

At the Movies

- 2011 decline in ticket sales
- No “must see” movies
- Tickets getting pricier
- Theatre experience declining
- Competition from other media

2.8 million moviegoers

2.5 million see movies in first two weeks

31% more likely to see movies in first two weeks

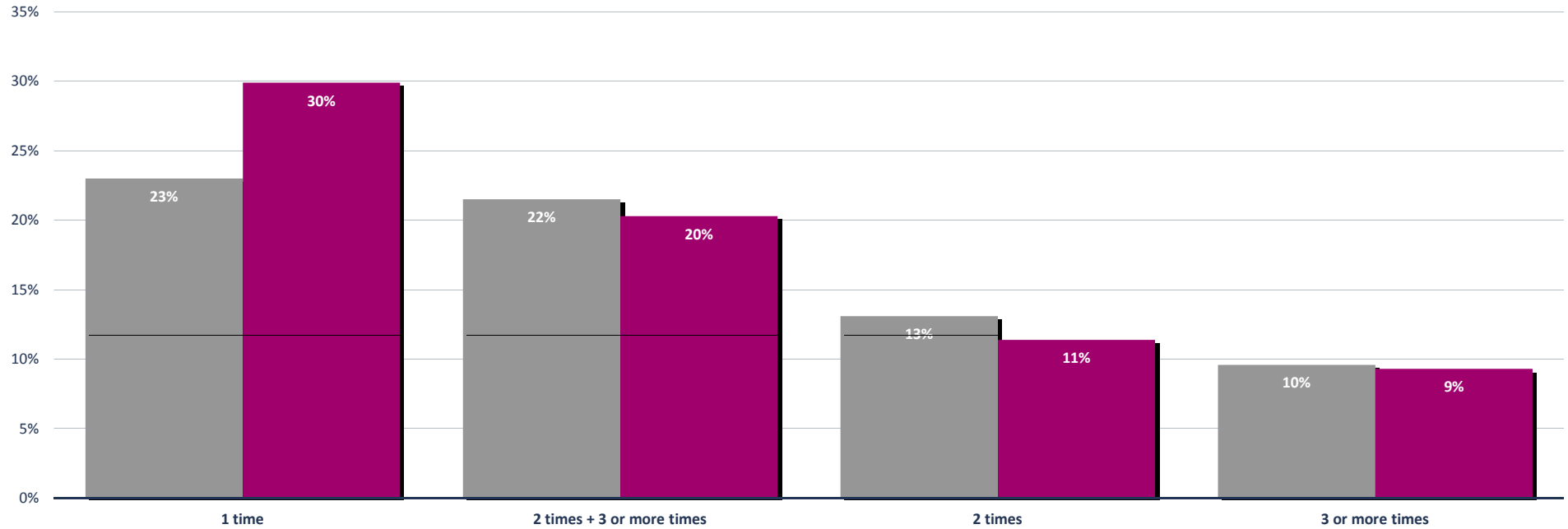
58% more likely to see movie on opening weekend

OF TIMES MOVIES-PAST 30 DAYS

How many times did you go to the movies in the past 30 days?

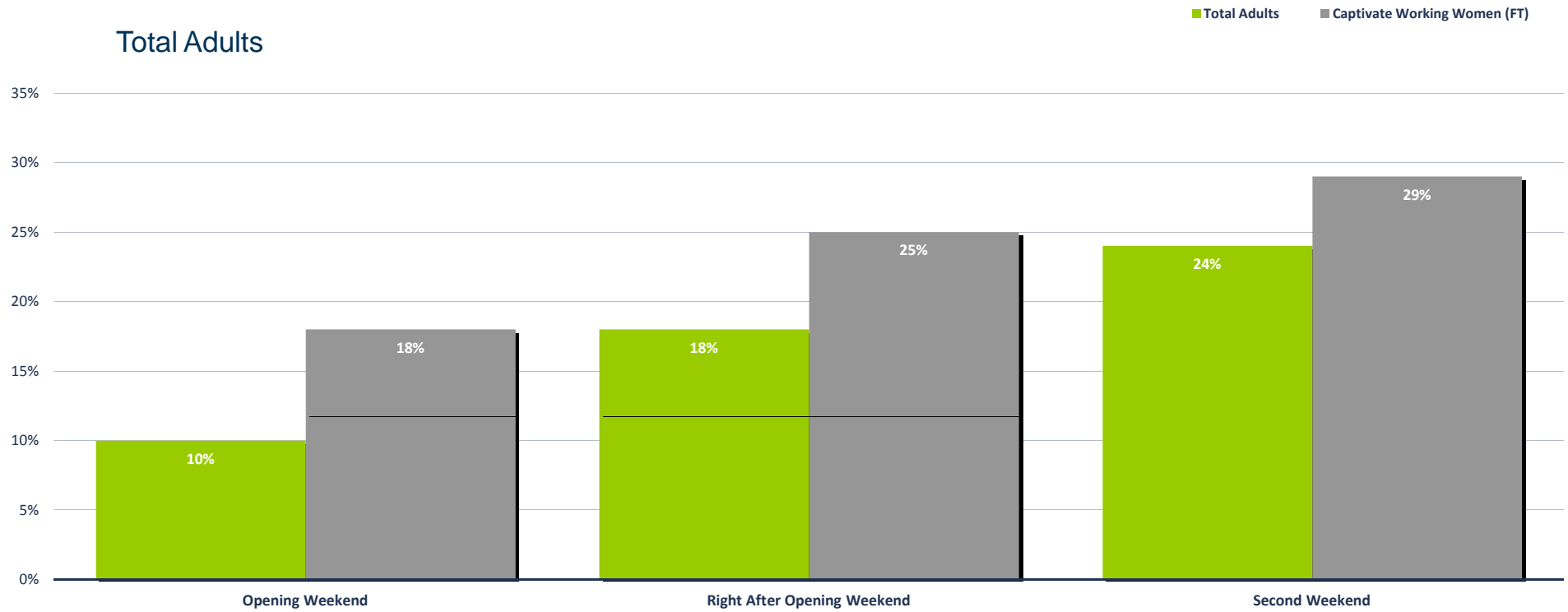
Captivate Women F/T

■ 2011 ■ 2012



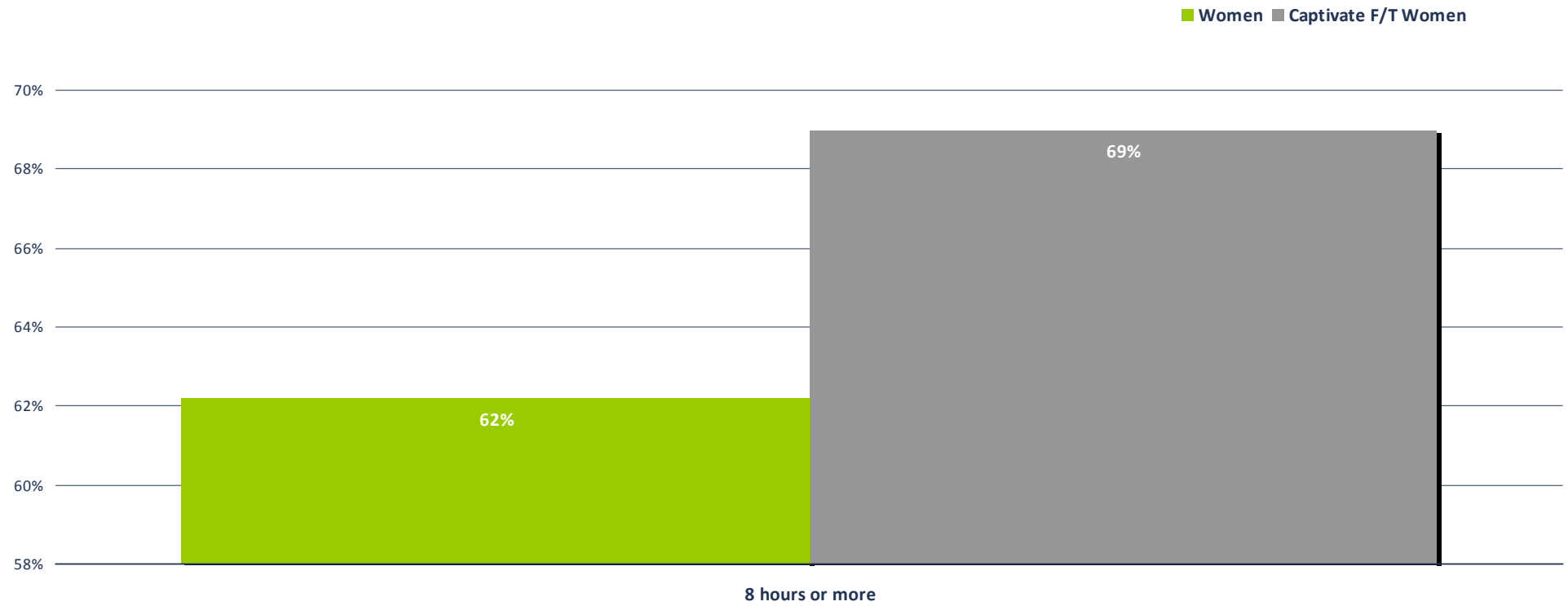
Movie Openings

Movies When Prefer to See a New Movie?



HOURS SPENT AT WORK

How many hours do you spend at work on a typical work day?



TV Tune-in

- DVR penetration nearing 40%
- Timeshifted viewing nears 3 hours a week
- A 35-49 highest timeshifted viewing
- 40% growth in mobile video
- Video on demand growth

Word of Mouth Drives Tune-In

- Users who were influenced to begin watching a television show did so for a variety of reasons. Over three-quarters did so because "people had good things to say about it", 64% had their interest piqued by topics and storylines that were discussed and 13% tuned into a show because they like to watch what others watch.

Midweek #1 TV word of mouth

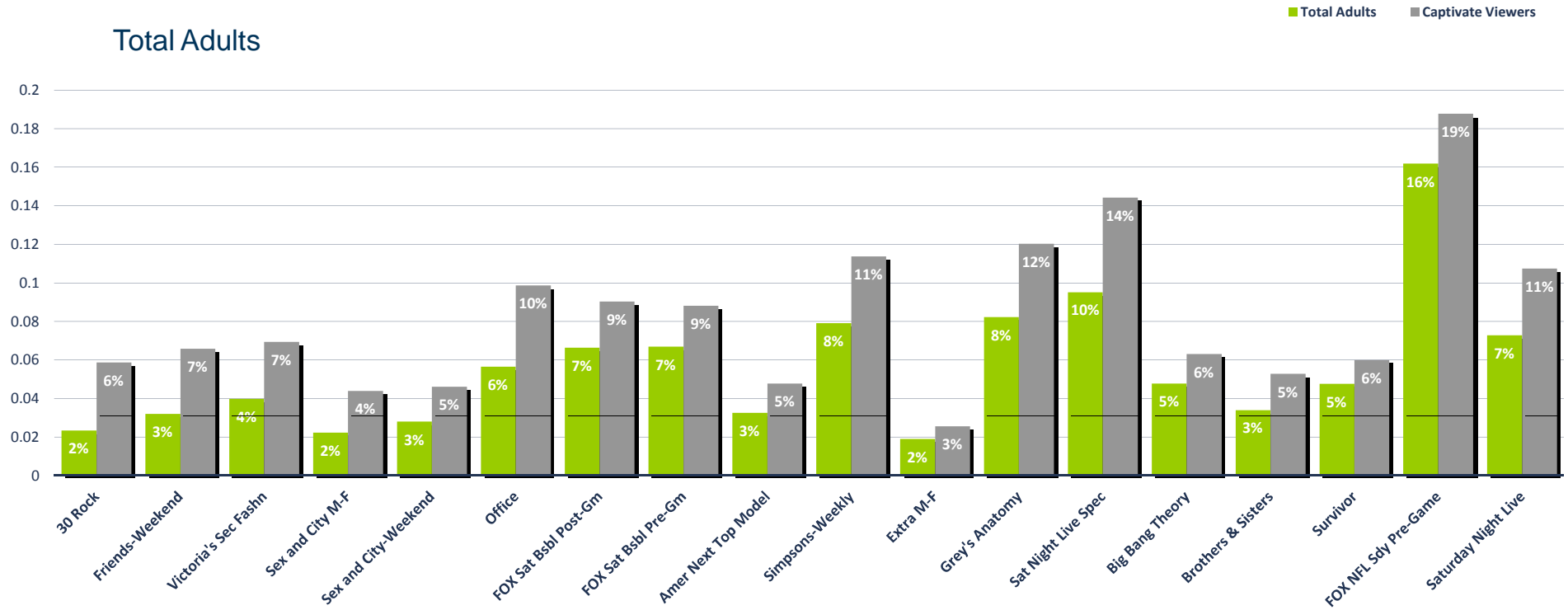
3.5 million daily tv viewers
3.0 million watch 90+ minutes a day

600,000 workday tv viewers

TV Programs

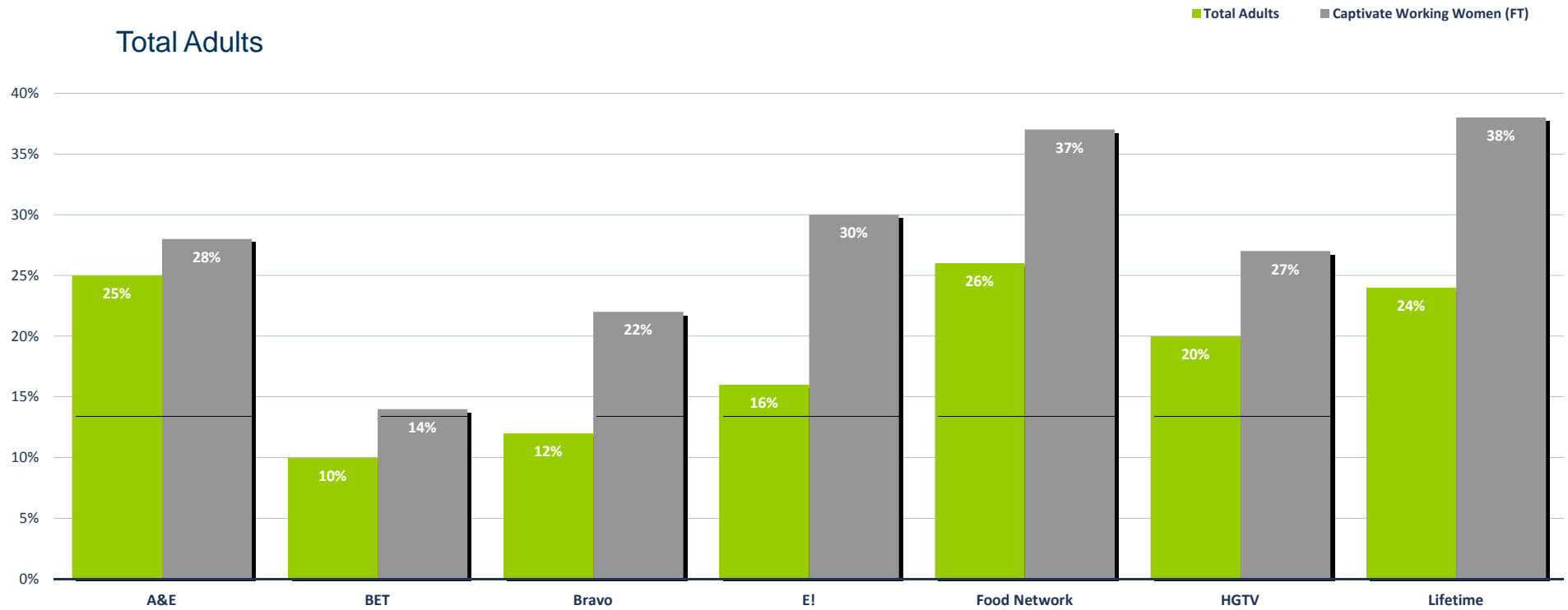
Cable TV Services Watched Any Past 7 Days?

Total Adults



TV Networks

Cable TV Services Watched Any Past 7 Days?

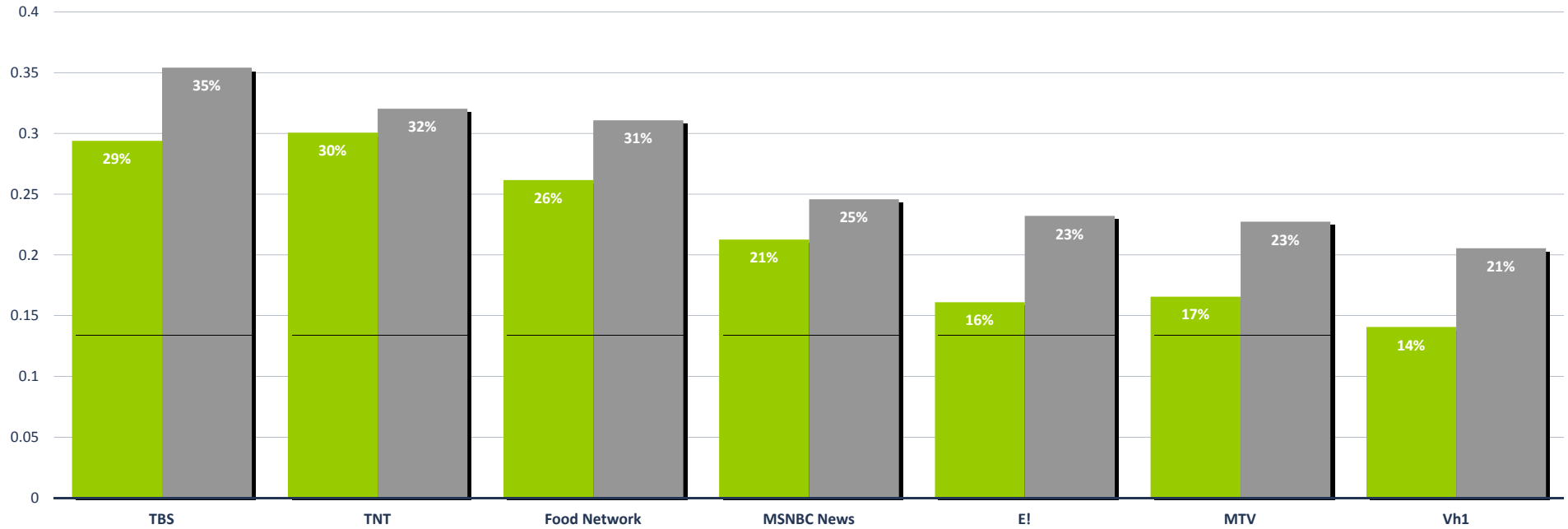


TV Networks

Cable TV Services Watched Any Past 7 Days?

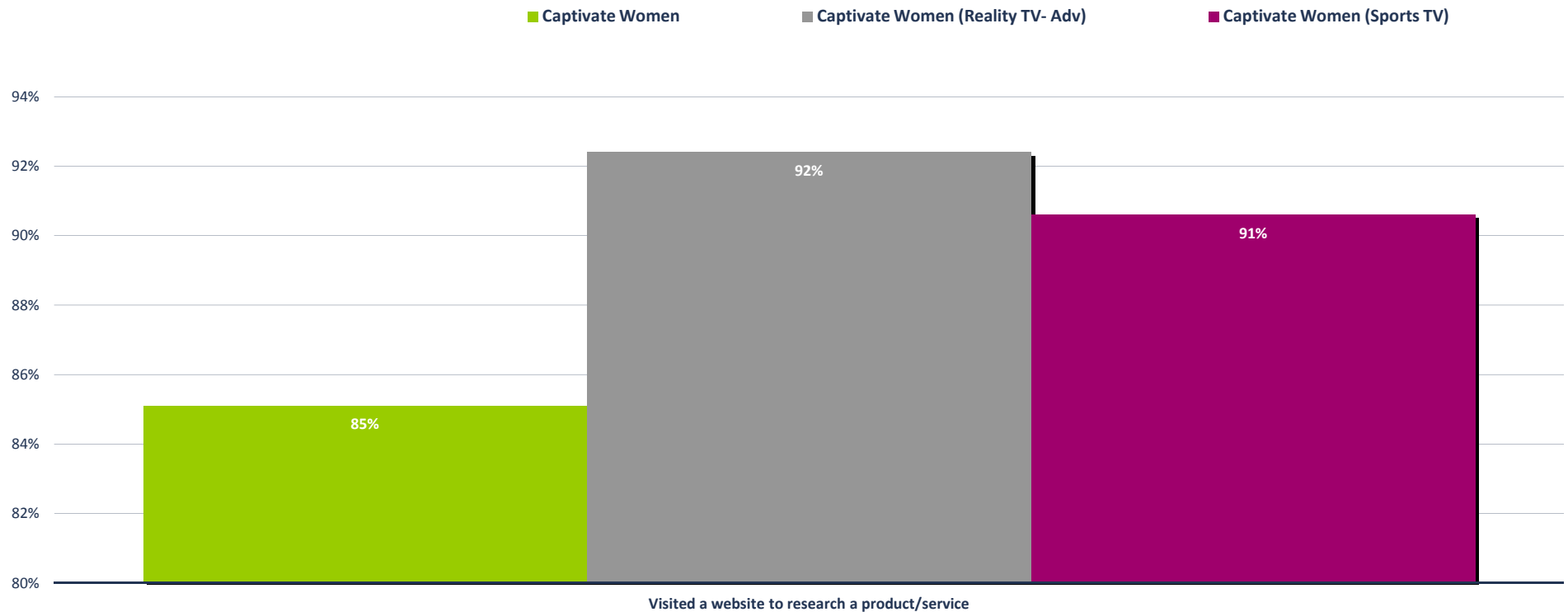
Total Adults Captivate Men

Total Adults



ACTIONS TAKEN-ELEVATOR MEDIA SCREENS

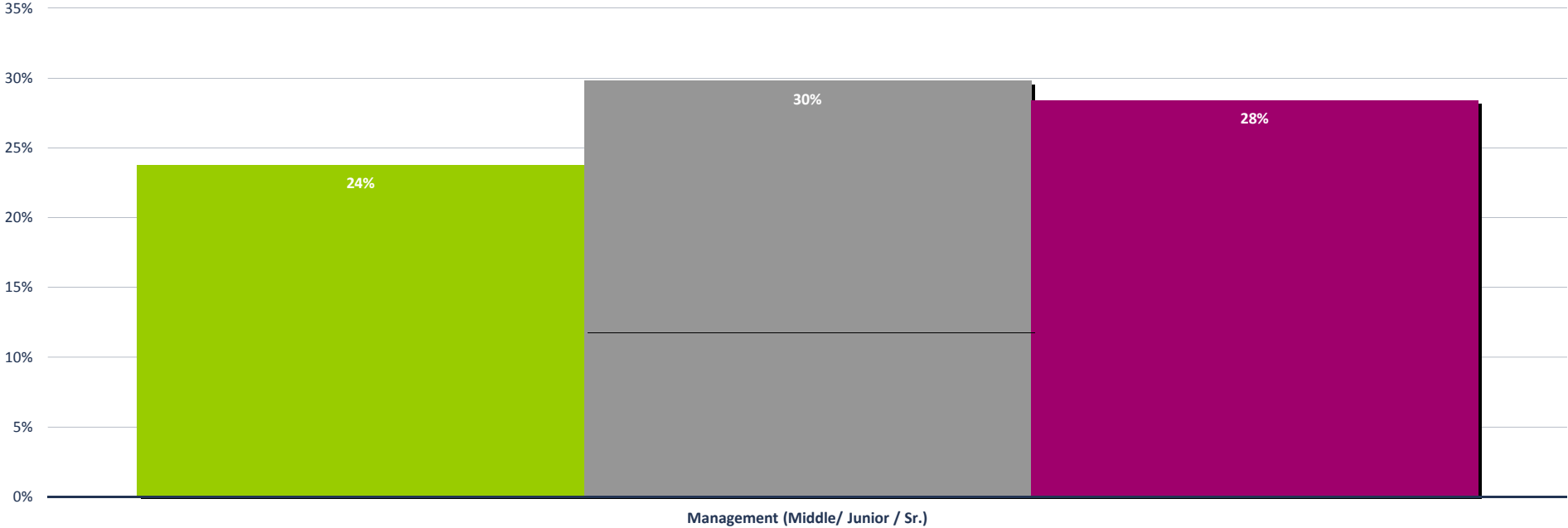
In the past 30 days which, if any, of the following actions have you taken as a result of seeing a product or service advertised on Elevator Media Screens?



JOB FUNCTION

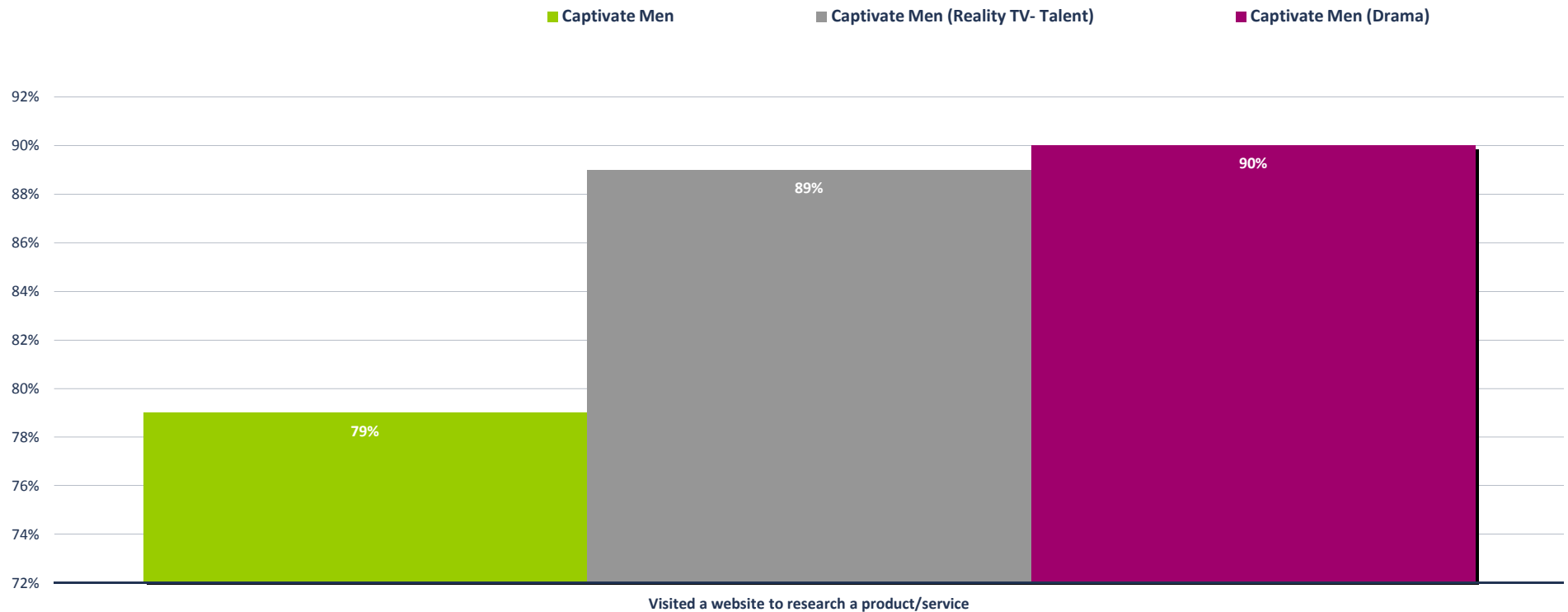
Which of the following best describes your job function within the company or department where you work?

Captivate Women Captivate Women (Late Night- Talk) Captivate Women (Reality - talent)



ACTIONS TAKEN-ELEVATOR MEDIA SCREENS

In the past 30 days which, if any, of the following actions have you taken as a result of seeing a product or service advertised on Elevator Media Screens?



Household Income

Which of the following categories includes your total annual household income from all sources before taxes?

