



MOVIO RELEASES STAR WARS PRE-TICKET SALE AUDIENCE INSIGHTS

Movio Media research platform unveils that ‘Star Wars: The Force Awakens’ movie-going audience is 70% male, massively over indexing between age 18-49

Los Angeles, CA and Auckland, NZ; October 23, 2015 – **Movio**, the global leader in marketing data, analysis, insights, and campaign solutions for theatrical exhibitors, studios and film distributors, has released insights on the audience buying advance tickets for *Star Wars: The Force Awakens*. Using *Movio Media*, the company’s market research platform designed for film studios and marketers which provides unique insights into U.S. moviegoers’ behavior, Movio has amassed these data insights:

Data on the audience buying *Star Wars: The Force Awakens* advance tickets includes include these insights:

- audience is comprised primarily of male fans (70% male), between 18 and 49 years old
- average age is 34
- audience regularly go to the movies, once a month, as a group (av. 2.3 tickets per transaction)
- spend 2.6 times more in average at box office than a typical moviegoer
- more than 67% go within release week, most on opening night
- these moviegoers are tentpole supporters (*Marvel*, *Jurassic World*, etc.)

“As expected, *Star Wars: The Force Awakens* has generated unprecedented pre-sales activity,” says Movio Co-Founder and Chief Executive Will Palmer. “The audience profile is 70% male, massively over indexing between age 18-49. This is your avid opening weekend audience with some 67% attending films during opening weekend, spending 2.6 times more than the typical US moviegoer.”

Movio Media aggregates real-time transactional and behavioral movie-going data to provide film distributors and studios comprehensive market data, crucial audience insights and innovative campaign solutions. Based on over 19 million avid moviegoers represented within *Movio Media*, the Movio data sciences team profiled the largest sample of a typical U.S. movie-going audience according to standard industry demographic profiles to create the most powerful and accurate real-time film market research platform in the United States.

About Movio

Movio is the global leader in marketing data analytics and campaign management software for cinema exhibitors, film distributors and studios. A company of Vista Group International Ltd (NZX:VGL, ASX:VGI), Movio's mission is to revolutionize the way the film industry interacts with moviegoers. Movio maintains real-time, authoritative data on the loyalty activity and transactions for many of the world's biggest cinema chains and captures the behavior of over 32 million active cinema loyalty members worldwide. Movio Cinema, our flagship product, holds comprehensive marketing data covering 52 percent of cinema screens of the Large Cinema Circuit in North America (17,000 screens) and 24.5 percent globally (24,000 screens). Movio Media aggregates data across North America to provide film distributors and studios comprehensive market data on the behavior of typical moviegoers, crucial audience insights and innovative campaign solutions. Over 19 million avid moviegoers are profiled in this data from 31% of North American screens of the Large Cinema Circuit. The Movio Media technology offers the most powerful and most accurate real-time film market research platform in the United States. Movio operates in North America, Latin America, Europe, Middle East, Australia, New Zealand, China, and South East Asia.

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