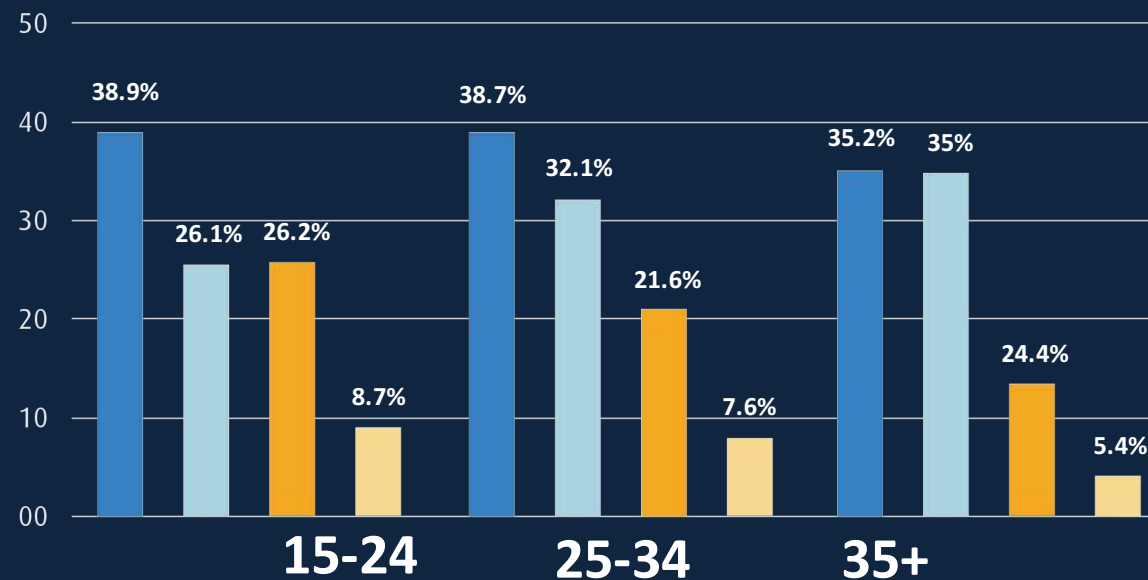
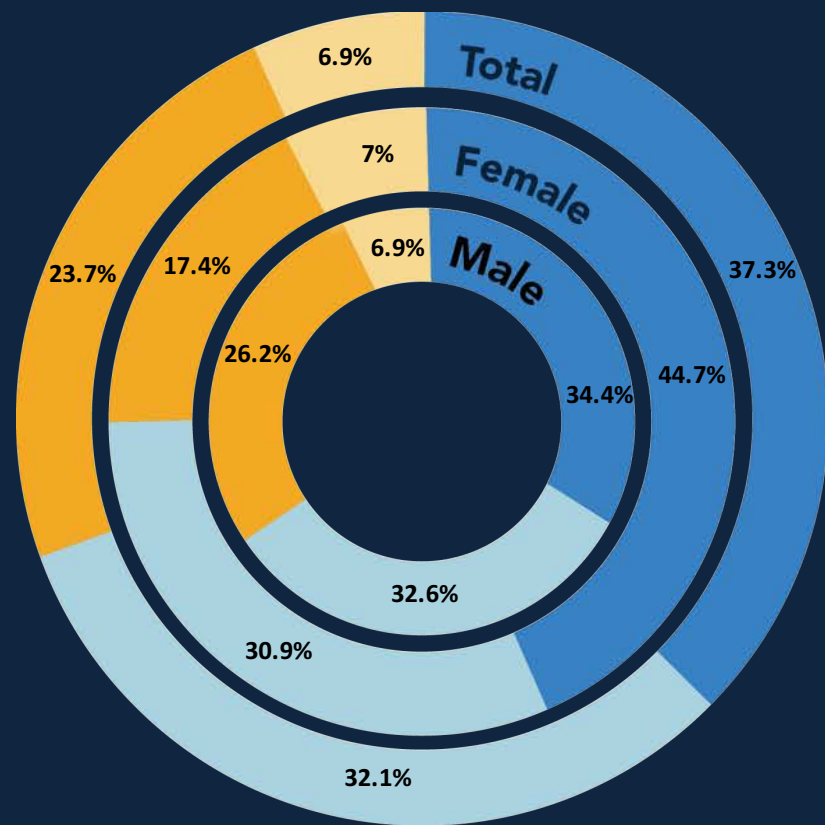




BLOCKBUSTERS

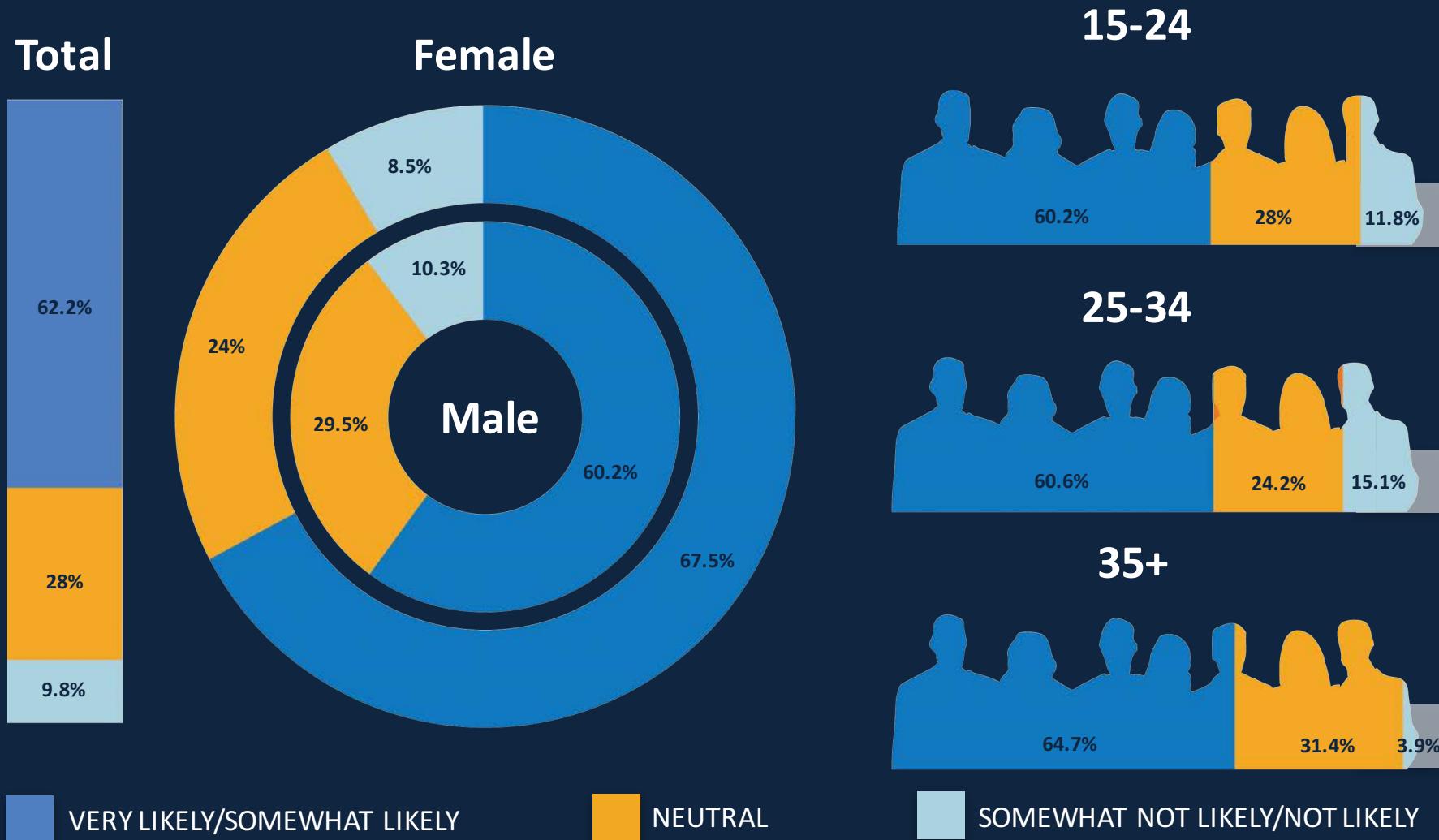


Anticipating Upcoming Blockbusters



- 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 Ezterari
(July 20)



Baby Driver
(July 20)



Jawab Leteqal
(July 27)



Jab Harry Met Sejal
(August 3)

Movies Releasing



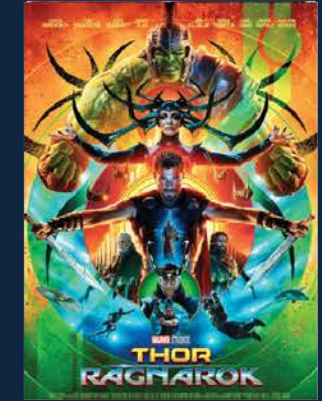
Judwaa 2
(September 28)



Blade Runner 2049
(October 5)



Golmaal Again
(October 19)



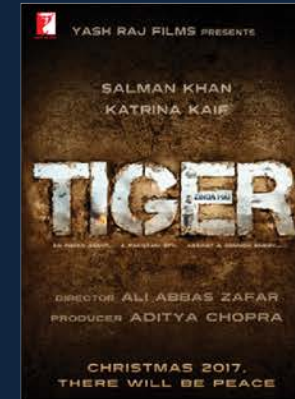
Thor: Ragnarok
(November 2)



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

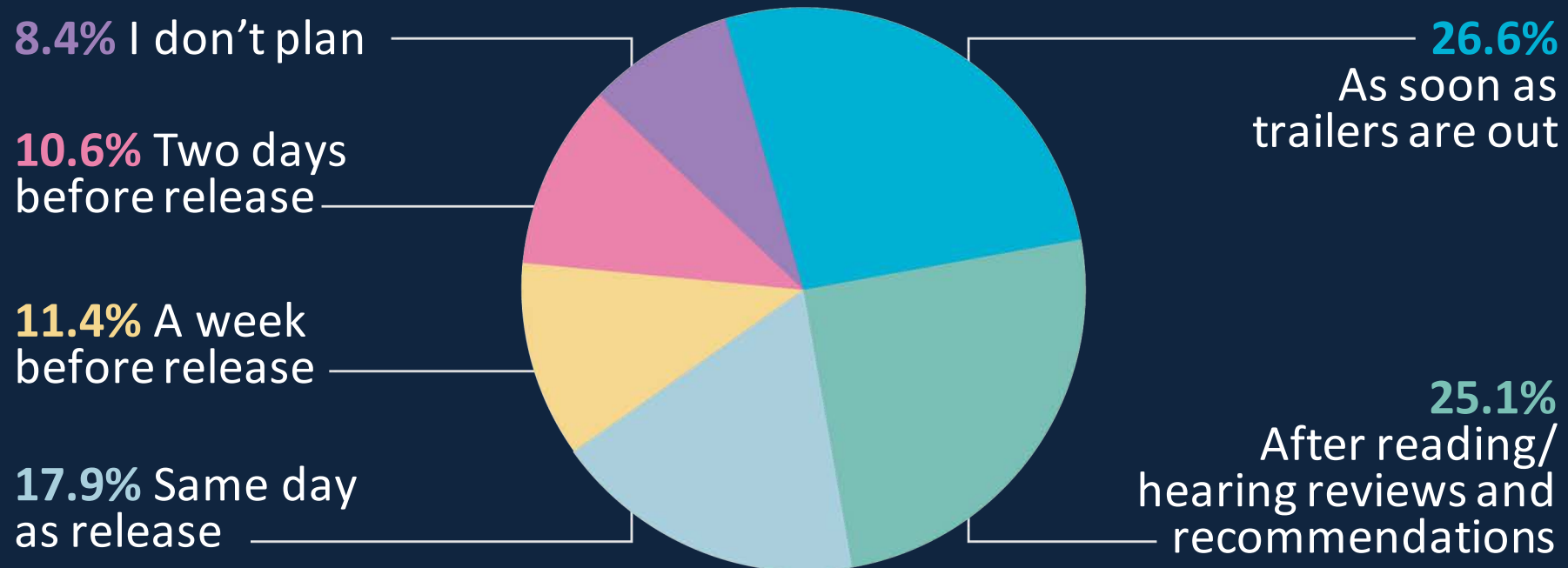
© 2017 Ipsos.

Viewing Preference for Upcoming Blockbusters



Sample Base: 457 Respondents

PLANNING TO WATCH UPCOMING BLOCKBUSTERS



Sample Base: 500 Respondents

© 2017 Ipsos.

Dining Out After Watching a Blockbuster

