




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

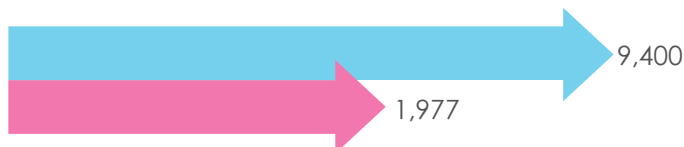
All data is for the time period  
Thursday December 4<sup>th</sup> to Wednesday December 10<sup>th</sup>

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

## OPENING THIS WEEK

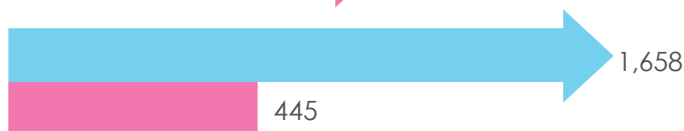
Performance versus  
Intent-To-View genre  
benchmark

EXODUS: GODS & KINGS



ACTION

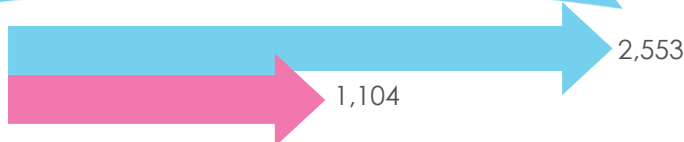
TOP FIVE



COMEDY

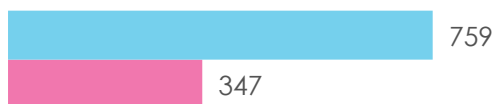
## HOLDOVERS (WEEK 2)

WILD



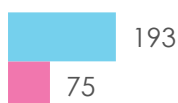
DRAMA

THE PYRAMID



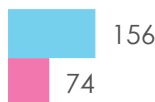
HORROR

LIFE PARTNERS



ROMANCE

COMET



COMEDY

## COMING SOON

THE HOBBIT: THE BATTLE OF THE FIVE ARMIES



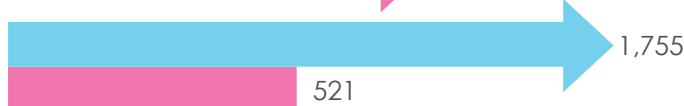
FANTASY

ANNIE



FAMILY

NIGHT AT THE MUSEUM: SECRET OF THE TOMB



FAMILY

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