




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

All data is for the time period
 Thursday November 20th to Wednesday November 26th

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

OPENING THIS WEEK

PADDINGTON

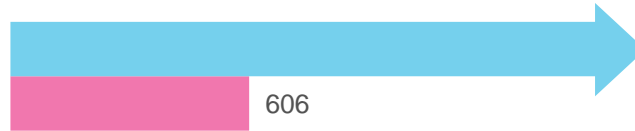


Performance versus
 Intent-To-View genre
 benchmark



FAMILY

HORRIBLE BOSSES 2



COMEDY

HOLDOVERS (WEEK 2)

THE HUNGER GAMES:
 MOCKINGJAY PART 1



SCI-FI

GET ON UP



BIOGRAPHY

WHAT WE DO IN THE
 SHADOWS



COMEDY

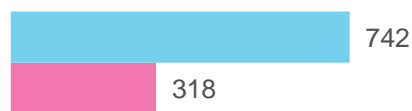
COMING SOON

PENGUINS OF MADAGASCAR



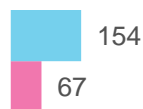
FAMILY

MEN, WOMEN & CHILDREN



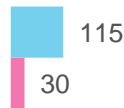
DRAMA

ST. VINCENT



COMEDY

BLACK SEA



ADVENTURE

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