




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

All data is for the time period  
Thursday July 17<sup>th</sup> to Wednesday July 23<sup>rd</sup>.

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

## OPENING THIS WEEK

The Purge: Anarchy



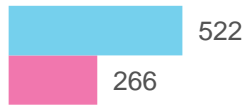
Hercules



Earth To Echo

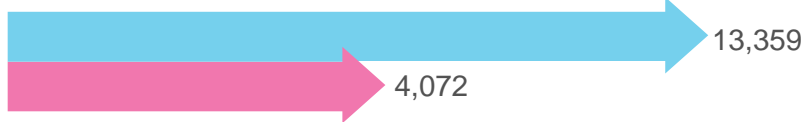


Joe



## HOLDOVERS (WEEK 2)

Dawn of the Planet of The Apes



Pudsey The Dog: The Movie

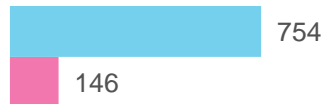


## COMING SOON

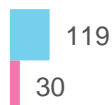
Guardians of the Galaxy



Step Up 5: All In



Mood Indigo



(Source: Way To Blue, data gathered from social media, news, forums and blogs)