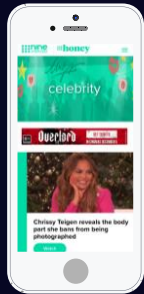


MOVIE GOERS

— DAY IN THE LIFE OF



7am - Browses 9Honey to check the latest on the Golden Globe nominations while getting ready.



Travelling to work - Checks the movie section on 9Honey to read the latest J Law and Chris Pratt interview about the upcoming blockbuster – ‘Passengers’.



Lunchtime - Reads up on the latest movie reviews and watches upcoming trailers on 9Honey.



Journey home - Checks 9Honey movie times for tonight’s movie outing.



Evening - Relaxes on the couch 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

CAR OWNERSHIP



Passenger



SUV

POWERED BY



NINE AUDIENCE SITES



9NOW SHOWS

ALL SHOWS

NINE AUDIENCE

5%