




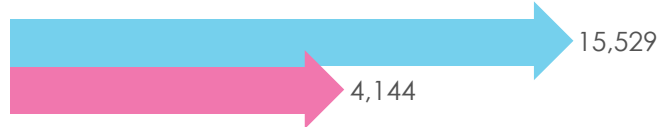
 = Not to Scale
 = Overall Buzz
 = Intent to View Buzz

All data is for the time period
 Thursday December 4th to Wednesday December 10th

 = Performing Above Genre Benchmark
 = Performing Below Genre Benchmark
 = Performing At Genre Benchmark

OPENING THIS WEEK

THE HOBBIT: THE BATTLE OF THE FIVE ARMIES



Performance versus Intent-To-View genre benchmark



FANTASY

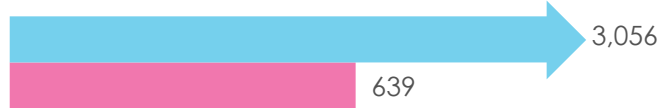
HOLDOVERS (WEEK 2)

PENGUINS OF MADAGASCAR



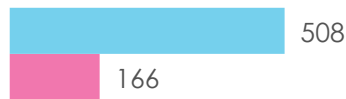
FAMILY

MEN, WOMEN & CHILDREN



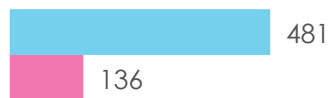
DRAMA

ST VINCENT



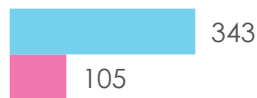
COMEDY

BLACK SEA



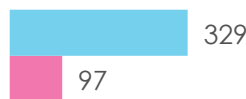
ADVENTURE

THE PYRAMID



HORROR

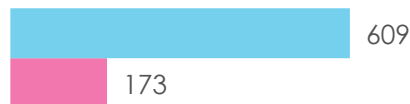
GET SANTA



FAMILY

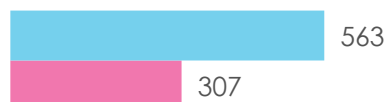
COMING SOON

NIGHT AT THE MUSEUM: SECRET OF THE TOMB



FAMILY

DUMB & DUMBER TO



COMEDY

(SOURCE: WAY TO BLUE, DATA GATHERED FROM SOCIAL MEDIA, NEWS, FORUMS AND BLOGS)