 = Not to Scale

 = Overall Buzz

 = Intent to View Buzz

All data is for the time period  
Thursday December 11<sup>TH</sup> to Wednesday December 17<sup>TH</sup>

 = Performing Above Genre Benchmark

 = Performing Below Genre Benchmark

 = Performing At Genre Benchmark

## OPENING THIS WEEK

NIGHT AT THE MUSEUM:  
SECRET OF THE TOMB



Performance versus  
Intent-To-View genre  
benchmark



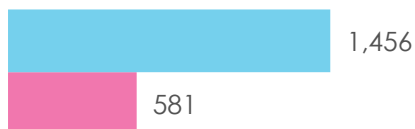
FAMILY

ANNIE



FAMILY

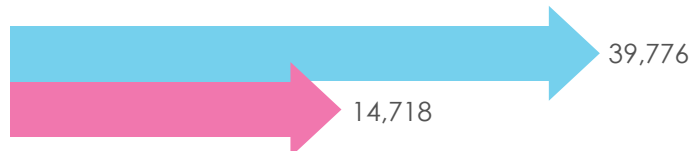
DUMB & DUMBER TO



COMEDY

## HOLDOVERS (WEEK 2)

THE HOBBIT: THE BATTLE  
OF THE FIVE ARMIES



FANTASY

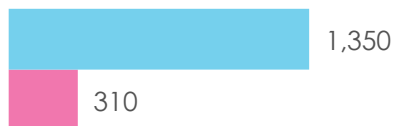
## COMING SOON

EXODUS: GODS AND KINGS



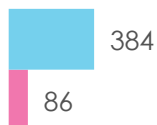
ACTION

UNBROKEN



BIOGRAPHY

BIG EYES



BIOGRAPHY

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