

It's Titanic in scale!



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The most famous and deadliest civilian maritime disaster – the sinking of the Titanic – occurred on April 12, 1912. At least three movies and several television shows have been devoted to this event including the 1997 blockbuster movie, *Titanic*, that still holds the box office record of \$1.8B in gross revenue. Thinking about the Titanic got us thinking about the movie, which, in turn, caused us to wonder about moviegoers in the U.S.

So, using Experian Simmons data and information from our sister company, PriceGrabber.com, we took a look at American moviegoers and some of their characteristics.

Source: Experian Simmons National Consumer Study/National Hispanic Consumer Study Fall 2008 Full Year

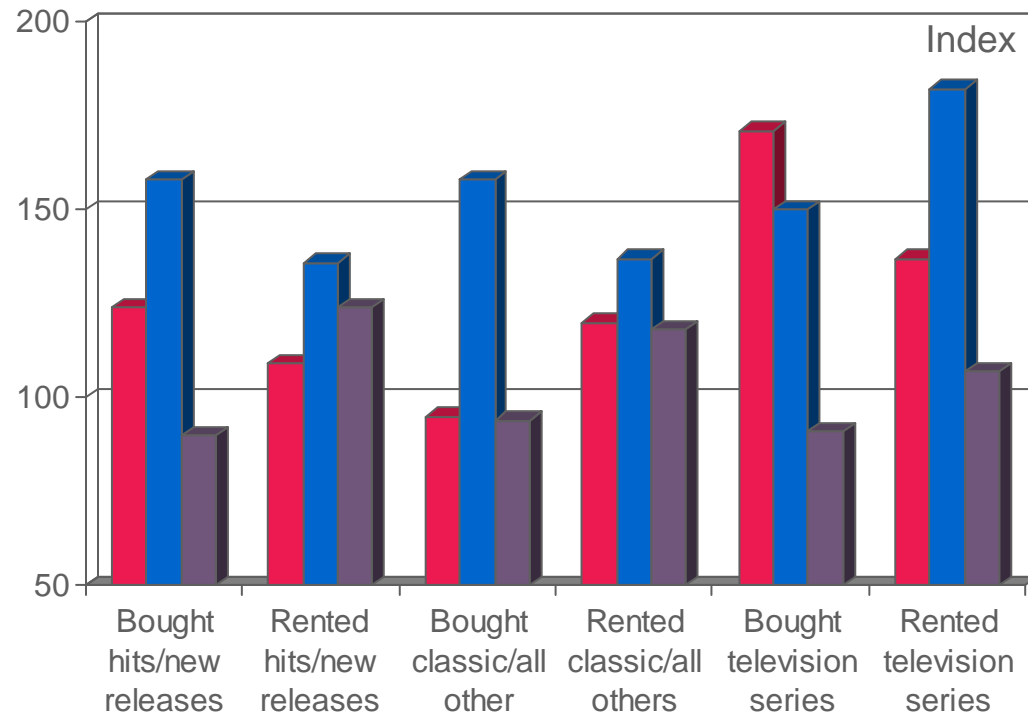


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Do Moviegoers Also Watch Movies on Purchased/Rented DVDs?

Indeed they do; however, Americans who watch movies within the first two weeks of release are more likely than their fellow moviegoers to buy and rent DVDs. Let us review where they purchase/rent their DVDs.



■ Opening weekend ■ After opening weekend, w/in first 2 weeks ■ After second week



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Where to buy? Where to rent?

Below are the top three places where Americans have purchased/rented DVDs; and Blockbuster is the number one place for both purchases and rentals. In addition, these Americans are more likely to purchase than rent DVDs.

Where Purchased: Americans who watch after opening weekend and within first 2 weeks (Index)		Where Rented: Americans who watch after opening weekend and within first 2 weeks (Index)	
Blockbuster	195	Blockbuster	146
Target	165	Hollywood Video	143
Best Buy	146	Netflix	93

So when are movie DVD's most likely purchased?

PriceGrabber.com performed a three-year trend analysis of the total number of visits their movie section received. The analysis concluded that their movie section yields the most visitors in December when consumers are most likely purchasing movies as holiday gifts.

However, an all time total visitor high of 12% occurred in January 2008. This high visitor rate is attributed to consumers probably delaying purchases in December 2007 for the after holiday sales.

So which movie genres they are most likely purchasing?

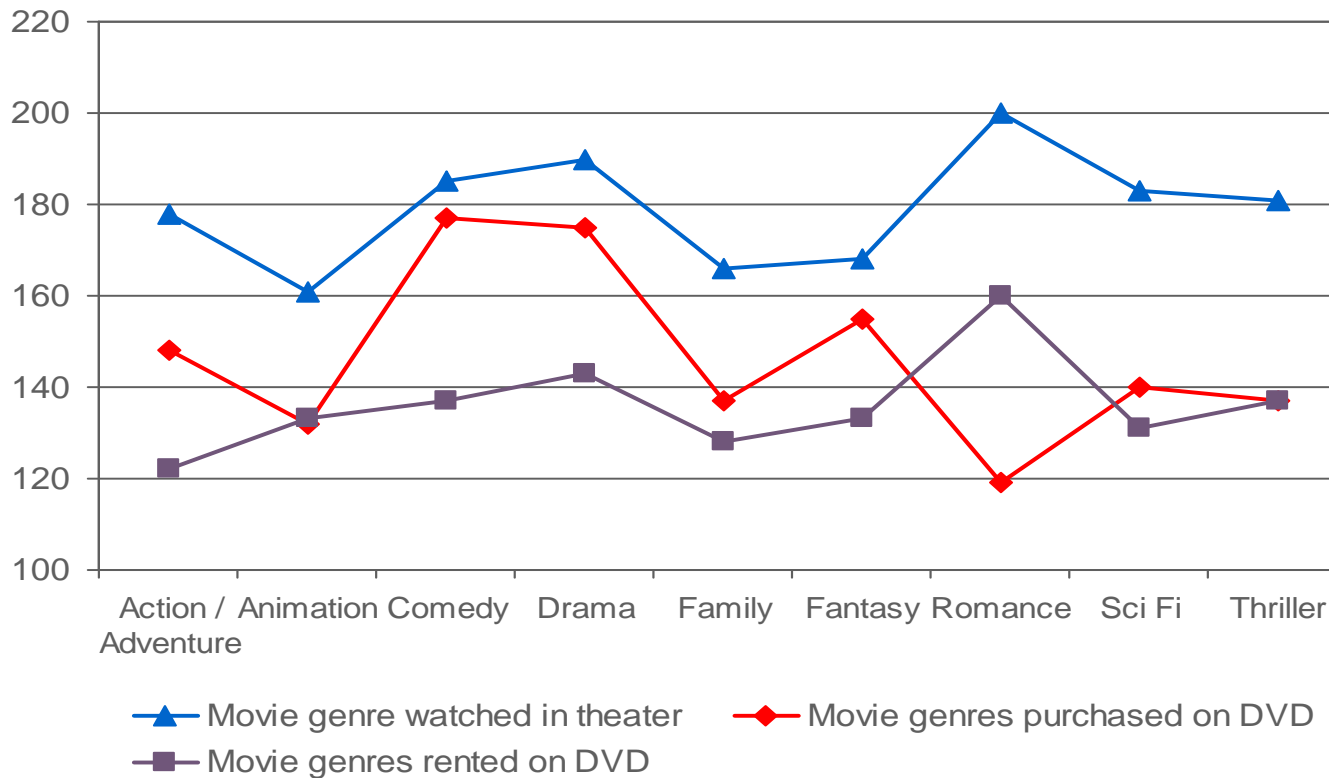


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The Preferred Movie Genres

The genre preferences of Americans are generally similar regardless of how they catch the movie.



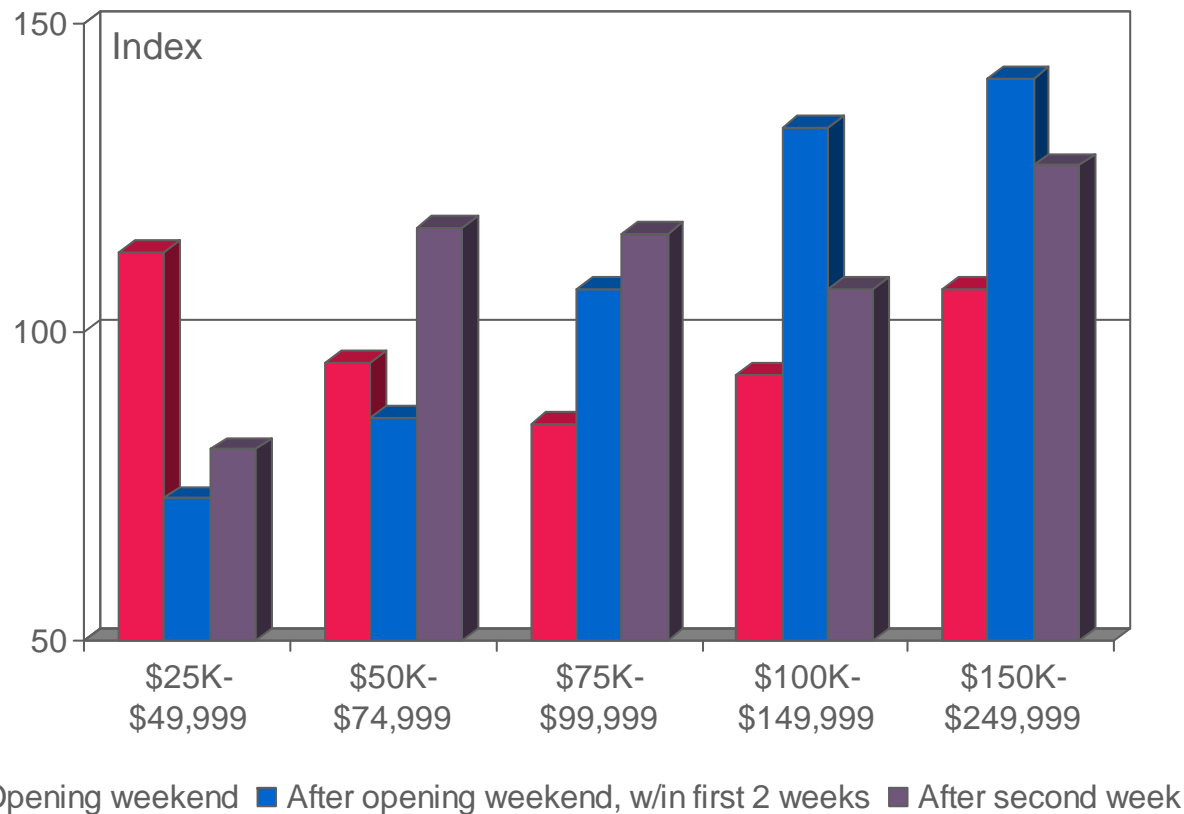
* Americans who watch two weekends within a movie's release.



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Who goes when?

Those with higher incomes usually don't attend opening weekend.



Moviegoers and the Internet

The number one online activity of moviegoers* during the last 30 days is looking up movie information/reviews/showtimes. Below are their other top online activities.

Online Activities*	Index
Looking up movie information/reviews/showtimes	179
Instant messaging	171
Blogs/Blogging	164
Bulletin/Message boards	162
Download music files	161
Sports	157

* Online activities of Americans who watch movies after opening weekend and within the first two weeks.



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