

13th December 2013



UK MOVIE BUZZ CHART

Overall Buzz Intent to view Buzz Not to Scale

OPENING THIS WEEK

% of intent
to view

The Hobbit: The
Desolation of Smaug



26,523

8,916

34%



The Christmas Candle



94

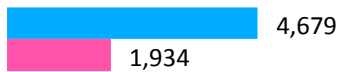
27

29%



HOLDOVERS (WEEK 2)

Frozen



4,679

1,934

41%



Black Nativity



1,184

452

38%



Homefront



565

239

42%



Nebraska



415

111

27%



OldBoy



331

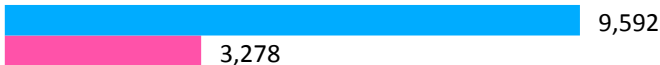
122

37%



COMING SOON

Anchorman 2



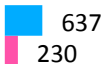
9,592

3,278

34%



Harry Hill



637

230

36%



Walking with Dinosaurs



326

130

40%



Moshi Monsters



65

26

40%



WAY TO BLUE

Source: Way to Blue, Data Period: 06/12/13-12/12/13