



AUDIENCE EVOLUTION

# WONDER WOMAN

 MOVIO MEDIA

## WONDER WOMAN

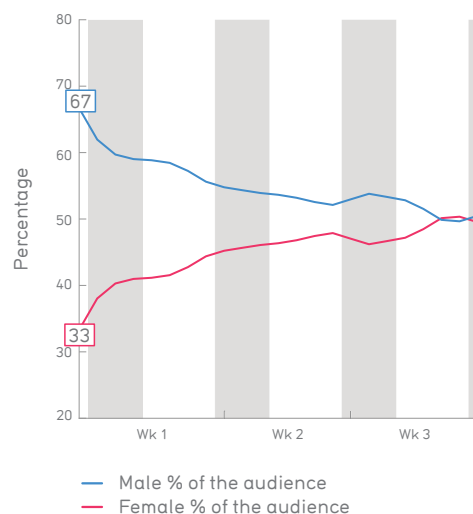
# SUMMARY

JUN 1ST - JUL 11TH

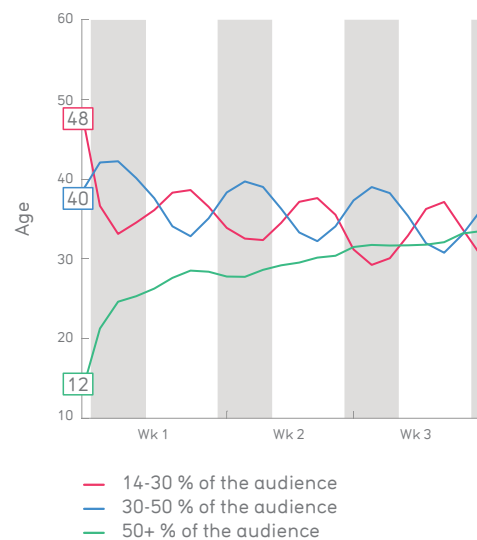
*Wonder Woman's* audience evolved in a similar manner as most blockbusters but with some trends notably magnified. While the female and 50+ segments of the audience generally grow over the course of the run, *Wonder Woman's* female audience nearly reached parity with the male audience by the third week. This was presumably driven by the title character and the very strong reviews and word-of-mouth after opening weekend, and was aided by a larger than usual female share of the opening weekend audience. This trend is probably also responsible for the film's strong showing among infrequent moviegoers in the second and third weeks.

Dr Bryan Smith  
Chief Data Scientist at Movio

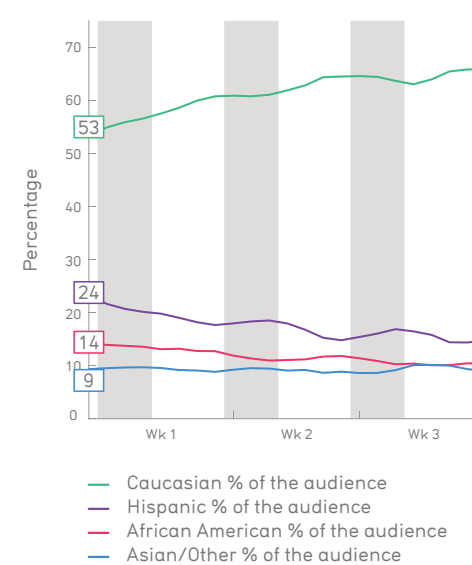
## GENDER



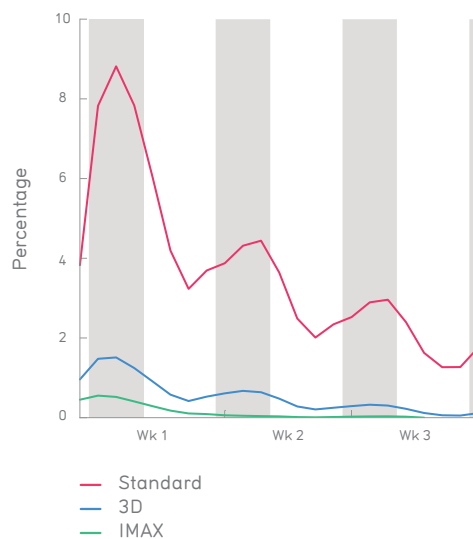
## AVERAGE AGE



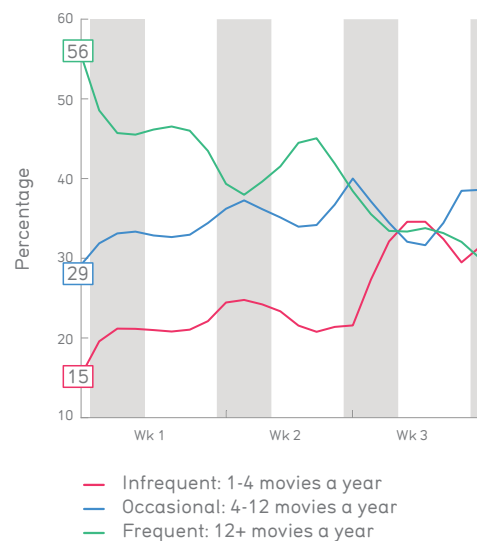
## ETHNICITY



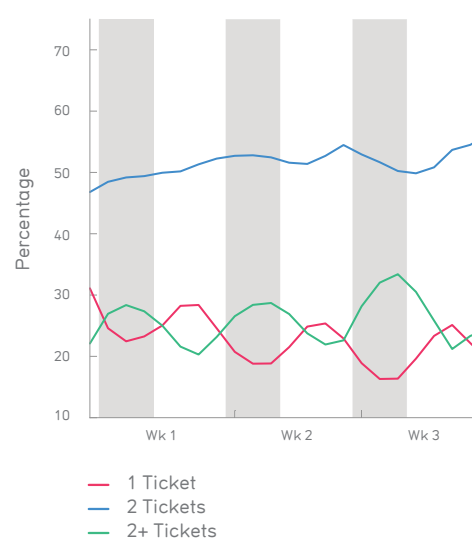
## ATTENDANCE



## FREQUENCY



## ADMISSIONS



■ Fri - Sun

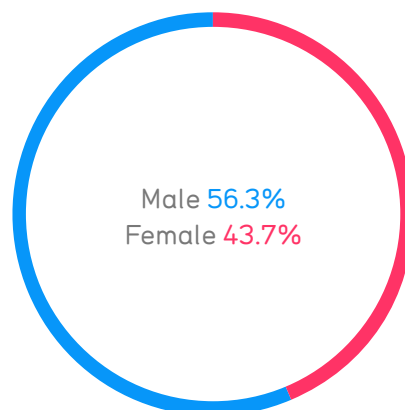
## WONDER WOMAN

# FULL RUN

JUN 1ST - JUL 11TH

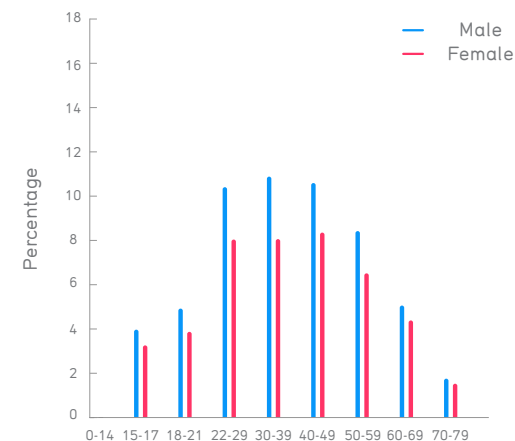
This is a profile of the movie audience over the entire run. 'Attendance' indicates the percentage of all moviegoers and the percentage of this movie's audience that saw the movie during this time period.

## GENDER



The gender split of the audience over the full run.

## AGE & GENDER DISTRIBUTION



The audience broken down by age and gender.

## AUDIENCE

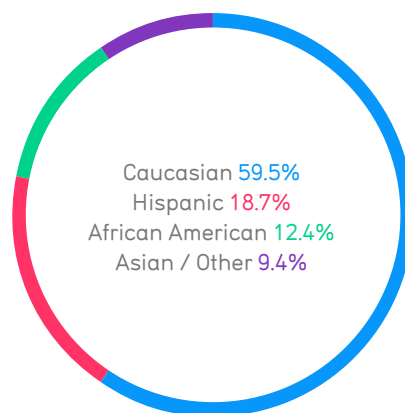
Percentage of total audience for period 100%

Average age 39.0

Most similar audience

1. Guardians of the Galaxy Vol. 2
2. Guardians Of The Galaxy
3. Captain America: Civil War
4. Doctor Strange
5. Logan

## ETHNICITY



The ethnicity share of the audience over the full run.

## SESSION TIMES

11pm	0.3	0.3	0.1	0.0	0.1	0.0	0.2
10pm	1.5	1.5	0.7	0.4	0.7	0.3	1.3
9pm	1.6	1.6	0.9	0.5	0.8	0.4	0.8
8pm	1.5	1.5	0.9	0.4	0.7	0.4	0.9
7pm	3.8	4.0	2.6	1.5	2.8	1.3	3.9
6pm	2.1	2.5	2.0	1.0	1.8	0.8	0.7
5pm	0.6	0.8	0.8	0.3	0.5	0.2	0.2
4pm	1.1	1.8	1.9	0.5	0.9	0.4	0.4
3pm	1.5	2.6	2.9	0.8	1.3	0.7	0.6
2pm	0.8	1.3	1.6	0.4	0.6	0.3	0.3
1pm	0.8	1.4	1.7	0.5	0.7	0.4	0.3
12pm	1.3	2.0	2.4	0.8	1.2	0.7	0.6
11am	0.9	1.3	1.6	0.5	0.7	0.4	0.3
10am	0.4	0.6	0.7	0.1	0.2	0.1	0.1
	F	S	S	M	T	W	T

Dark red indicates more popular session times.  
The number indicates % of total audience.

\* MOST SIMILAR AUDIENCE indicates the five most similar movies by audiences in the Movio Media database. It uses Movio Media's Similarity Ratings algorithm, which is based on a comparison between the size of the audience intersection for a pair of movies with the size of the expected intersection given the overall audience for each movie in the pair.

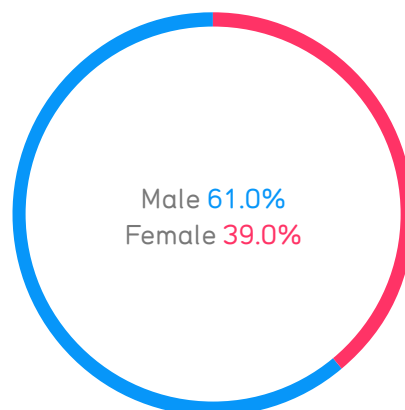
## WONDER WOMAN

# OPENING WEEKEND

JUN 1ST - JUN 4TH

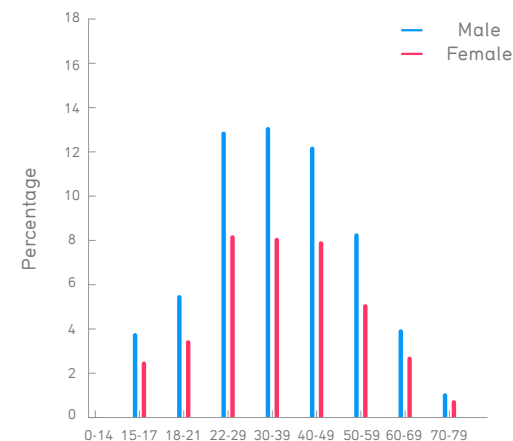
A profile of the movie audience on opening weekend.

## GENDER



The gender split of the audience over the opening weekend.

## AGE & GENDER DISTRIBUTION



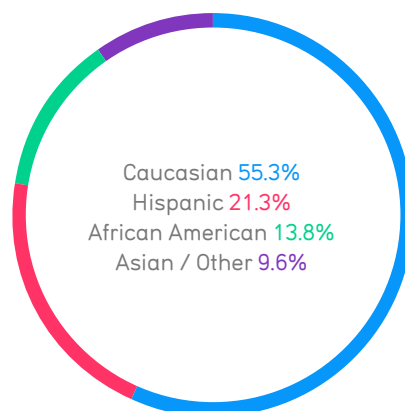
The audience broken down by age and gender.

## AUDIENCE

Percentage of total audience for period **33.7%**

Average age **37.5**

## ETHNICITY



The ethnicity share of the audience over the opening weekend.

## SESSION TIMES

11pm	0.7	0.6	0.2	0.0	0.0	0.0	0.5
10pm	2.5	2.2	1.1	0.0	0.0	0.0	2.9
9pm	2.3	2.1	1.2	0.0	0.0	0.0	1.1
8pm	2.3	2.2	1.4	0.0	0.0	0.0	1.6
7pm	5.5	5.0	3.5	0.0	0.0	0.0	7.8
6pm	2.8	2.9	2.5	0.0	0.0	0.0	0.0
5pm	1.0	1.2	1.2	0.0	0.0	0.0	0.0
4pm	1.7	2.4	2.5	0.0	0.0	0.0	0.0
3pm	2.1	3.2	3.6	0.0	0.0	0.0	0.0
2pm	1.0	1.7	2.0	0.0	0.0	0.0	0.0
1pm	1.2	2.0	2.3	0.0	0.0	0.0	0.0
12pm	2.0	3.0	3.2	0.0	0.0	0.0	0.0
11am	1.4	1.9	2.1	0.0	0.0	0.0	0.0
10am	0.6	1.0	1.0	0.0	0.0	0.0	0.0
	F	S	S	M	T	W	T

Dark red indicates more popular session times.  
The number indicates % of total audience.

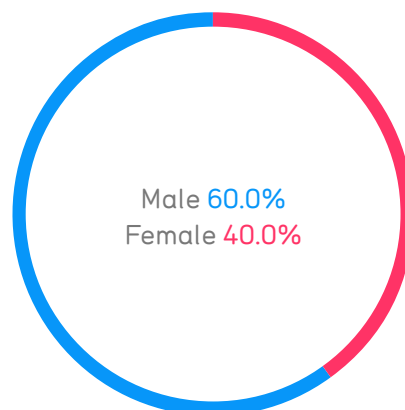
## WONDER WOMAN

# OPENING WEEK

JUN 5TH - JUN 8TH

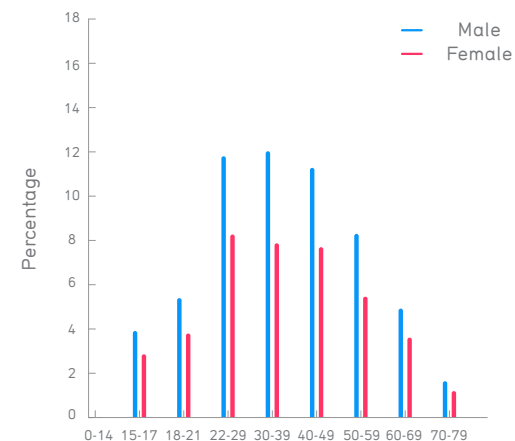
A profile of the  
movie audience on  
opening week.

## GENDER



The gender split of the audience  
over the opening week.

## AGE & GENDER DISTRIBUTION



The audience broken down by age and gender.

## AUDIENCE

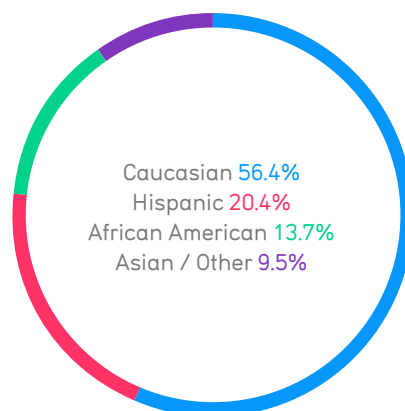
Percentage of total  
audience for period

16.5%

Average age

38.7

## ETHNICITY



The ethnicity share of the audience  
over the opening week.

## SESSION TIMES

11pm	0.5	0.5	0.1	0.1	0.1	0.0	0.0
10pm	1.9	1.7	0.8	0.5	0.9	0.3	0.4
9pm	1.8	1.6	0.9	0.5	0.9	0.4	0.4
8pm	1.8	1.7	1.0	0.5	0.9	0.4	0.4
7pm	4.2	3.8	2.7	1.7	2.8	1.4	1.2
6pm	2.1	2.2	1.9	1.0	1.7	0.7	0.7
5pm	0.7	0.9	0.9	0.3	0.5	0.2	0.2
4pm	1.3	1.9	1.9	0.6	0.9	0.4	0.4
3pm	1.6	2.5	2.7	0.8	1.2	0.7	0.6
2pm	0.8	1.3	1.5	0.4	0.6	0.3	0.3
1pm	0.9	1.5	1.8	0.6	0.7	0.4	0.4
12pm	1.5	2.2	2.4	0.9	1.3	0.7	0.6
11am	1.0	1.5	1.6	0.5	0.7	0.4	0.3
10am	0.5	0.7	0.7	0.2	0.2	0.1	0.1
	F	S	S	M	T	W	T

Dark red indicates more popular session times.  
The number indicates % of total audience.

## WONDER WOMAN

# WEEK 2

JUN 9TH - JUN 15TH

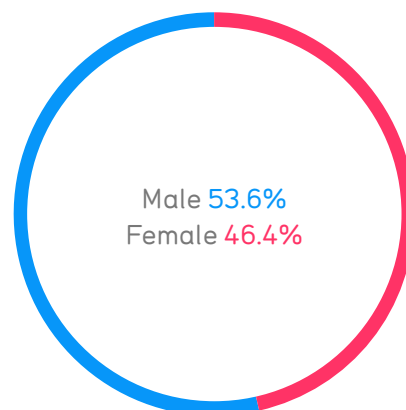
A profile of the movie audience on week 2.

## AUDIENCE

Percentage of total audience for period **24.8%**

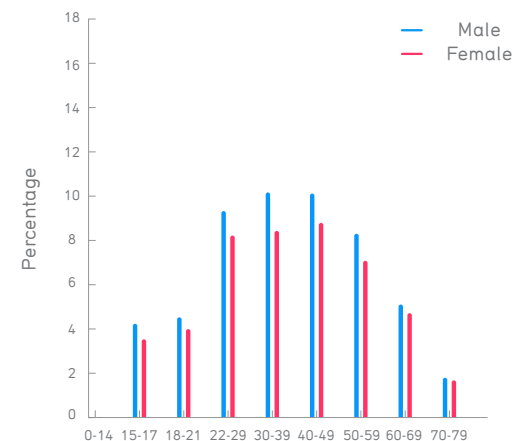
Average age **39.5**

## GENDER



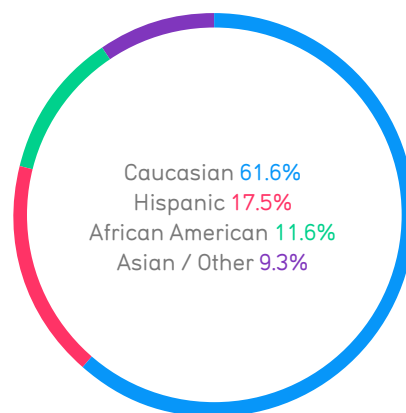
The gender split of the audience over the second week.

## AGE & GENDER DISTRIBUTION



The audience broken down by age and gender.

## ETHNICITY



The ethnicity share of the audience during the second week.

## SESSION TIMES

11pm	0.2	0.3	0.1	0.0	0.1	0.0	0.0
10pm	1.2	1.5	0.6	0.3	0.6	0.3	0.3
9pm	1.7	2.0	0.9	0.5	0.9	0.5	0.5
8pm	1.5	1.7	0.9	0.4	0.8	0.5	0.4
7pm	3.8	4.4	2.7	1.4	3.1	1.4	1.4
6pm	2.2	2.8	2.1	0.9	1.9	0.9	0.9
5pm	0.7	1.0	0.9	0.3	0.5	0.3	0.2
4pm	1.0	2.0	2.0	0.5	0.9	0.5	0.4
3pm	1.3	2.7	2.9	0.8	1.3	0.7	0.7
2pm	0.9	1.6	1.9	0.5	0.8	0.5	0.4
1pm	0.8	1.5	1.8	0.5	0.8	0.4	0.4
12pm	1.1	2.0	2.6	0.8	1.2	0.6	0.7
11am	0.8	1.4	1.7	0.5	0.8	0.4	0.4
10am	0.3	0.6	0.6	0.1	0.2	0.1	0.1
	F	S	S	M	T	W	T

Dark red indicates more popular session times. The number indicates % of total audience.

## WONDER WOMAN

# WEEK 3

JUN 16TH - JUN 22ND

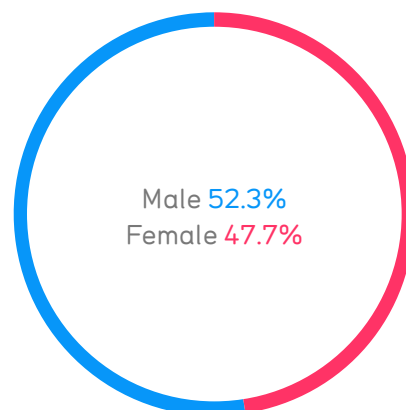
A profile of the movie audience on week 3.

## AUDIENCE

Percentage of total audience for period 15.7%

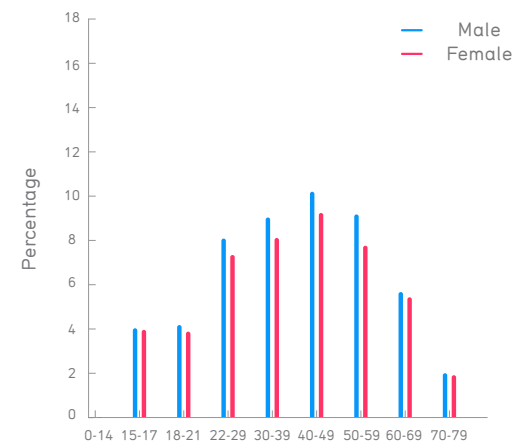
Average age 40.6

## GENDER



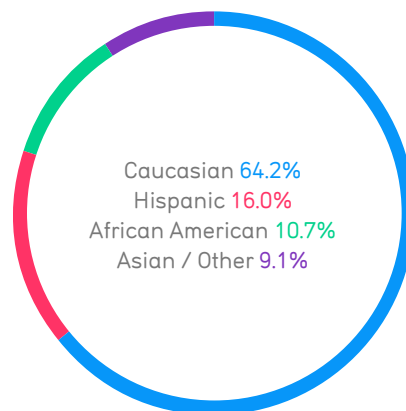
The gender split of the audience during the third week.

## AGE & GENDER DISTRIBUTION



The audience broken down by age and gender.

## ETHNICITY



The ethnicity share of the audience during the third week.

## SESSION TIMES

11pm	0.2	0.2	0.0	0.0	0.0	0.0	0.0
10pm	1.2	1.4	0.7	0.3	0.8	0.3	0.3
9pm	1.5	1.6	0.9	0.4	0.7	0.4	0.5
8pm	1.2	1.3	0.7	0.4	0.5	0.3	0.3
7pm	3.7	4.3	3.1	1.6	2.6	1.4	1.4
6pm	2.4	2.9	2.4	1.2	2.2	1.0	1.1
5pm	0.5	0.8	0.8	0.3	0.4	0.2	0.2
4pm	1.1	1.8	2.2	0.6	1.0	0.4	0.4
3pm	1.5	2.9	3.8	0.9	1.5	0.8	0.7
2pm	0.8	1.4	1.8	0.5	0.7	0.3	0.3
1pm	0.8	1.4	1.9	0.5	0.8	0.4	0.4
12pm	1.2	2.0	2.9	0.9	1.3	0.7	0.8
11am	0.7	1.3	1.8	0.5	0.7	0.4	0.3
10am	0.3	0.6	0.7	0.1	0.3	0.1	0.1
	F	S	S	M	T	W	T

Dark red indicates more popular session times. The number indicates % of total audience.



## METHODOLOGY

The statistics reported in this document are compiled using Movio Media's population weighted dataset. This population weighting is performed such that the relative contribution from each age/gender group is consistent with the demographic distribution reported in the MPAA Theatrical Market Statistics report. Ethnicity weighting is performed in combination with age weighting by assuming that each ethnic group's representation within the movie-going audience is equal to its proportion of the US population in each age bracket.

The time series plots for Gender, Ethnicity, Average Age, and Attendance reflect the audience composition on each during the period of analysis, and the plots for Frequency, and Average Admissions reflect the typical movie-going behavior for the moviegoers that attended on each day.

For the snapshot of the full run, we provide a list of movies with audiences most similar to the audience that attended the analyzed movie. This list is created using the Movio Media Similarity Rating algorithm, which compares the size of the audience intersection for a pair of movies with the size of the intersection that would be expected given the sizes of the individual audiences.

## ABOUT MOVIO

Movio is the global leader in marketing data analytics and campaign management software for cinema exhibitors, film distributors and studios around the world. A company of Vista Group International Ltd (NZX & ASX: VGL), Movio is revolutionizing the way the film industry interacts with moviegoers. The company maintains real-time, authoritative data on customer transactions for many of the world's biggest cinema chains and captures the behavior of millions of active moviegoers worldwide. Movio operates in North America, Latin America, Europe, Middle East, Africa, Australia, New Zealand, China, and South East Asia. Movio was named winner of the "Innovative Software Product" award at the 2016 annual New Zealand Hi-Tech Awards. Movio Cinema, Movio's flagship product, holds comprehensive marketing data covering 55 percent of cinema screens of the Large Cinema Circuit in North America and 28 percent globally accounting for 38+ million active moviegoers. Movio Media has been a game changer for every major American film studio and distributor, providing comprehensive market data on the demographics and behaviour of moviegoers, crucial audience insights and innovative campaign solutions. The Movio Media technology offers the most powerful and most accurate near real-time film market research platform in the United States.



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