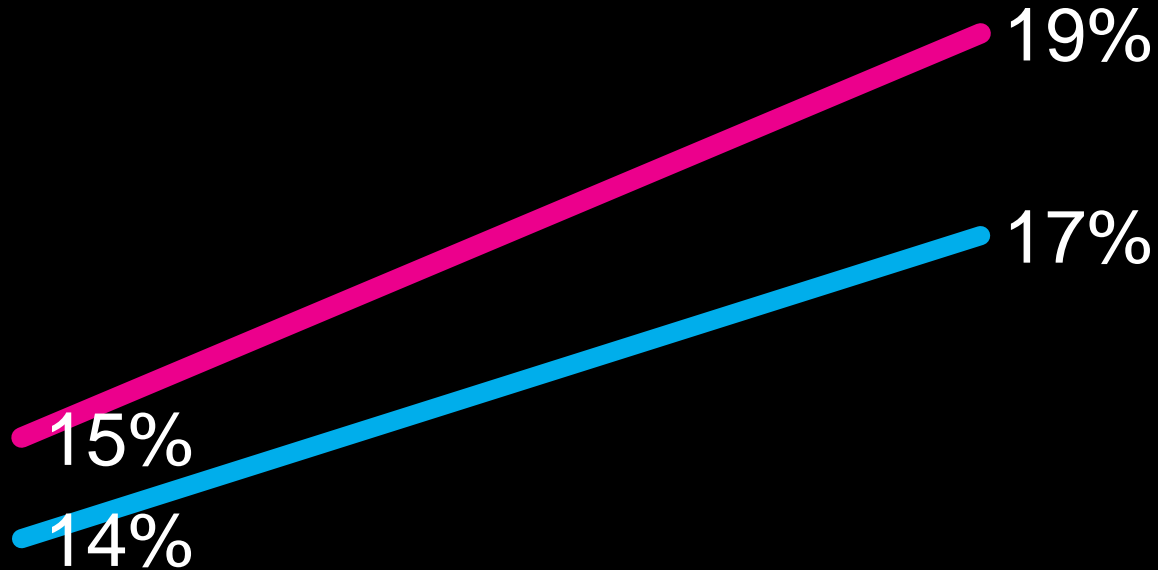


45+ is a broad market accounting for many segments





The Grey Market is a growing section of the Cinema audience



2009

2016

— Share of Seats

— Goes at least monthly



Some Like It Hot
1959



North to Alaska
1959



Anatomy of a Murder
1959



Butch Cassidy and the Sundance Kid
1969



The Wild Bunch
1969



On Her Majesty's Secret Service
1969

People in their
70's

People in their
60's



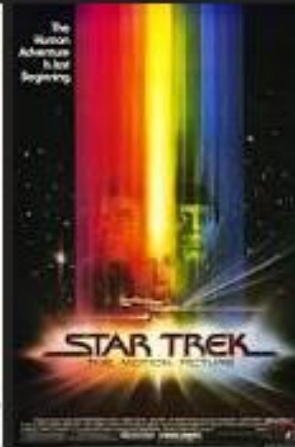
Alien
1979



Apocalypse Now
1979



Kramer vs. Kramer
1979



Star Trek: The Motion Picture
1979

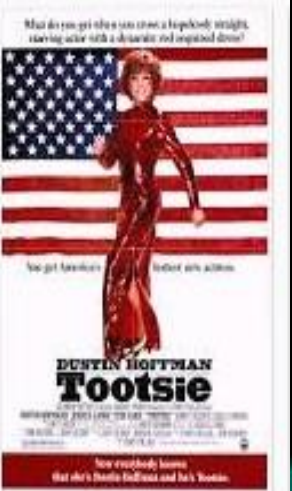
People in their
50's



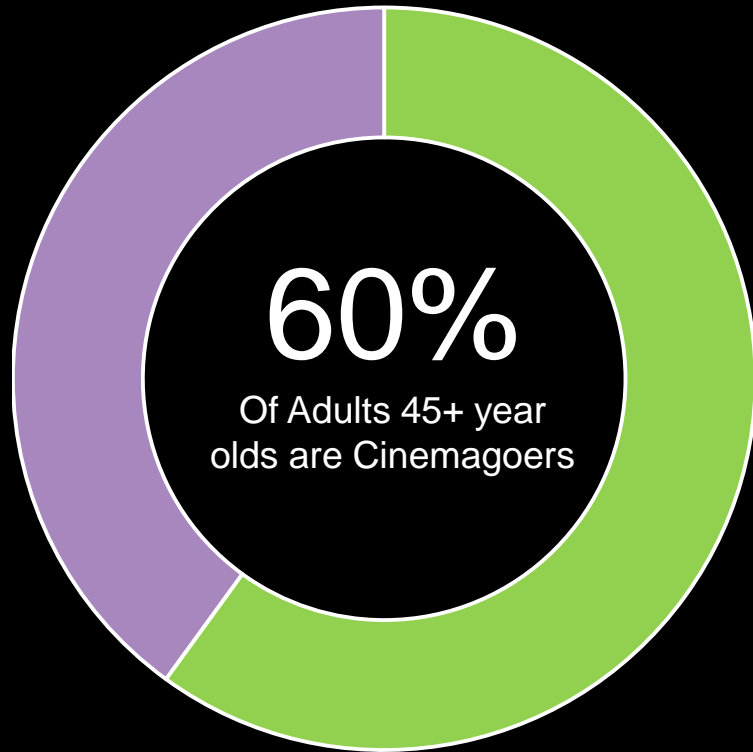
E.T. the Extra-Terrestrial
1982



People in their
40's



Tootsie
Romance
1982



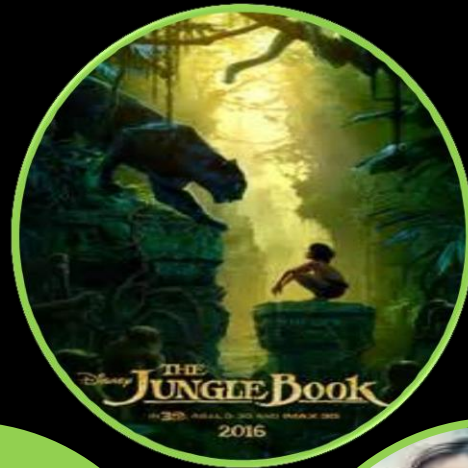
2.7 M
Admissions per year

20%
go at least once a month

5
Visits per year

That's
17%
of all admissions

Adults 45+ are more discerning cinema goers.
They enjoy a good story and are particularly interested in Oscar or award nominated movies
They also have a strong interest in Irish movies



45+ enjoy strong stories & Oscar/niche movies

