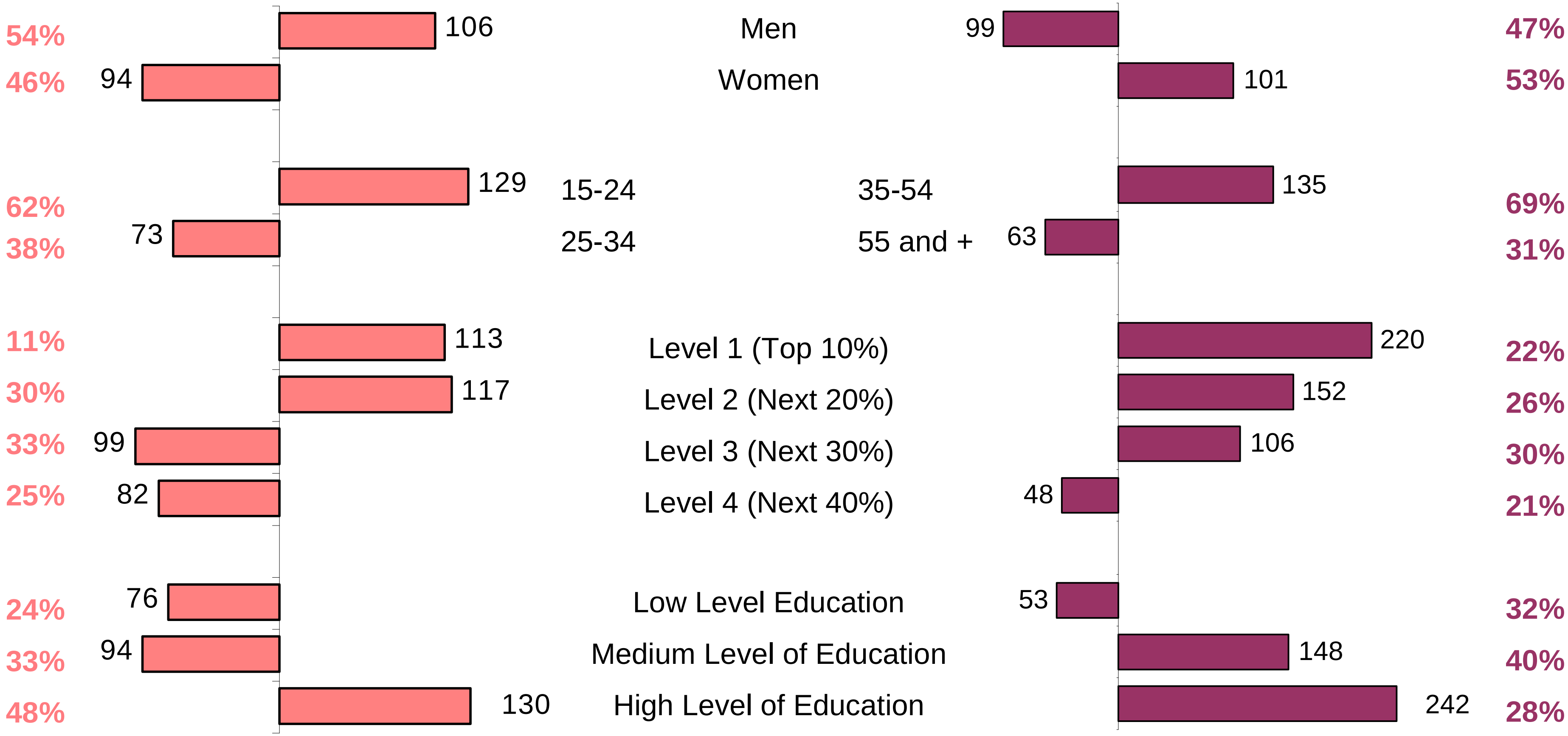
Heavy Cinemagoers Audience Profile

< 35

> 35



TGI

Similarities among European HCG
5 Orientations common to both age groups

Personal appearance

Heavy Cinemagoers are fashion conscious

“I like others to look at me” - <35: **62%**, 117 vs European Pop°

“I like to keep up with the latest fashion” - >35: 36%, **156** vs 23%

“I do sport exercises at least once a week”

<35: **60%**, 119 vs European Pop°/ >35: 57%, **152**

Openness to Other Cultures & Arts

Heavy Cinemagoers are very open-minded

“I like the idea of travelling abroad”

<35: 73%, 114 vs European Pop°

>35: 73%, 146 vs 50%

<35: “I’m going out in Museums” 33%, 181

Pop/Rock Concert” 13%, 180

Time Out & Group belonging

Heavy Cinemagoers enjoy going out

“I really enjoy a night out at a pub” - <35: 51%, 120

“I enjoy splashing out on a meal in a good restaurant

>35: 51%, 139 vs 36%

Source: TGI Europa 2006: 55,891 respondents - 4 countries: UK,F, S,G

Similarities among European HCG
5 Orientations common to both age groups

Innovation, Newness & New technologies

"I like to try new drinks"- <35: 51%, 119
"I'm interested in innovation in cosmetics - >35: 32%, 146
"I try to keep up with the latest dvpt in technologies"
<35: 60%, 114 / >35: 58%, 135 vs 43% European Pop°
<u>Hi tech products Ownership</u>
<35: Laptop: 15%, 188 / PC: 76%, 134 / Game consoles: 24%, 163
Digital Camera: 14%, 142

Impulsive Shoppers, Big spenders & Importance of Advertising

"I generally like advertising" - <35: 44%, 114
"I expect advertising to be entertaining" - <35: 49%, 118
"Every season I buy some new clothes"- <35: 64%, 116 / >35: 56%, 140
"I tend to spend money without thinking" - <35: 28%, 123

Source: TGI Europa 2006: 55,891 respondents - 4 countries: UK,F, S,G

Heavy Cinemagoers
More sensitive to Brands

✳ Heavy Cinemagoers are true Brand Partners

- More affected by brands
- More receptive to its message
- More loyal to brands
- More inclined to purchase branded products

Cinema is a privileged medium in which brand culture is built

Megrabrand System from TNS evaluates consumers' Brand Equity analysing:
- Likeability of a future choice – Brand Commitment Power
- Willingness to pay a brand premium – Attraction Power

Reference:
The entire French population aged 15 years upwards - 48 M individuals (2005 edition: 5094 interviews, 300 tested brands)
Focus on Heavy Cinemagoers