




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

All data is for the time period
Thursday July 24th to Wednesday July 30th

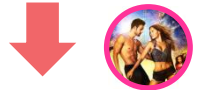
 = Performing Above Genre Benchmark
 = Performing Below Genre Benchmark
 = Performing At Genre Benchmark

OPENING THIS WEEK

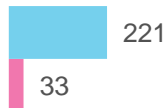
Guardians of the Galaxy



Step Up 5: All In

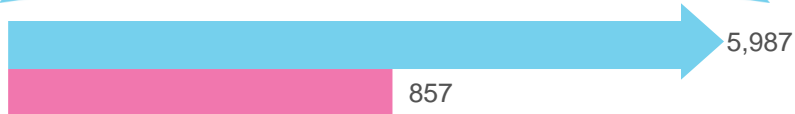


Mood Indigo



HOLDOVERS (WEEK 2)

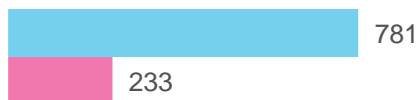
Hercules



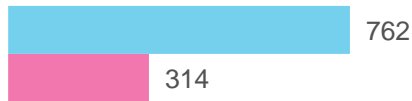
The Purge: Anarchy



Earth To Echo

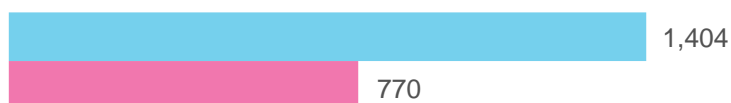


Joe

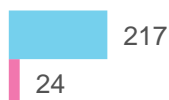


COMING SOON

The Inbetweeners 2



Planes 2: Fire & Rescue



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