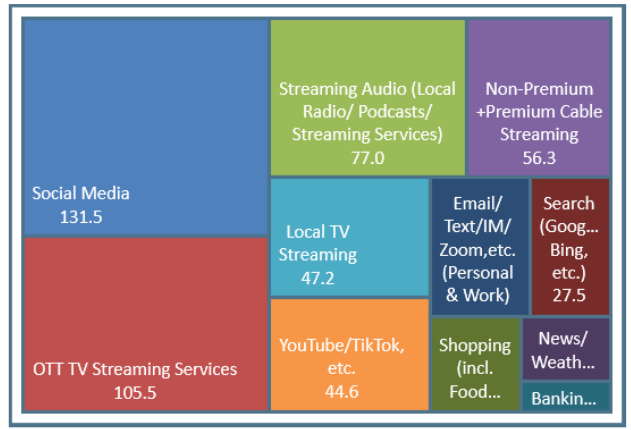


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

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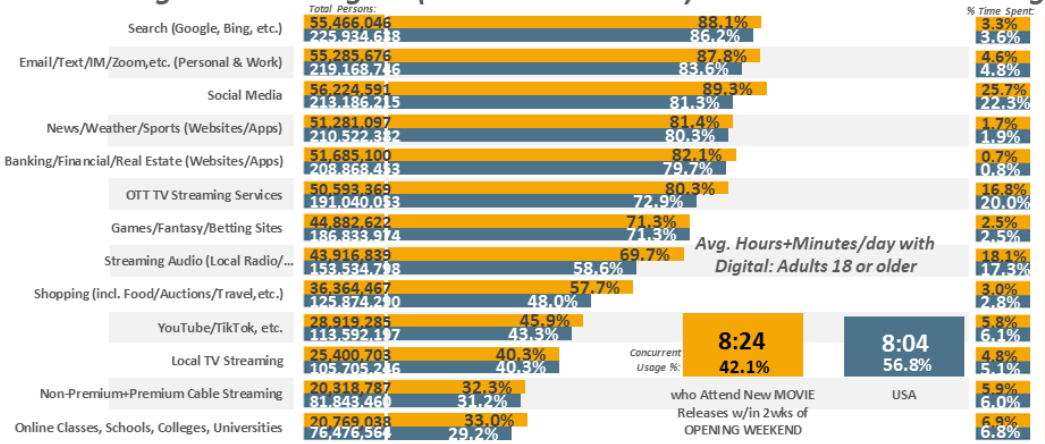
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

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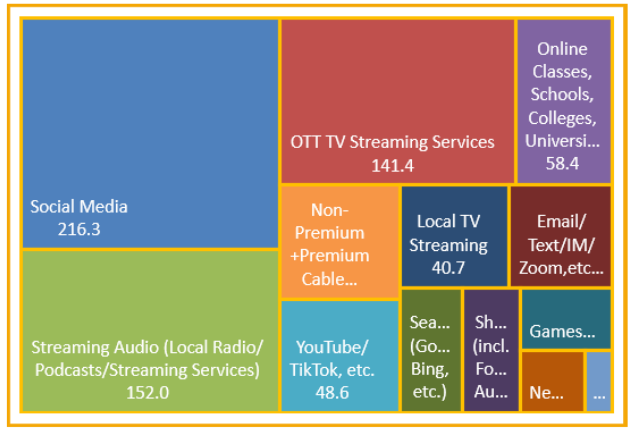
New Movie Release w/in 1ST 2-WEEKS ATTENDERS

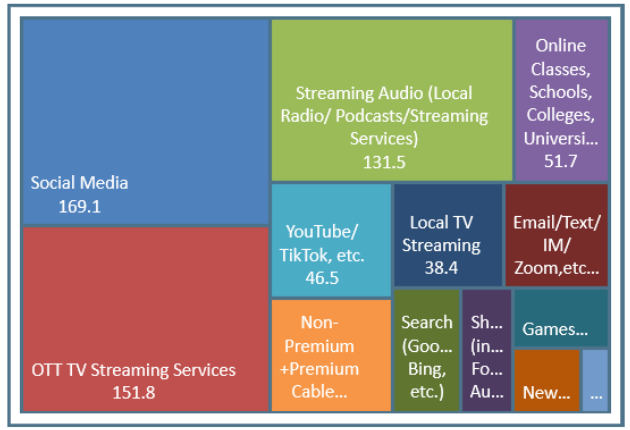
50,394,948 or 80.% of Adults 18 or older who Attend New MOVIE Releases w/in 2wks of OPENING WEEKEND use Ad-Supported Social Media for an average of 199. minutes every day representing 31.4% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 18 or older



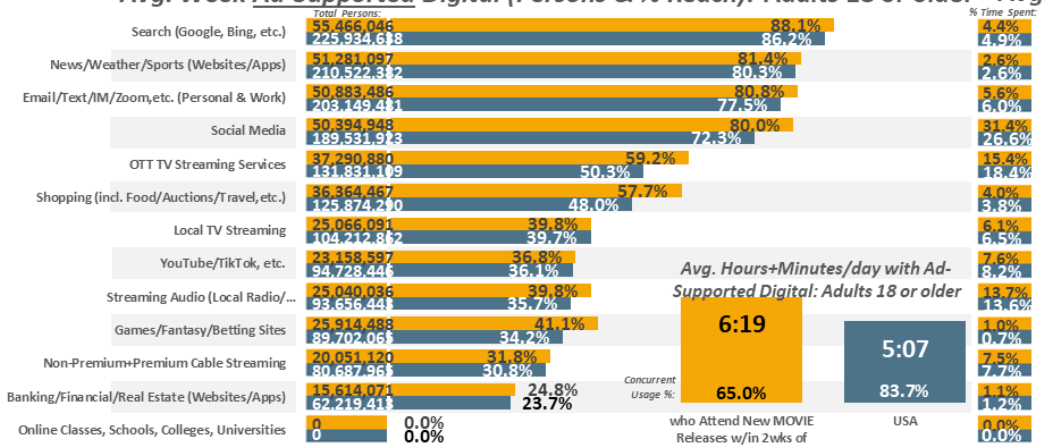
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



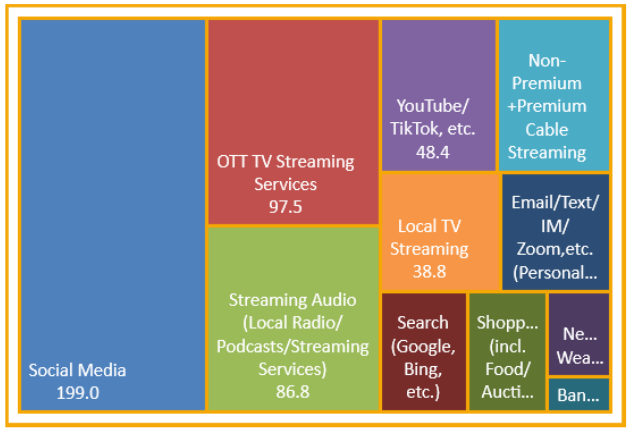


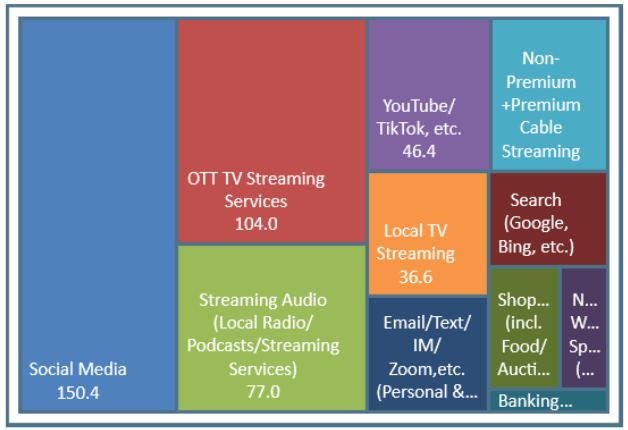
who Attend New MOVIE Releases w/in 2wks of OPENING WEEKEND ■ USA

Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





who Attend New MOVIE Releases w/in 2wks of OPENING WEEKEND ■ USA

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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

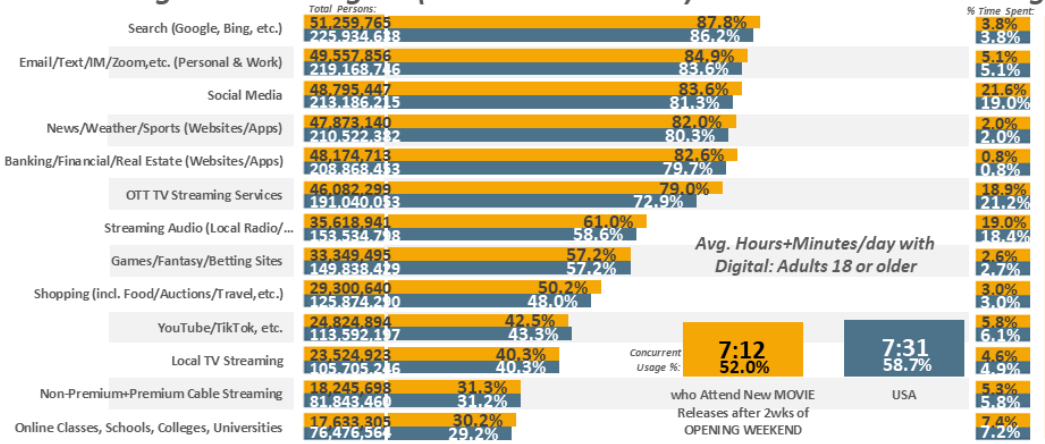
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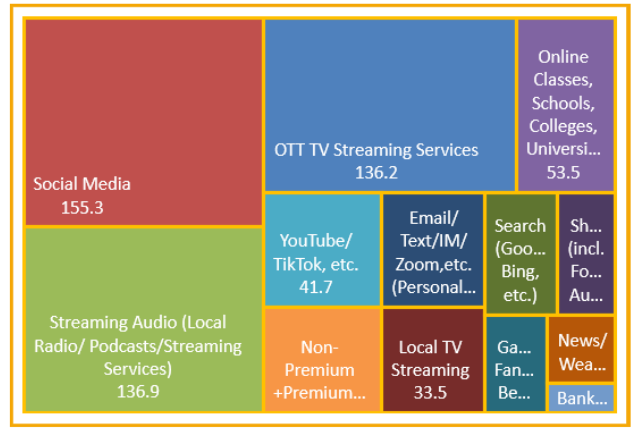
Movies - when usually seen at a theater past 12 months: After opening weekend, but within first two weeks of opening

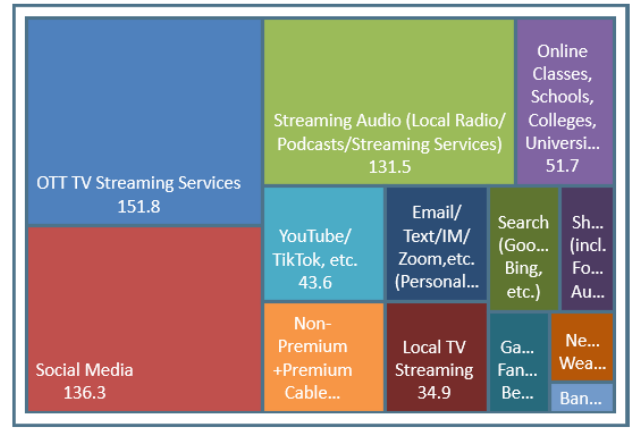
New Movie Release
AFTER 1ST 2-WEEKS ATTENDERS

43,995,913 or 75.4% of Adults 18 or older who Attend New MOVIE Releases after 2wks of OPENING WEEKEND use Ad-Supported Social Media for an average of 142.9 minutes every day representing 26.5% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 18 or older

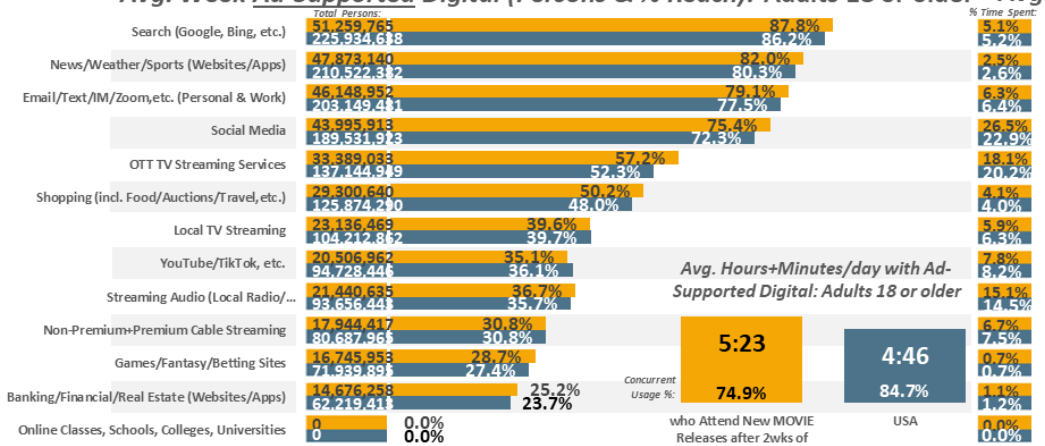


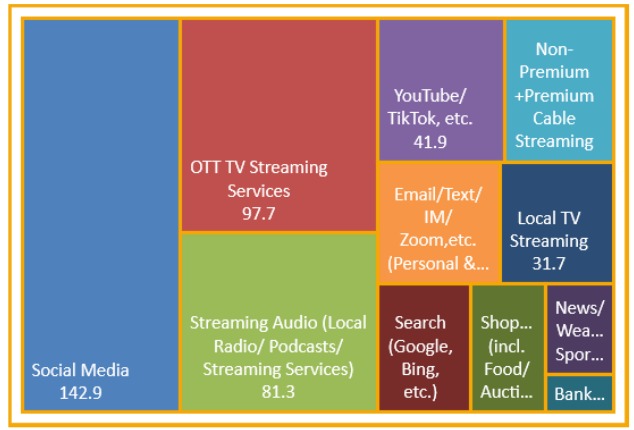


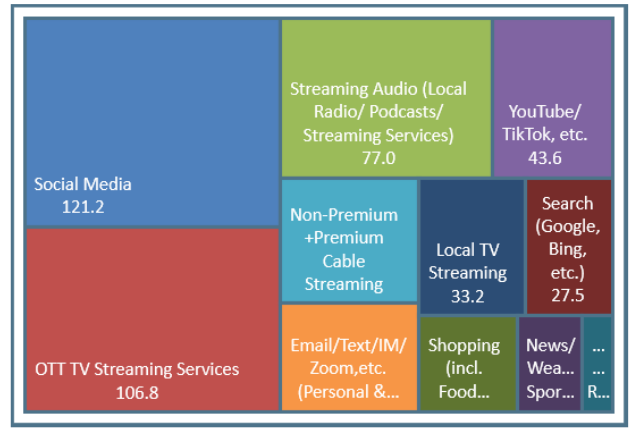


■ who Attend New MOVIE Releases after 2wks of OPENING WEEKEND ■ USA

Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older







■ who Attend New MOVIE Releases after 2wks of OPENING WEEKEND ■ USA

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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

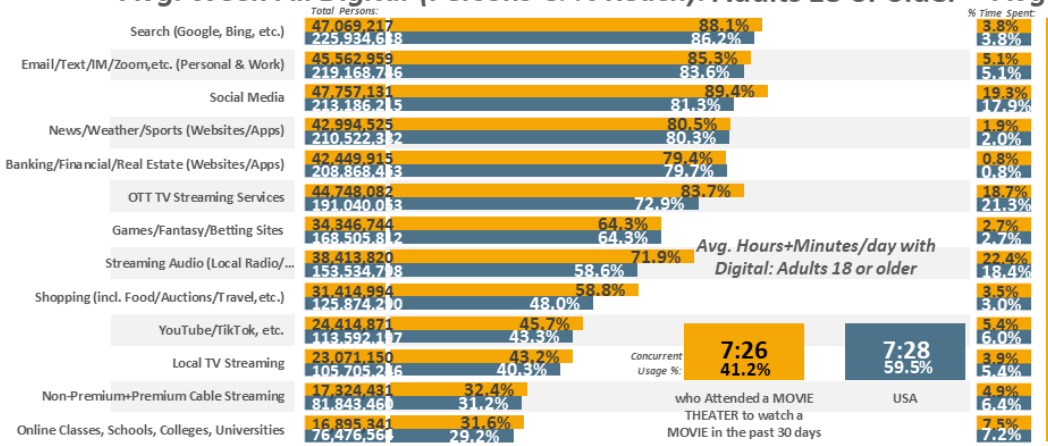
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Movies - when usually seen at a theater past 12 months: After the second week

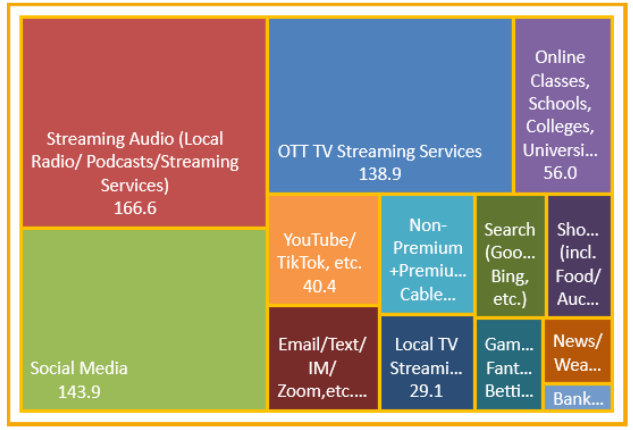
ALL PAST 30-DAYS MOVIE THEATER ATTENDERS

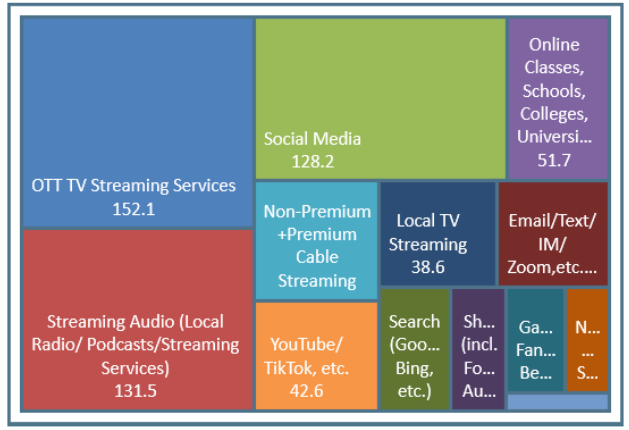
42,989,024 or 80.4% of Adults 18 or older who Attended a MOVIE THEATER to watch a MOVIE in the past 30 days use Ad-Supported Social Media for an average of 132.4 minutes every day representing 23.9% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 18 or older



Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

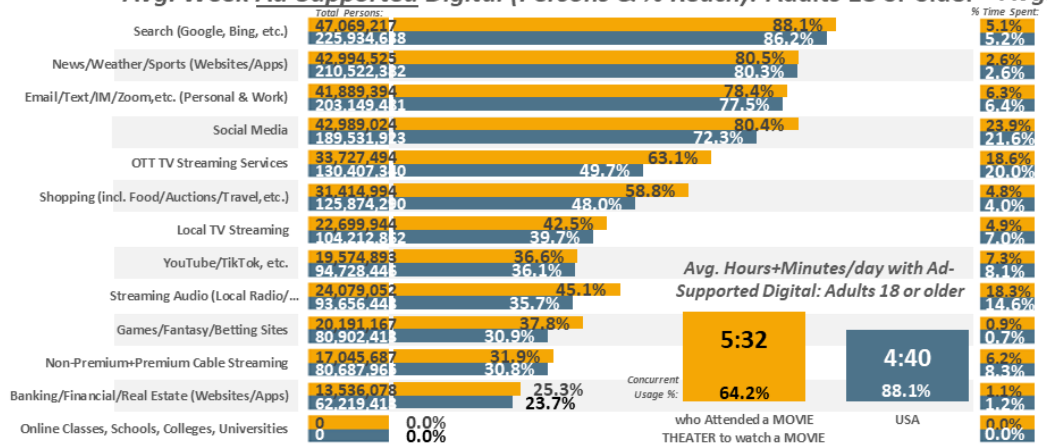




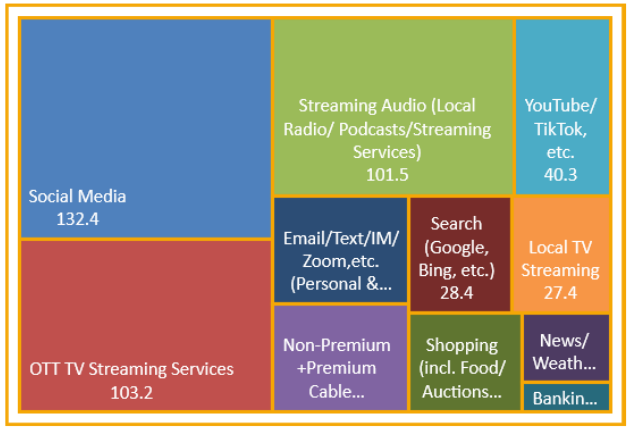
■ who Attended a MOVIE THEATER to watch a MOVIE in the past 30 days ■ USA

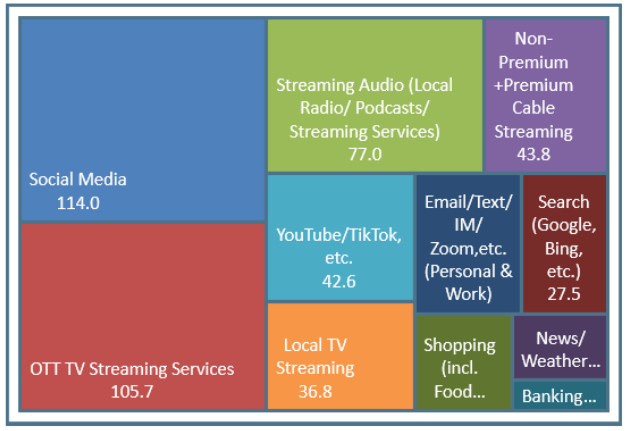
■ who Attended a MOVIE THEATER to watch a MOVIE in the past 30 days ■ USA

Avg. Week <u>Ad-Supported</u> Digital (Persons & % Reach): Adults 18 or older



Avg. Day <u>Ad-Supported</u> Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





■ who Attended a MOVIE THEATER to watch a MOVIE in the past 30 days ■ USA

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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

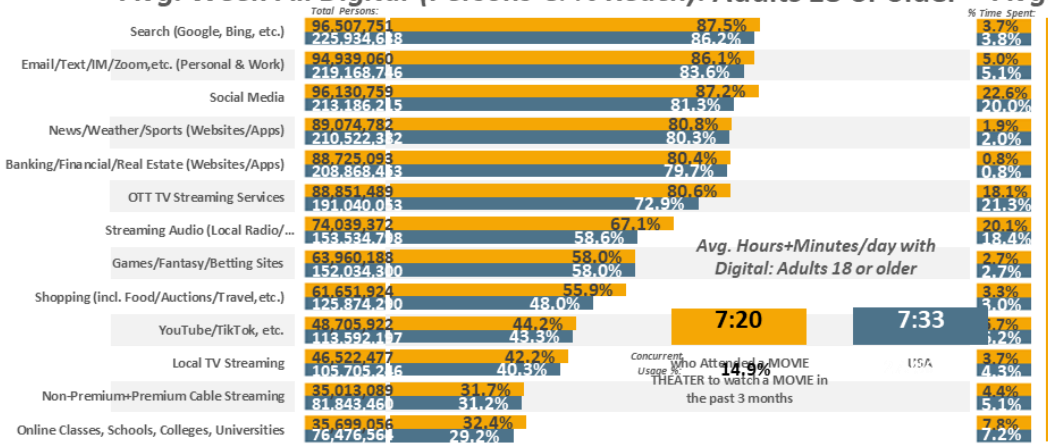
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No. of times attended movie at a theater past 30 days: Any movie attended at a theater past 30 days

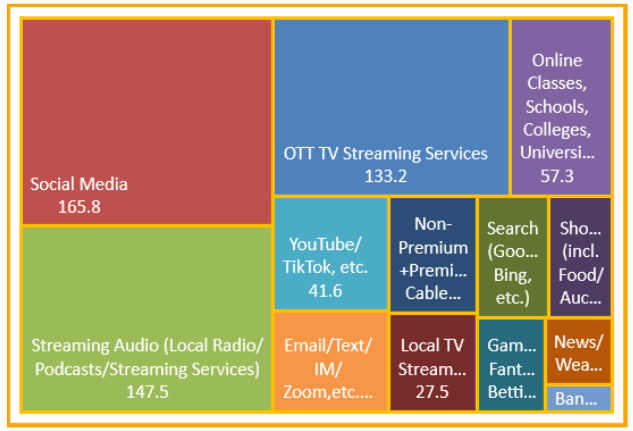
ALL PAST 3-MONTHS MOVIE THEATER ATTENDERS

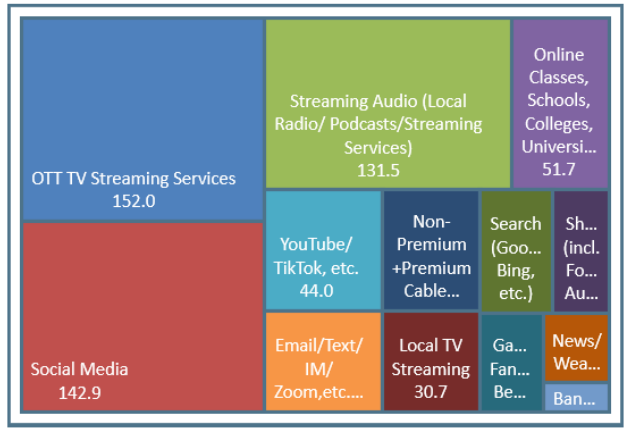
85,970,270 or 77.9% of Adults 18 or older who Attended a MOVIE THEATER to watch a MOVIE in the past 3 months use Ad-Supported Social Media for an average of 148.3 minutes every day representing 27.3% of all time spent daily with Ad-Supported Digital Media

Avg. Week All Digital (Persons & % Reach): Adults 18 or older

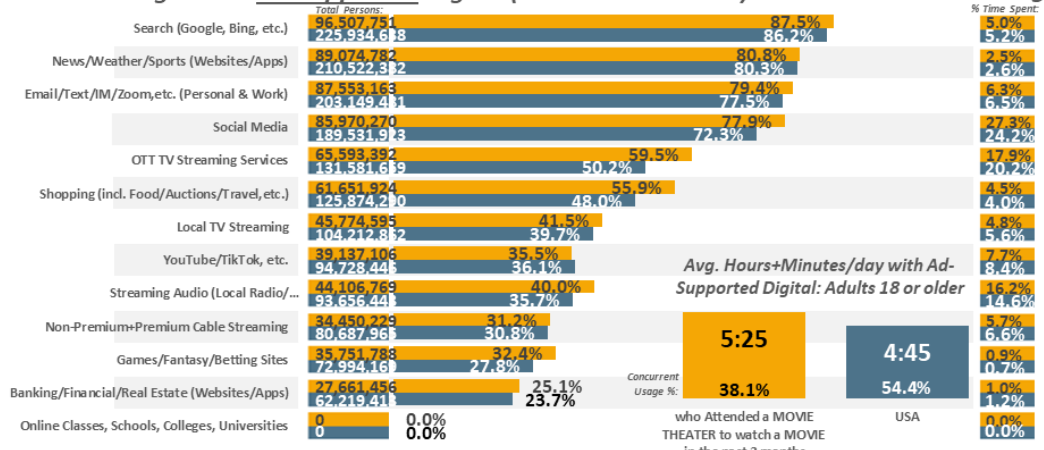


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

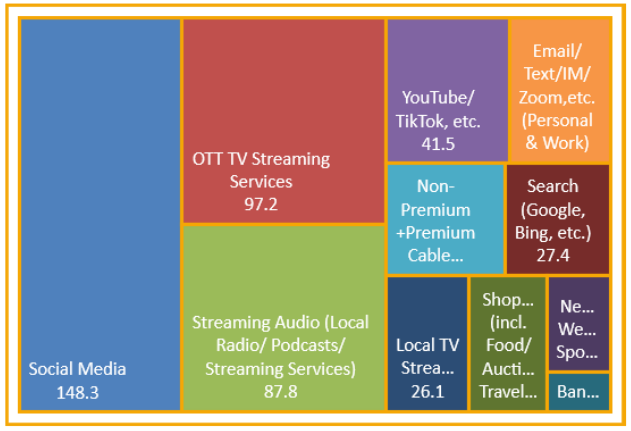


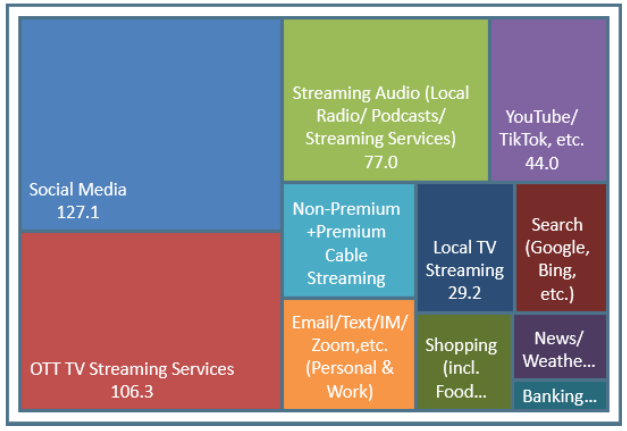


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





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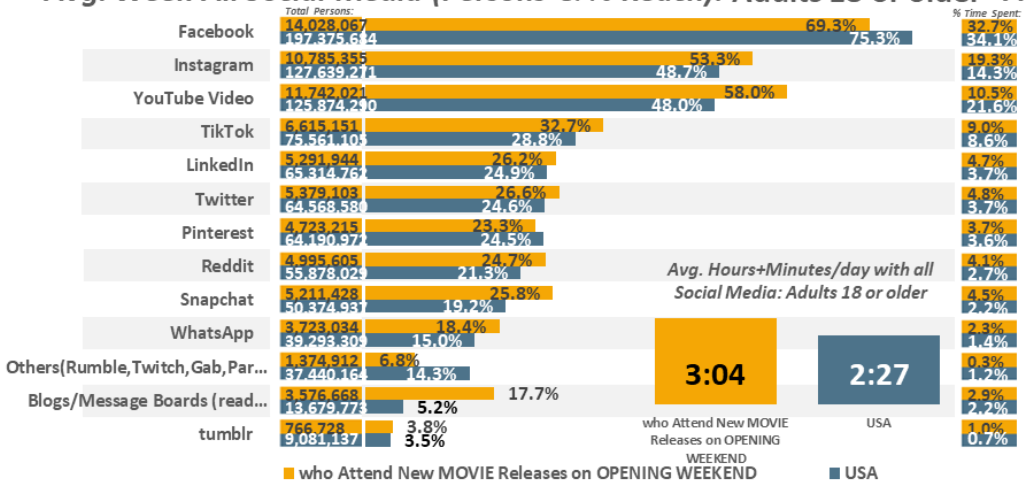
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No. of times attended movie at a theater past 3 months: Any movie attended at a theater past 3 months

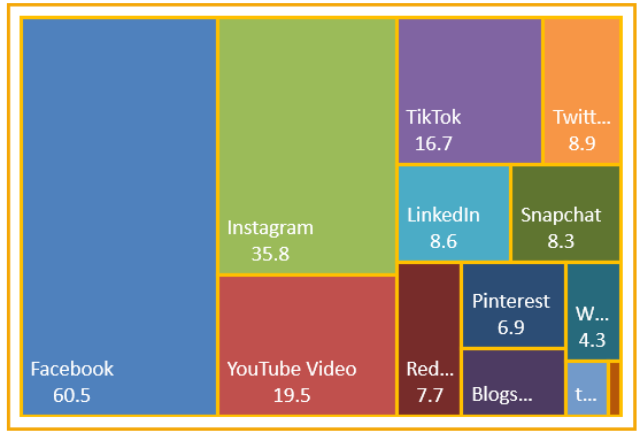
New Movie Release OPENING WEEKEND ATTENDERS

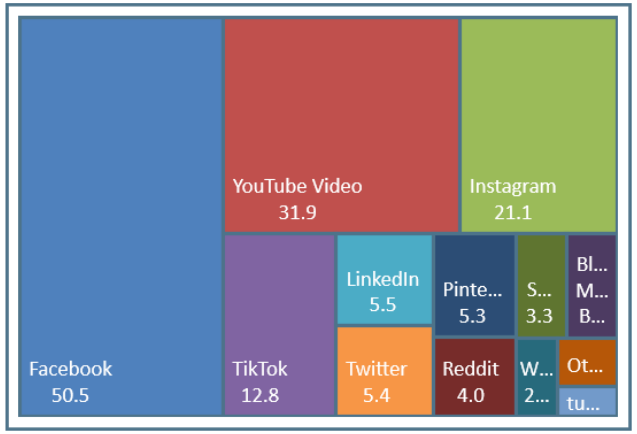
14,028,067 or 69.3% of Adults 18 or older who Attend New MOVIE Releases on OPENING WEEKEND use Ad-Supported Facebook for an average of 57.8 minutes every day representing 36.1% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 18 or older

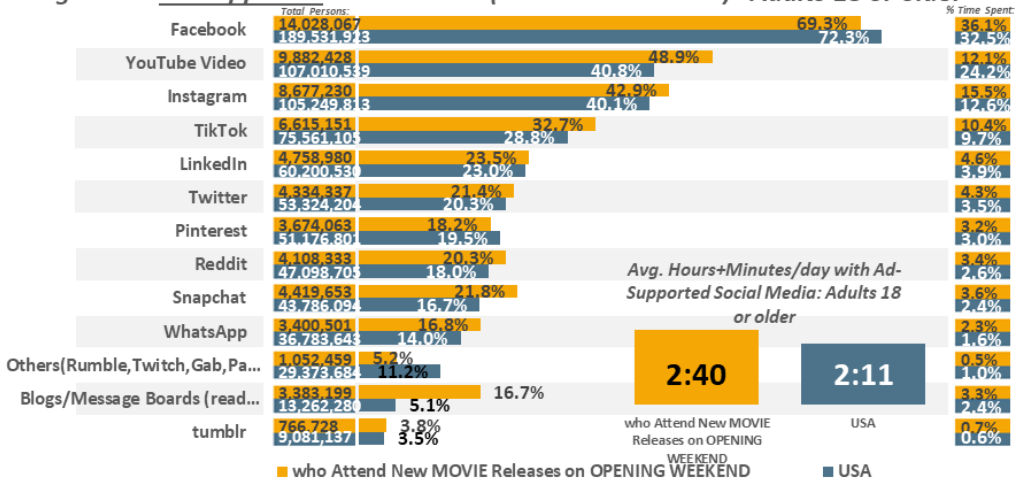


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

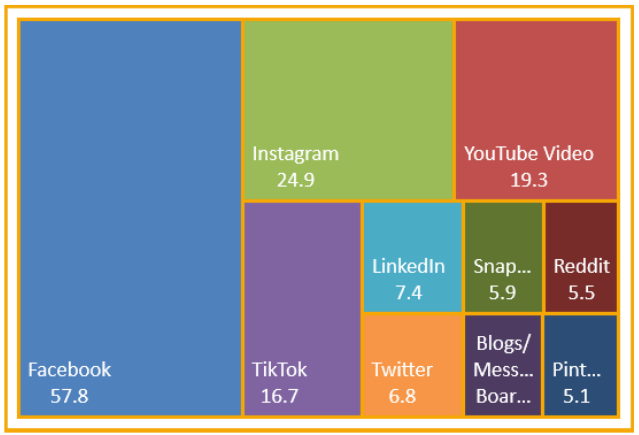


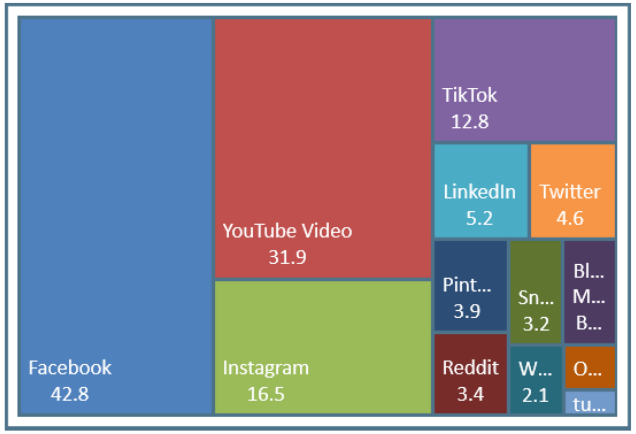


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





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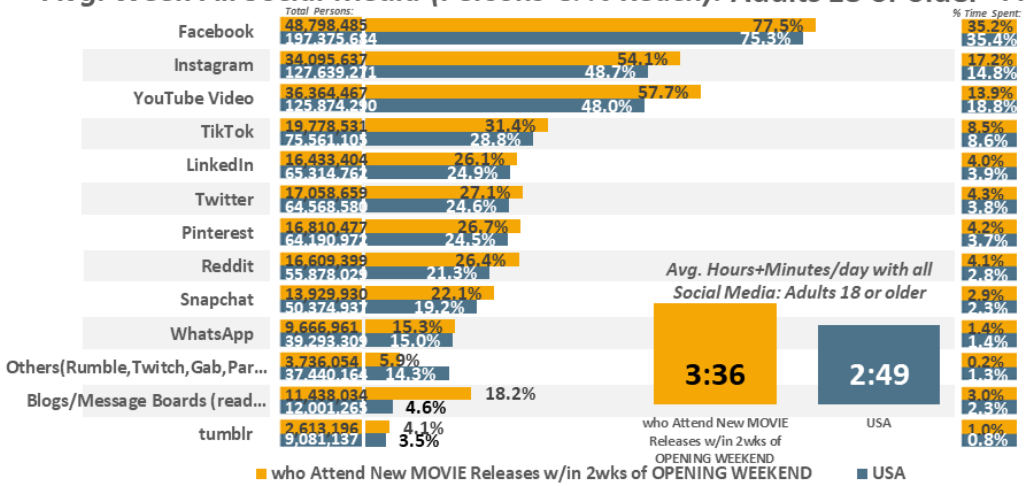
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Movies - when usually seen at a theater past 12 months: Opening weekend

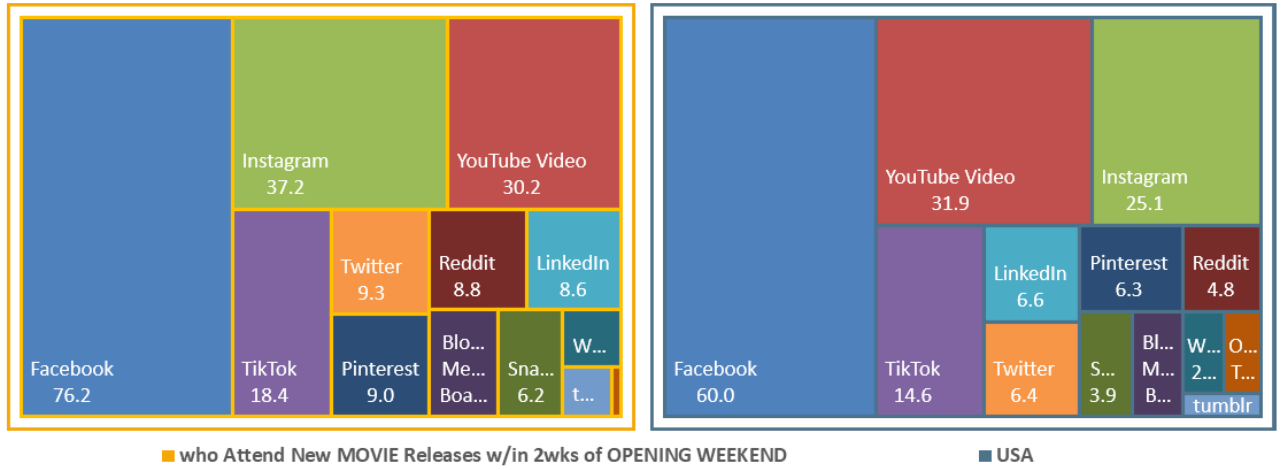
New Movie Release w/in 1ST 2-WEEKS ATTENDERS

48,798,485 or 77.5% of Adults 18 or older who Attend New MOVIE Releases w/in 2wks of OPENING WEEKEND use Ad-Supported Facebook for an average of 71.5 minutes every day representing 36.9% of all time spent daily with Ad-Supported Social Media.

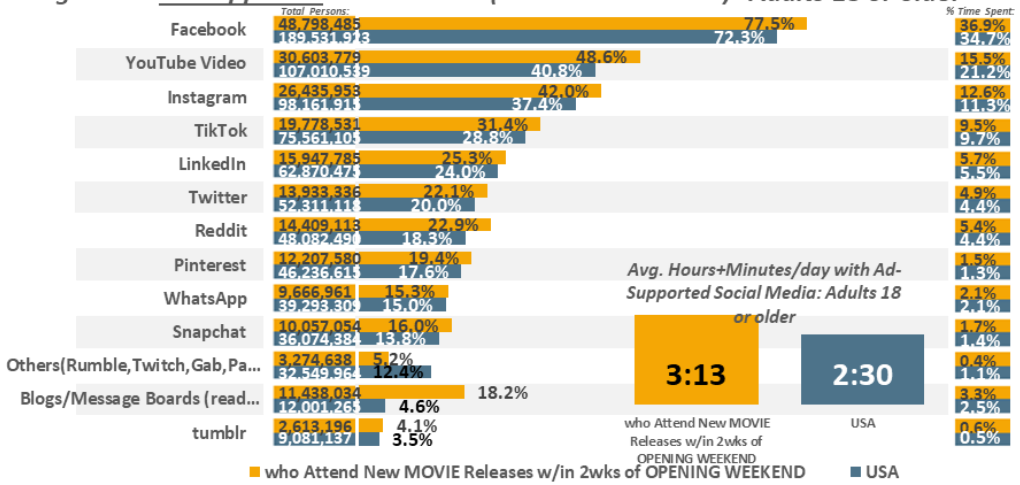
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



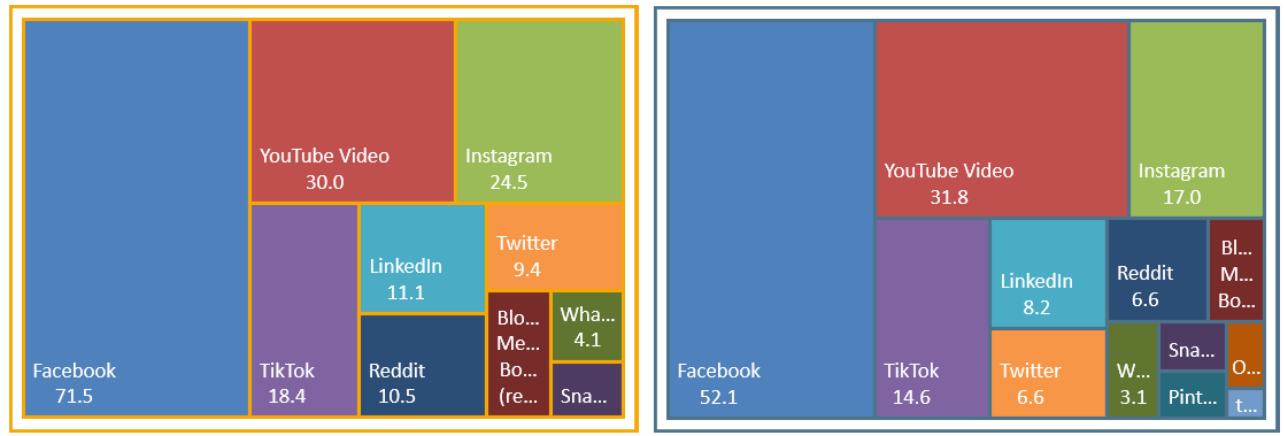
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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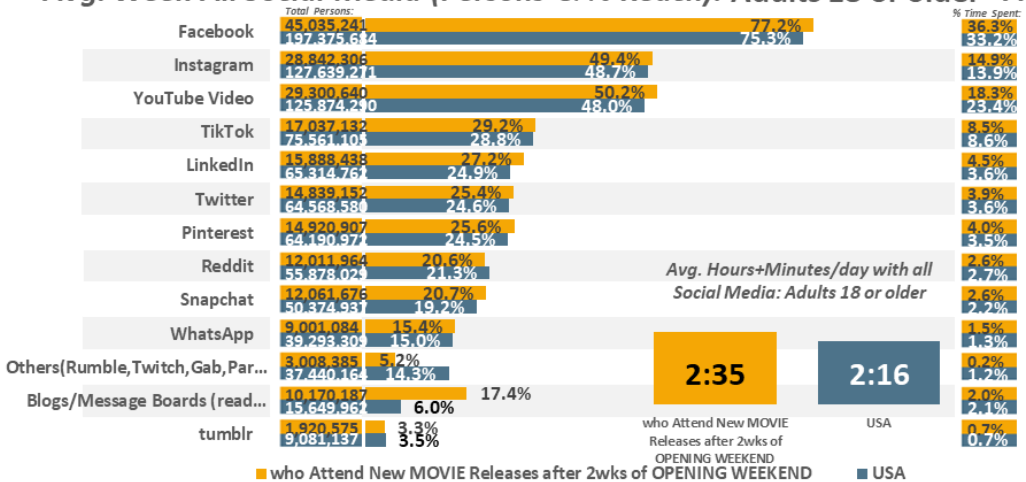
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Movies - when usually seen at a theater past 12 months: After opening weekend, but within first two weeks of opening

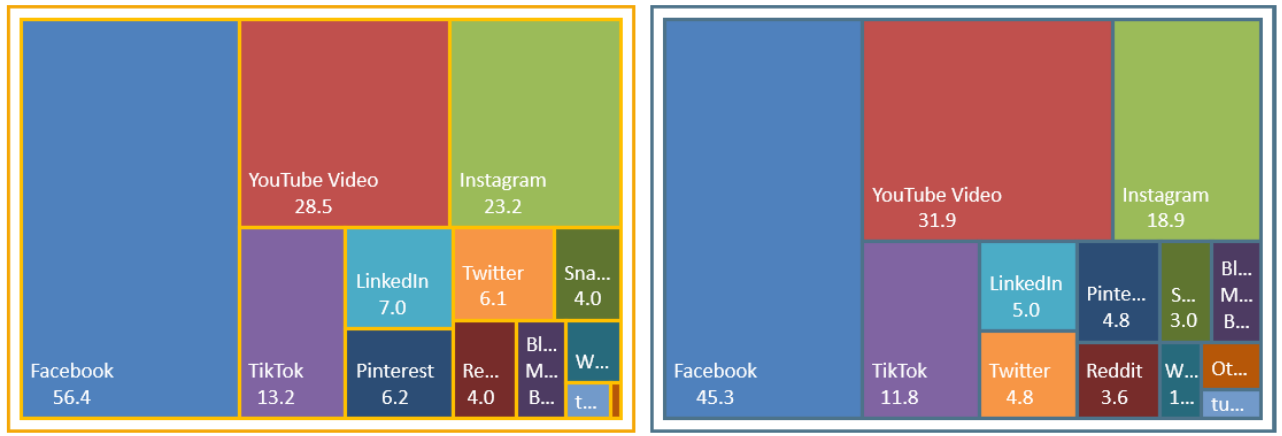
New Movie Release AFTER 1ST 2-WEEKS ATTENDERS

43,995,913 or 75.4% of Adults 18 or older who Attend New MOVIE Releases after 2wks of OPENING WEEKEND use Ad-Supported Facebook for an average of 47.6 minutes every day representing 34.% of all time spent daily with Ad-Supported Social Media.

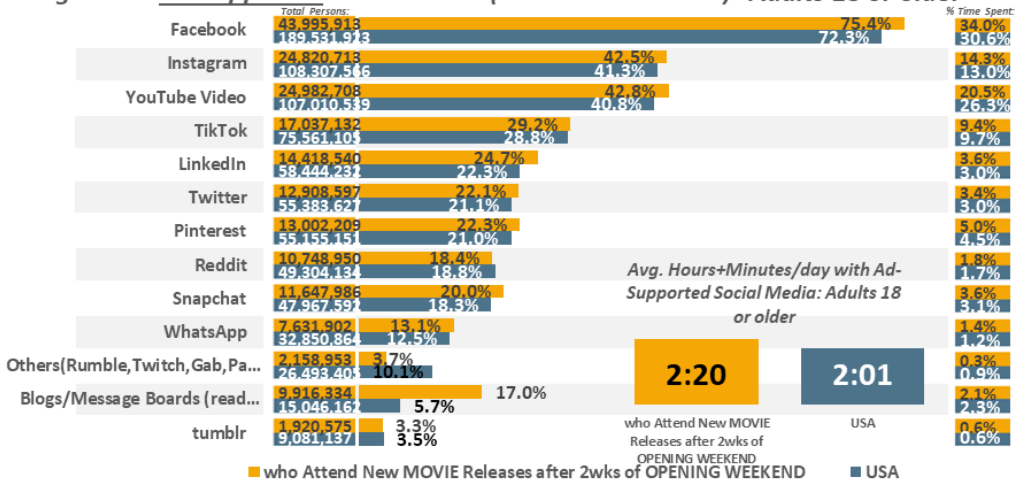
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



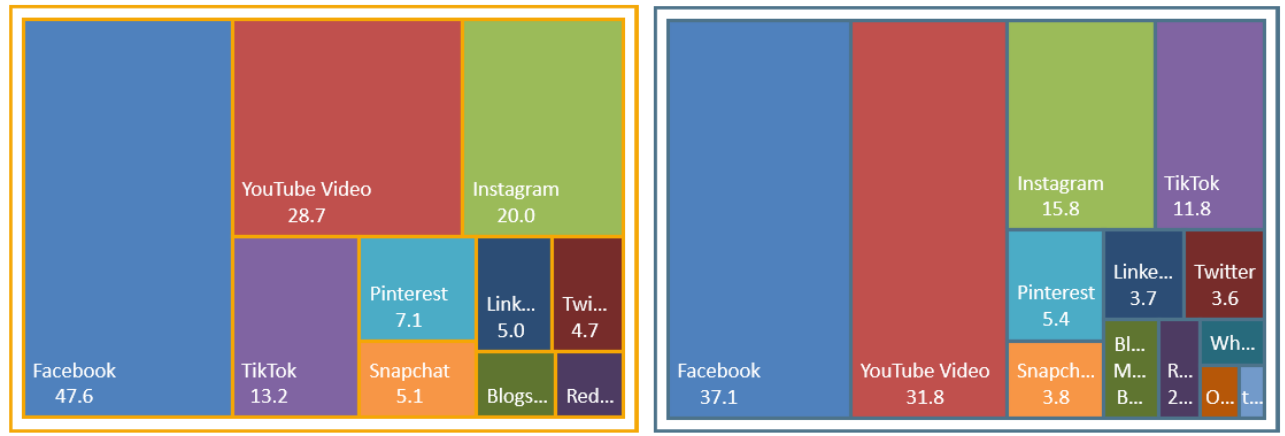
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

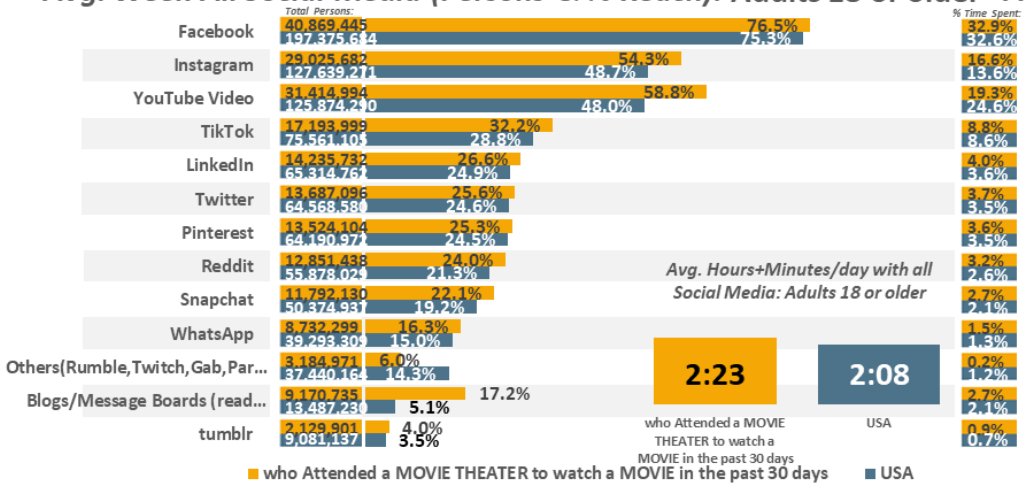
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Movies - when usually seen at a theater past 12 months: After the second week

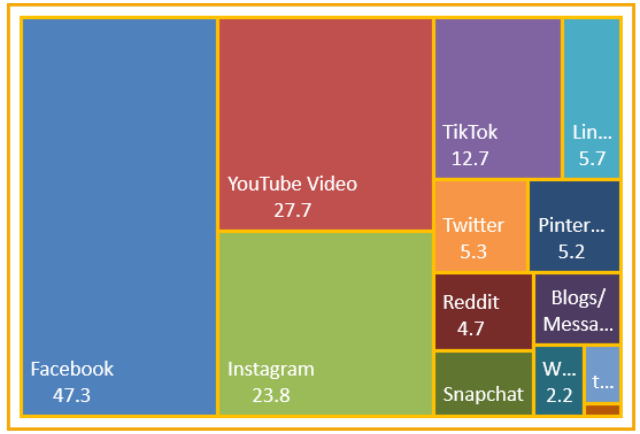
ALL PAST 30-DAYS MOVIE THEATER ATTENDERS

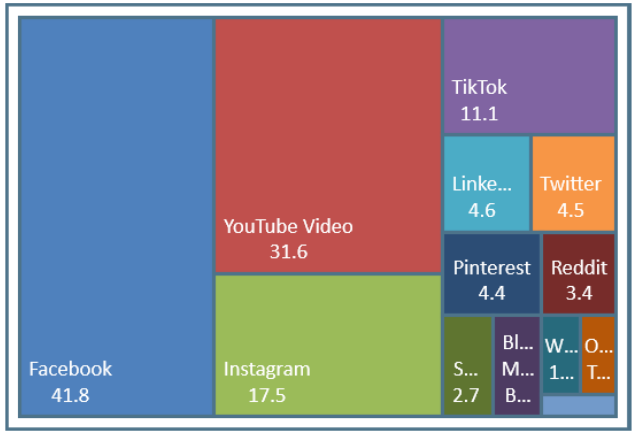
40,869,445 or 76.5% of Adults 18 or older who Attended a MOVIE THEATER to watch a MOVIE in the past 30 days use Ad-Supported Facebook for an average of 42.7 minutes every day representing 33.4% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 18 or older

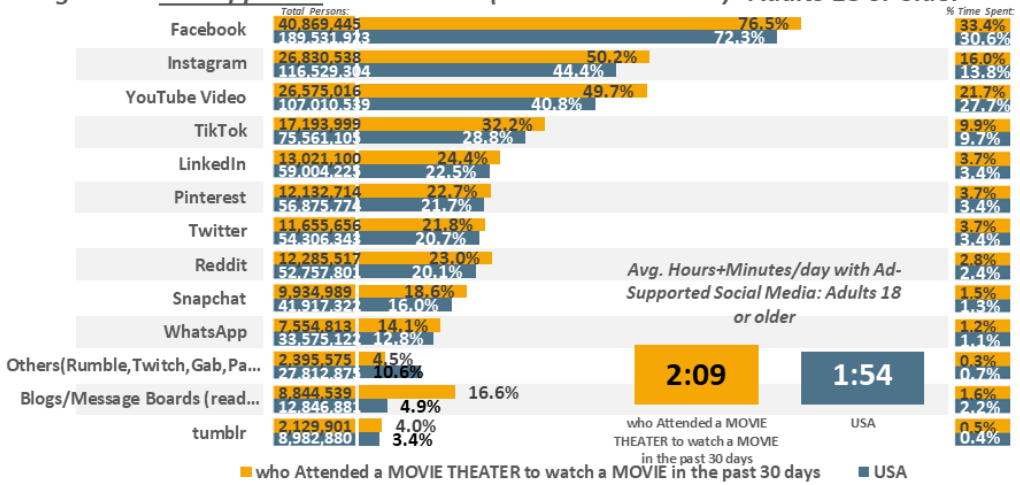


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

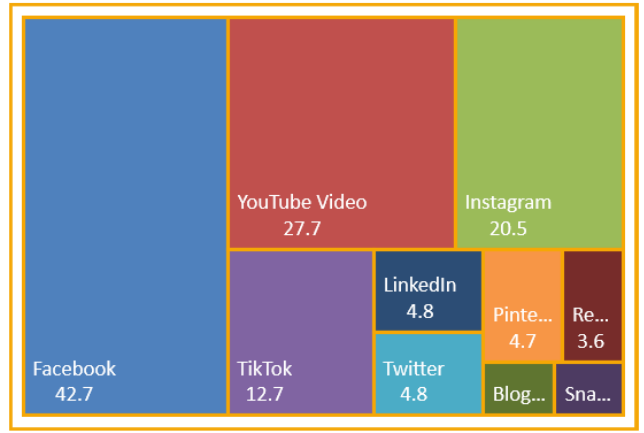


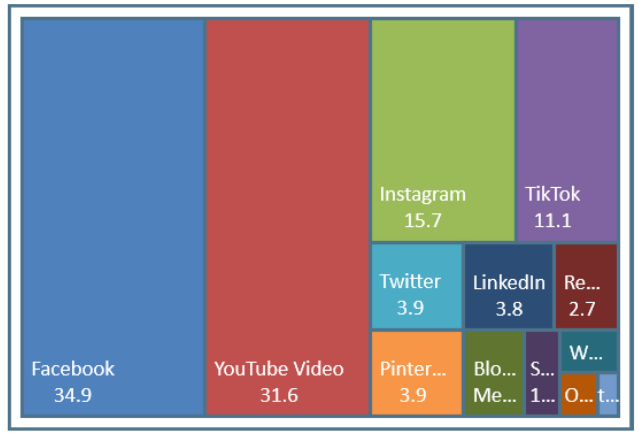


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

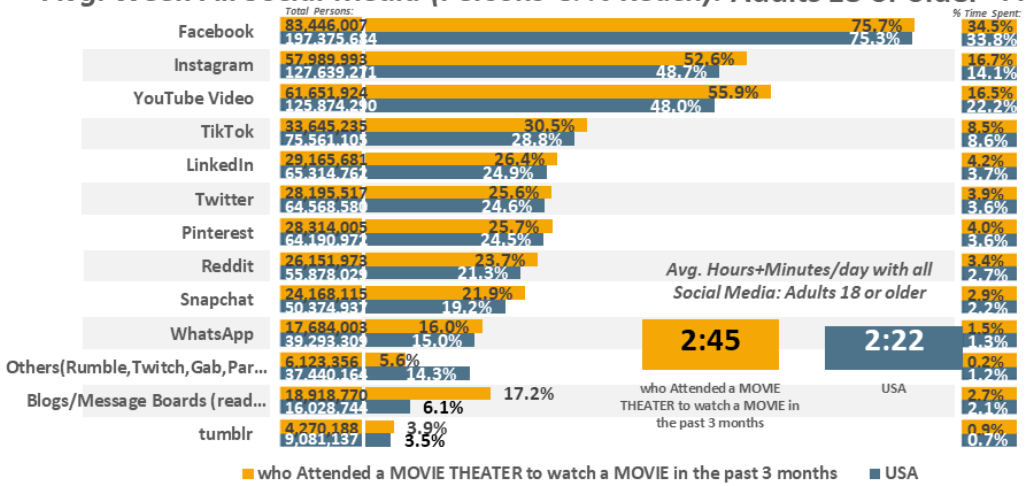
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No. of times attended movie at a theater past 30 days: Any movie attended at a theater past 30 days

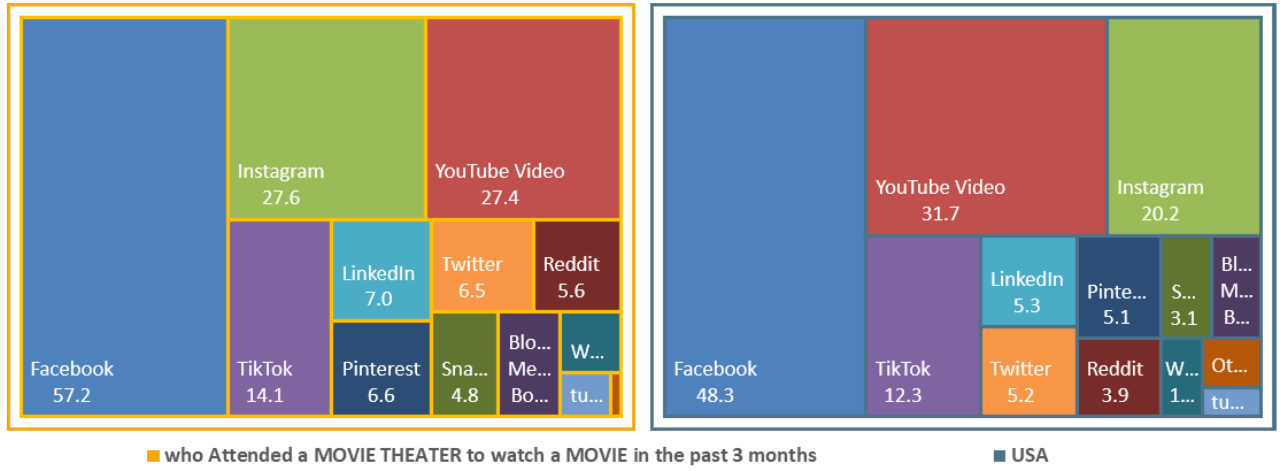
ALL PAST 3-MONTHS MOVIE THEATER ATTENDERS

83,446,007 or 75.7% of Adults 18 or older who Attended a MOVIE THEATER to watch a MOVIE in the past 3 months use Ad-Supported Facebook for an average of 54.7 minutes every day representing 36.9% of all time spent daily with Ad-Supported Social Media.

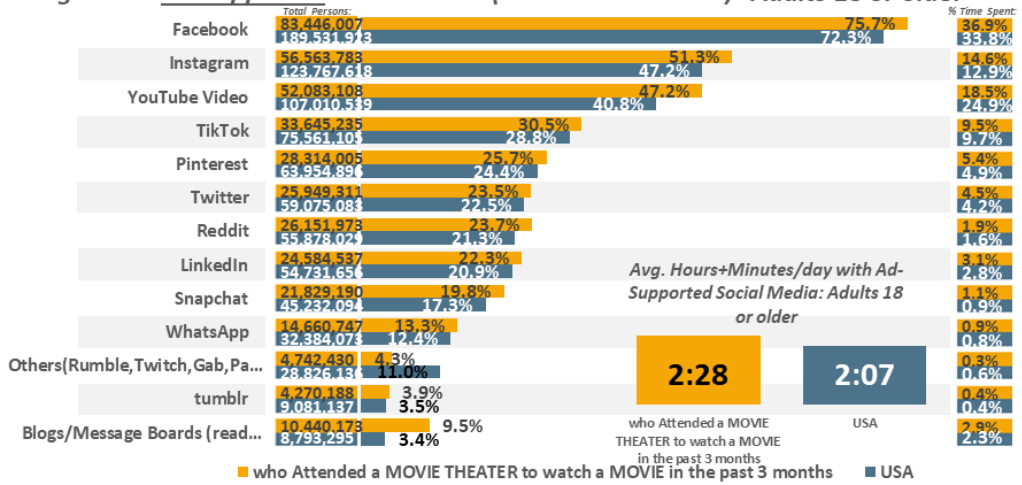
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



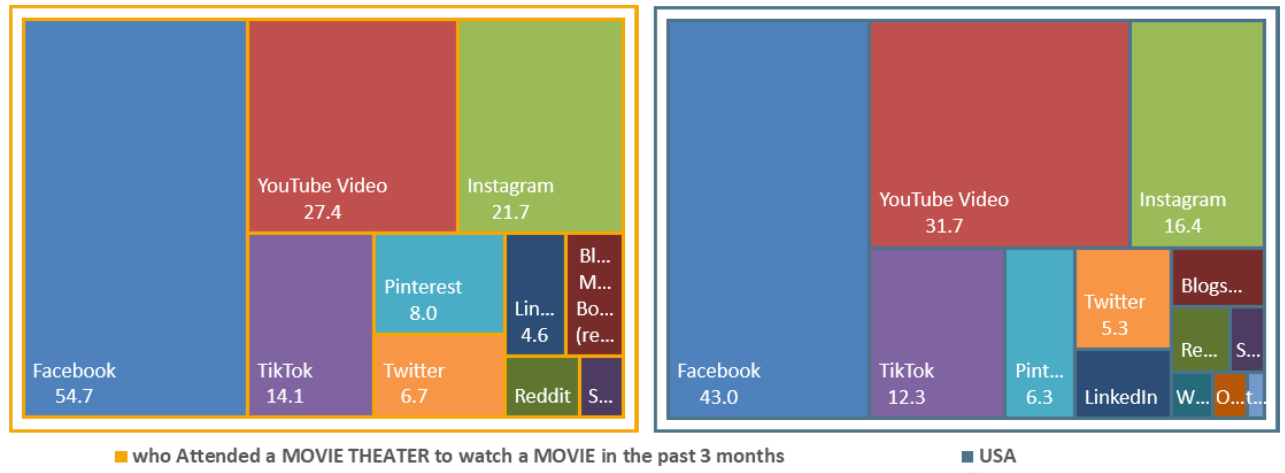
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

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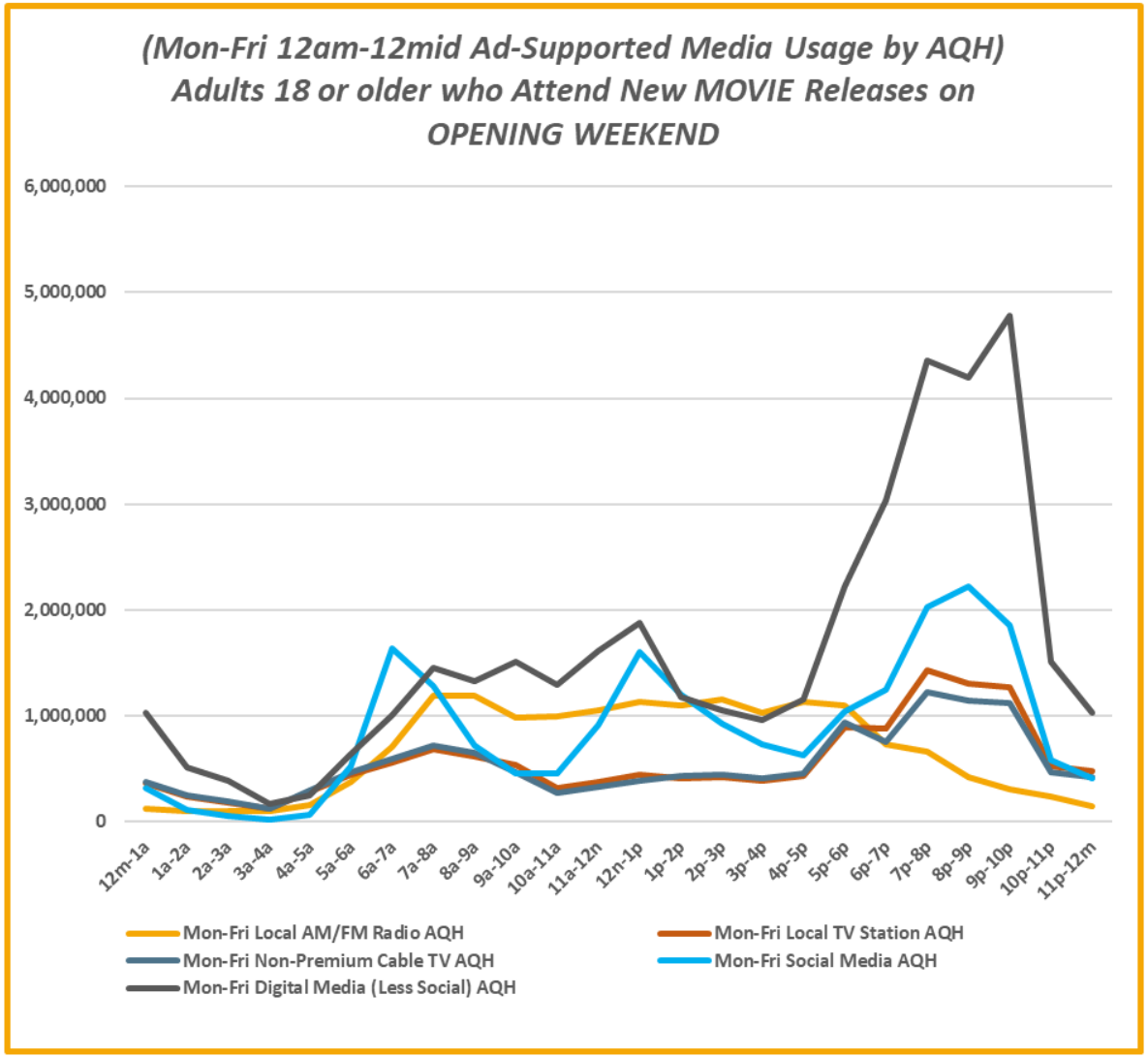
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

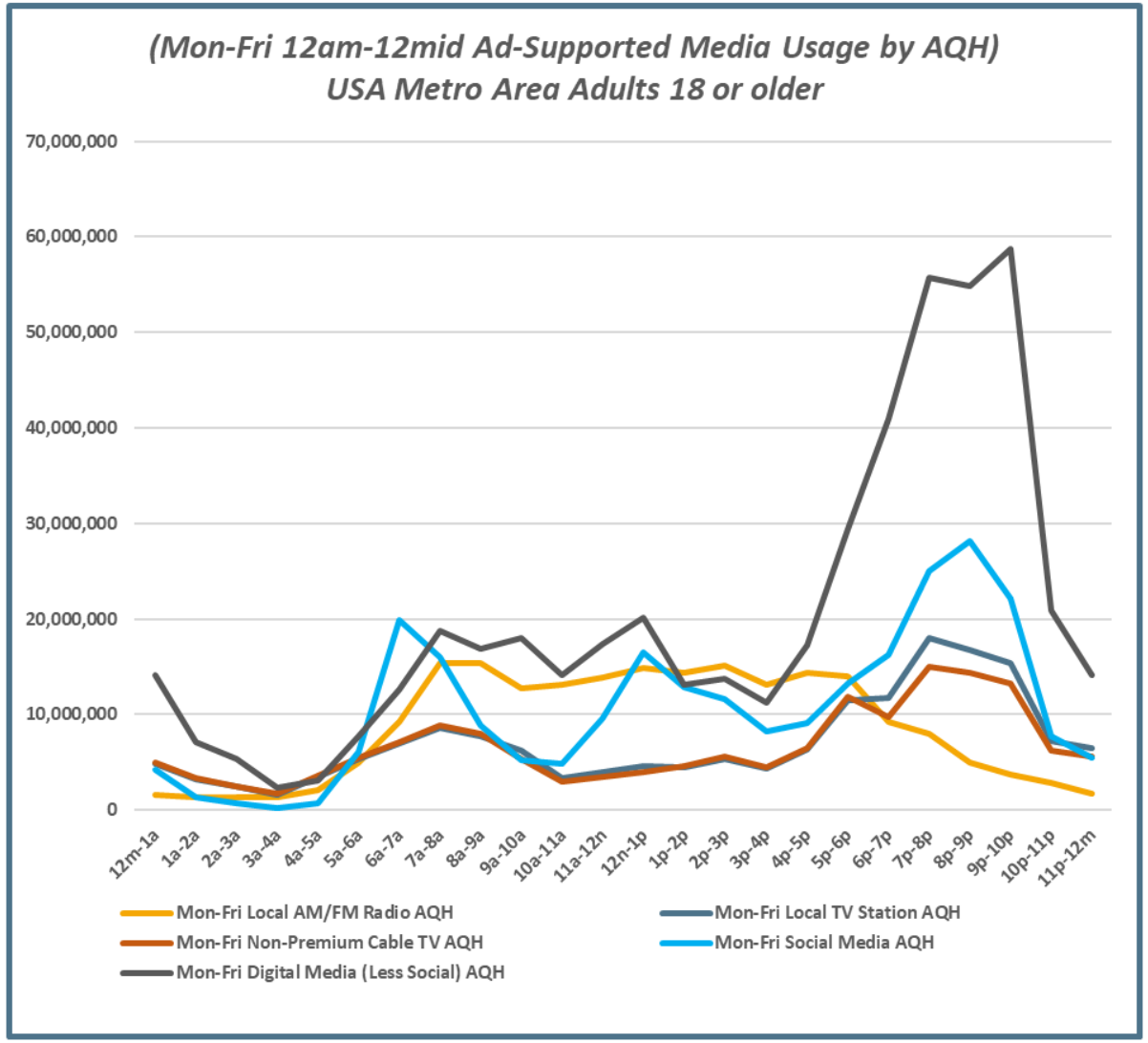
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No. of times attended movie at a theater past 3 months: Any movie attended at a theater past 3 months

New Movie Release
OPENING WEEKEND ATTENDERS

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,514,087; Local Radio: 1,036,093; Social Media: 986,481; Local TV: 533,810; Non-Prem. Cable: 526,662 reaching Adults 18 or older who Attend New MOVIE Releases on OPENING





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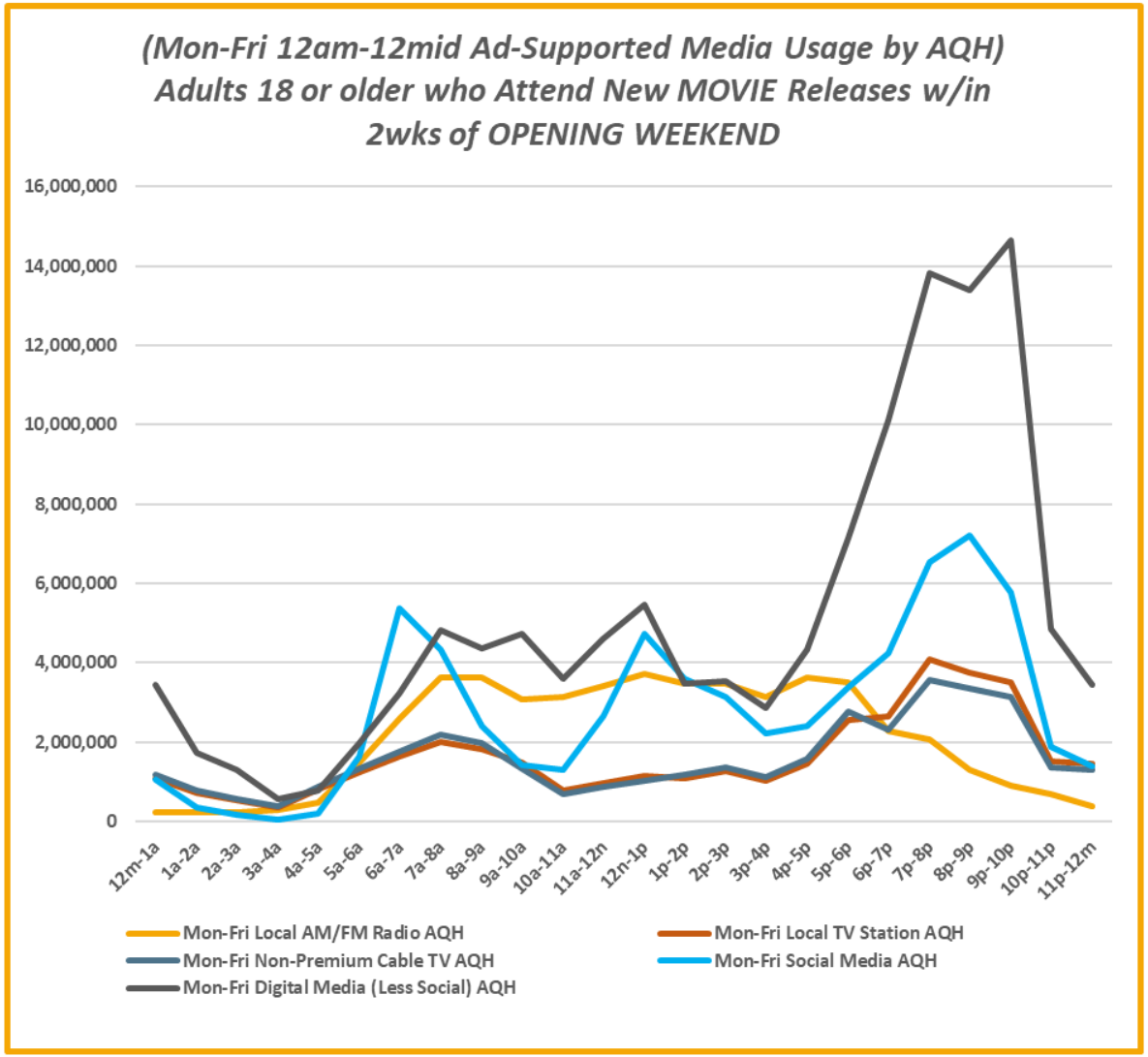
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

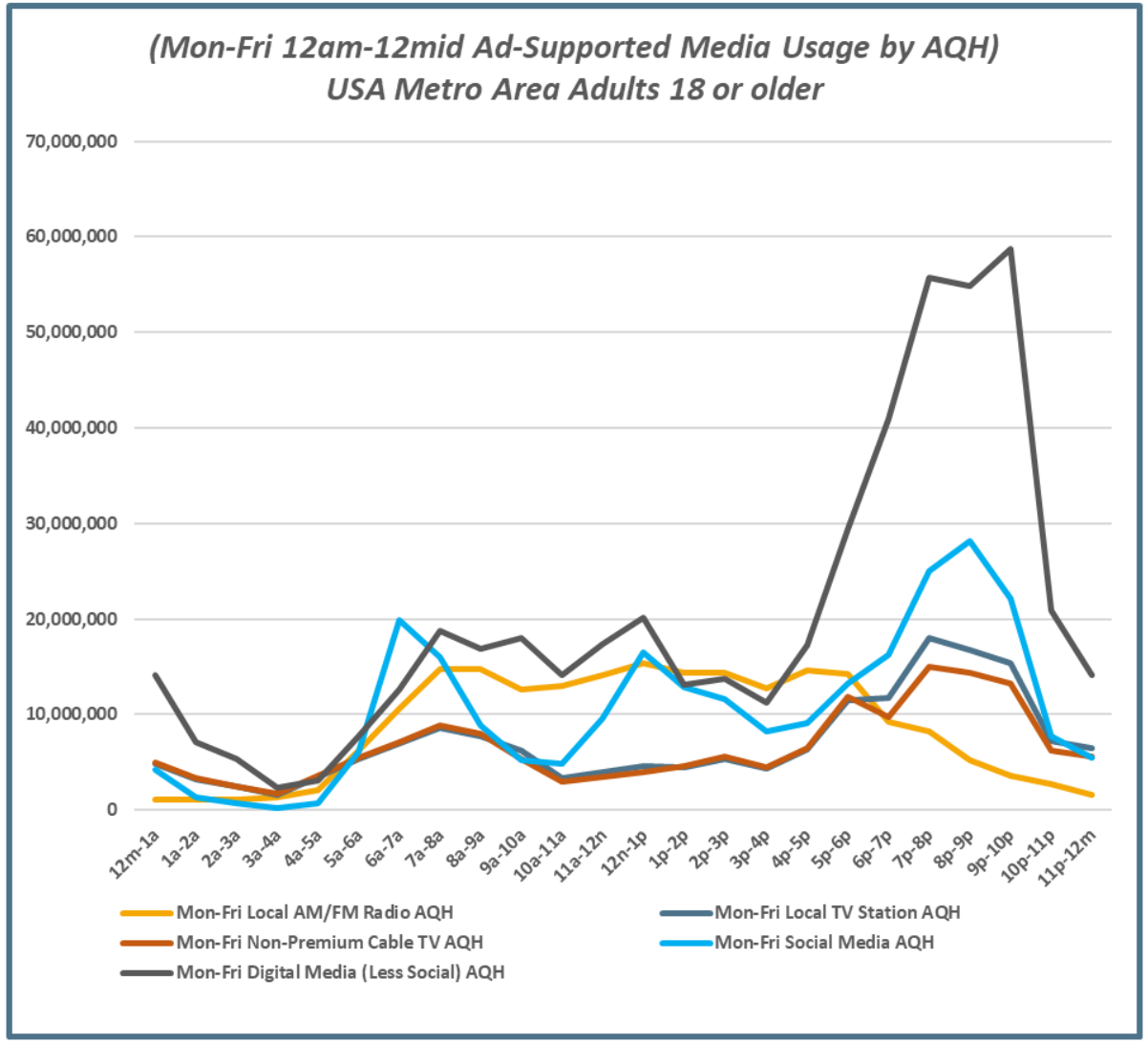
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Movies - when usually seen at a theater past 12 months: Opening weekend

New Movie Release w/in 1ST 2-WEEKS ATTENDERS

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 4,791,350; Local Radio: 3,286,276; Social Media: 3,169,564; Non-Prem. Cable: 1,550,946; Local TV: 1,533,075 reaching Adults 18 or older who Attend New MOVIE Releases w/in





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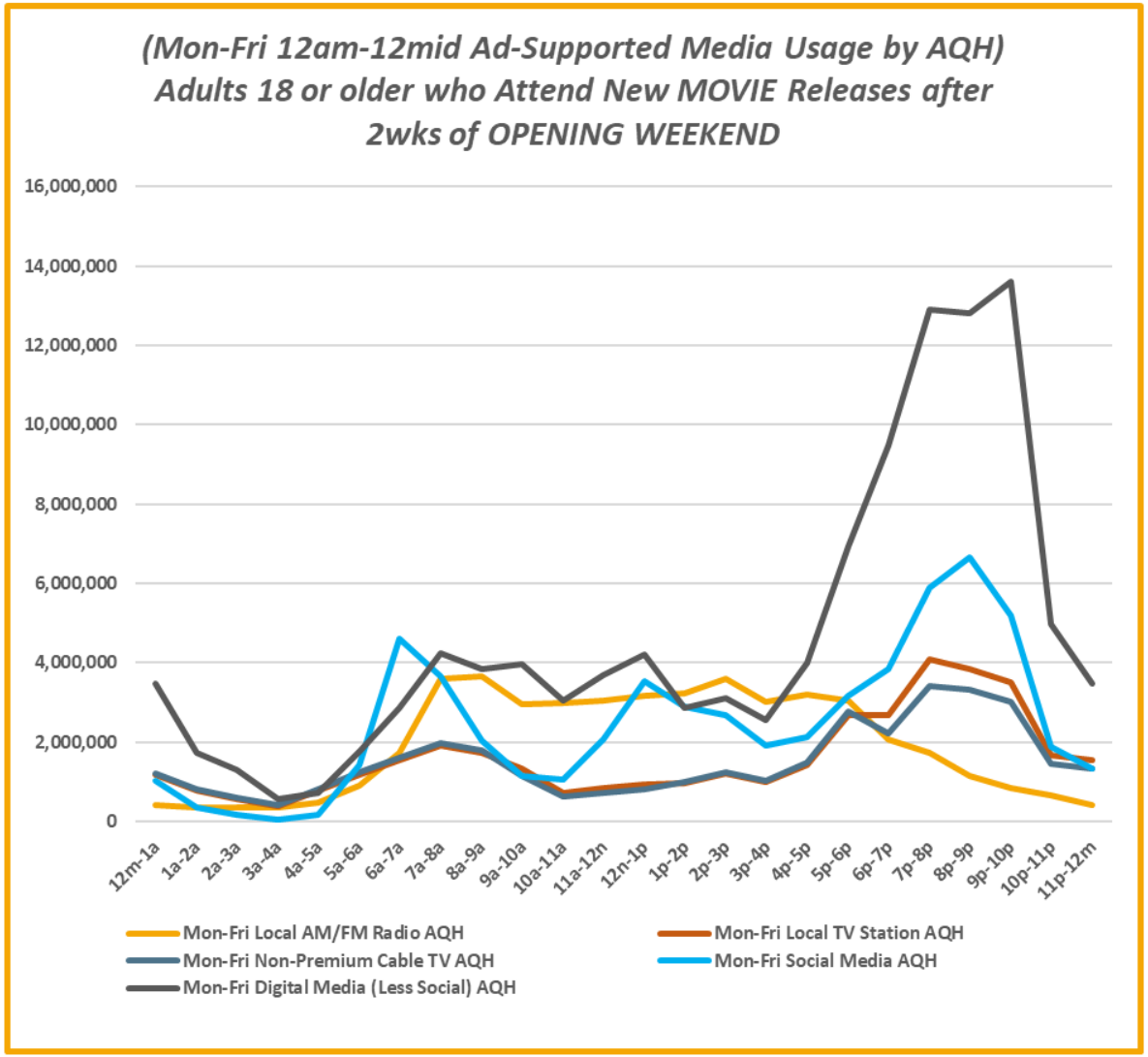
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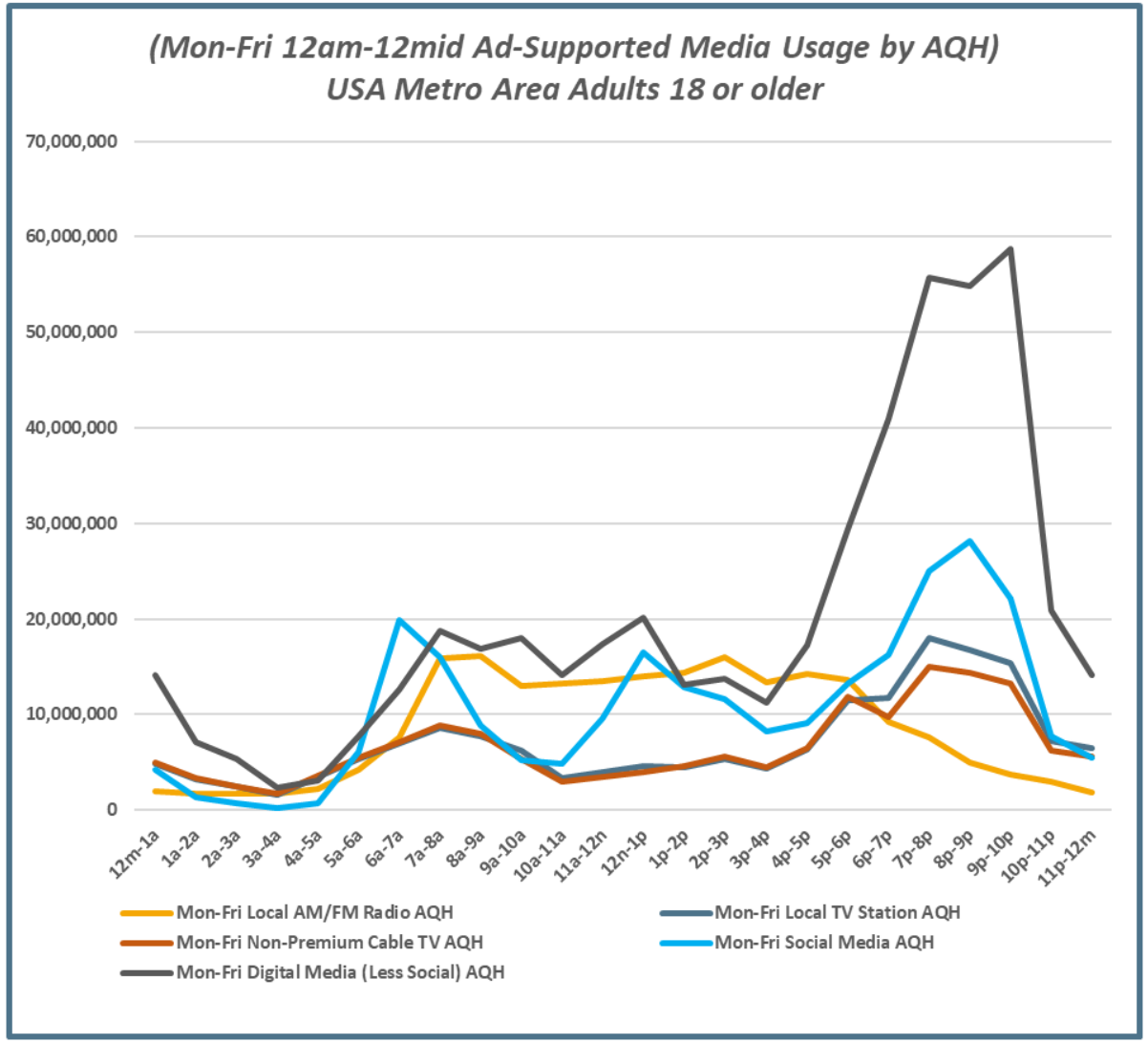
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Movies - when usually seen at a theater past 12 months: After opening weekend, but within first two weeks of opening

New Movie Release
AFTER 1ST 2-WEEKS ATTENDERS

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 4,220,043; Local Radio: 3,021,848; Social Media: 2,674,245; Local TV: 1,459,703; Non-Prem. Cable: 1,421,310 reaching Adults 18 or older who Attend New MOVIE Releases afte





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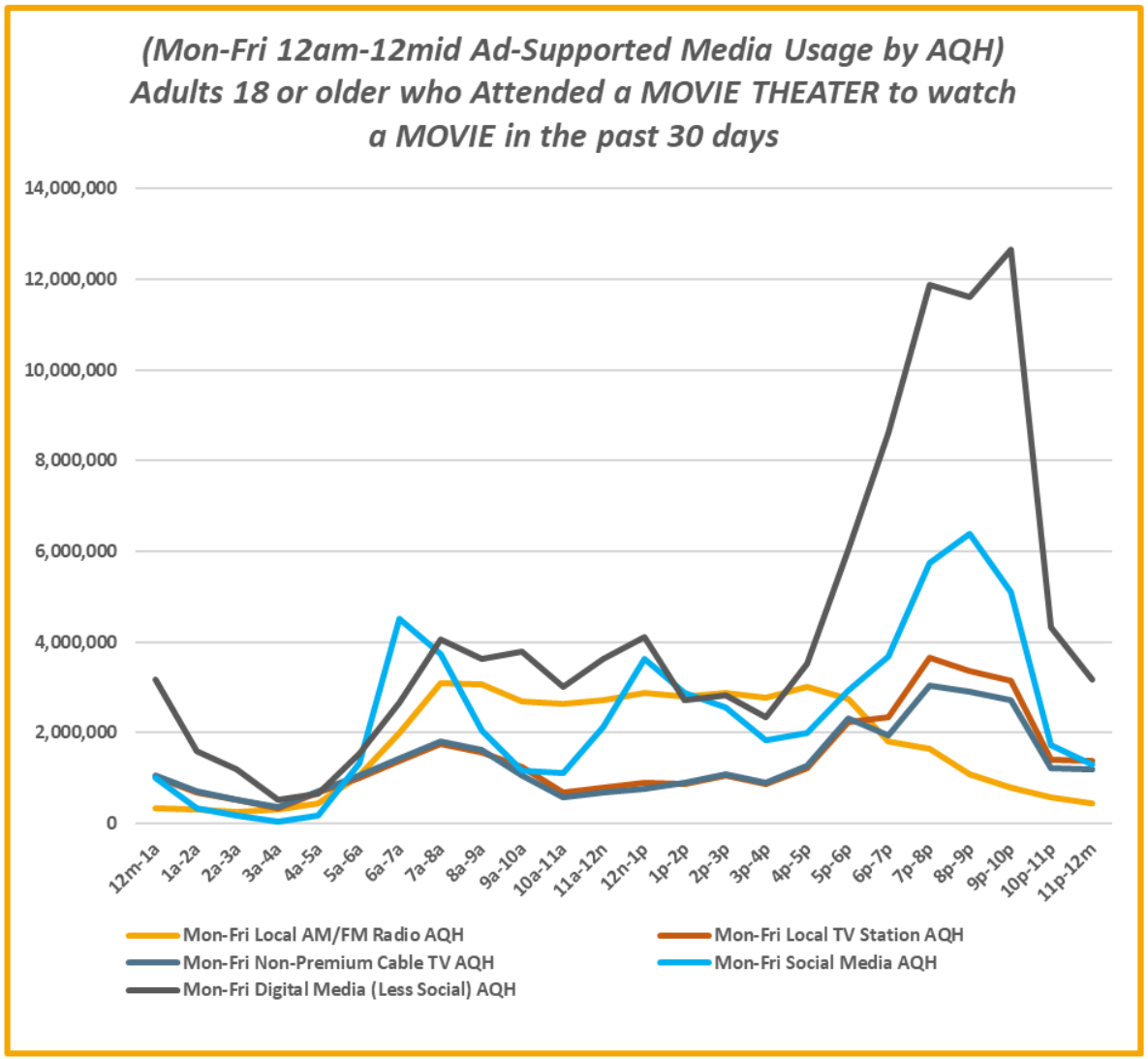
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

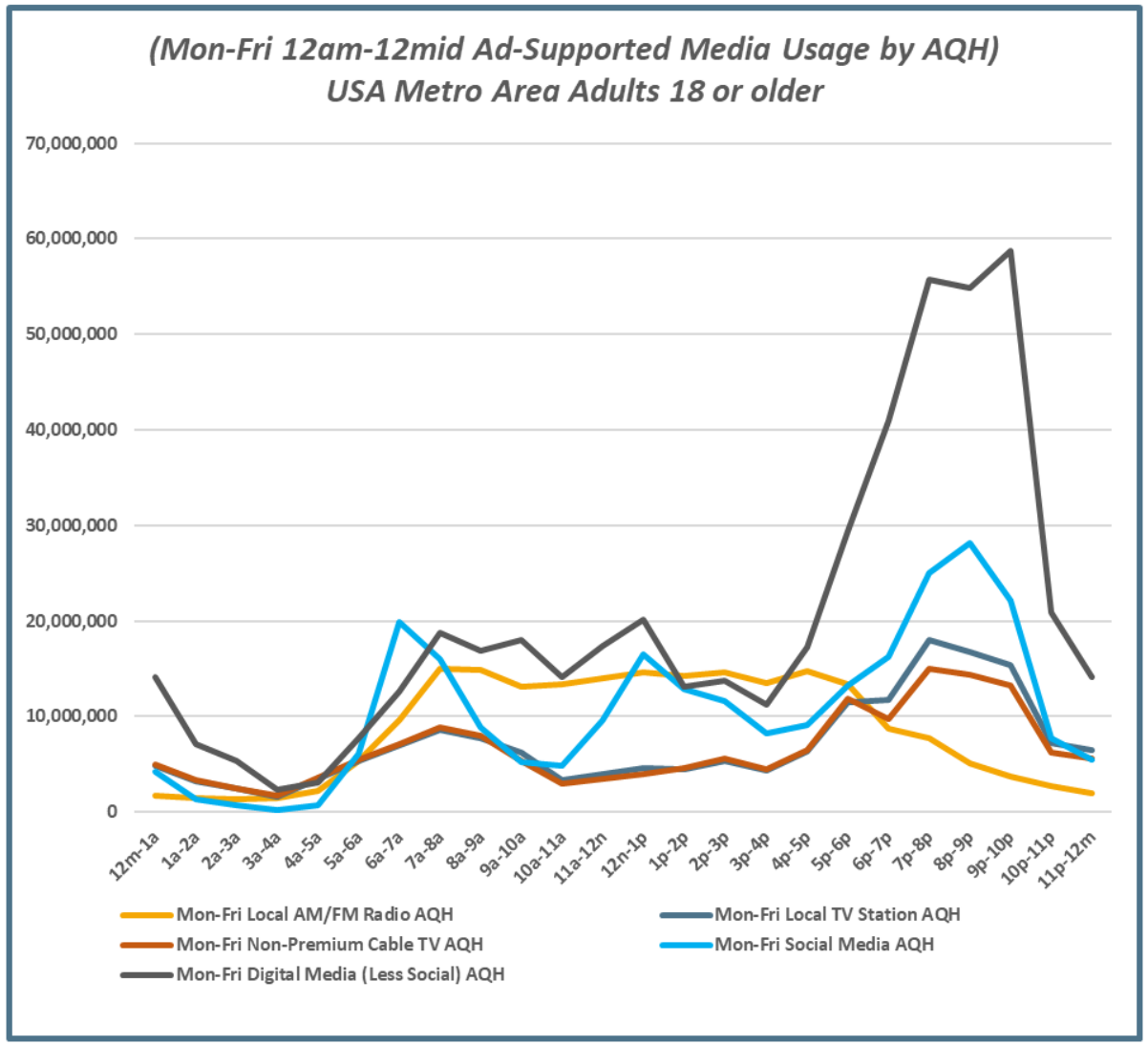
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Movies - when usually seen at a theater past 12 months: After the second week

ALL PAST 30-DAYS
MOVIE THEATER ATTENDERS

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,920,867; Local Radio: 2,700,216; Social Media: 2,636,272; Local TV: 1,304,638; Non-Prem. Cable: 1,265,269 reaching Adults 18 or older who Attended a MOVIE THEATER to wa





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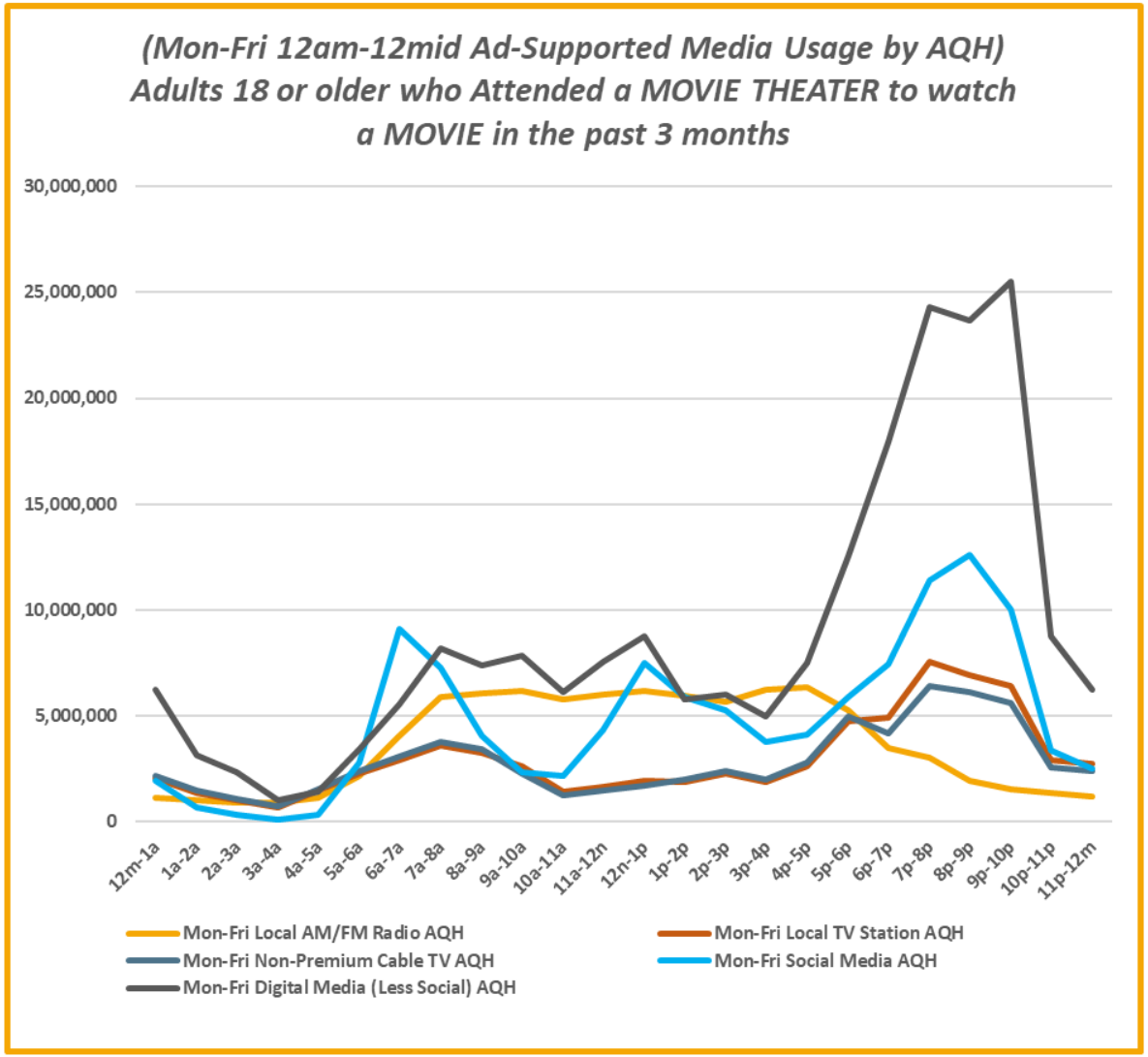
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

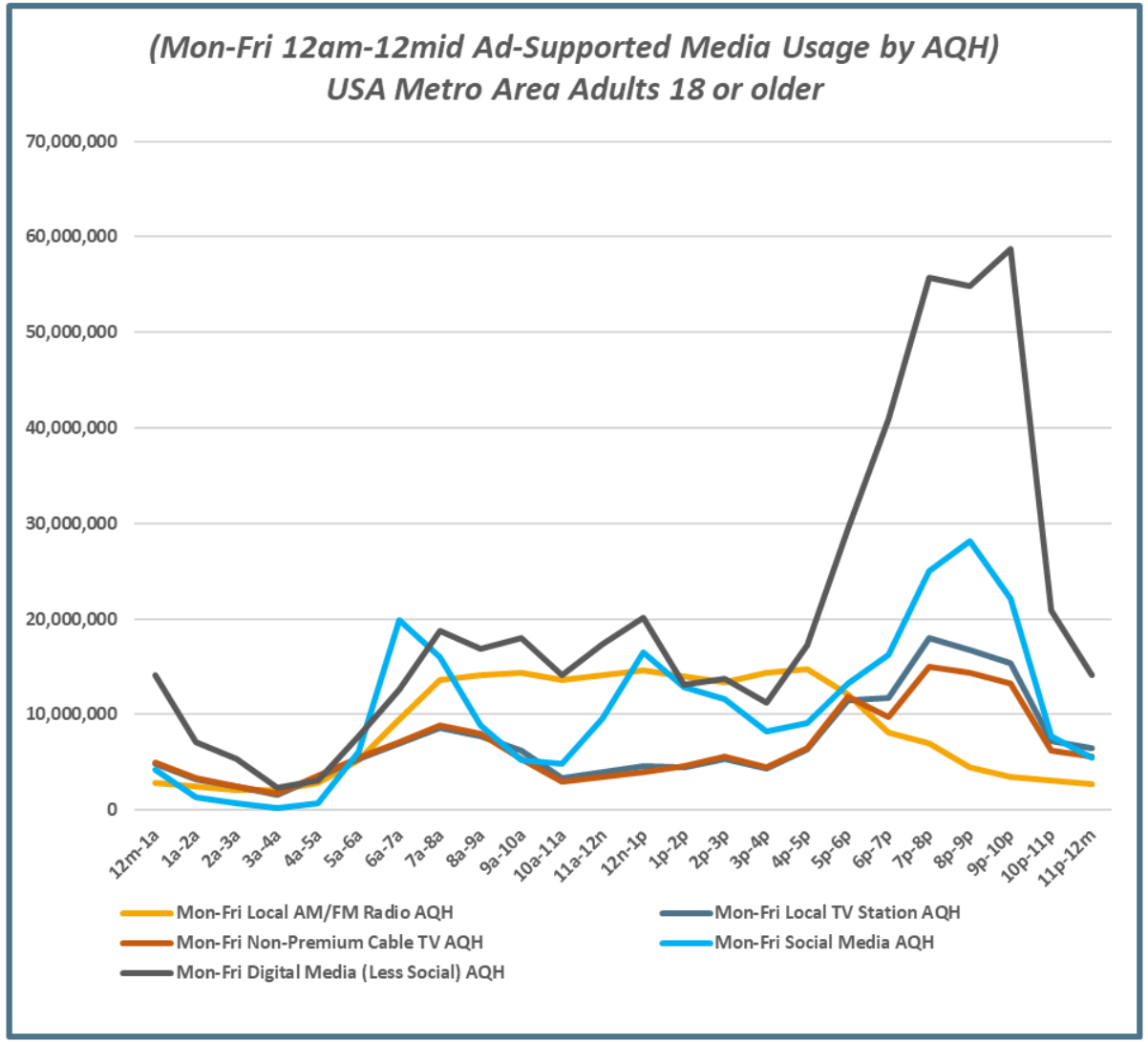
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No. of times attended movie at a theater past 30 days: Any movie attended at a theater past 30 days

ALL PAST 3-MONTHS MOVIE THEATER ATTENDERS

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 8,159,825; Local Radio: 5,620,589; Social Media: 5,322,771; Local TV: 2,746,879; Non-Prem. Cable: 2,709,748 reaching Adults 18 or older who Attended a MOVIE THEATER to wa





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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

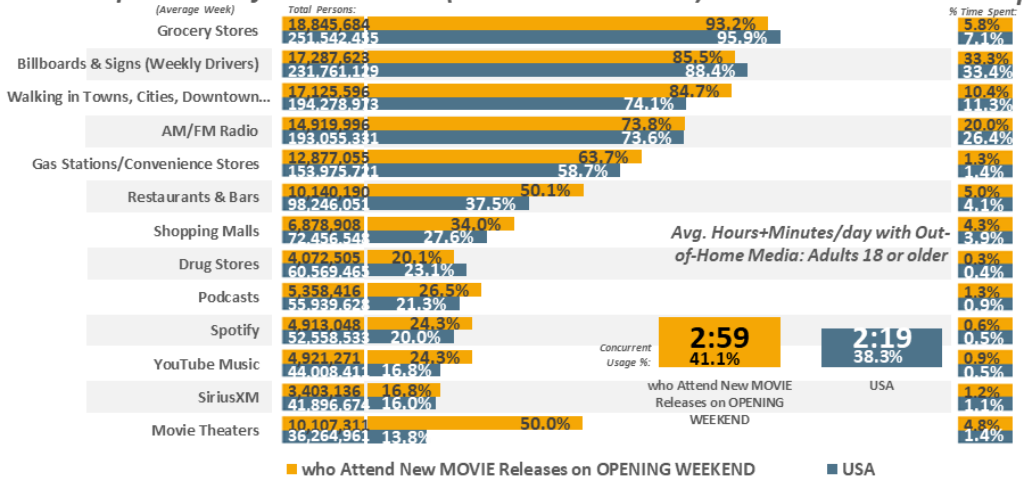
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No. of times attended movie at a theater past 3 months: Any movie attended at a theater past 3 months

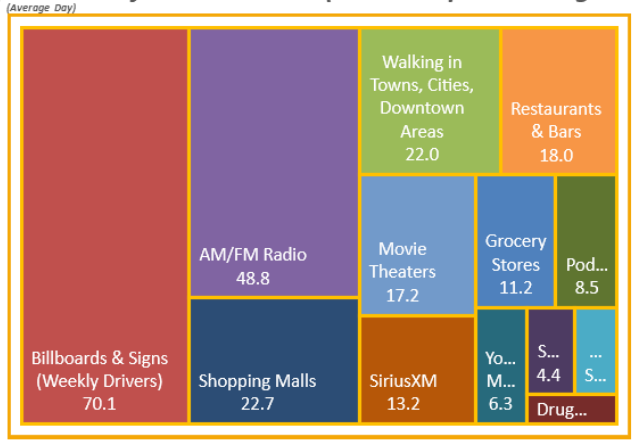
New Movie Release
OPENING WEEKEND ATTENDERS

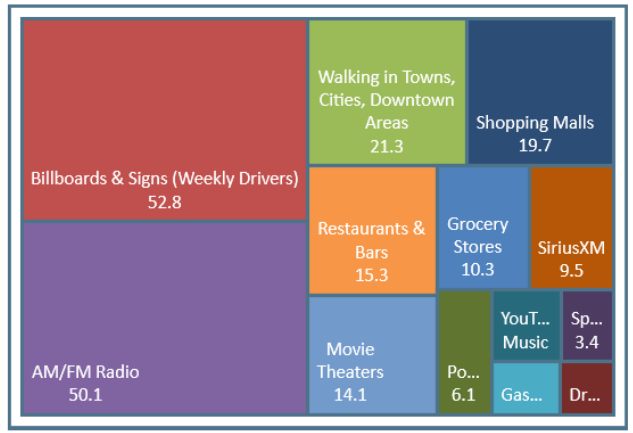
17,287,623 or 85.5% of Adults 18 or older who Attend New MOVIE Releases on OPENING WEEKEND spend an average of 70.1 minutes per day driving, seeing Billboards and Signs. 70.5% Listen to Local Radio Stations Out-of-Home for an average of 45.5 minutes/day.

Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older

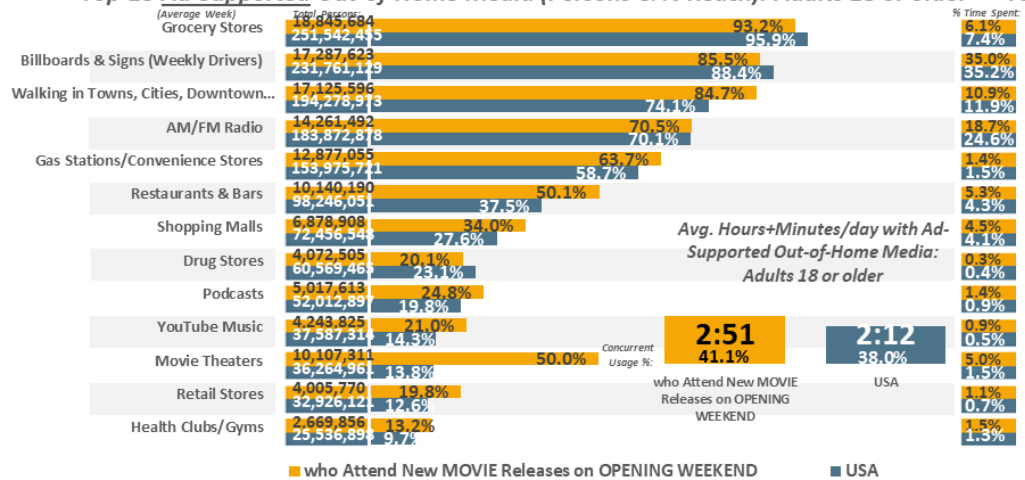


Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

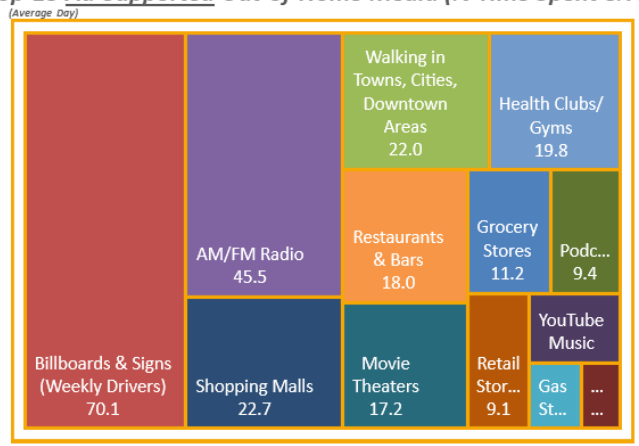


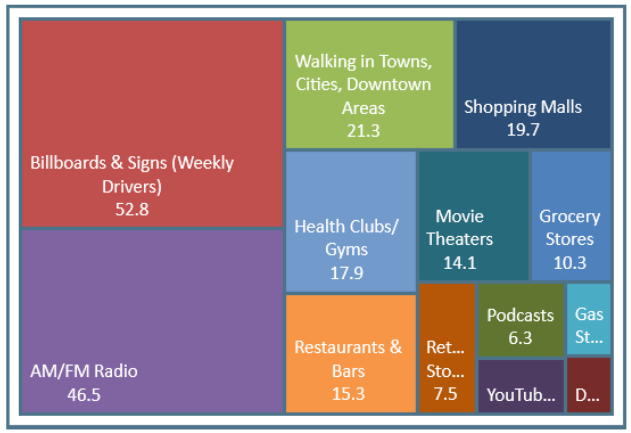


Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





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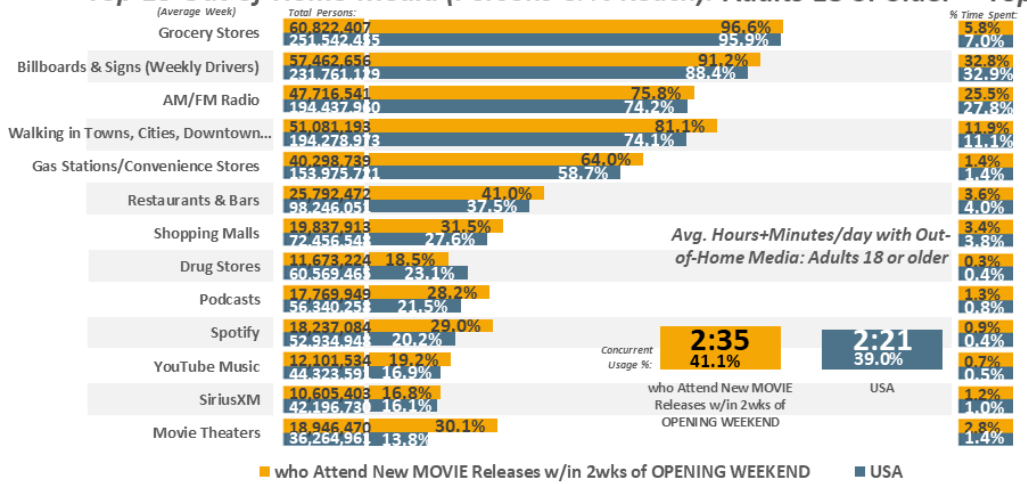
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Movies - when usually seen at a theater past 12 months: Opening weekend

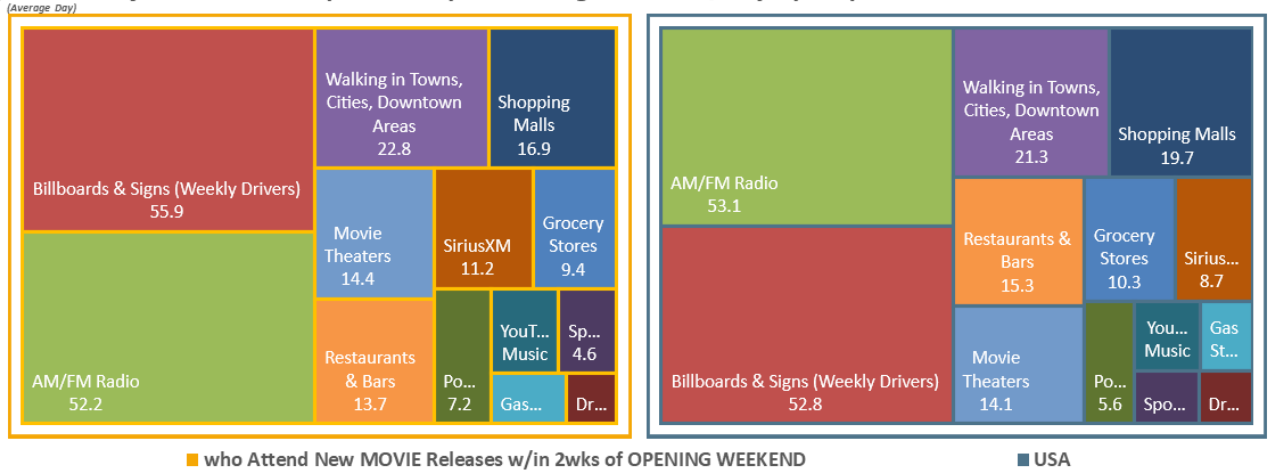
New Movie Release w/in 1ST 2-WEEKS ATTENDERS

57,462,656 or 91.2% of Adults 18 or older who Attend New MOVIE Releases w/in 2wks of OPENING WEEKEND spend an average of 55.9 minutes per day driving, seeing Billboards and Signs. 72.% Listen to Local Radio Stations Out-of-Home for an average of 48.4 minu

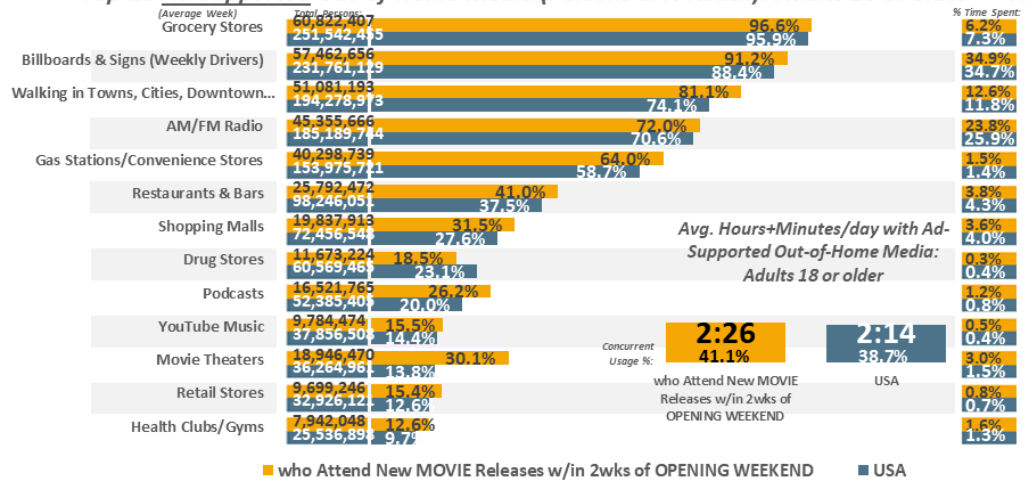
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



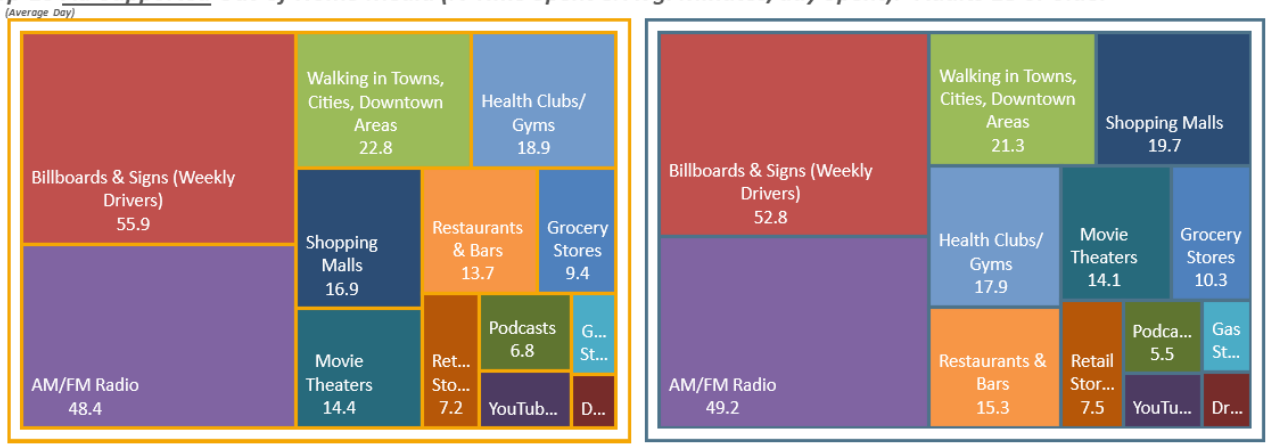
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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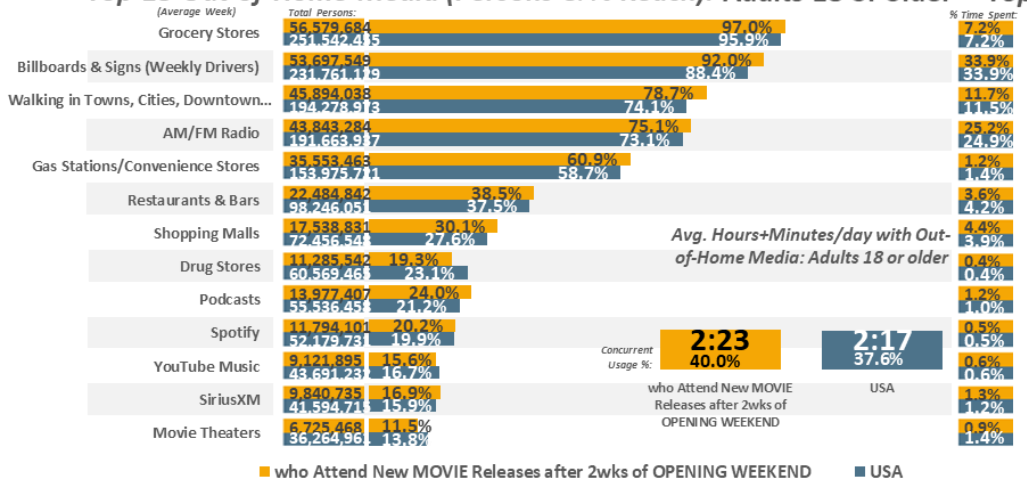
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Movies - when usually seen at a theater past 12 months: After opening weekend, but within first two weeks of opening

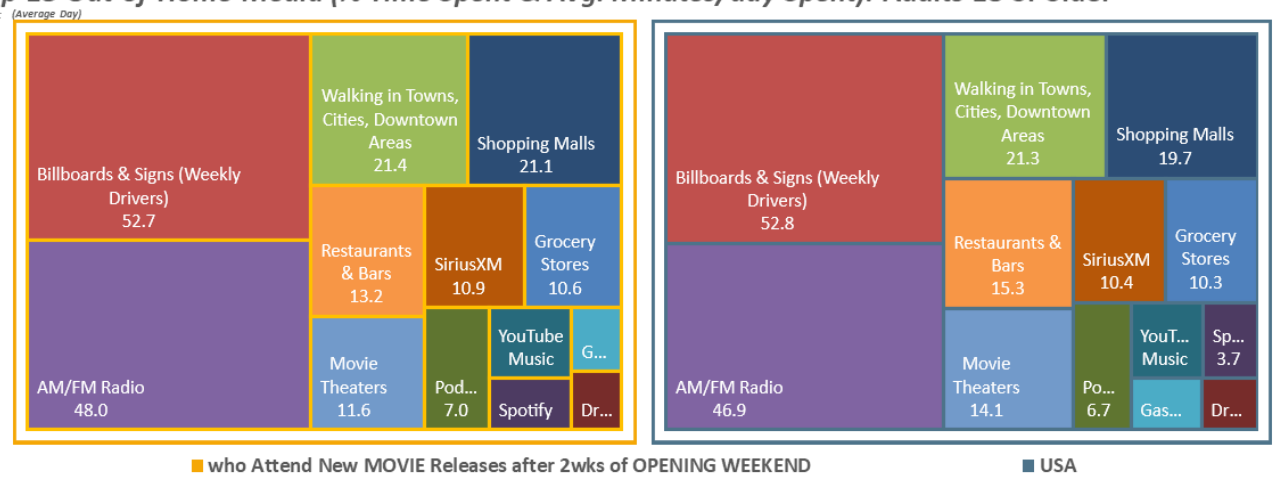
New Movie Release
AFTER 1ST 2-WEEKS ATTENDERS

53,697,549 or 92.% of Adults 18 or older who Attend New MOVIE Releases after 2wks of OPENING WEEKEND spend an average of 52.7 minutes per day driving, seeing Billboards and Signs. 70.5% Listen to Local Radio Stations Out-of-Home for an average of 43.8 min

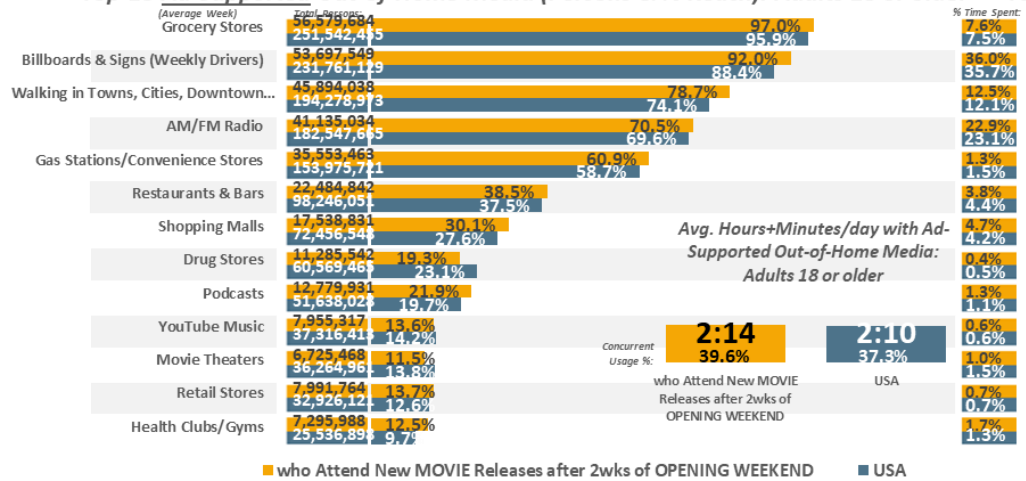
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



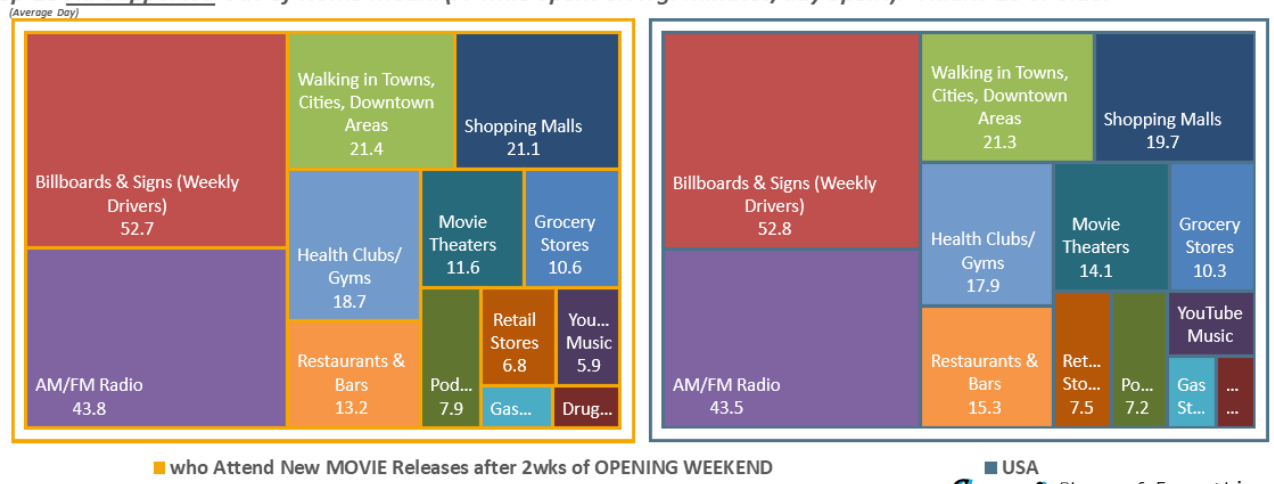
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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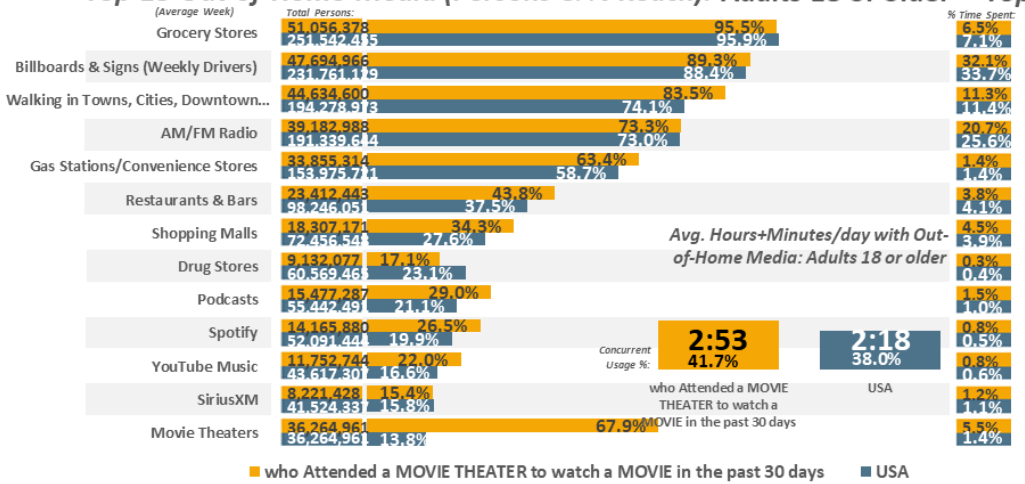
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Movies - when usually seen at a theater past 12 months: After the second week

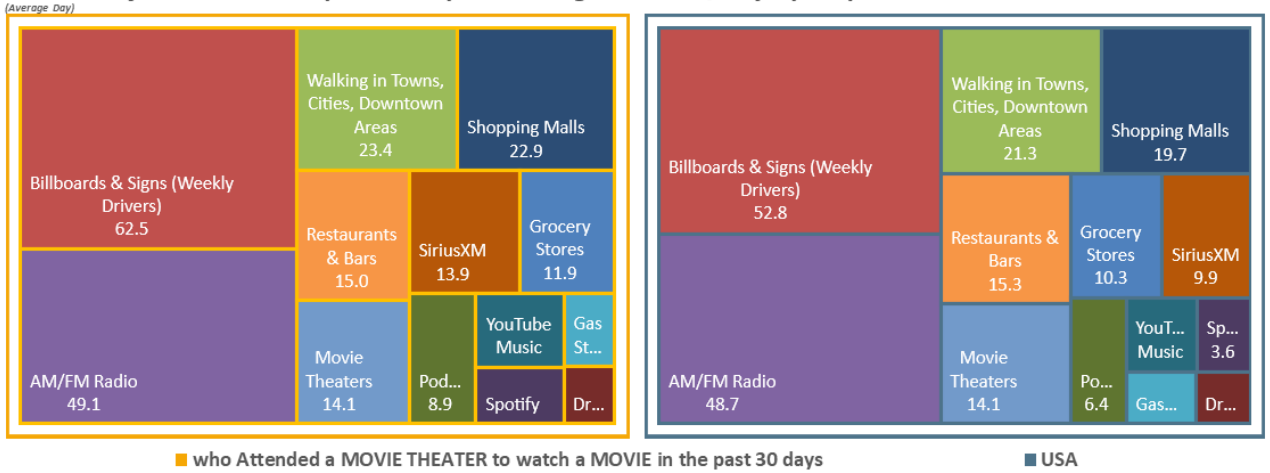
ALL PAST 30-DAYS MOVIE THEATER ATTENDERS

47,694,966 or 89.3% of Adults 18 or older who Attended a MOVIE THEATER to watch a MOVIE in the past 30 days spend an average of 62.5 minutes per day driving, seeing Billboards and Signs. 69.2% Listen to Local Radio Stations Out-of-Home for an average of 4

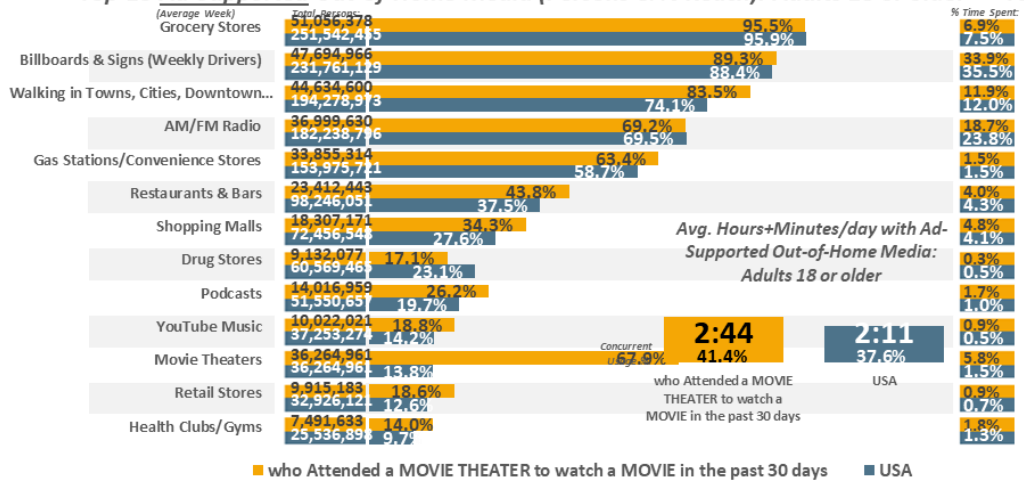
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



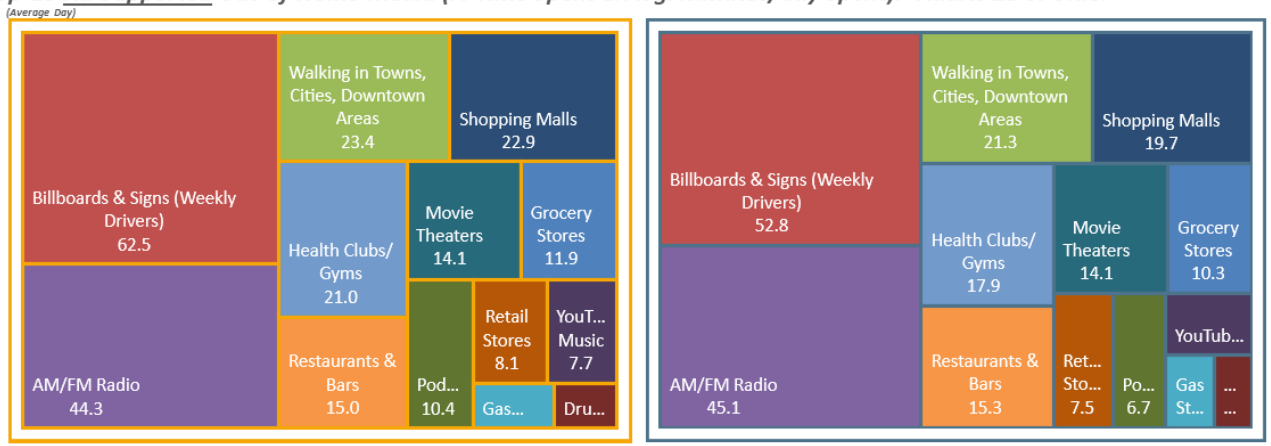
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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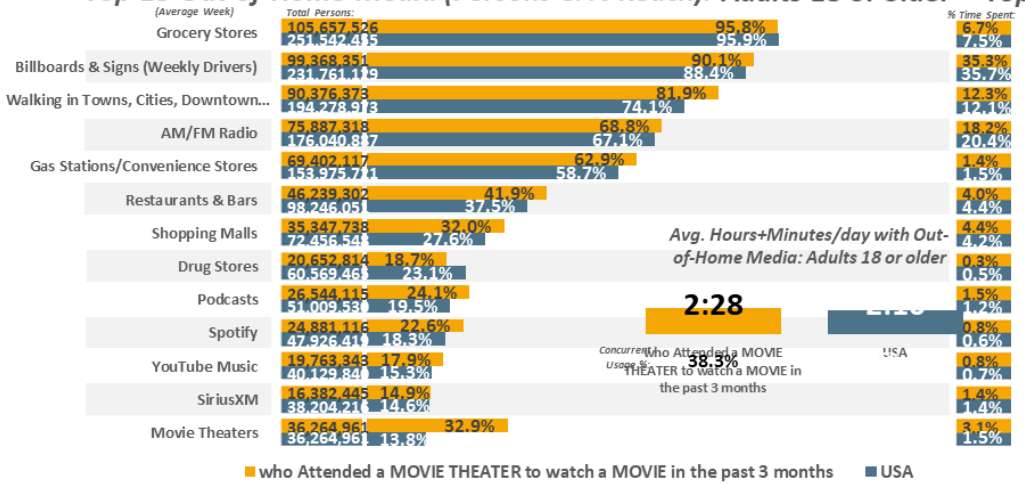
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No. of times attended movie at a theater past 30 days: Any movie attended at a theater past 30 days

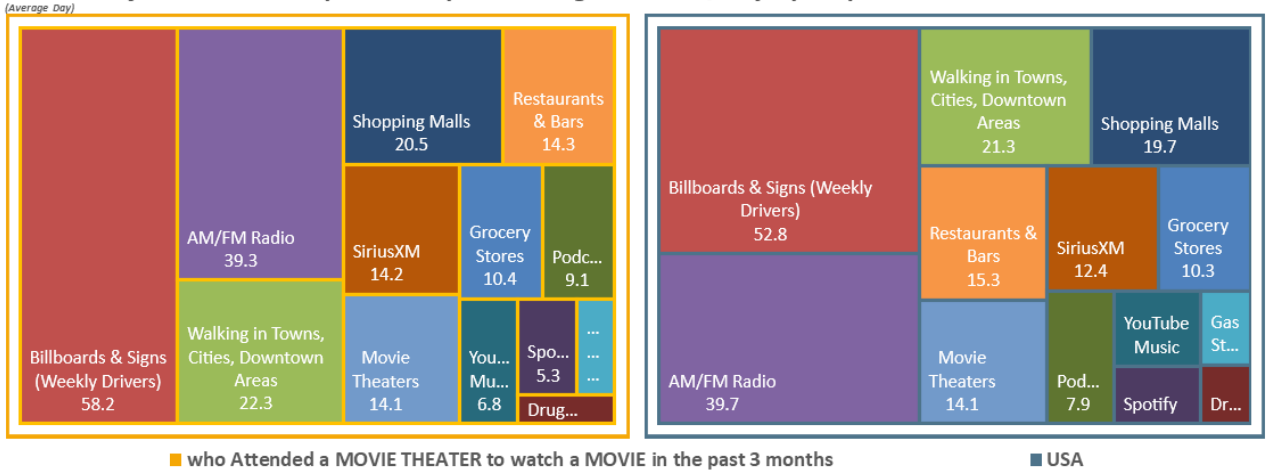
ALL PAST 3-MONTHS MOVIE THEATER ATTENDERS

99,368,351 or 90.1% of Adults 18 or older who Attended a MOVIE THEATER to watch a MOVIE in the past 3 months spend an average of 58.2 minutes per day driving, seeing Billboards and Signs. 65.1% Listen to Local Radio Stations Out-of-Home for an average of

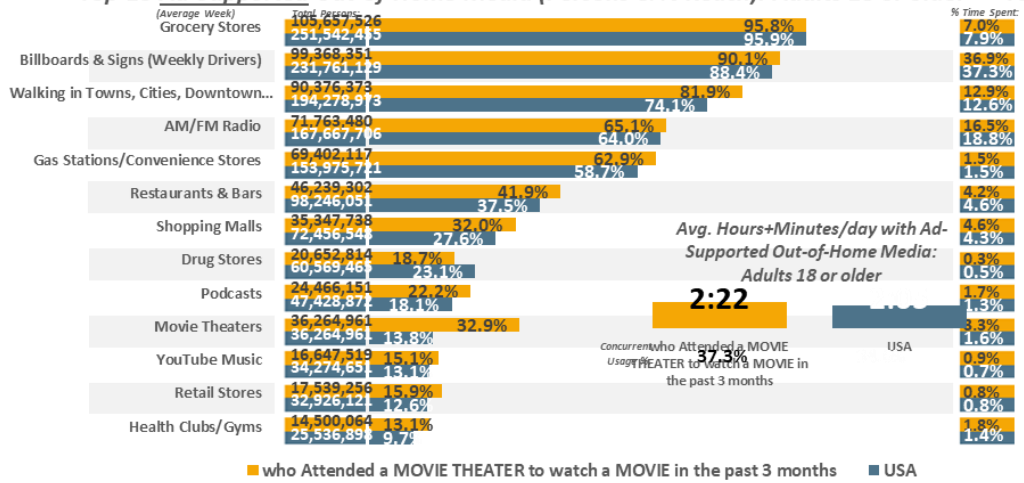
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



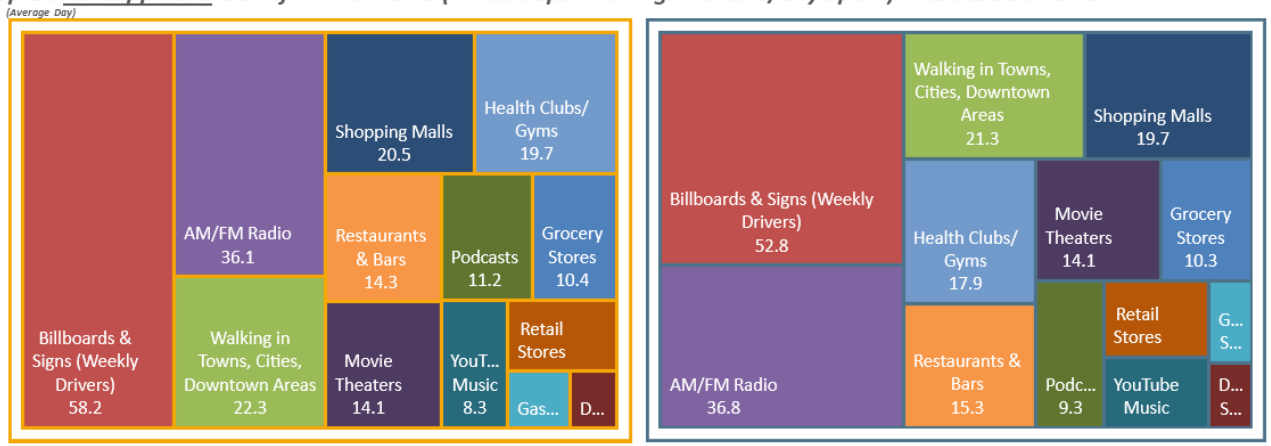
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

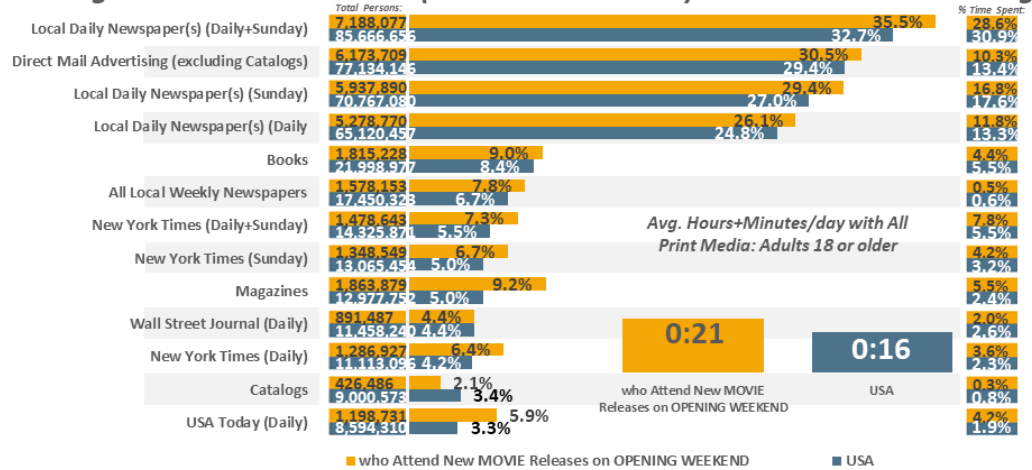
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No. of times attended movie at a theater past 3 months: Any movie attended at a theater past 3 months

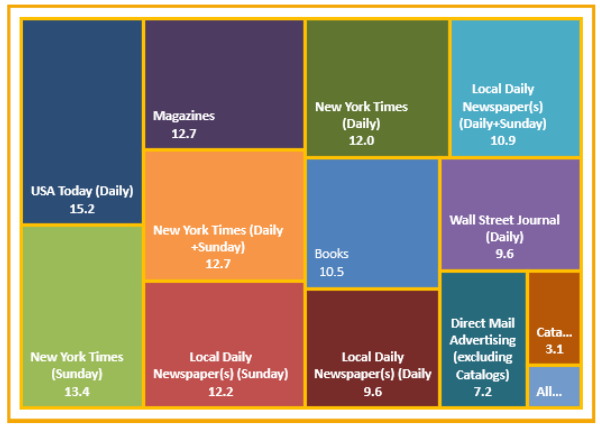
New Movie Release
OPENING WEEKEND ATTENDERS

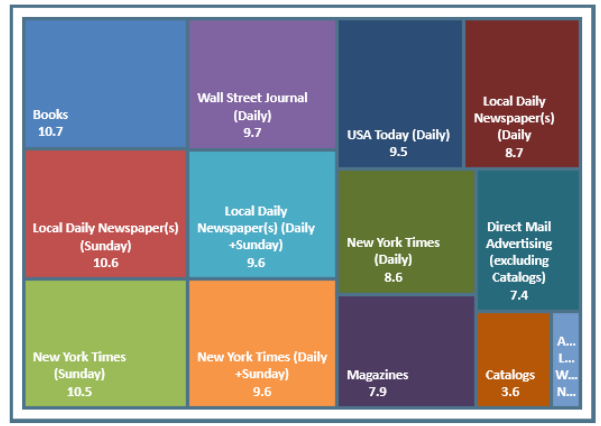
7,188,077 or 35.5% of Adults 18 or older who Attend New MOVIE Releases on OPENING WEEKEND read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.9 minutes every day representing 29.9% of all time spent daily with All forms of Print Media.

Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



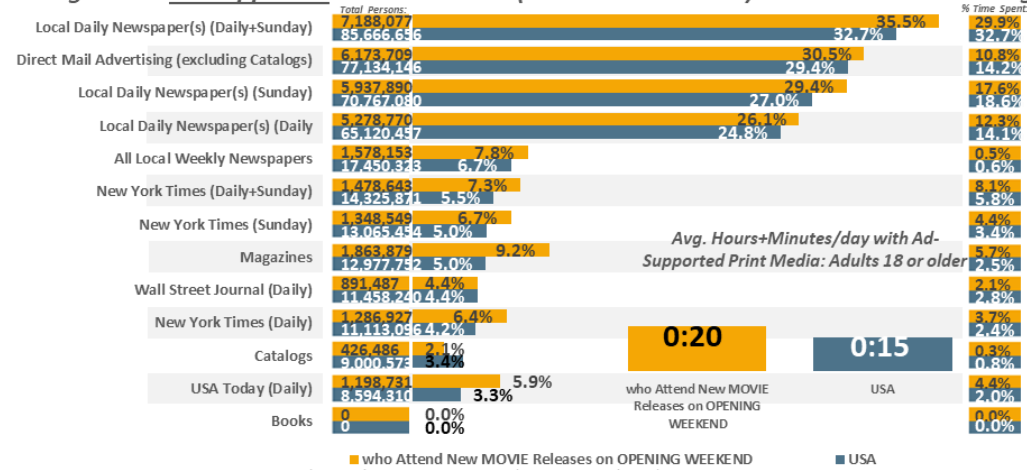
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



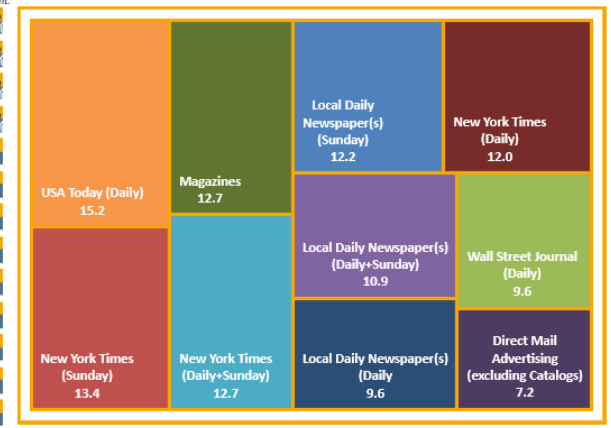


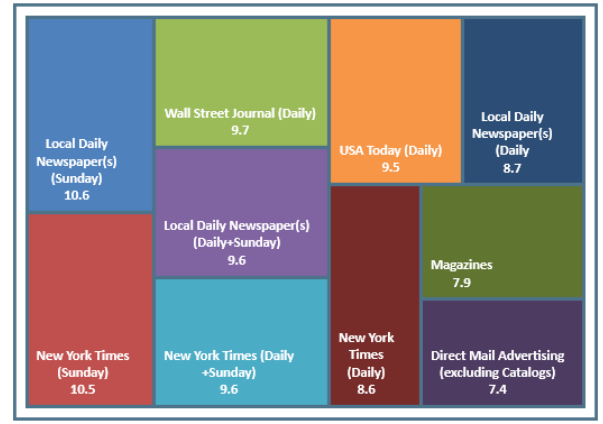
who Attend New MOVIE Releases on OPENING WEEKEND ■ USA

Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





who Attend New MOVIE Releases on OPENING WEEKEND ■ USA

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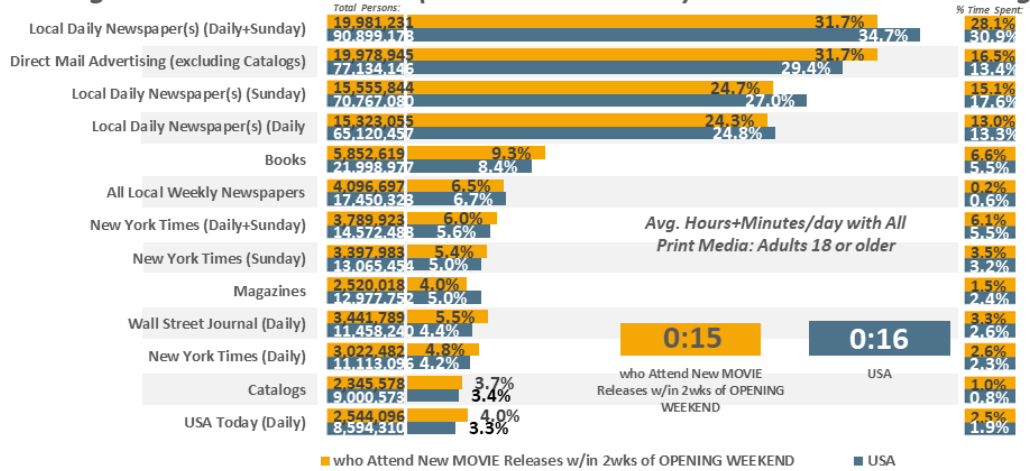
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Movies - when usually seen at a theater past 12 months: Opening weekend

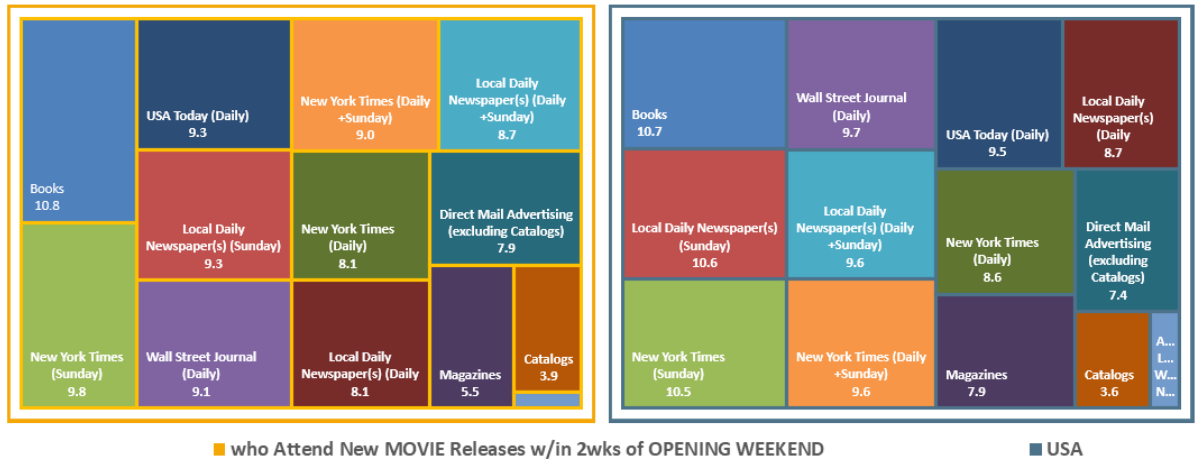
New Movie Release w/in 1ST 2-WEEKS ATTENDERS

19,981,231 or 31.7% of Adults 18 or older who Attend New MOVIE Releases w/in 2wks of OPENING WEEKEND read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.7 minutes every day representing 30.1% of all time spent daily with All forms of Print M

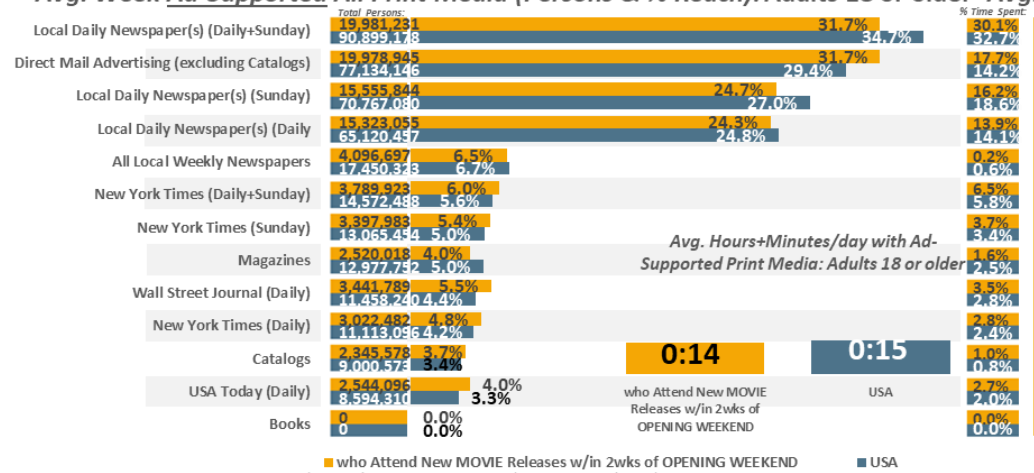
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



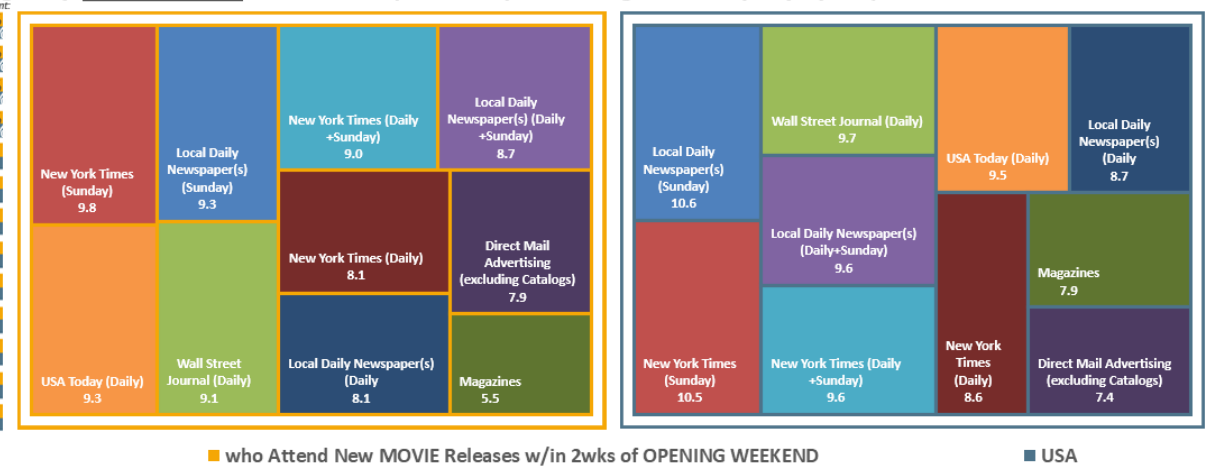
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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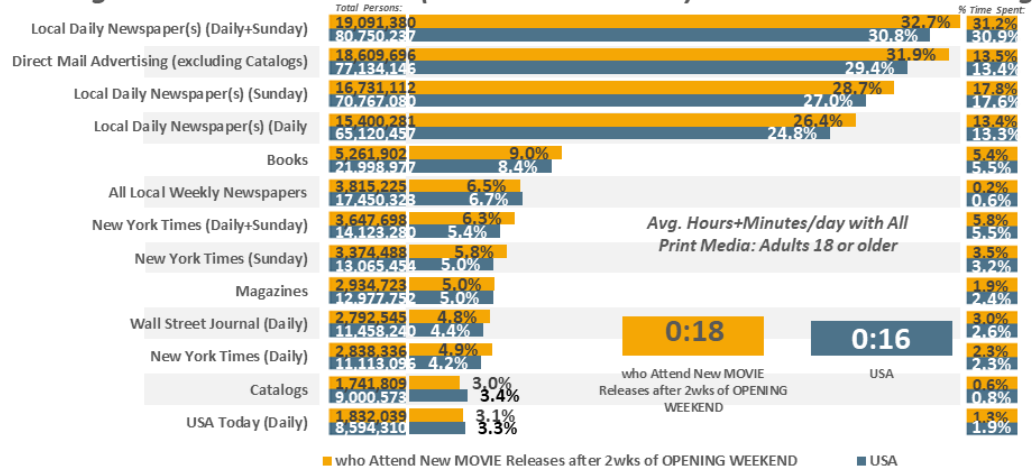
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Movies - when usually seen at a theater past 12 months: After opening weekend, but within first two weeks of opening

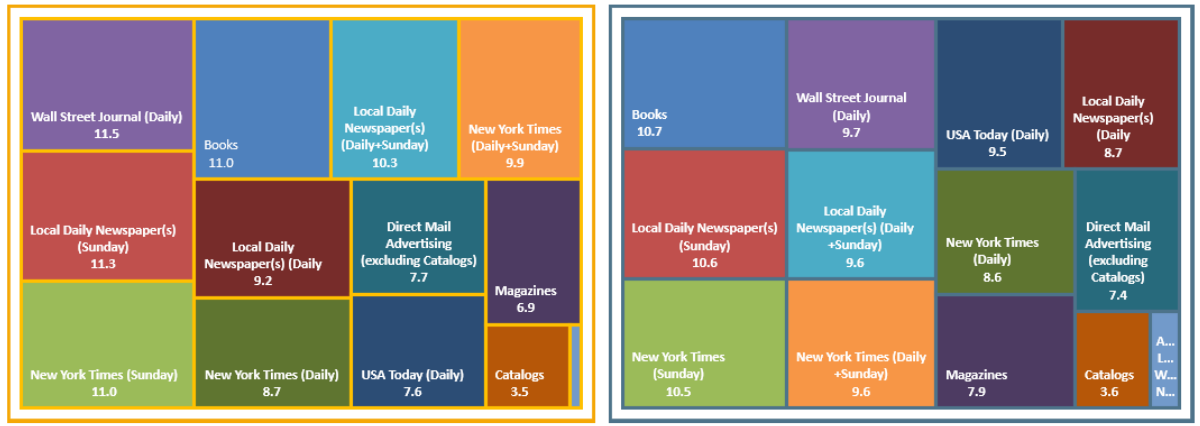
New Movie Release
AFTER 1ST 2-WEEKS ATTENDERS

19,091,380 or 32.7% of Adults 18 or older who Attend New MOVIE Releases after 2wks of OPENING WEEKEND read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.3 minutes every day representing 33.% of all time spent daily with All forms of Print

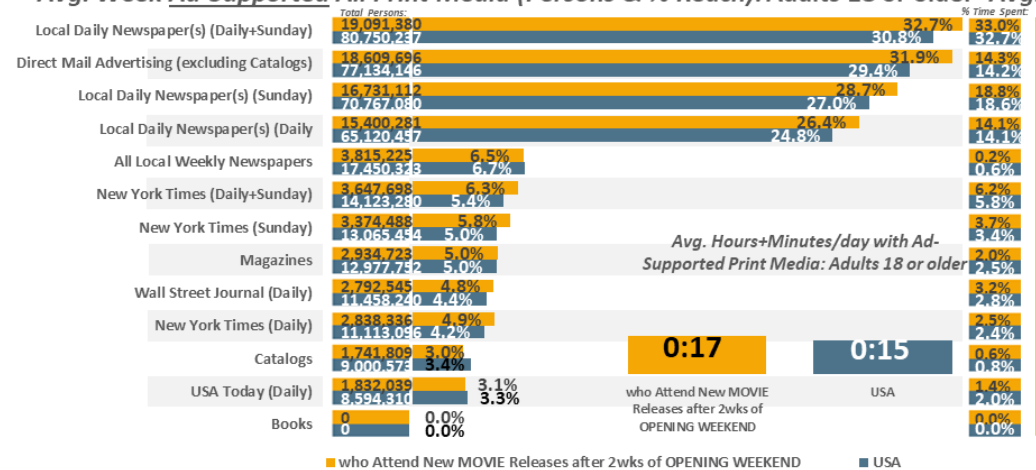
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



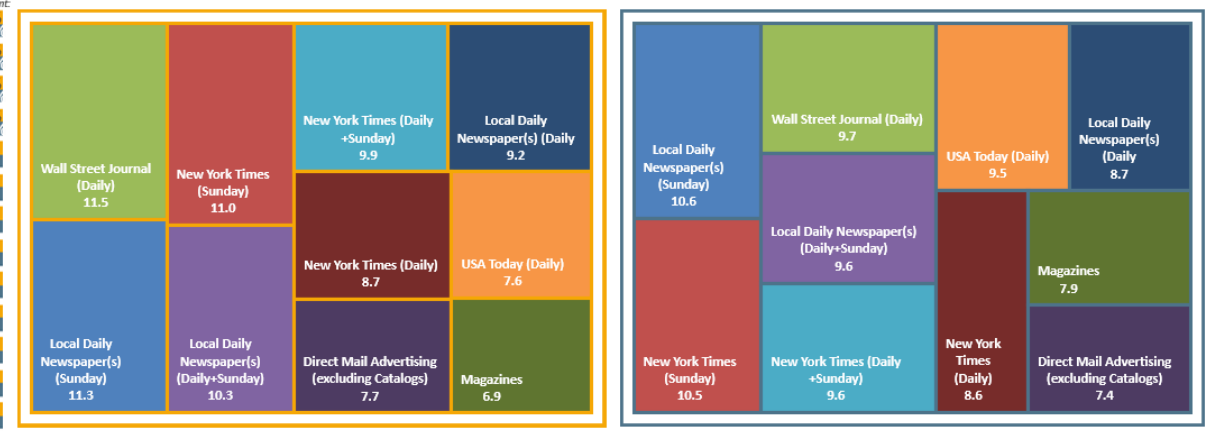
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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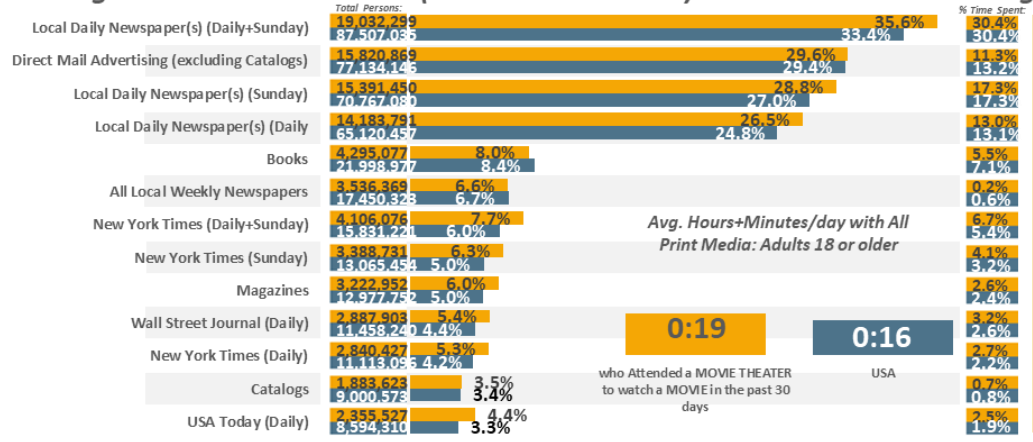
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Movies - when usually seen at a theater past 12 months: After the second week

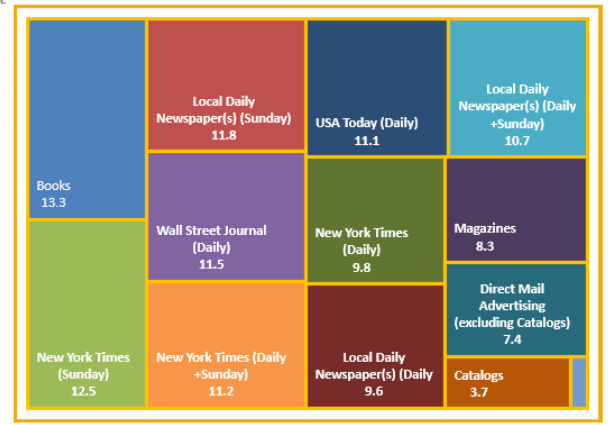
ALL PAST 30-DAYS MOVIE THEATER ATTENDERS

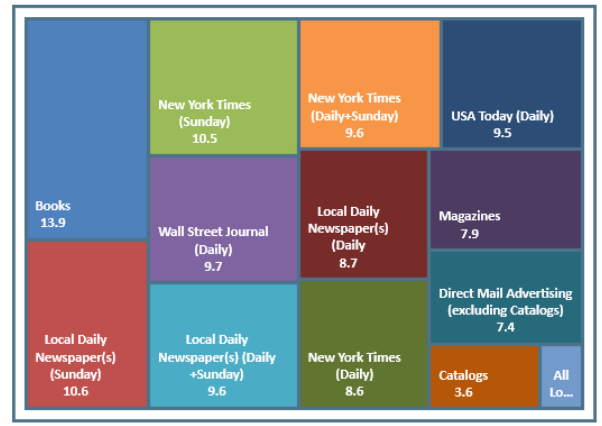
19,032,299 or 35.6% of Adults 18 or older who Attended a MOVIE THEATER to watch a MOVIE in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.7 minutes every day representing 32.1% of all time spent daily with All forms of

Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

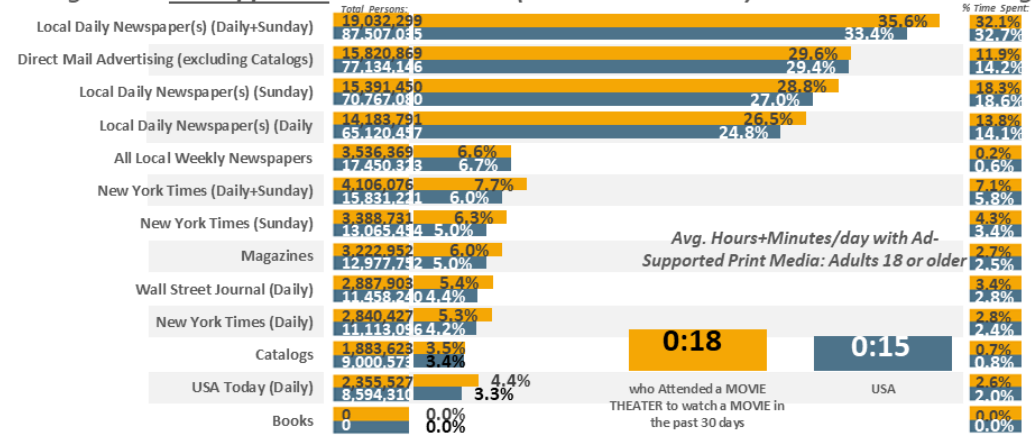


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

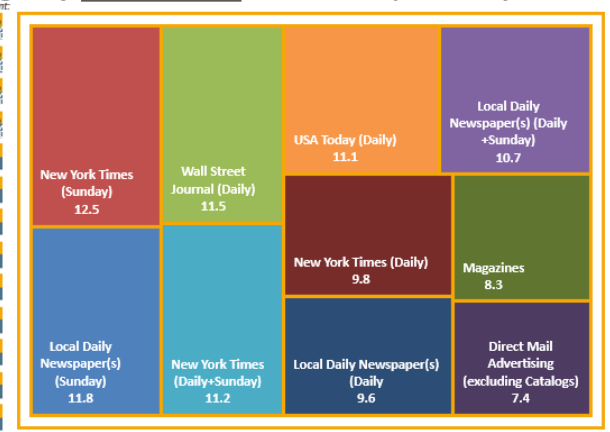


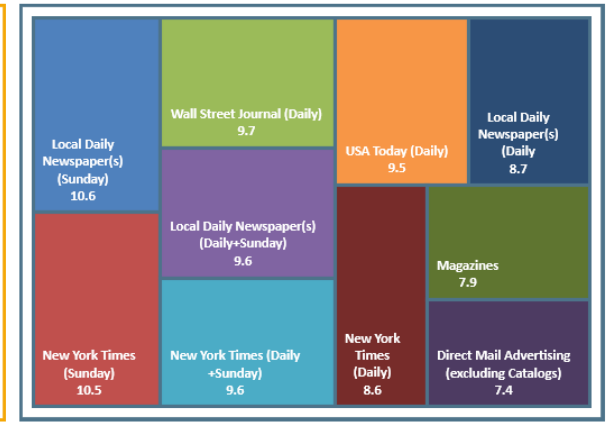


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





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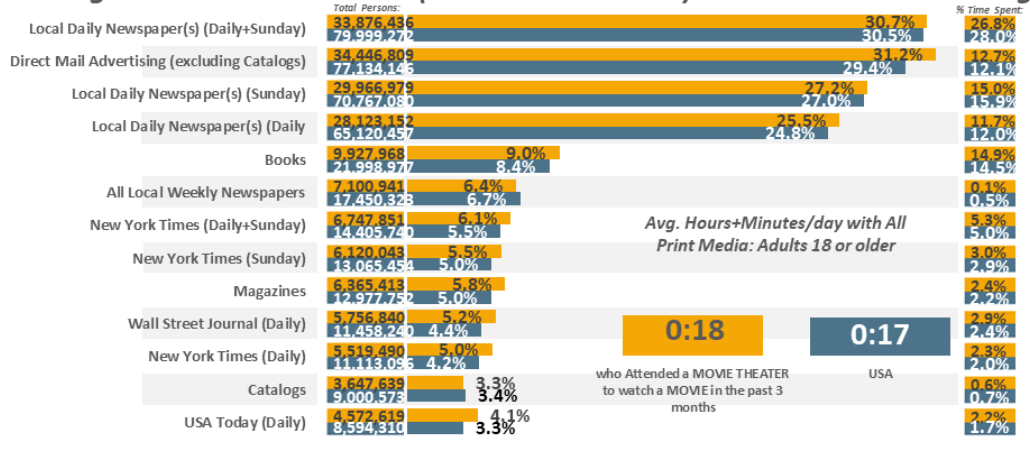
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No. of times attended movie at a theater past 30 days: Any movie attended at a theater past 30 days

ALL PAST 3-MONTHS MOVIE THEATER ATTENDERS

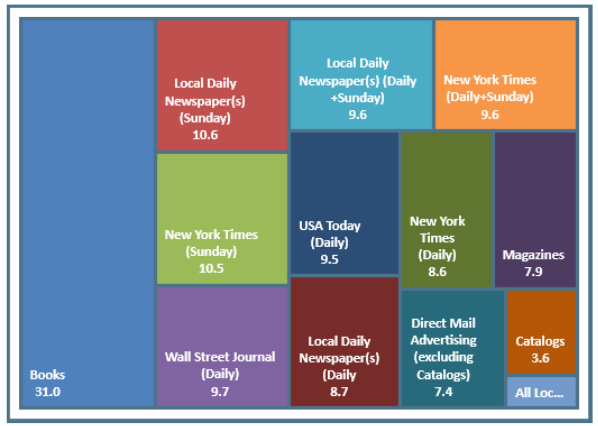
33,876,436 or 30.7% of Adults 18 or older who Attended a MOVIE THEATER to watch a MOVIE in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.6 minutes every day representing 31.4% of all time spent daily with All forms of

Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

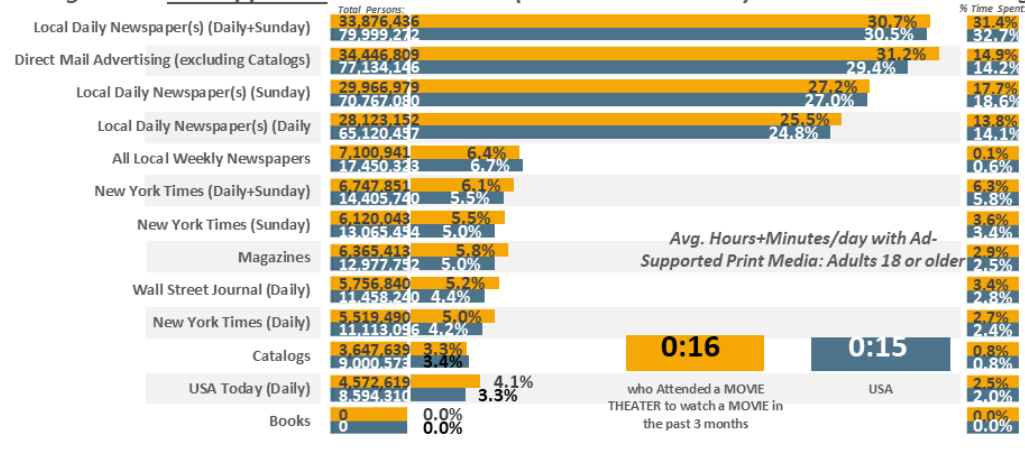


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

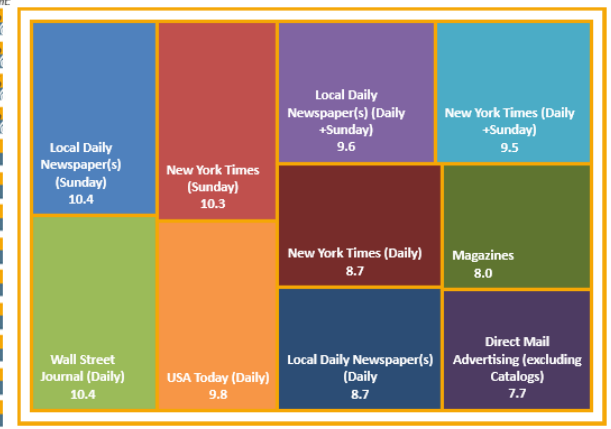


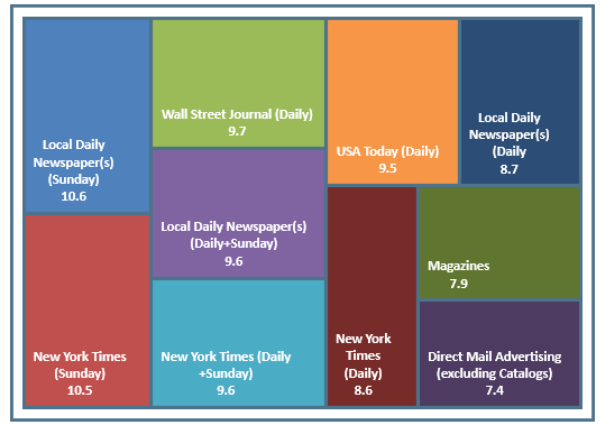


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





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No. of times attended movie at a theater past 3 months: Any movie attended at a theater past 3 months