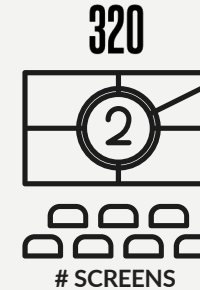


brightfish.be

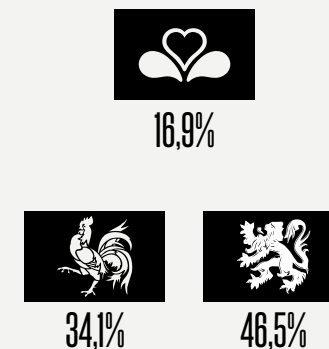
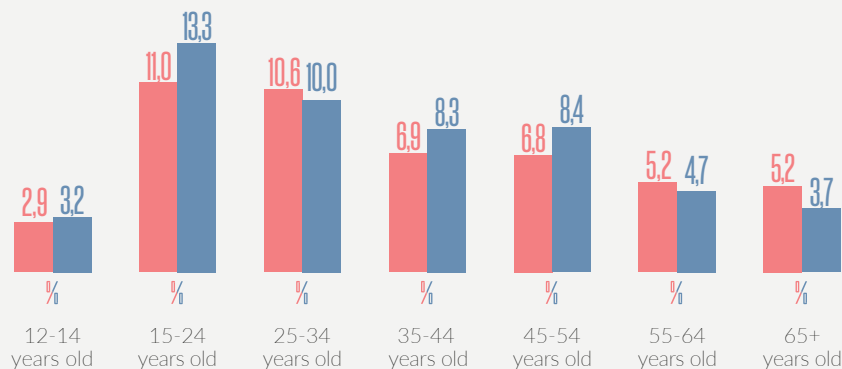
EVERYBODY LOVES DATA FROM THE BIG SCREEN

(or: How I learned to stop worrying and love the cinema.)

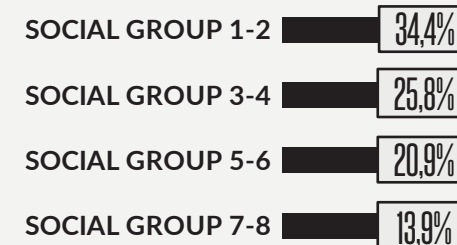
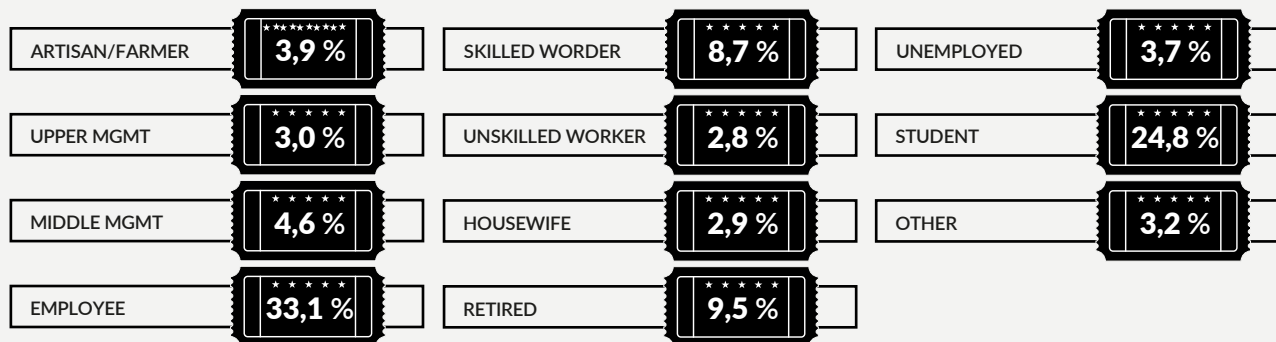


OUR AUDIENCE

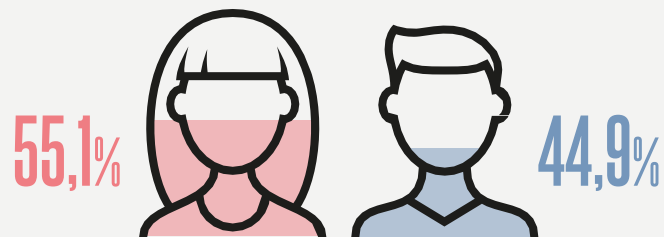
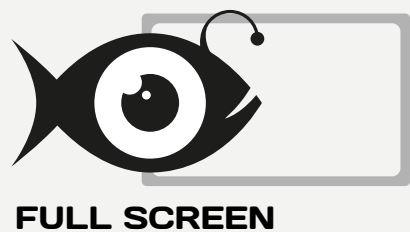
- Declarative data -



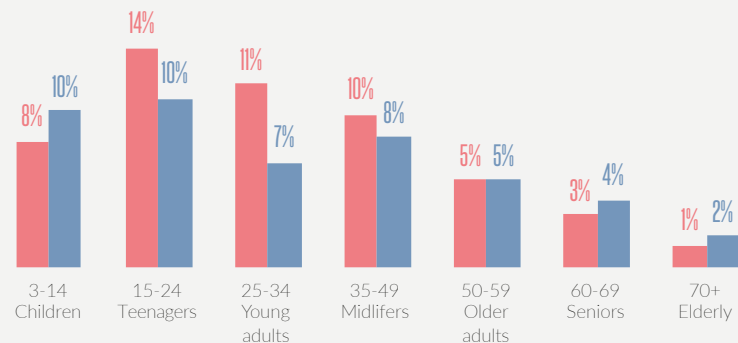
THEY ARE...



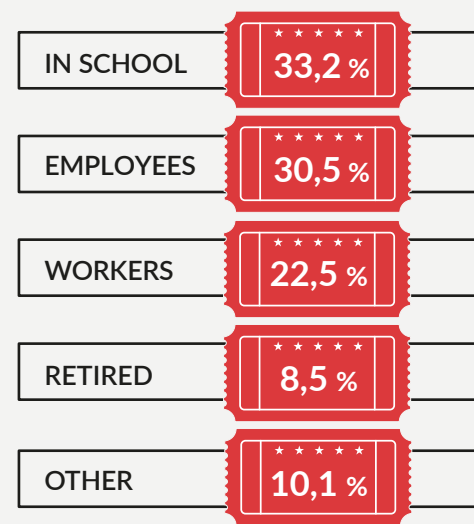
FULL SCREEN



HAS KIDS (-15y/o) 37,5%



THEY ARE...



52,1%



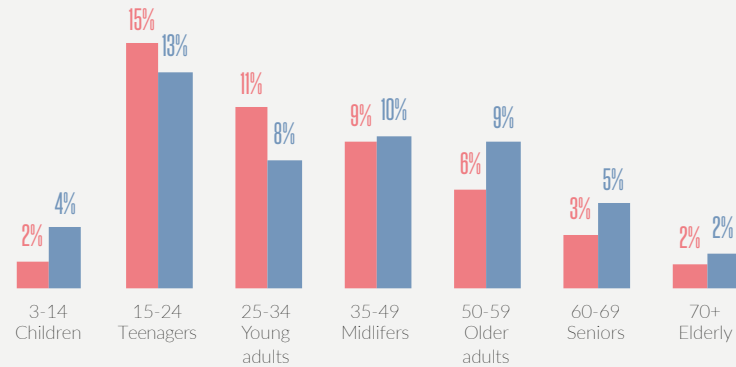
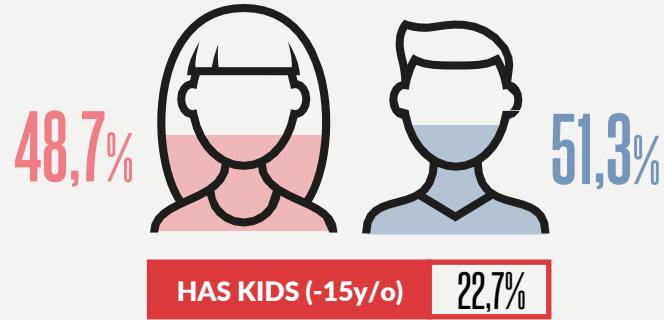
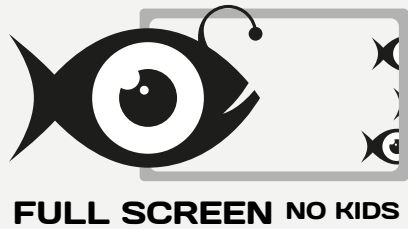
16,7%



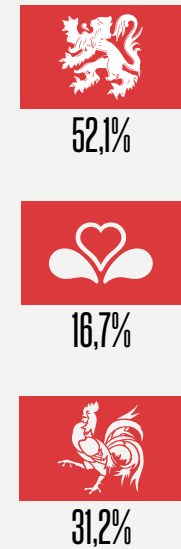
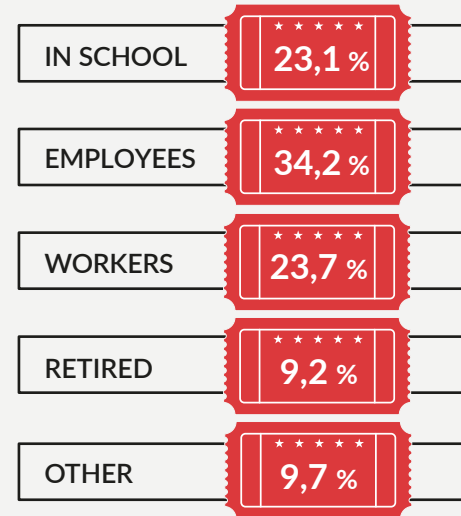
31,2%



FULL SCREEN NO KIDS

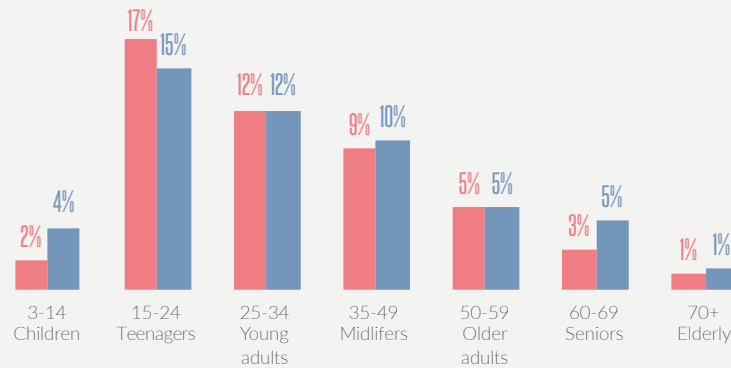
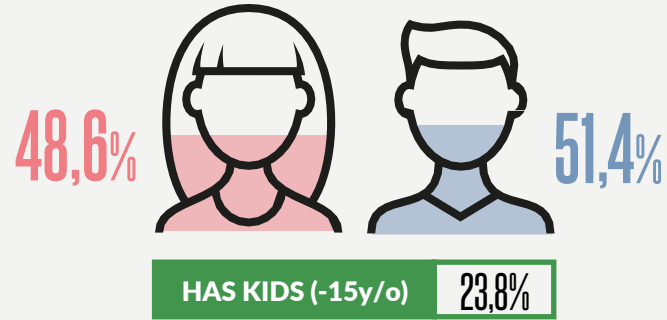


THEY ARE...

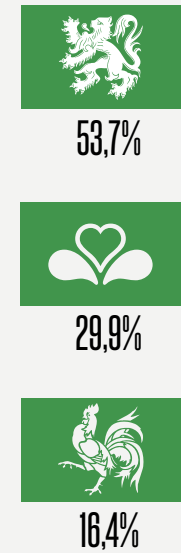
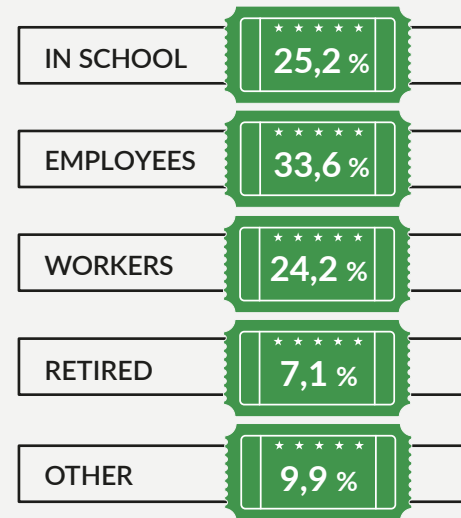


MAINSTREAM PACK

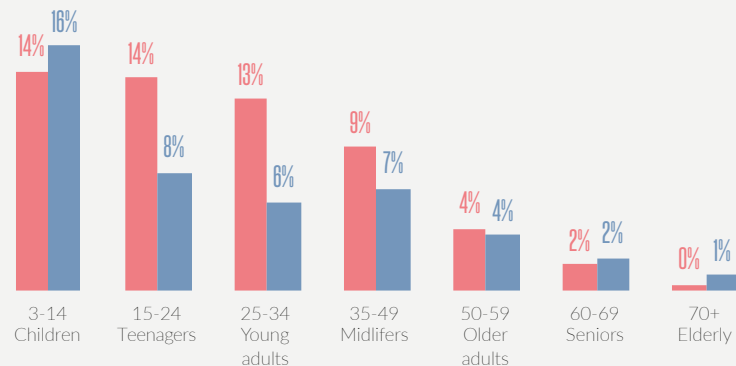
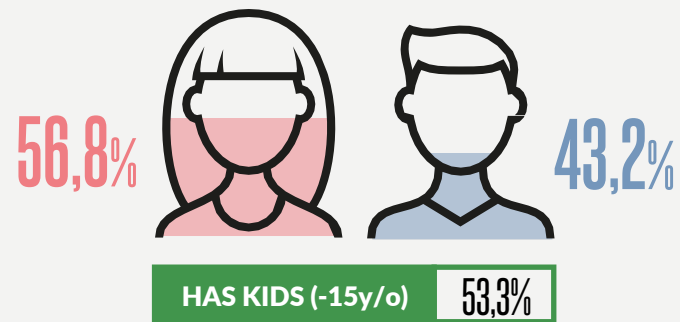
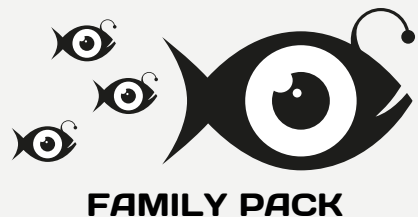
BRIGHTFISH



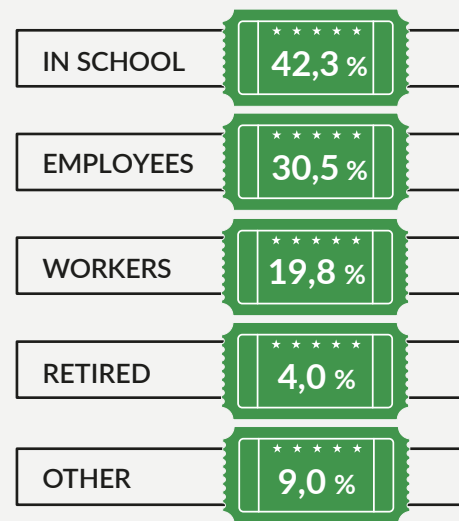
THEY ARE...



FAMILY PACK



THEY ARE...



46,1%



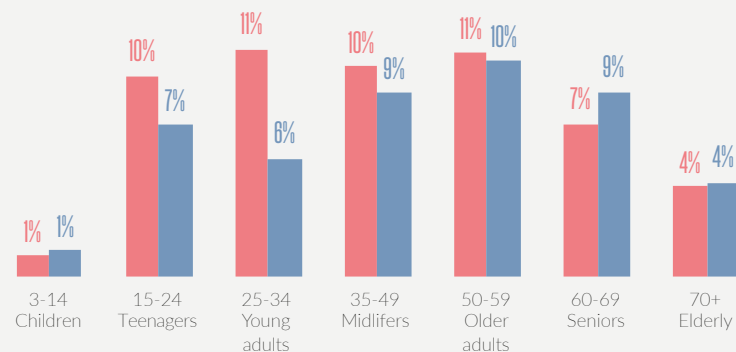
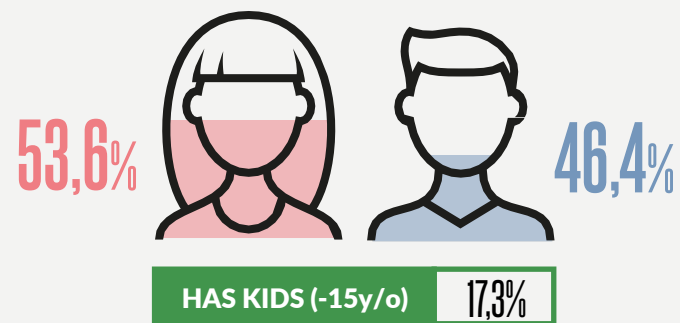
23,3%



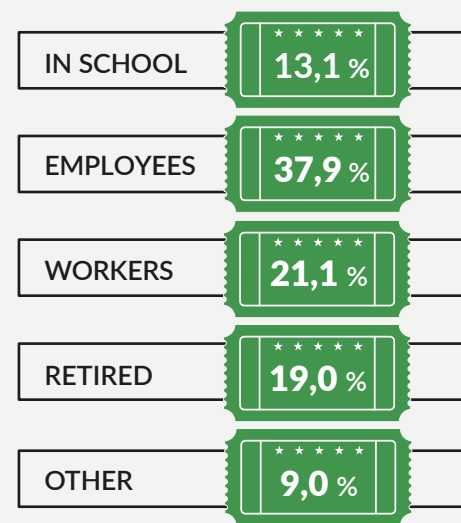
30,6%



ART PACK



THEY ARE...



53,4%



15,2%



31,5%

