

# MOVIE GOERS

— DAY IN THE LIFE OF



**7.00am** Browse *9TheFix* to check the latest on Golden Globe nominations while getting ready



**Travelling to work**  
Check the Movie section on *9TheFix* to read the latest J Law and Chris Pratt interview about the upcoming blockbuster – ‘Passengers’



**Lunchtime**  
Read up on the latest movie reviews and watch upcoming trailers on *9TheFix*



**Journey Home** Check *9TheFix* Movie Times for tonight's movie outing



**Evening** Relax on the couch after the cinemas whilst watching *The Last Samurai* on Channel 9

Our **Movie Goers** audience are true movie lovers, watching 5-6 movies in cinemas per month. They love following their favourite actors across our network.

## DEMOGRAPHICS

50k+

HH INCOME

18+

YEARS OLD



**LOCATION** Capital Cities

**LIFE STAGE** All Stages

## NINE AUDIENCE SITES



## 9NOW SHOWS

ALL SHOWS

NINE AUDIENCE 5%