




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

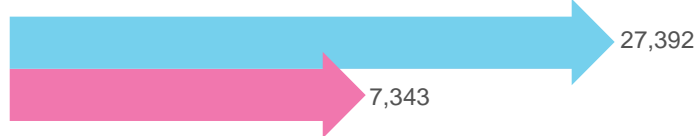
All data is for the time period
Thursday November 13th to Wednesday November 19th

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

OPENING THIS WEEK

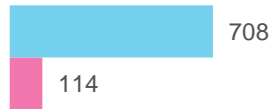
Performance versus
Intent-To-View genre
benchmark

THE HUNGER GAMES:
MOCKINGJAY PART 1



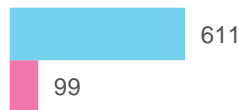
SCI-FI

GET ON UP



BIOGRAPHY

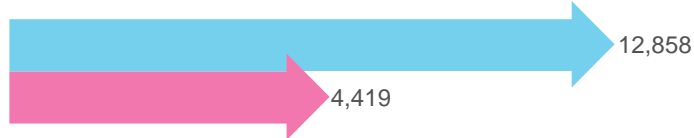
WHAT WE DO IN THE
SHADOWS



COMEDY

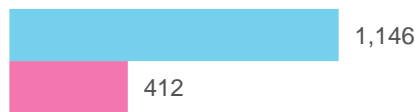
HOLDOVERS (WEEK 2)

THE IMITATION GAME



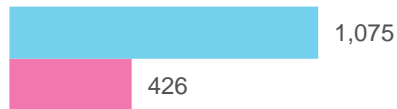
DRAMA

THE DROP



CRIME

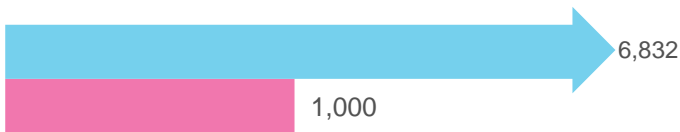
NATIVITY 3: DUDE, WHERE'S MY
DONKEY?



COMEDY

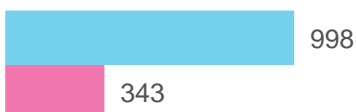
COMING SOON

PADDINGTON



FAMILY

HORRIBLE BOSSES 2



COMEDY

(SOURCE: WAY TO BLUE, DATA GATHERED FROM SOCIAL MEDIA, NEWS, FORUMS AND BLOGS)