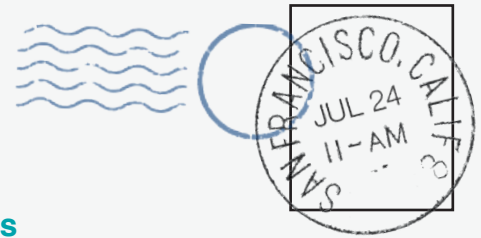


# LOVE CINEMA THIS SUMMER.



Be in all the films families will be talking about this summer.

## The Offer

Buy into the full run of either Inside Out or Minions and get this summer's smaller family films free, including Pixels. That's an estimated 1.5m admissions FREE.

## Inside Out, 24 July 2015

Pixar have created some of the greatest animated films of all time, including Up, Finding Nemo and Toy Story, but Inside Out could be their best yet. Told from the perspective of the emotions inside the mind of a little girl, it's a genius concept that has enchanted audiences everywhere it's played.

Family films are set to dominate the summer, with Universal Pictures releasing Minions on 26 June.

To really build incremental reach and maximise ROI in the summer months, cinema is an integral addition to any family brand's media mix.

## Family Fun This Summer

26 June	Minions
10 July	Song Of The Sea
24 July	Inside Out
12 August	Pixels
28 August	Strange Magic



digital cinema media

## Fast Facts



10.2m

total expected DCM admissions for summer family films.



4.1m

expected DCM admissions for Inside Out.



40%

of all admissions across July and August are family admissions.



70%

of the audience are seated before anything is shown on screen.



ABC1

61%

ABC1 demographic. Cinema is a great way to reach upmarket families.

Source: 1, 2, 3. DCM Forecast as @ 04.06.15 / 4. FAME 2014 Adults with children / 5. Based on combined CAA Film Monitor comparative film profiles for all five summer family film titles



# INSIDE OUT



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