


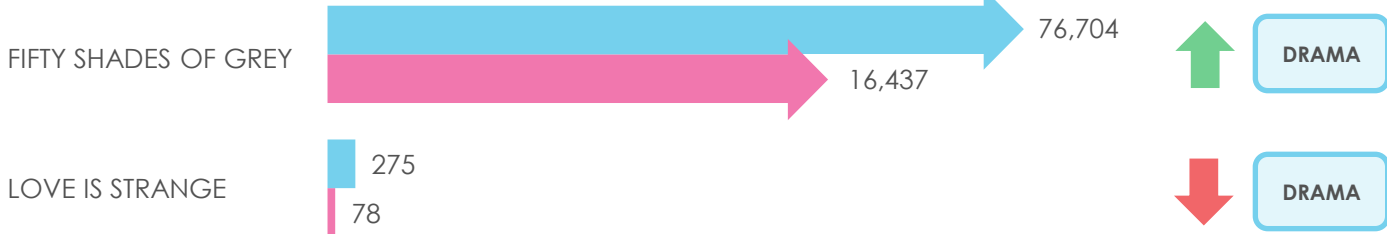
 = Not to Scale  
 = Overall Buzz  
 = Intent to View Buzz

All data is for the time period  
 Thursday February 5<sup>th</sup> to Wednesday February 11<sup>th</sup>

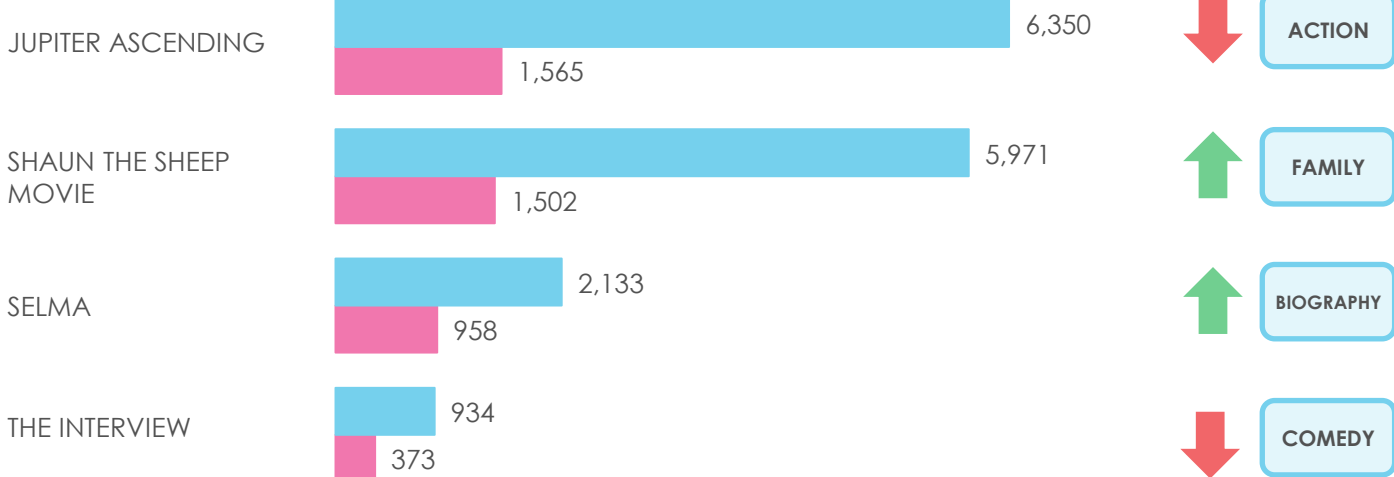
 = Performing Above Genre Benchmark  
 = Performing Below Genre Benchmark  
 = Performing At Genre Benchmark

## OPENING THIS WEEK

Performance versus  
 Intent-To-View genre  
 benchmark



## HOLDOVERS (WEEK 2)



## COMING SOON



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