

Consumer Intelligence Series

Summer 2014 movie going declines a blip on the radar?
Movie goers say, “Give us great content and rethink our experience.”

Through PwC’s ongoing Consumer Intelligence series, we gain directional insights on consumer attitudes and behaviors in the rapidly changing media and technology landscape.



Series overview & study objectives

Through PwC's ongoing *Consumer Intelligence Series*, we gain directional insights on consumer attitudes and behaviors in the rapidly changing media and technology landscape. This report summarizes key findings from a 1,044-respondent survey¹ conducted in October-November 2014 exploring the topic of year-over-year theatrical box office decline in Summer of 2014. The goal of this research was to explore reasons behind the decline and whether the trend was a one-off decline or the beginning of a trend. Specific objectives were to explore consumer desires and attitudes toward:

- Influences on theatrical attendance decisions
- Film viewing behavior downstream and on additional screens
- Impact of genre, franchises, and sequels on theatrical attendance decisions
- Drivers to increase theatrical attendance
- Alternative options for in-theater experiences

¹ Demographics—45% male, 55% female
21% of sample: 18–24
30% of sample: 25–34
33% of sample: 35–49
16% of sample: 50–59



82%

82% of consumers are willing to pay \$10-\$20 above the cost of a movie ticket to watch a newly released movie in their homes.

Summary

1. Although there was a decline in summer box office, **most consumers do not believe they are going to the movies less than they did last year.**

- Only one-quarter of respondents claim they are going to the movies less than they did the previous year. High ticket prices and movie content are the main reasons people are staying away.
- Despite the variety of ways consumers can view movies, most people who saw a top summer movie watched it in a movie theater versus another venue.
- Even so, they claim the movie theater experience has changed in the past five years (and not for the better), due mostly to higher ticket prices.

And the majority of consumers intended to see at least one movie in 4th quarter, 2014.

- Eight out of ten people indicate that they intended on seeing at least one movie during 4th quarter 2014.
2. **Film genre is the biggest driver of movie viewing** led by action/adventure, followed closely by comedies. Wanting a night out is another important driver. Meanwhile, 3D ranks last among drivers of movie attendance.

3. Consumers are **receptive to incentives** aimed at motivating interest and frequency—although much of the interest comes from 18-34 year olds and frequent (7+/year) movie goers.

- The monthly movie subscription has the greatest opportunity for incremental box office upside generated from less frequent movie goers—many of whom are cautiously interested.
- Last-minute cheap seats caught everyone's attention as a good movie theater perk.
- Adults 18-34 years old also like the idea of being able to buy a copy of the film at the theater and being a part of a super-fan experience.
- The ability to watch a movie at home at the same time it is released is highly appealing and most are willing to pay an additional \$10-20 for the privilege.
- Watching live events at a movie theater gives consumers another reason to venture out and buy a ticket.
- But nothing is as motivating as lowering ticket prices.

4. Consumers claim they are not strongly influenced by outside media or professional reviewers. The younger groups (18-34) are **most swayed by friends' recommendations.**

- Third-party movie commentary, ads, and social media have less influence on consumers' movie selections, although a friend's recommendation can be important (35% of all respondents)—especially among younger groups and frequent moviegoers.
- Younger audiences (18-34) are more influenced by external sources—such as advertising, professional reviews, availability of an upgraded experience, and social network reviews—but are not reliant on them.

See page 15 to find out what this means for you.

53%

53% of all movie goers are interested in last-minute cheap seats.

Key findings

1. On average, consumers watched five movies this past year in the theater.

- The 18-24 and the 25-34 year olds watched more movies (about 6) than the other age groups.
- The 50-59 age group saw the fewest movies (4).

2. Nearly half of consumers (48%), claim their movie going frequency did not change this year versus last.

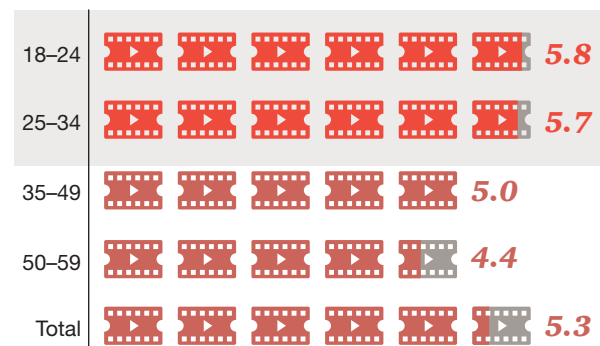
- Interestingly, 10% of 18-24 year olds said the lack of sequels is why they didn't go more often.
- ## 3. The other half of consumers are about equally divided between claiming to have gone more often (27%) or less often (25%).
- 43% of frequent movie goers (7+ times; 28% of sample) and nearly 40% of 18-34 year olds skewed towards watching more movies this year.
 - Infrequent movie goers (3 or fewer times; 43% of the sample) skew the "less often" claim.

Young adults love their movies

Past 12-month movie viewing behavior

Average number of movies watched

On average, respondents watched a little over 5 first-run movies in the theater this past year. Younger adults (18-34 years old), have watched more movies than their older counterparts in the past 12 months.



Base: Total Respondents (1044), 18-24 (233), 25-34 (312), 35-49 (340), 50-59 (169)
Q5a. How many times in the past 12 months have you gone to see a newly released movie at a movie theater?

Number of movies seen in theater in the past 12 months

Roughly one-half of consumers have gone to the movies as often as they did last year. The other half are divided with about an equal number having gone more often or less frequently. A greater percentage of those who have gone more often are younger adults (18-34 years old) and frequent movie goers (7 or more times past year).



Base: Total Respondents (1044)
Q5b. In the past 12 months period, would you say you have gone to the movie theater more often, less often, or about the same as in the previous 12 month period?

87%

87% of movie goers are willing to pay \$20/month to watch unlimited movies at home.

Young adults (18-34) and frequent movie goers saw more movies this year than last

18-24 yr olds



25-34 yr olds



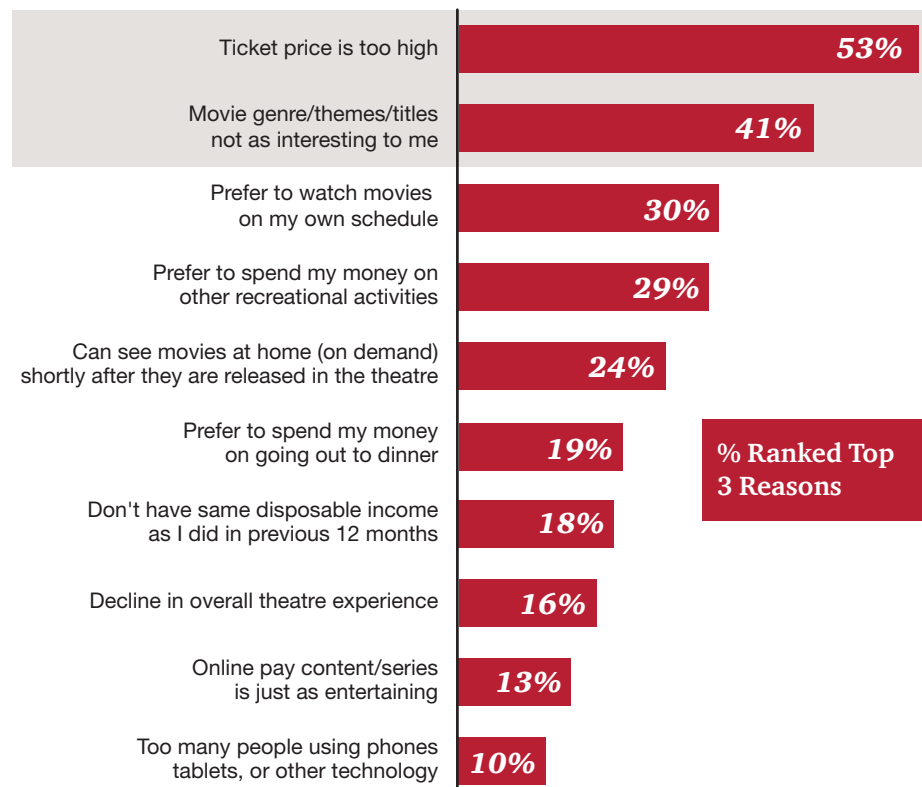
Frequent movie goers



See Appendix (page 16) for more.

Top 10 reasons for going same/less often

High ticket prices and unappealing movies are the primary reasons all respondents are not frequenting movies more often. A preference for watching movies on their own schedule and spending money on other recreational activities also stops people from seeing more movies.



Base: Watch Movies the Same or Less than 12 Months Ago (766)

Q5c. If less or about the same, which of the following best represents the reason for going to the movie theater less often?

See Appendix (page 17-18) for more.

4. In summer 2014, respondents averaged watching 3 of the top 20 movies, preferring to watch them in the theater over other viewing venues.

- Given the least consumption of movie theater viewing overall, it is not surprising that 33% of the 50-59 age group, did not watch any of the top 20 summer movies at the theater
- Not surprisingly, frequent movie goers were significantly more likely to have seen their preferred top 3 summer movies in a theater than occasional or infrequent movie goers.
- More than one-third of infrequent movie goers claimed to have seen none of the top 20 summer movies at the theater.

5. The majority (88%) of respondents have seen or planned to see at least one movie during 4th quarter 2014.

6. Action/Adventure and comedies are the most preferred genres across all age groups, with thrillers and dramas trailing by some distance.

- Viewership for dramas and thrillers is higher among 50-59 year olds, while horror films resonate significantly more with younger audiences (18-24 year olds) relative to the older age groups (35-49 & 50-59).
- Art-house, faith-based, musical, foreign and documentary are the least interesting genres.

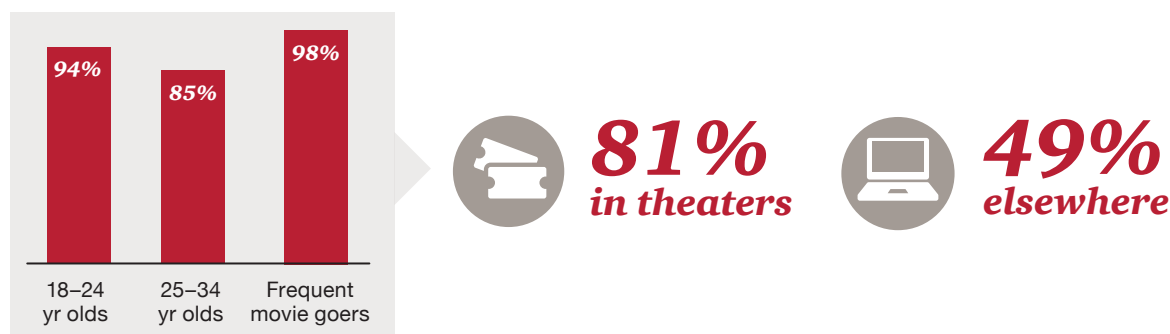
7. When asked how movie theaters have changed in the past 5 years, consumers responded with twice as many negative comments as positive.

- High ticket prices are, by far, the number one reason for dissatisfaction across age demos and by movie-going frequency. Despite advanced technology, better seating, improved concessions and the return of 3D movies, the negative of higher ticket prices is difficult to counter-act.
- Frequent movie goers and younger audiences (18-24) are more positive about the current movie going experience than their older counterparts (35-49 and 50-59).

~ Although half of this younger demo do believe the experience may be less satisfying, primarily due to higher prices.

Where and how did consumers watch movies in the summer of 2014?

By and large, people preferred to watch movies this past summer in a movie theater rather than elsewhere (e.g., on-demand, DVD rentals, pirating, etc.). As might be expected, frequent movie goers love movies and are willing to watch them via any avenue; however, they too prefer watching movies in a theater. The oldest age group has the least interest in watching movies overall.



See Appendix (page 16) for more.

8. Consumers of all ages agree that lowering prices will get them to the movies more often.

- To a lesser extent, offering better quality films, improving concessions, and enhancing the theater experience will also help.

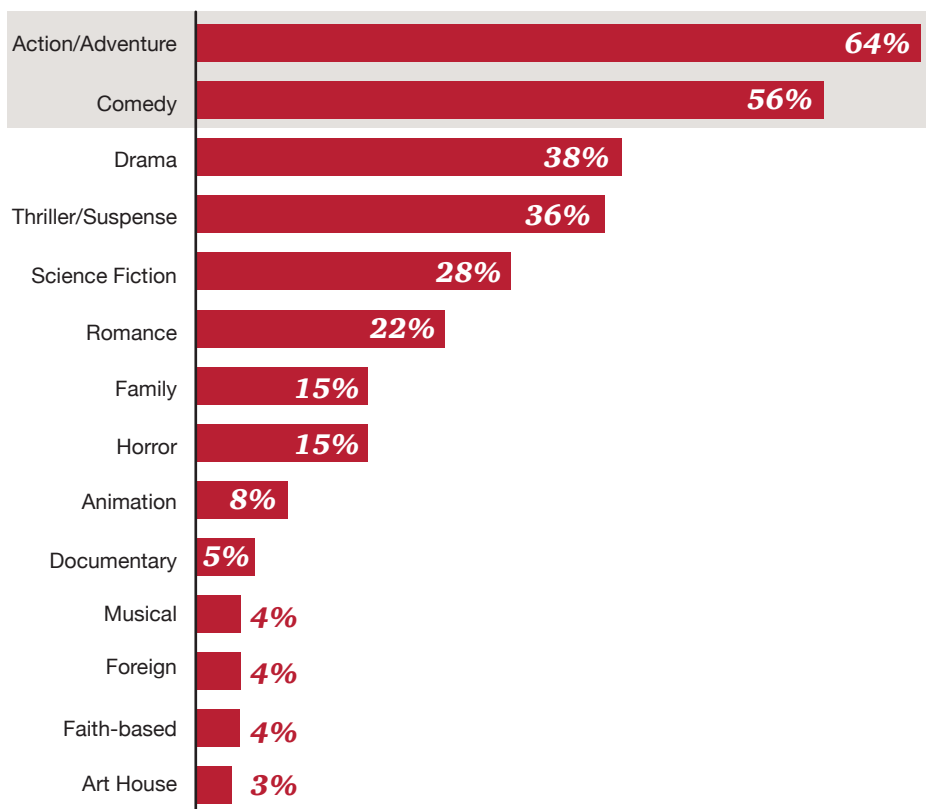
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More excitement; the audio and video really gets you into the movie. The theaters have gotten nicer over all.

– focus group participant

Favorite genres

Overwhelmingly, consumers are most interested in seeing action/adventure and comedy movies; trailing at some distance are dramas and thrillers. Musical, foreign, faith-based, and art house films are the least appealing film genres. These findings are consistent across all age and movie goer groups.



Base: Watch Movies the Same or Less than 12 Months Ago (766)
Q5c. If less or about the same, which of the following best represents the reason for going to the movie theater less often?

See Appendix (page 19-20) for more.

Ticket prices have become too expensive in the past 5 years, far outweighing better technology and comfortable seating

Most respondents have a negative impression of how they think movie theaters have changed in the past 5 years. This despite better technology, more comfortable seats, 3D movies, and improved concessions. The number one factor leading to respondents' dissatisfaction is expensive movie tickets. While customers like all the new bells and whistles theaters have to offer, they do not place a high enough value on them to justify the current movie ticket prices.



9%
Better technology



8%
Better/more
comfortable seating



42%
Too expensive

See Appendix (page 21) for more.

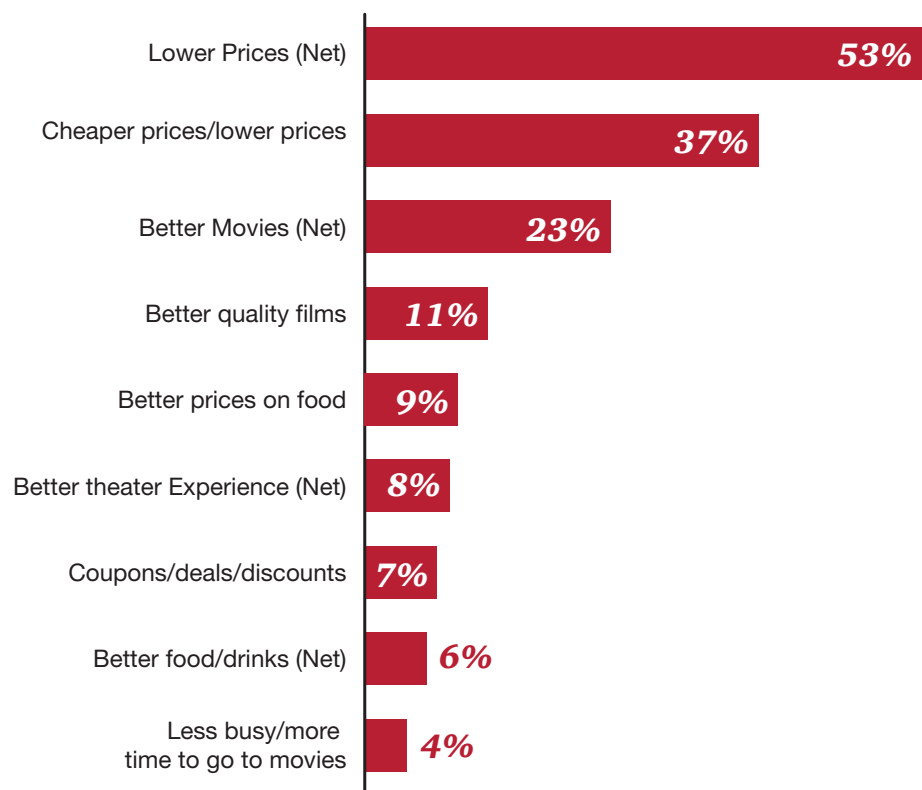
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It almost requires me to take out a second mortgage just to take my grandkids to see a movie. It is far too expensive.

– focus group participant

Ways to increase movie viewership

All respondents agree that the number one way to motivate them to go to the movies more often would be to lower prices. To a lesser extent, other motivators include offering better quality films, improving the concessions, and improving the movie theater experience. Only a handful of respondents indicate nothing would motivate them as they are happy with the current experience.



Base: Total Respondents (1044)
Q12. What would make you want to go to the movie theater more often than you do now?

See Appendix (page 22) for more.

What consumers are saying . . .

“

Better movies and better coupon deals for matinée feature showings.

“

A little less expensive and less annoying people using their cell phones during the movie.

“

Bring back good movies, ones with a good plot, that have a point and aren't some mindless sequel. Bring the price of the popcorn and soda down, reinforce the no talking, cellphone rules.

“

Drinks served at the seats, better snacks, later hours, double features, guest appearances at the theater.

9. Not all that surprising, the biggest reason consumers go to a movie is because they are interested in the subject/genre. Wanting a night out of the house is another common reason to go to the movies.

- Younger adults (18-34 year olds) and frequent movie watchers are more highly motivated to go to the movies by more factors than other groups.

~ *Still, movie content and wanting a night out are primary motivators, and significantly more influential to the younger adult age groups (18-34) than to their older counterparts (35-59).*

10. Overall, media or third-party commentary does not strongly influence people's decision to go to a movie; they are more strongly influenced when one of their friends recommends it.

- That said, the 18-34 group and frequent movie goers are more significantly influenced by all the queried factors—advertising, professional reviews, availability of an upgraded experience, and social network reviews—compared to their older/less frequent movie going counterparts.
- Overall, 35% of all respondents claim to be influenced by friends' recommendations—significantly more so among the 18-34s.
- Although social network recommendations are less influential overall (only 17% claim it is “highly influential”), it is significantly more influential to the 18-34 group than to their older counterparts.



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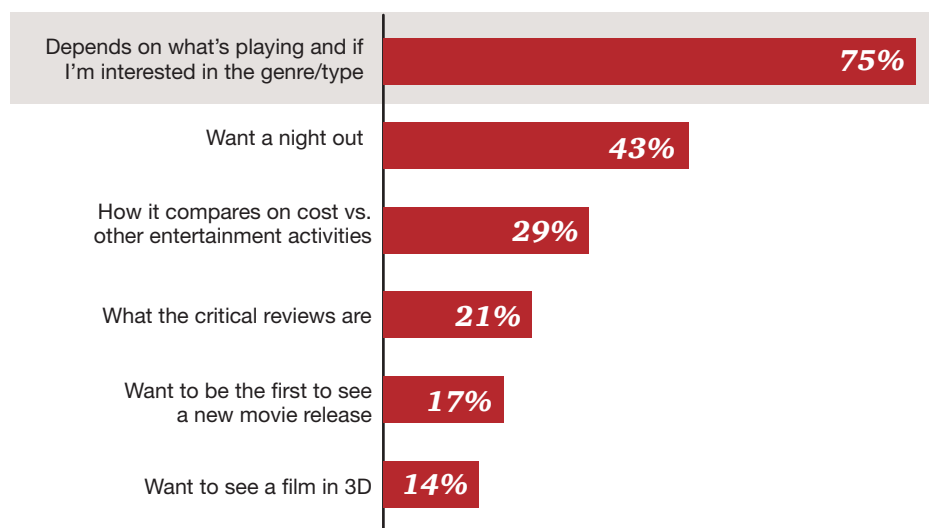
Movies are better quality.
Action scenes feel more real.

– focus group participant

What motivates people to go to the movies?

Those who say factor is highly influential

What primarily drives people to see a movie is whether or not they are interested in the film. To a lesser extent, people go to movies because they are seeking a night out of the house. Very few are motivated by seeing a 3D movie. Younger adults (18-34 years old) and frequent movie goers are more influenced by all factors explored than other groups surveyed.

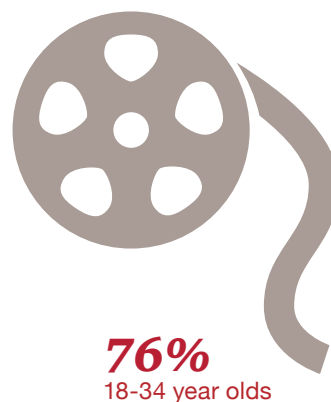


Base: Total Respondents (1044)

Q6. How influential to your decision process about whether or not to see a movie at the theater, are the following factors?

Depends on what's playing and if I'm interested in the genre/type

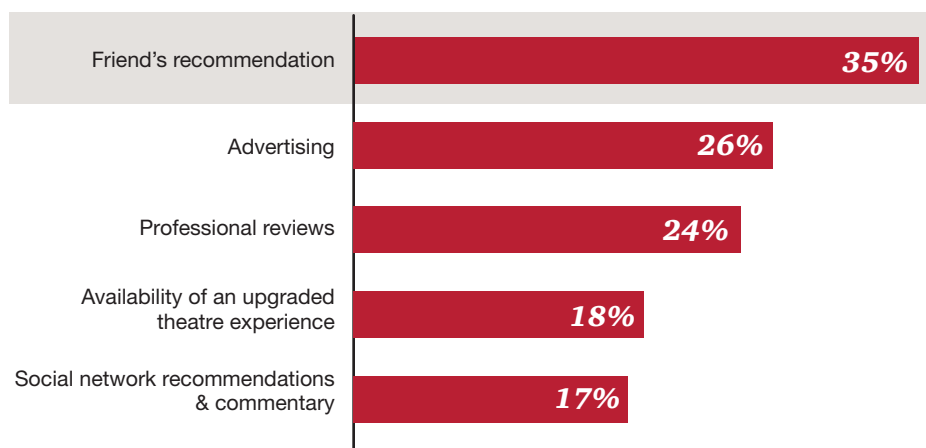
Young adults (18-34) and frequent movie goers are looking for movies that appeal to their tastes (rather than a night out, cost, or reviews).



See Appendix (page 23) for more.

Friends matter most! Those who say factor is highly influential

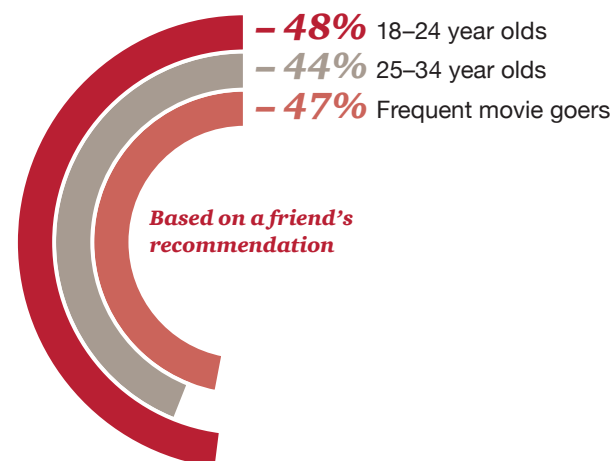
None of the factors explored are highly motivating to get consumers to the movies. Among the set of factors proposed, the most compelling is a recommendation from a trusted source, such as a friend. Roughly one-quarter of people go to movies based on advertising and professional reviews. The least influential factors are social network feedback and the ability to watch a movie in an upgraded theater. Adults 18-34 years old and frequent movie goers rely more heavily on all these factors when deciding whether or not to see a movie compared to their older counterparts (35+).



Base: Total Respondents (1044)

Q8. What is the degree to which the following factors influence whether or not you will go to a movie theater to see a movie?

Young adults (18-34) and frequent movie goers rely heavily on friends' recommendations (over advertising, professional reviews, and social networks).



See Appendix (page 24) for more.

11. Among possible incentives offered to increase movie-going frequency, consumers reacted most favorably to getting last-minute cheap seats—especially among infrequent and occasional movie goers.

- Not surprisingly so, since high ticket prices are the number one reason for viewing the movie going experience more negatively now.
 - Interestingly, infrequent and occasional movie-goers were relatively more influenced by a “cheap seat” offer than frequent movie goers, indicating price may be a less important factor for frequent movie goers.
 - The ability to buy a digital copy of the movie in the theater or participating in a super-fan experience were the next most desired perks.
- ~ These had greater appeal among younger adults (18-34 year olds), especially the 18-24 year olds—as well as frequent movie goers

12. Consumers claim a great deal of interest (71% very/somewhat) in watching a newly released movie in their homes—and are willing to pay extra to do so.

- In fact, 82% of consumers are willing to pay \$10-\$20 above the cost of a movie ticket price.
- The idea—while still interesting—is less so among 50-59 year olds (58%), perhaps due to a diminished household size, whereby the extra cost does not make as much sense.

13. Consumers also claim decent interest (58% very/somewhat) in paying to watch live events in a movie theater.

- This is most interesting to the 18-24 (70%) and 25-34 (61%) age groups.

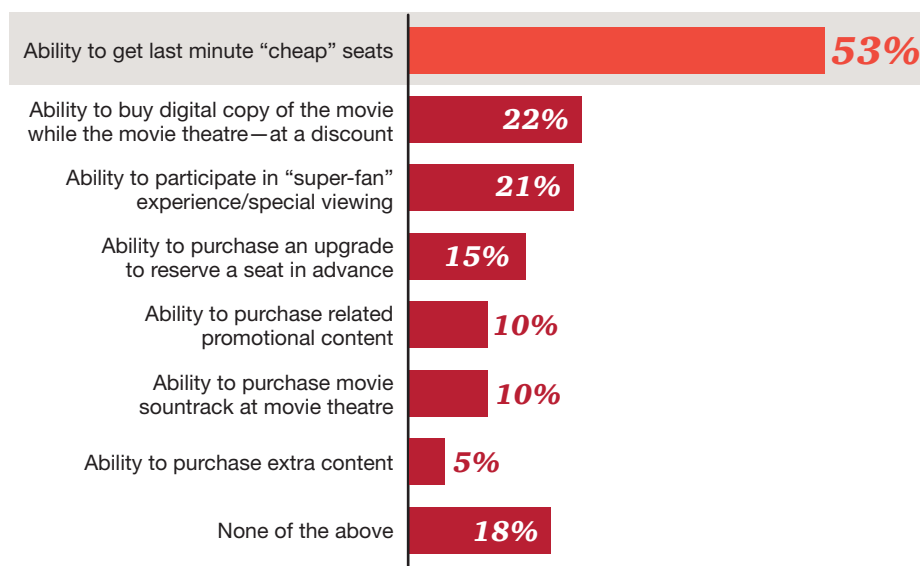
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Movie theaters must offer more exclusive experiences to customers—such as 3D versions or opening night events—to compete with rental kiosks and online streaming services.

– focus group participant

Cheap seats rock!

Most of these movie perks fell flat on consumers, except last-minute “cheap” seats. Respondents of all ages were interested in getting a break on last-minute seats. The ability to buy a digital copy of the movie while still in the theater and taking part in a super-fan experience were the next two most appealing perks, though at some distance. These perks resonate more with younger audiences (18-34 years old) and frequent movie goers. Older adults (50-59 years old) liked the idea of being able to reserve a seat in advance.



See Appendix (page 25) for more.

14. A monthly movie subscription in which customers can watch an unlimited number of movies in the theater for a fee of \$20 generates a lot of interest (87%) across all groups.

- Movie lovers (frequent movie goers and young audiences 18-34) are ready to sign up for this deal.
- Other groups do find the idea interesting, but are just not as willing to “definitely” commit right away.

Interest in/willingness to pay extra for other movie-related ideas

In general, respondents seem interested in both of these ideas. They seem to like the notion of paying more to watch a new release at home instead of at the theater better than watching live events in the movie theater. Younger adults (18-34 years old) are more interested in both concepts than their older counterparts. The vast majority are willing to pay an additional \$10-\$20 to watch a newly-released film in their home instead of the theater.

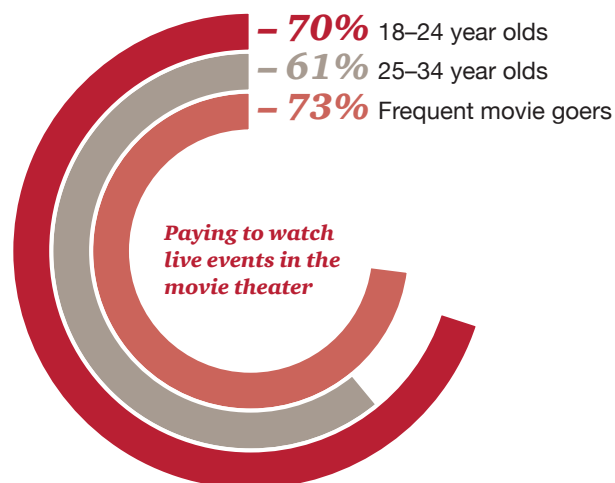


Paying to watch live events in the movie theater

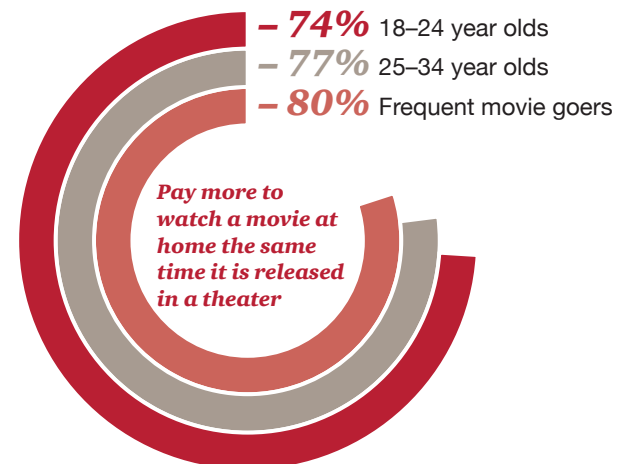
Paying more to watch a movie at home the same time it is released in the theater

Interest in watching live events in the movie theater

Adults ages 18-34 years old seem to like the idea of watching other live events in a movie theater more than those 35-59 years old. However, less than one-third of young adults claim to be very interested in the idea. Frequent movie goers are game to go to a movie theater and watch other events. They seem to like the movie theater experience as much as they like movies.



Interest in ability to watch movies at home same time released in theaters

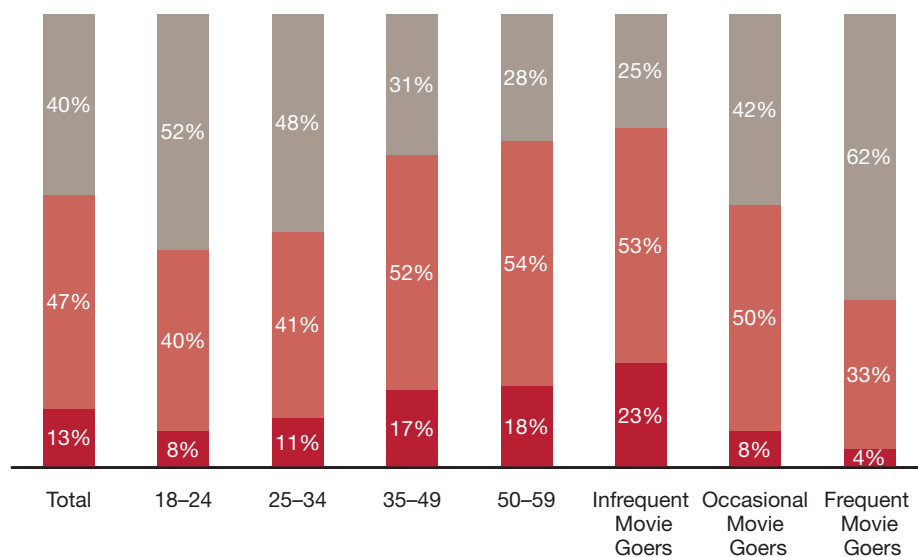


See Appendix (page 26-27) for more.

Interest in monthly movie subscription

\$20 per month to see as many movies as you wanted per month

The vast majority of adults (87%) would be interested in a movie subscription. Adults ages 35-59 years old are interested but want to learn more about it before they commit, as are Infrequent and occasional movie goers. Younger adults (18-34 years old) and frequent movie goers are very committed to this idea, which is not all that surprising as these groups are heavy movie viewers already and would benefit greatly from this idea.



- This is not something I would be interested in
- This is pretty interesting, but I'd have to give it some more thought
- Sounds like a great idea! I'd definitely do this!

Base: Total Respondents (1044) ; 18-24 (223), 25-34 (312), 35-49 (340), 50-59 (169); Infrequent Movie Goers (454), Occasional Movie Goers (295), Frequent Movie Goers (295)
 Q15. If you had the opportunity to purchase a subscription to a local movie theater, which of the following statement best expresses your attitude toward this opportunity?

Implications

1. Core audience is strong.

Across the board, 18-34 year olds and frequent movie goers are the most interested and engaged and are more likely to be influenced to increase their movie going frequency.

These are the most movie-involved groups and most likely to be influenced by different incentives and features. While this may not constitute true behavior change since they are already predisposed to go to the movies more frequently anyway, it may still represent opportunity for incremental box office revenue.

2. Consider alternative incentive programs.

Since lowering ticket prices across the board is likely not a viable strategy, there is an opportunity to further develop alternative incentive programs, (many of which will appeal most to the 18-34 age group) specifically in the areas of:

- Monthly movie subscription (generates strong interest across all age groups)
- Last minute “cheap seats” (generates overall interest across age groups)
- Opportunity to view newly released movie at home (relatively less so among 50-59)
- Watching live events in a movie theater (especially among 18-24)
- On-site digital copy availability (primarily among 18-24)
- On-site “super fan” experiences (primarily among 18-24)

3. Make it a special night out.

Exhibitors need to continue to promote the benefits of the in-theater experience including the “night out” and advanced technology benefits.

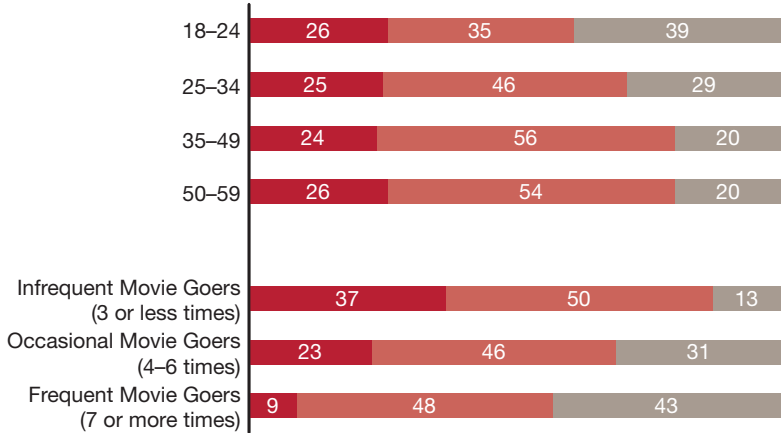
4. Content is still king.

Consumers are not demonstrating a perpetual decline. It appears that Summer 2014 was an anomaly, given less interesting film options. Focusing on interesting content in relevant genres is key. And don’t underestimate the value of recommendations from family and friends.



Appendix

Young adults (18-34) and frequent movie goers saw more movies this year than last



■ Less often ■ The same ■ More often

Base: Total Respondents; 18-24 (223), 25-34 (312), 35-49 (340), 50-59 (169), Infrequent Movie Goers (454), Occasional Movie Goers (295), Frequent Movie Goers (295)
Q5b. In the past 12 month period, would you say you have gone to the movie theater more often, less often, or about the same as in the previous 12 month period?

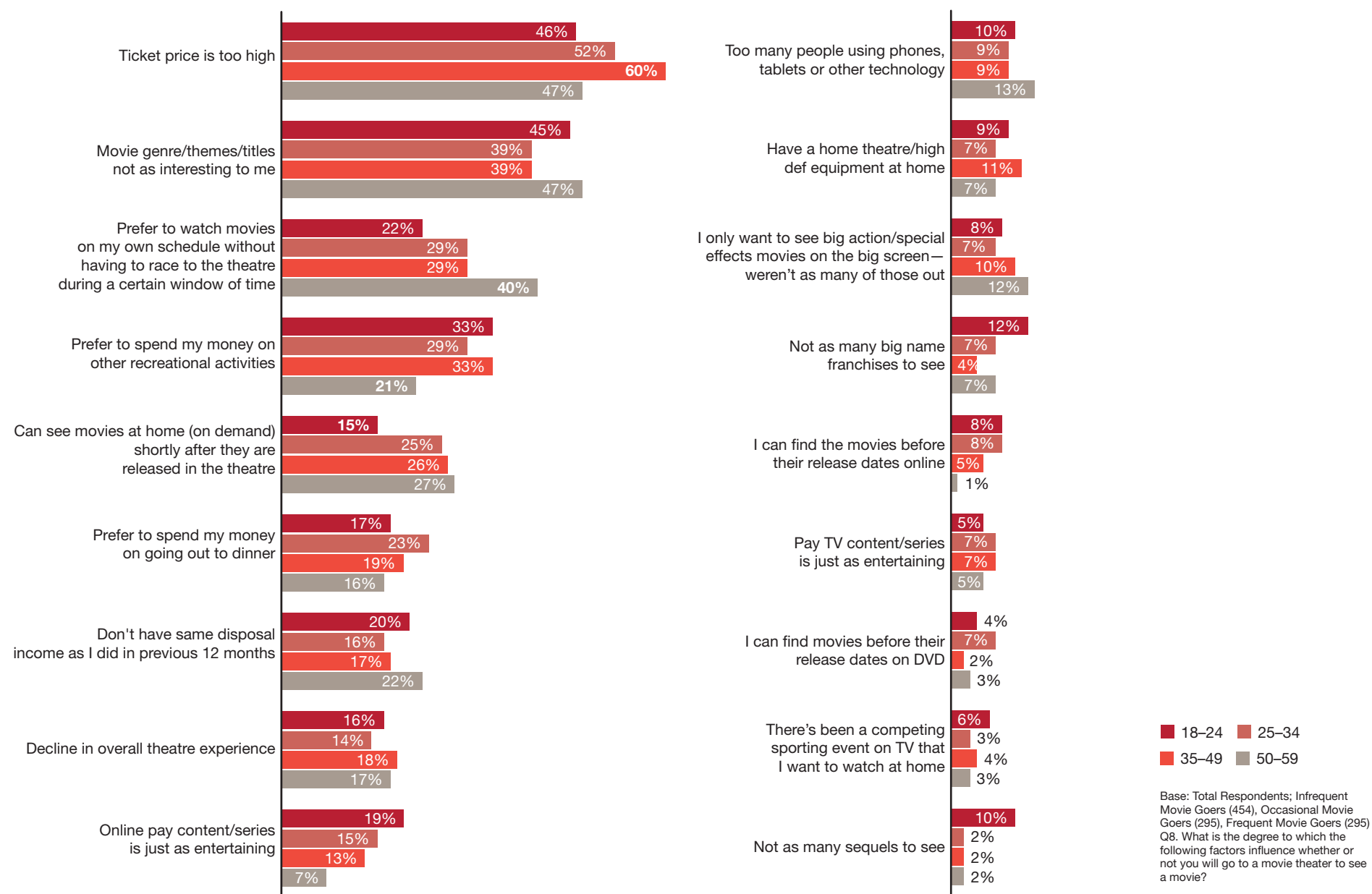
Off to the movies

Young adults and frequent movie goers like watching movies in the theaters

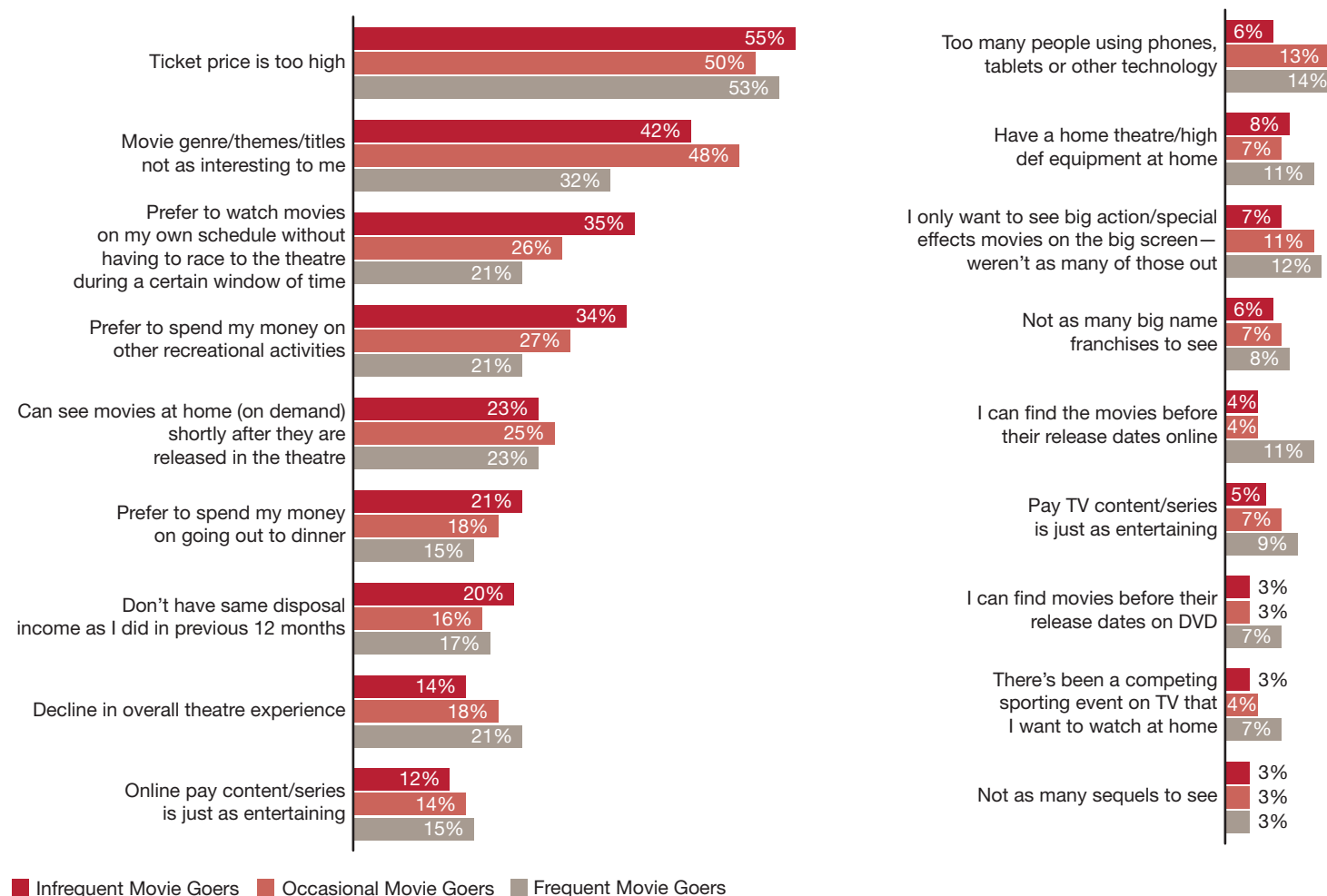
By age group	18-24	25-34	35-49	50-59
Theater	94%	85%	77%	67%
Elsewhere	56%	59%	45%	30%

By frequency of movie viewing	Infrequent movie goers	Occasional movie goers	Frequent movie goers
Theater	77%	87%	98%
Elsewhere	41%	49%	62%

Top reasons for going same/less often by age groups

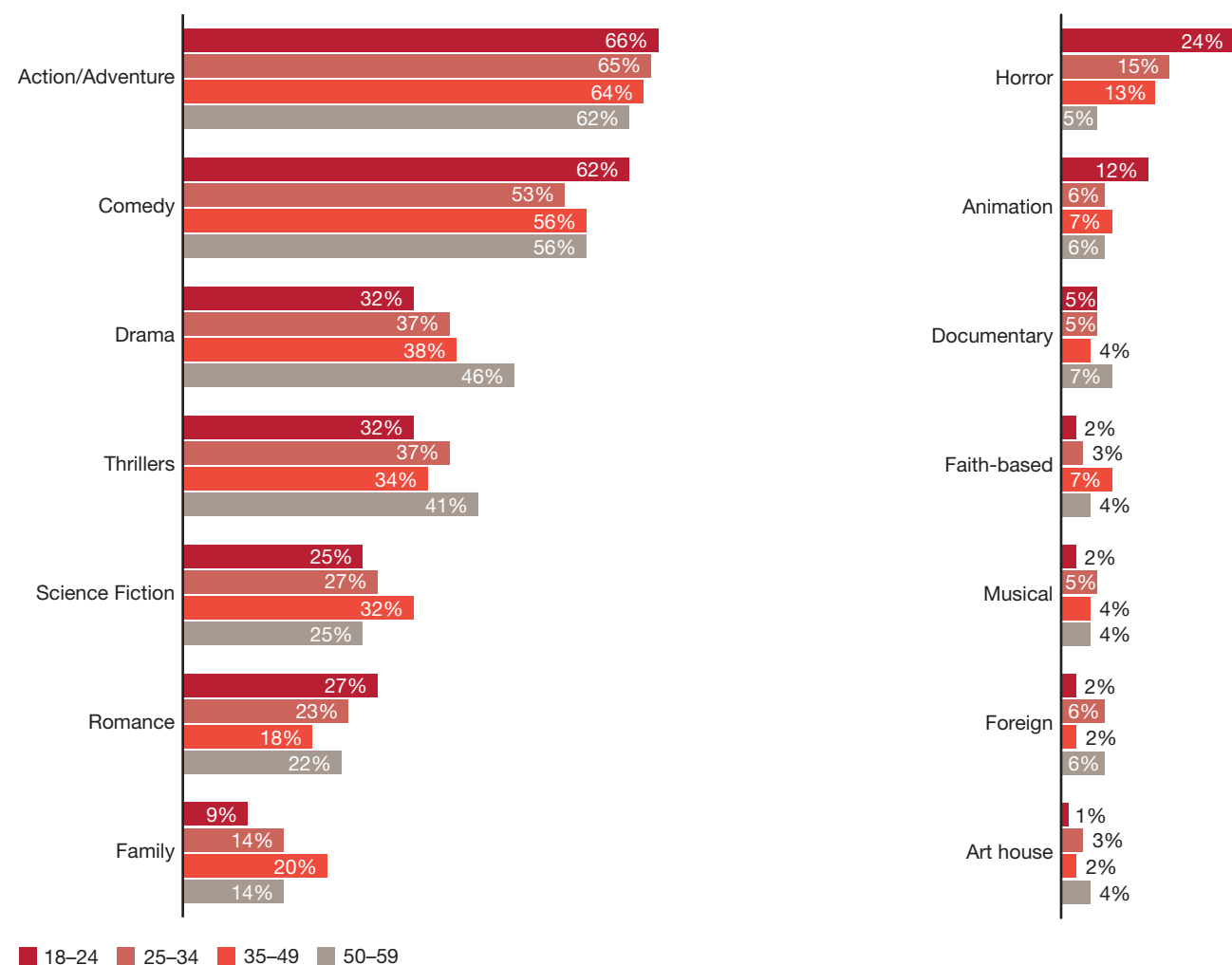


Top reasons for going same/less often by frequency of movie viewing



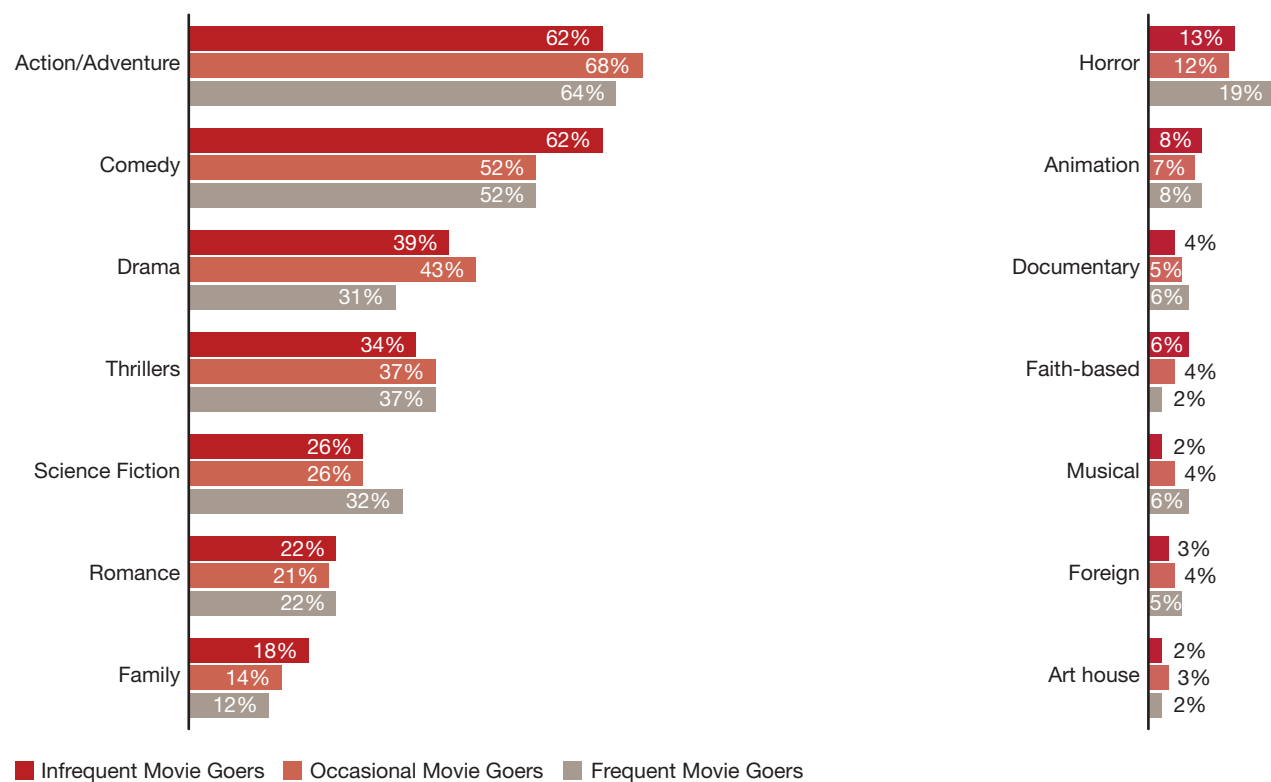
Base: Watch Movies the Same or Less than 12 Months Ago; Infrequent Movie Goers (393), Occasional Movie Goers (204), Frequent Movie Goers (169) Q6c. If less or about the same, which of the following best represents the reason for going to the movie theater less often?

Favorite genres by age groups



Base: Total Respondents; 18-24 (223), 25-34 (312), 35-49 (340), 50-59 (169)
 Q9. Which movie genre is most motivating to your decision to see a movie in a theater?

Favorite genres by frequency of movie viewing



Base: Total Respondents; Infrequent Movie Goers (454), Occasional Movie Goers (295), Frequent Movie Goers (295)
 Q9. Which movie genre is most motivating to your decision to see a movie in a theater?

How movie theaters have changed in the past 5 years

	18-24	25-34	35-49	50-59	Infrequent movie goers	Occasional movie goers	Frequent movie goers
Positive mentions (net)	38%	33%	26%	28%	24%	30%	42%
Better technology (subnet)	8%	7%	9%	11%	8%	8%	11%
Better/Improved seating (subnet)	9%	9%	6%	11%	9%	6%	9%
Better/Improved concessions (subnet)	5%	6%	4%	3%	3%	4%	7%
3D movies	5%	6%	5%	4%	3%	5%	9%
Neutral mentions (net)	15%	12%	9%	9%	13%	9%	10%
The experience is the same	14%	11%	9%	9%	12%	9%	10%
Negative mentions (net)	51%	57%	68%	69%	68%	65%	49%
Too expensive	31%	43%	49%	42%	46%	46%	33%
Poor quality movie	3%	6%	7%	10%	8%	6%	4%
Audience using cellphone/technology	4%	6%	6%	9%	6%	8%	4%
Rude/obnoxious patrons	3%	4%	6%	11%	7%	5%	4%

Base: Total Respondents; 18-24 (223); 25-34 (312); 35-49 (340); 50-59 (169); Infrequent Movie Goers (454); Occasional Movie Goers (295); Frequent Movie Goers (295)

Q12. What would make you want to go to the movie theater more often than you do now?

How movie theaters have changed in the past 5 years

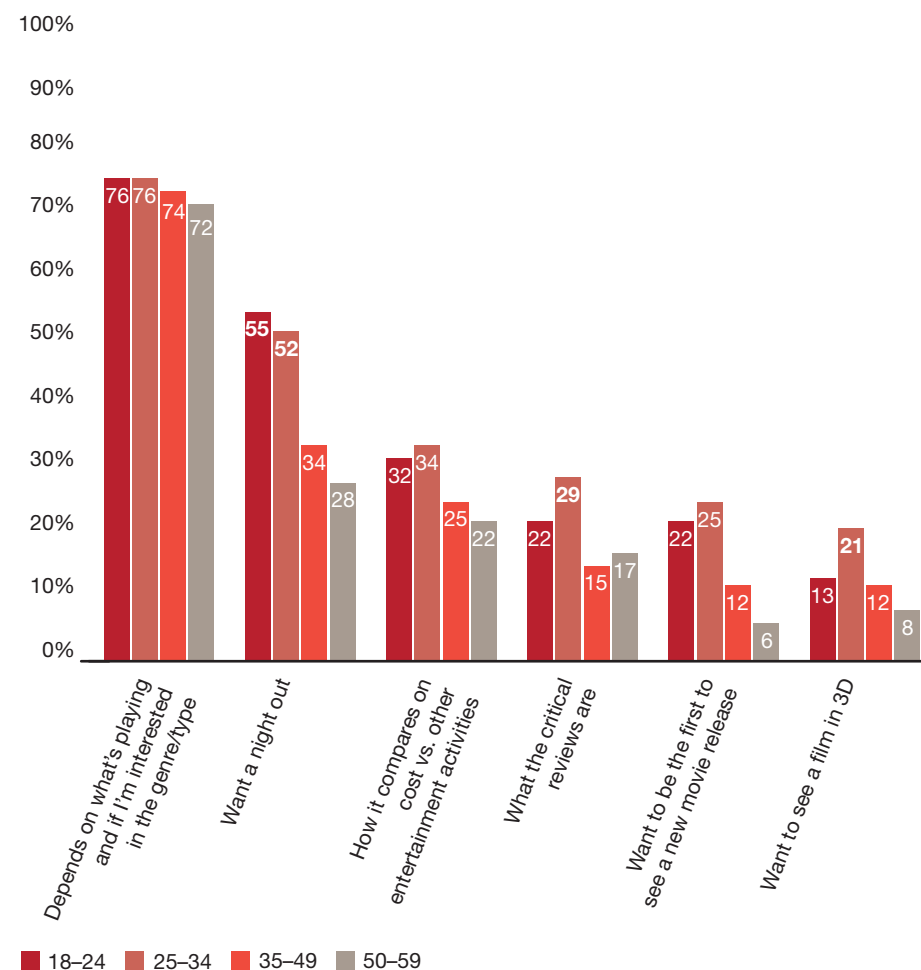
	18-24	25-34	35-49	50-59	Infrequent movie goers	Occasional movie goers	Frequent movie goers
Lower prices (net)	54%	47%	59%	52%	58%	53%	48%
Cheaper prices/lower prices	40%	31%	42%	34%	43%	33%	33%
Coupons/deals/discounts/rewards	8%	9%	7%	6%	6%	11%	6%
Better price on food	8%	7%	10%	11%	9%	8%	9%
Movies (net)	22%	23%	20%	28%	23%	22%	24%
Better quality films	10%	10%	10%	14%	10%	12%	10%
Better theater experience (net)	7%	6%	8%	10%	7%	10%	6%
Improved food/drinks (net)	5%	5%	7%	5%	8%	4%	4%
Less busy/more time to go to movies	7%	4%	2%	5%	4%	4%	5%
Love it/Nothing	5%	8%	6%	7%	6%	5%	9%

Base: Total Respondents; 18-24 (223); 25-34 (312); 35-49 (340); 50-59 (169); Infrequent Movie Goers (454); Occasional Movie Goers (295); Frequent Movie Goers (295)

Q12. What would make you want to go to the movie theater more often than you do now?

Influential movie going factors by age groups

Those who say factor is highly influential

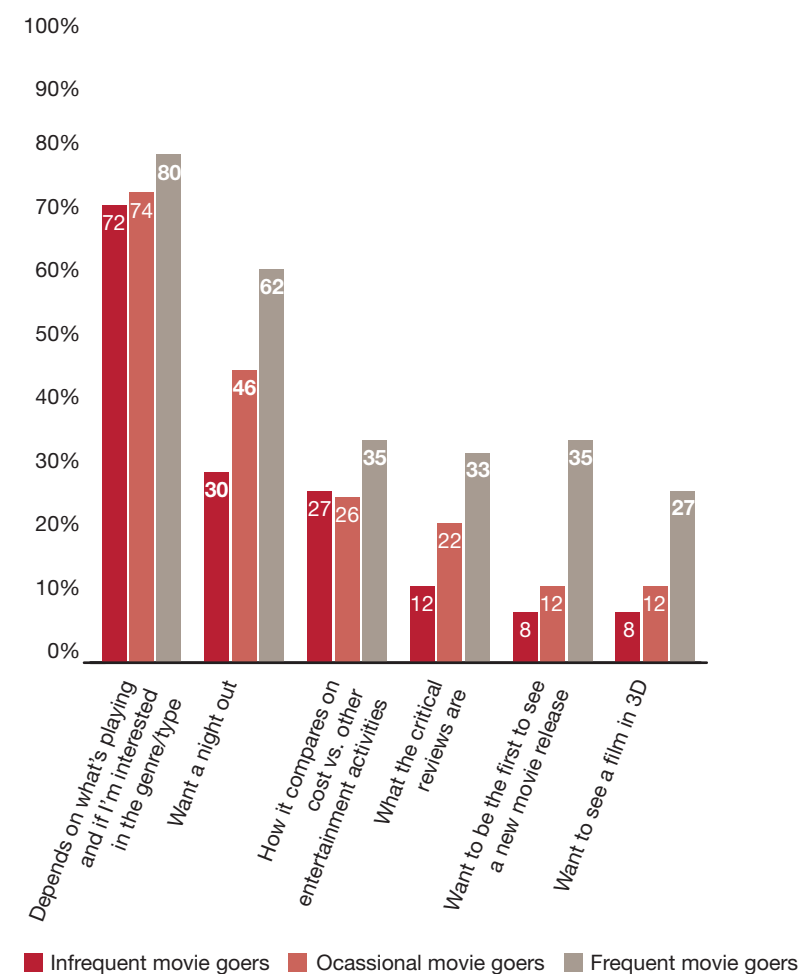


Base: Total Respondents; 18-24 (223), 25-34 (312), 35-49 (340), 50-59 (169)

Q6. How influential to your decision process about whether or not to see a movie at the theater, are the following factors?

Influential movie going factors by frequency of movie viewing

Those who say factor is highly influential

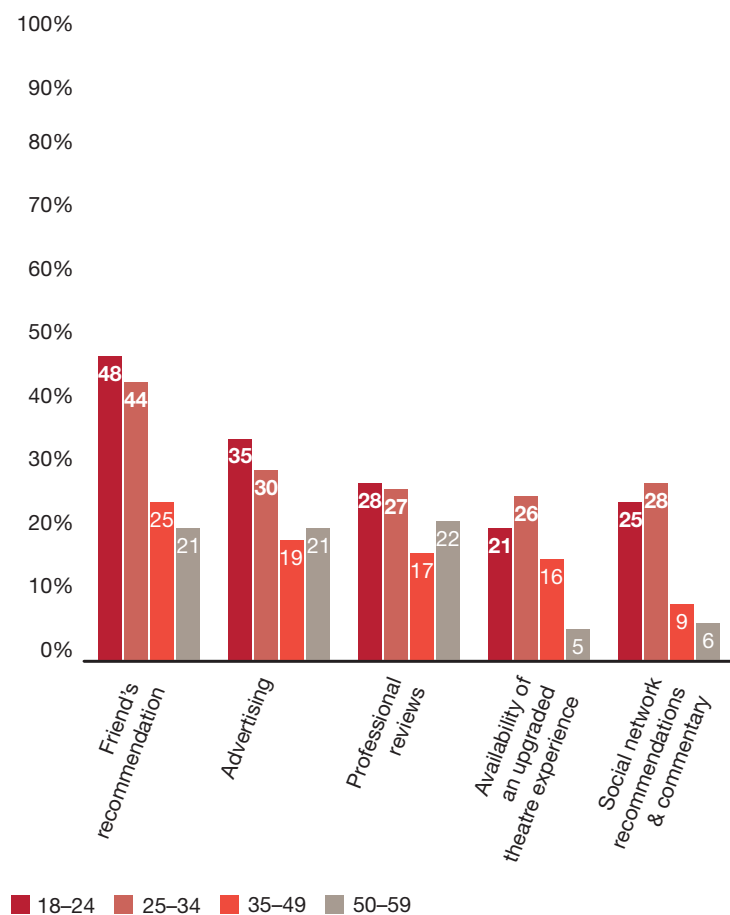


Base: Total Respondents; Infrequent Movie Goers (454), Occasional Movie Goers (295), Frequent Movie Goers (295)

Q6. How influential to your decision process about whether or not to see a movie at the theater, are the following factors?

Motivating movie factors by age groups

Those who say factor is highly influential

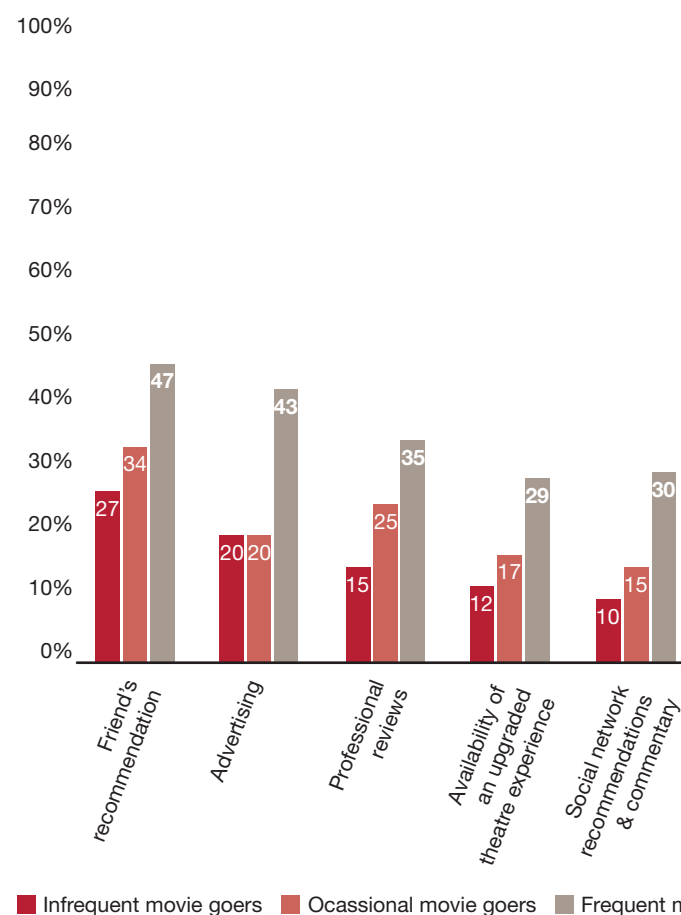


Base: Total Respondents; 18-24 (223), 25-34 (312), 35-49 (340), 50-59 (169)

Q8. What is the degree to which the following factors influence whether or not you will go to a movie theater to see a movie?

Motivating movie factors by frequency of movie viewing

Those who say factor is highly influential

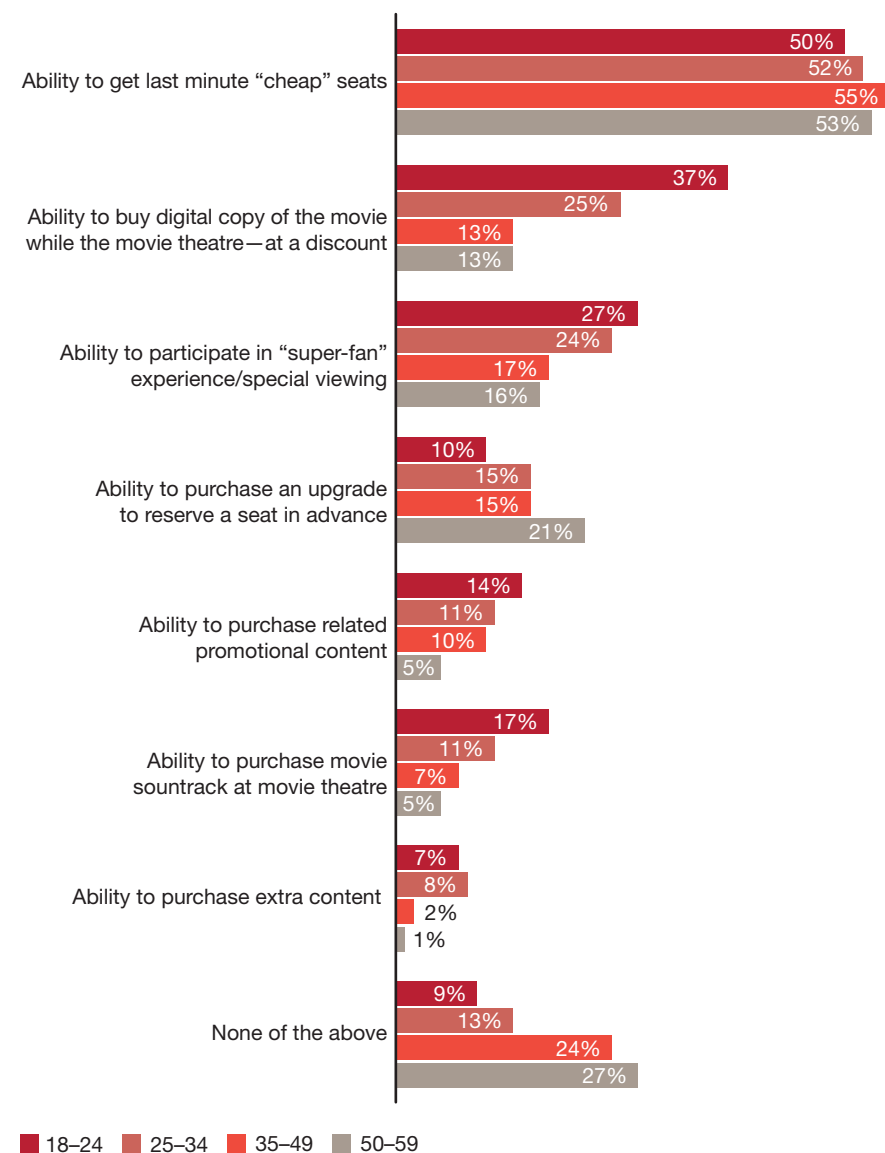


Base: Total Respondents; Infrequent Movie Goers (454), Occasional Movie Goers (295), Frequent Movie Goers (295)

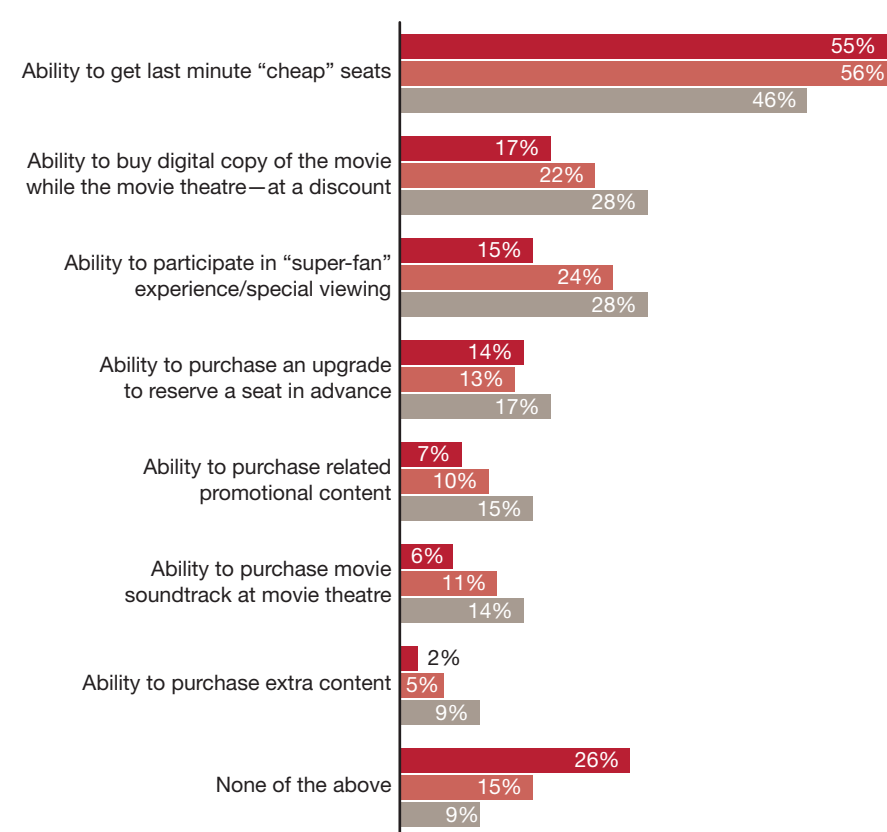
Q8. What is the degree to which the following factors influence whether or not you will go to a movie theater to see a movie?

Motivating movie perks

By age groups



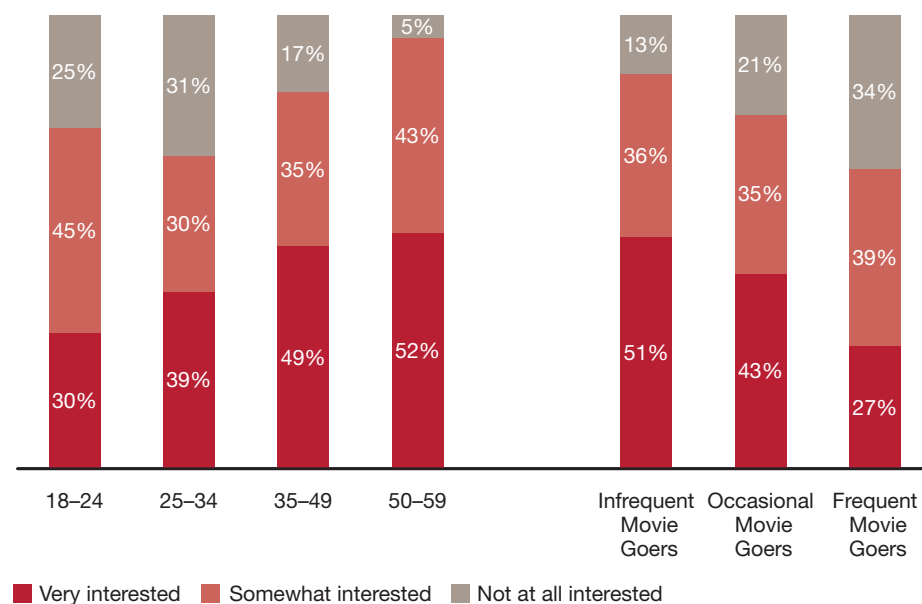
By frequency of movie viewing



Base: Total Respondents (1044)
Q14. Which of the following would motivate you to go to the theater more often?

Interest in watching live events in movie theater

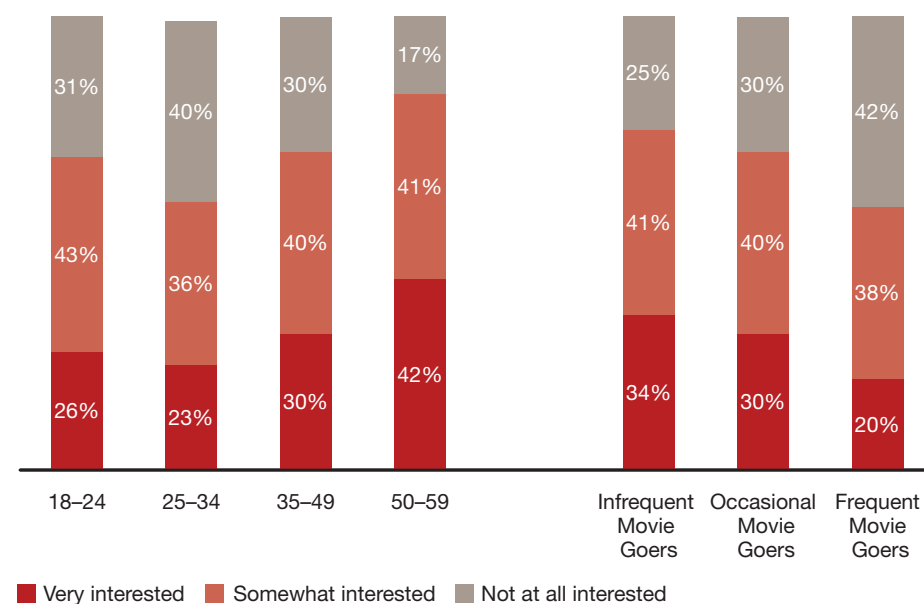
Paying to watch live events in the movie theater



Base: Total Respondents; 18-24 (223), 25-34 (312), 35-49 (340), 50-59 (169); Infrequent Movie Goers (454), Occasional Movie Goers (295), Frequent Movie Goers (295)
Q13a. How interested would you be in...?

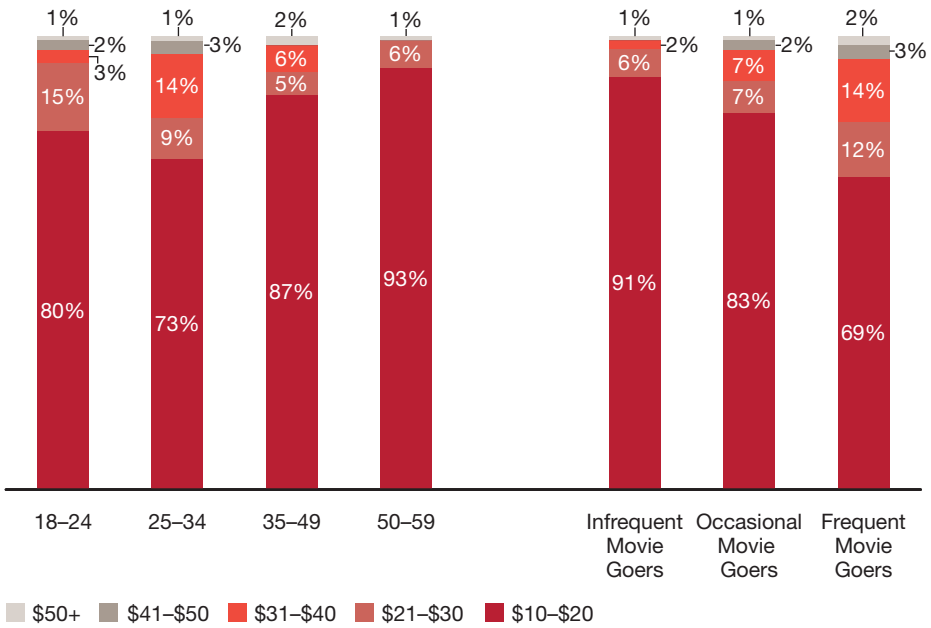
Interest in ability to watch movies at home same time released in theaters

Pay more to watch a movie at home the same time it is released in the theater



Base: Total Respondents; 18-24 (223), 25-34 (312), 35-49 (340), 50-59 (169); Infrequent Movie Goers (454), Occasional Movie Goers (295), Frequent Movie Goers (295)
Q13A. How interested would you be in...?

Amount willing to pay extra to watch newly-released movie at home
Amount extra willing to pay



Base: Very/Somewhat interested in Concept; 18-24 (166), 25-34 (239), 35-49 (239), 50-59 (98); Infrequent Movie Goers (301), Occasional Movie Goers (206), Frequent Movie Goers (235)
Q13B. You said you were very or somewhat interested in paying more to watch a movie at home the same time it is released in theaters. How much **more** would you be willing to pay?

For more information on this research, the PwC Consumer Intelligence Series, or how changing consumer preferences are shaping the entertainment, media, and communications industries, please contact one of our specialists:

Deborah Bothun

deborah.k.bothun@us.pwc.com

(213) 217-3302

Matthew Lieberman

matthew.lieberman@us.pwc.com

(213) 217-3326

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