




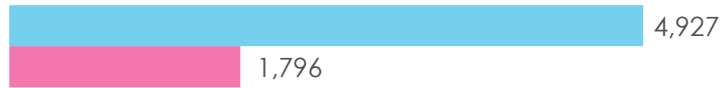
 = Not to Scale
 = Overall Buzz
 = Intent to View Buzz

All data is for the time period
 Thursday January 8th to Wednesday January 14th

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

OPENING THIS WEEK

AMERICAN SNIPER

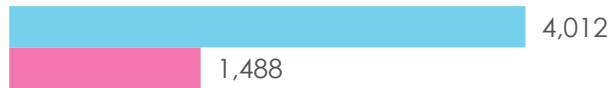


Performance versus
 Intent-To-View genre
 benchmark



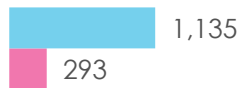
ACTION

WHIPLASH



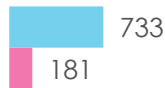
DRAMA

TESTAMENT OF YOUTH



BIOGRAPHY

WILD



BIOGRAPHY

HOLDOVERS (WEEK 2)

TAKEN 3



ACTION

INTO THE WOODS



FAMILY

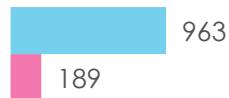
FOXCATCHER



BIOGRAPHY

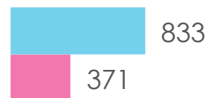
COMING SOON

MORTDECAI



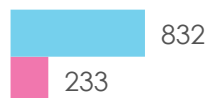
ACTION

THE GAMBLER



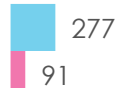
CRIME

EX MACHINA



SCI-FI

A MOST VIOLENT YEAR



DRAMA

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