




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

All data is for the time period
Thursday October 23rd to Wednesday October 29th

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

OPENING THIS WEEK

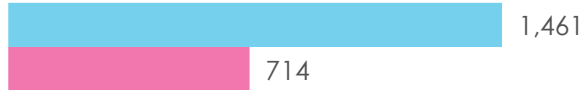
Performance versus
Intent-to-View genre
benchmark

NIGHTCRAWLER



THRILLER

OUIJA



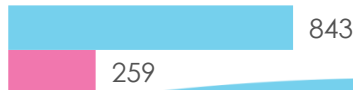
HORROR

MR. TURNER



DRAMA

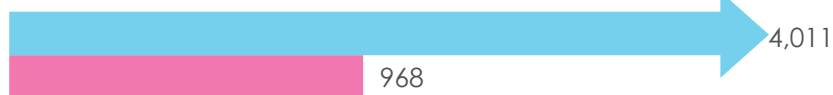
HORNS



HORROR

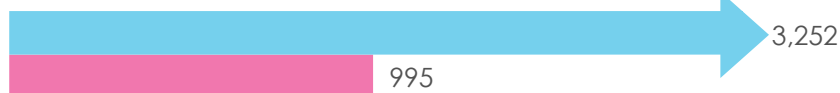
HOLDOVERS (WEEK 2)

FURY



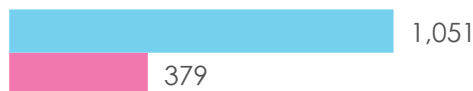
ACTION

THE BABADOOK



HORROR

LOVE, ROSIE



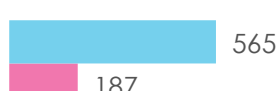
ROMANCE

SERENA



DRAMA

THE BOOK OF LIFE



FAMILY

THIS IS WHERE I LEAVE YOU



COMEDY

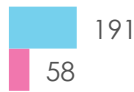
COMING SOON

INTERSTELLAR



SCI-FI

SAY WHEN



ROMANCE