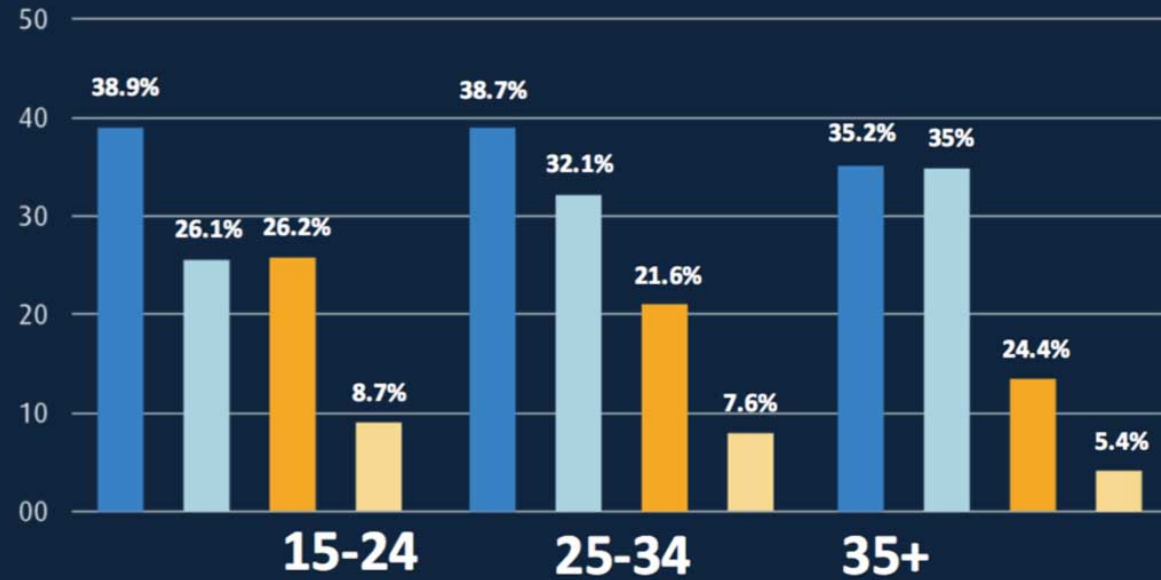
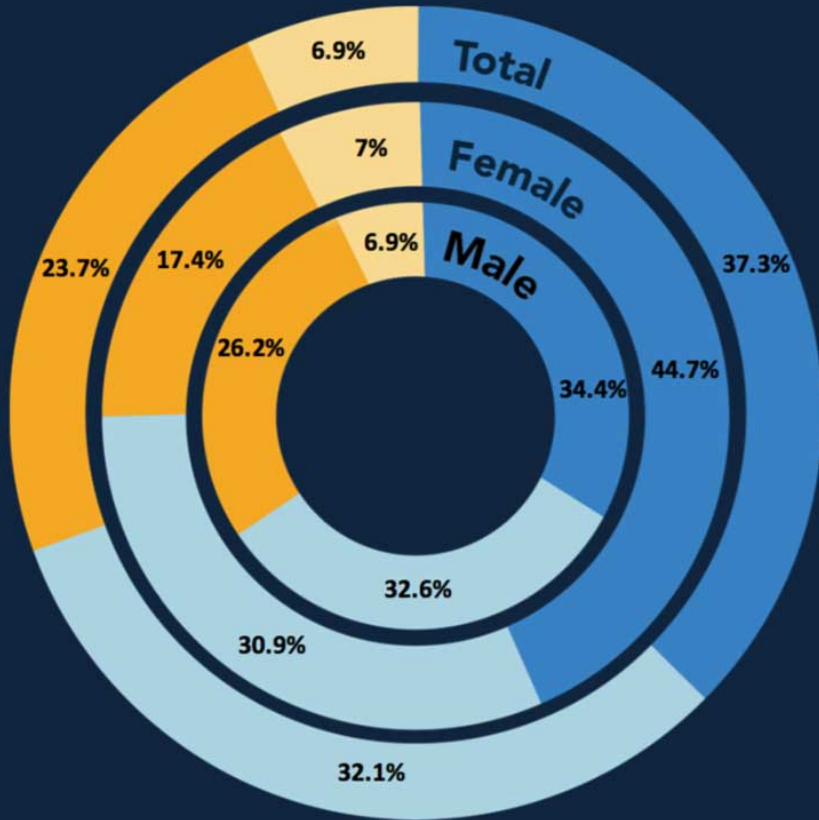




**BLOCKBUSTERS**

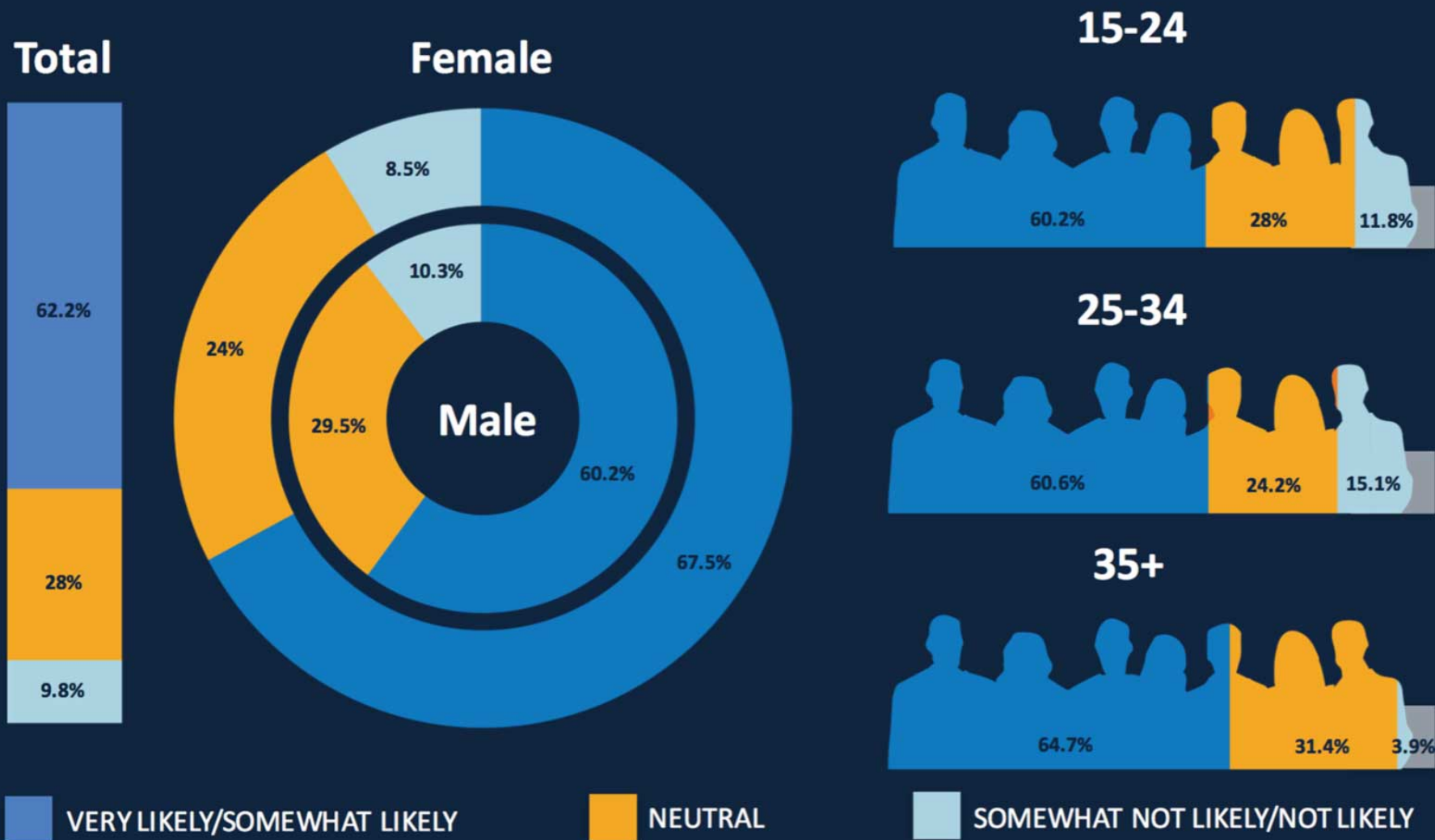


# Anticipating Upcoming Blockbusters



- Yes: I regularly check online for movies and await their release
- Somewhat: I decide based on their trailers
- Depends: If my friends and family are excited for the blockbuster
- Not Really: I wait for the blockbuster to hit the cinemas and then decide

# Going Early to the Cinema for Anticipated Blockbusters



**62.2% come well in time for Blockbusters**

# Most Anticipated Blockbusters – Q3 & Q4 2017

## Movies Released



Spiderman: Homecoming  
(July 6)



War for the Planet of the Apes  
(July 13)



Horoub Ezerari  
(July 20)



Baby Driver  
(July 20)



Jawab Leteqal  
(July 27)



Jab Harry Met Sejal  
(August 3)

## Movies Releasing



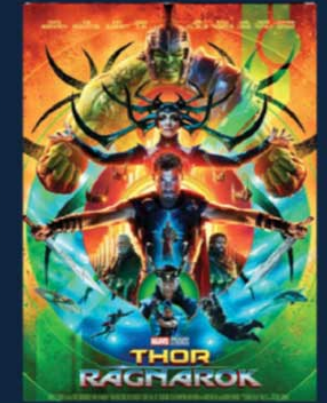
Judwaa 2  
(September 28)



Blade Runner 2049  
(October 5)



Golmaal Again  
(October 19)



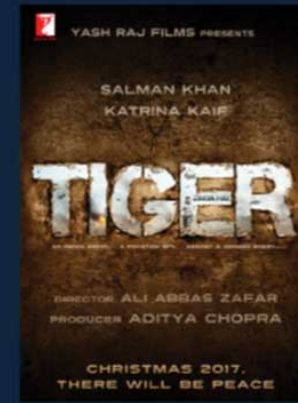
Thor: Ragnarok  
(November 2)



Justice League  
(November 16)



Star Wars: The Last Jedi  
(December 14)



Tiger Zinda Hai  
(December 21)



Pitch Perfect 3  
(December 28)

• Please Note: For movies releasing, dates are subject to change

Sample Base: 500 Respondents

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# Viewing Preference for Upcoming Blockbusters

84.6%

At the cinema

12.5%

On Demand

2.9%

Other

Sample Base: 457 Respondents

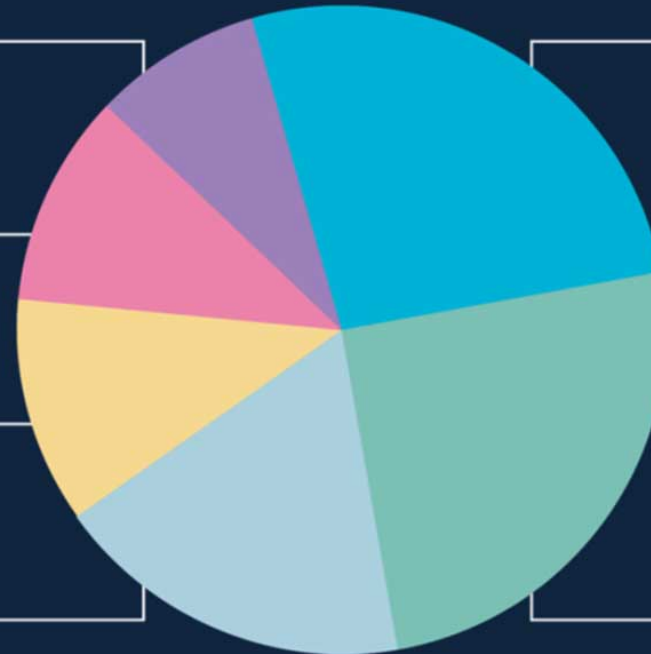
## PLANNING TO WATCH UPCOMING BLOCKBUSTERS

8.4% I don't plan

10.6% Two days  
before release

11.4% A week  
before release

17.9% Same day  
as release



26.6%  
As soon as  
trailers are out

25.1%  
After reading/  
hearing reviews and  
recommendations

Sample Base: 500 Respondents

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# Dining Out After Watching a Blockbuster

