




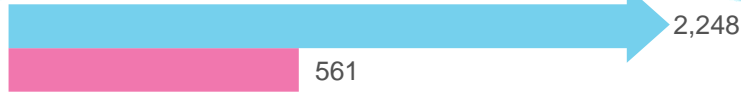
 = Not to Scale
 = Overall Buzz
 = Intent to View Buzz

All data is for the time period
Thursday August 7th to Wednesday August 13th

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

OPENING THIS WEEK

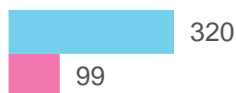
The Expendables 3



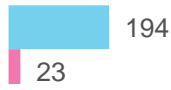
The Rover



Hector and the Search for Happiness

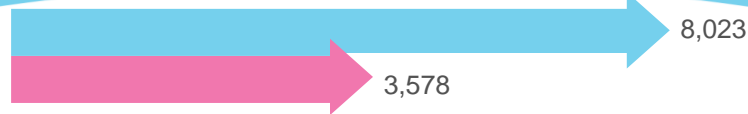


The Unbeatables

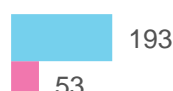


HOLDOVERS (WEEK 2)

The Inbetweeners 2



Planes 2: Fire & Rescue

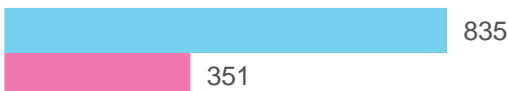


COMING SOON

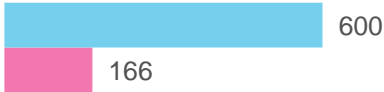
What If



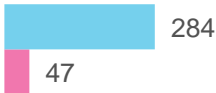
Lucy



Into The Storm



Two Days, One Night



Deliver Us From Evil



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