

Theatrical Advertising Key Findings

indoorDIRECT commissioned Nielsen to measure the effectiveness of theatrical advertising on the network. The findings validate that theatrical advertising resonates with our viewers. **In fact, 40% of the viewers enjoy watching movie trailers the most on the network! Nearly a third of viewers will visit a movie theater in the next week after watching the network.**

Fox Searchlight Release

Advertising Recall

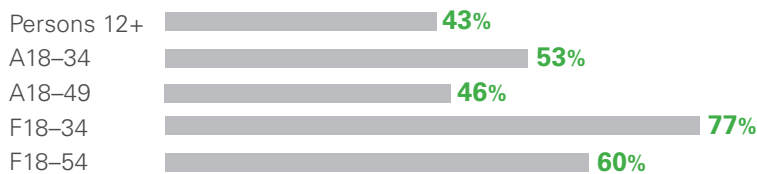
indoorDIRECT's viewers were highly likely to remember advertising.



Q: During your visit today, what advertising do you recall seeing? Did you see or hear an ad for "film" movie trailer?

Advertising Impact on Intent (Definitely/More Likely See)

Advertising on indoorDIRECT clearly drove intent to see the film.



Q: Based on the Advertisement you just saw for "film," which of the following best describes how likely you will be able to go see "film"?

Theatrical Advertising on indoorDIRECT

Advertising Impact on Interest (Much More/Somewhat More Interested)

Advertising on indoorDIRECT clearly drives interest in attending specific films.

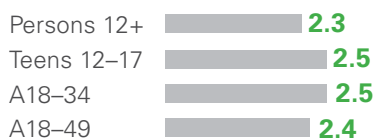


How does seeing ads for a movie in this setting impact your interest in seeing that movie? Would you say that it makes you?

Attendance Behavior

Frequency of Visits (Monthly)

indoorDIRECT delivers the frequent movie-going audience.



How many times have you gone to the movies in the last month?

For any questions or inquiries, please contact your sales representative