

BACKGROUND

- ❑ We surveyed 1,000+ US consumers balanced to census to collect some feedback on upcoming movie releases.

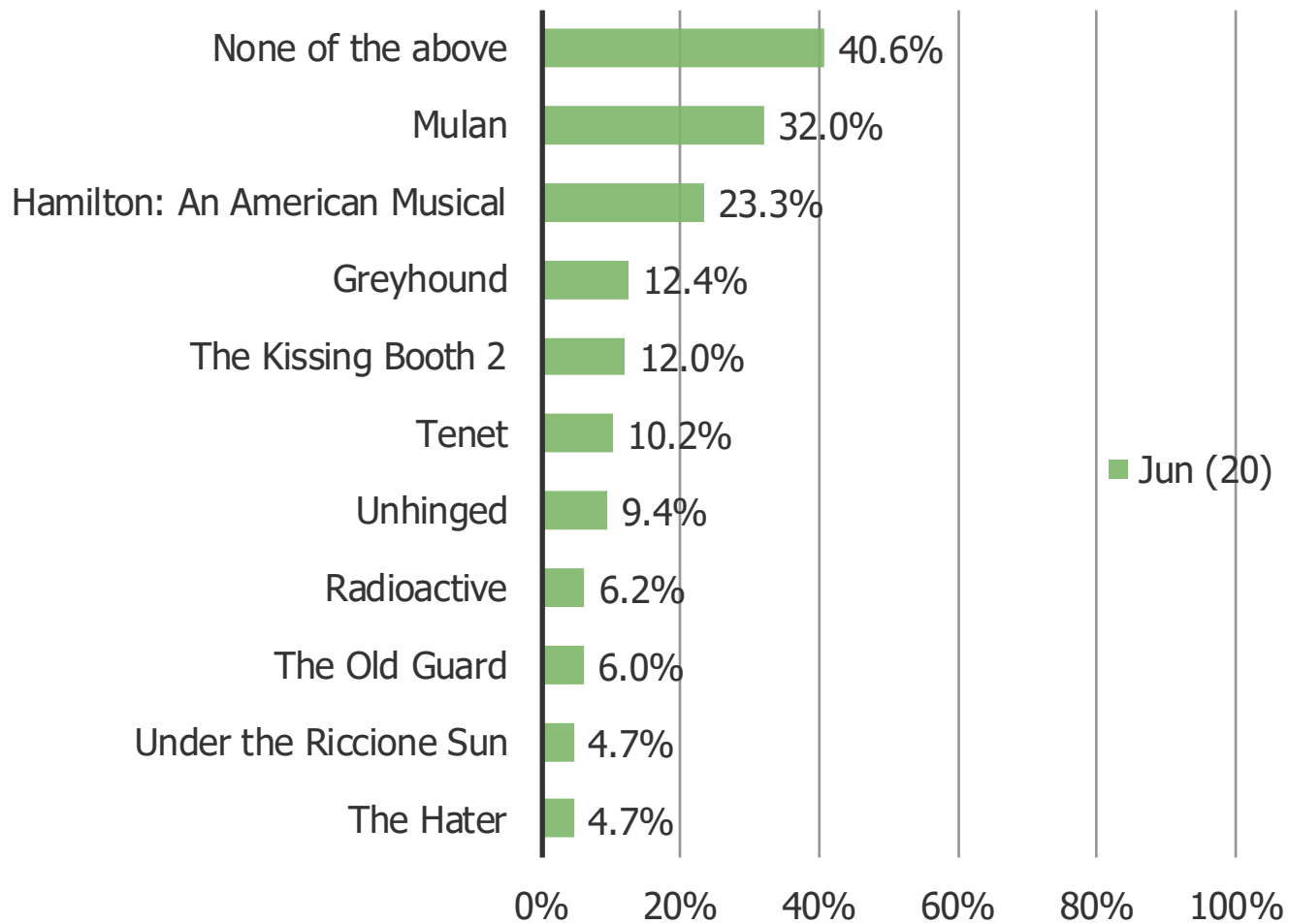
FINDINGS:

- ❑ Hamilton is one of the most recognized upcoming movies by consumers (second in our survey only to Mulan).
- ❑ 46.7% of those who have heard about Hamilton's upcoming movie release are likely or very likely to watch it. Likelihood of watching Hamilton trails likelihood of watching other upcoming titles in our survey among those who are aware of each (for many of many of these, it could be because a smaller and more enthused audience for that particular title has heard of it). As a guidepost, a higher % of consumers have heard of Mulan and those people are more likely to watch it than Hamilton (but Mulan is slated to be a national release).
- ❑ 47.3% of those who say they are likely or very likely to watch Hamilton are Disney+ account holders already, which means the balance is going to have to find some other way to watch it (and a 7 day free trial will not be on the table). Of the 52.7% of likely watchers who are not currently account holders, 69.4% said they would probably or definitely sign up to watch it.
- ❑ Of those who say they will sign up to Disney+ to watch Hamilton, 65.1% say they will probably or definitely continue paying for their subscription after they watch the movie.
- ❑ The Kissing Booth 2 (Netflix) and Greyhound (Apple TV+) are also anticipated titles that a high percentage intend to watch.



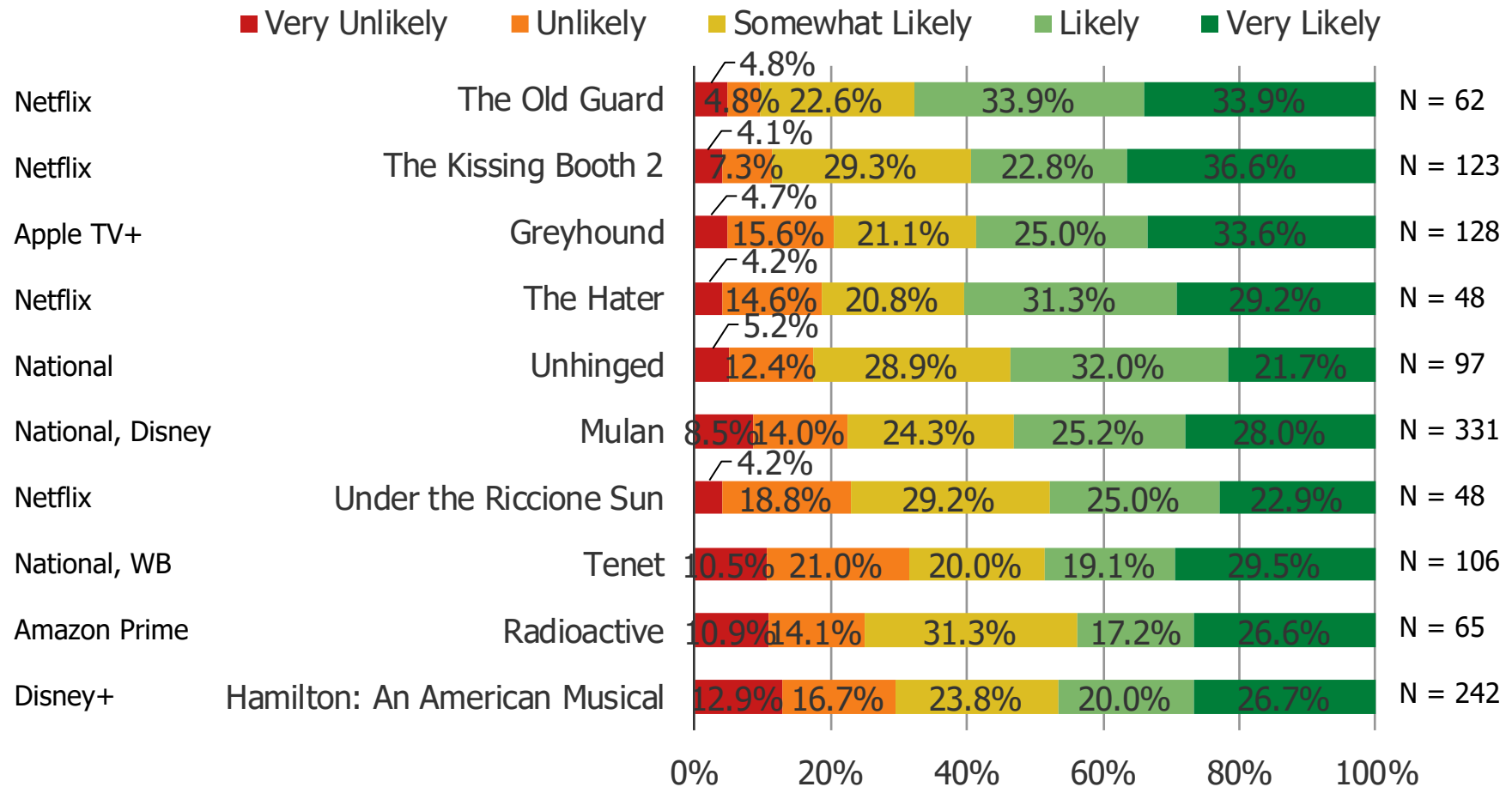
Have you heard anything about the following upcoming movie releases?

Posed to all respondents



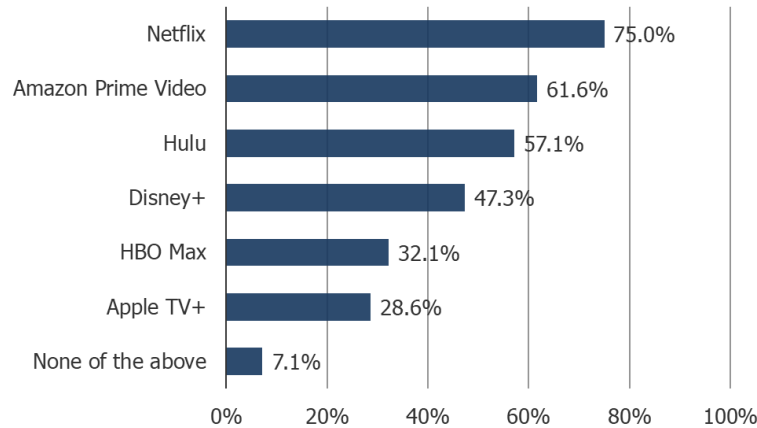
How likely are you to try to watch the following movies when they are released?

Posed to respondents who have heard of each of the following movies



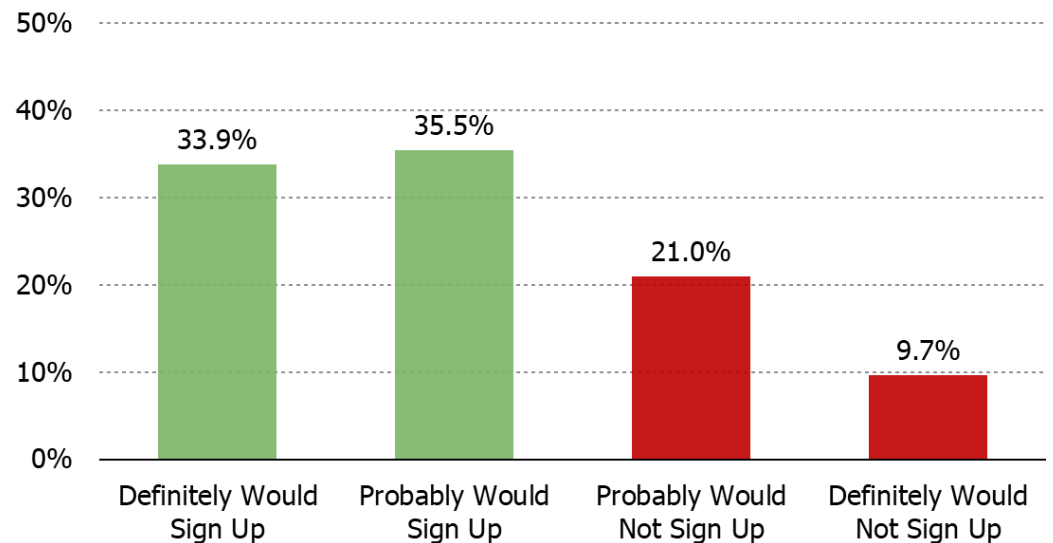
Do you currently have an account with any of the following services?

Posed to respondents who said they are likely or very likely to watch Hamilton.



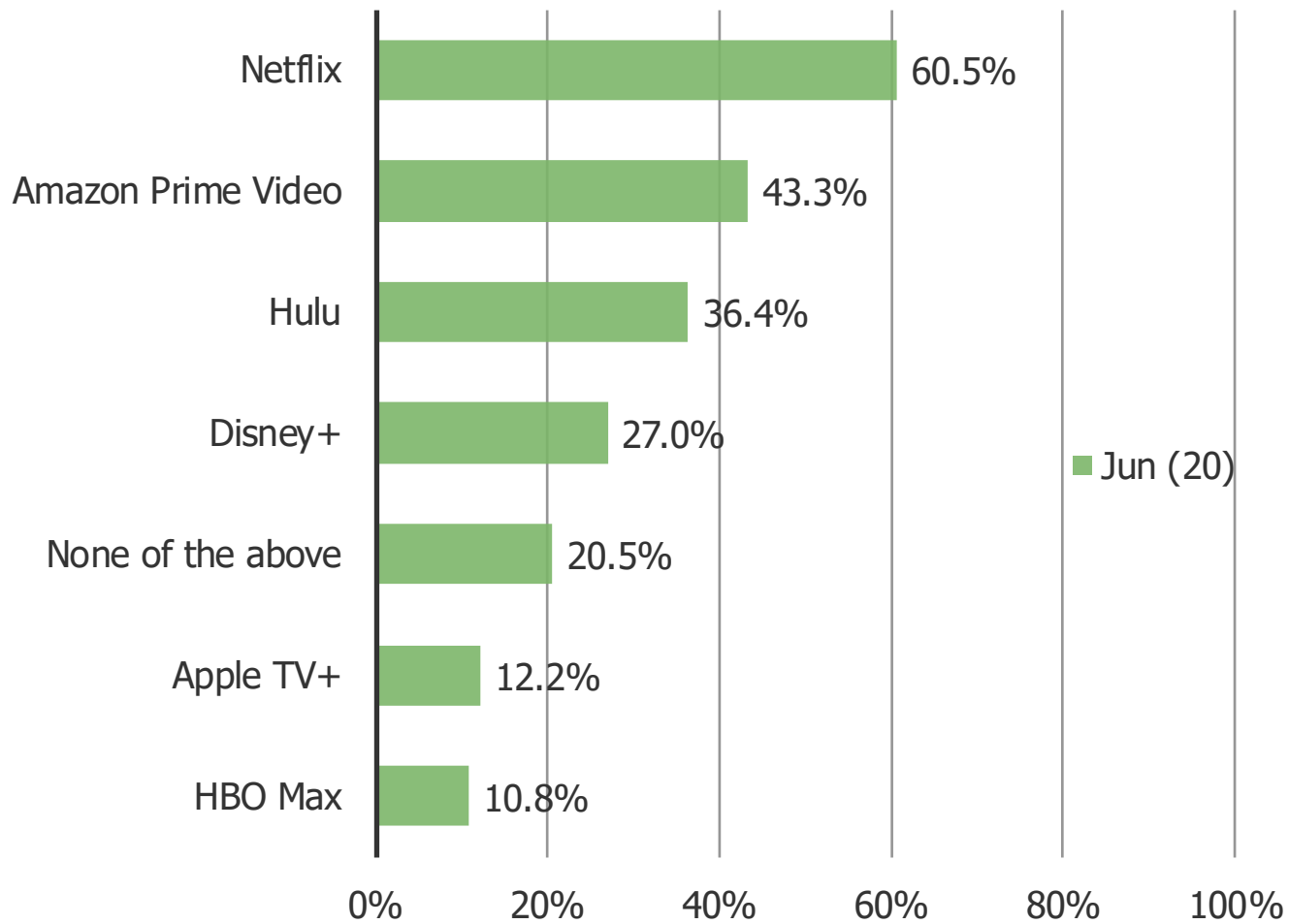
The movie "Hamilton: An American Musical" will be released on Disney+ on July 3rd, 2020. If you could not watch it with a free trial, how likely would you be to sign up for Disney+ at \$6.99 per month in order to watch it?

Posed to respondents who ARE NOT Disney+ account holders but said they are likely or very likely to watch Hamilton.



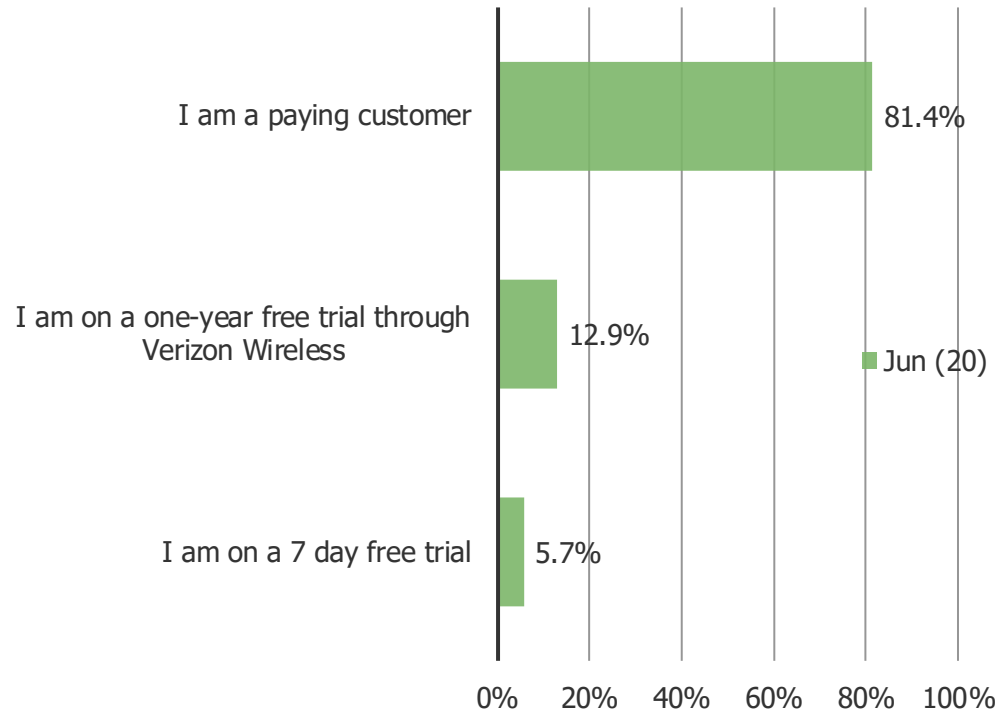
Do you currently have an account with any of the following services?

Posed to all respondents



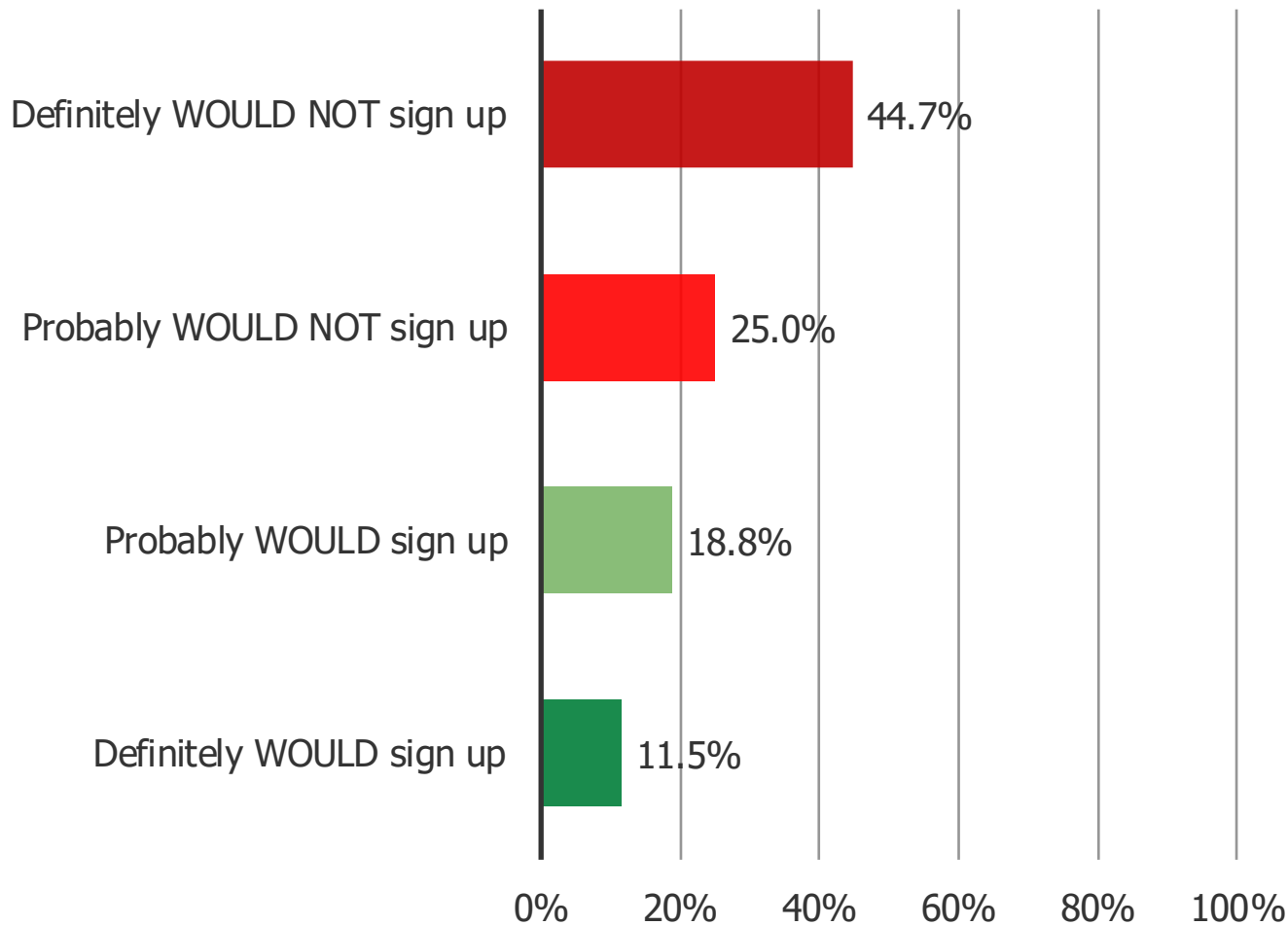
Which of the following best describes your current account status with Disney+?

Posed to respondents who have an account with Disney+



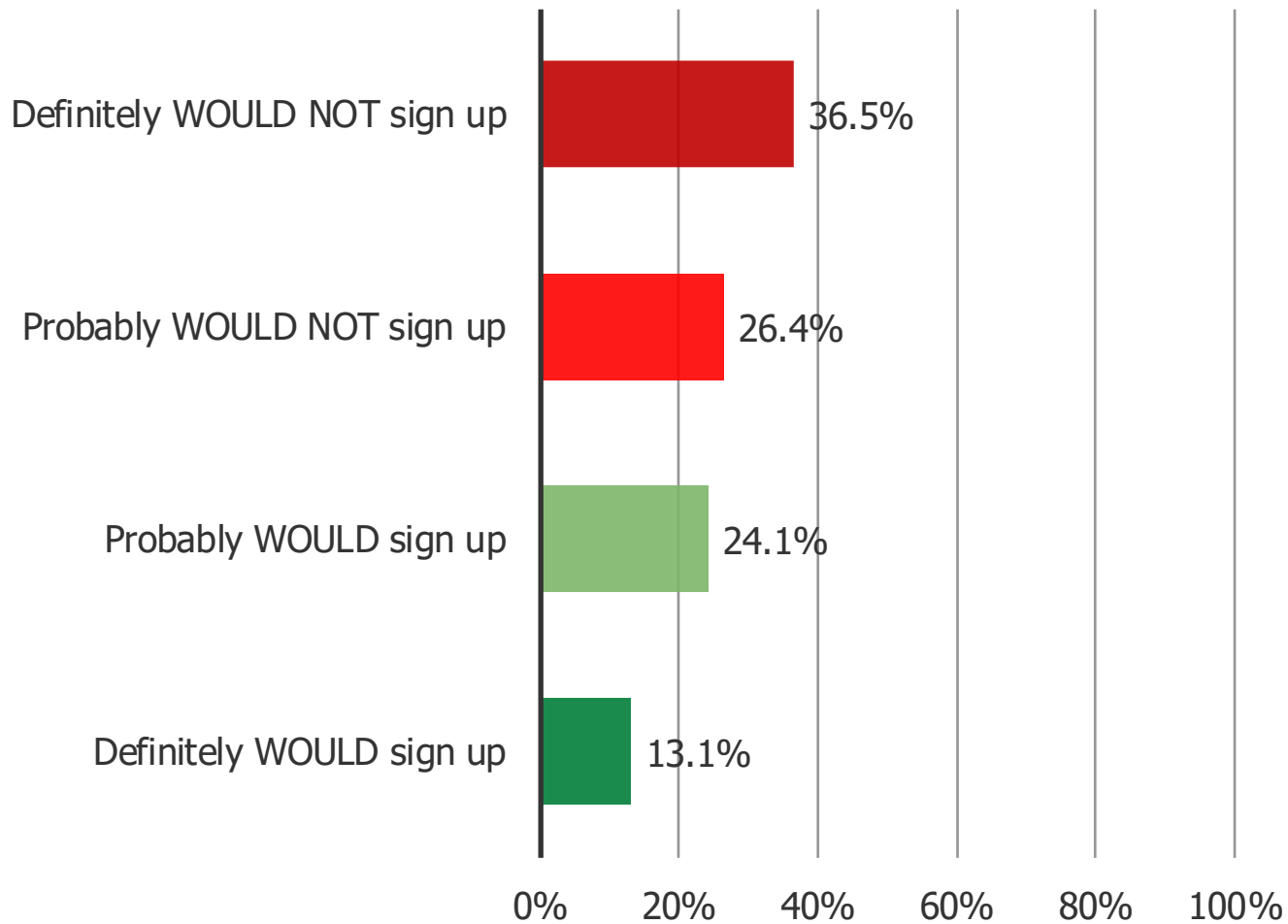
The movie "Hamilton: An American Musical" will be released on Disney+ on July 3rd, 2020. If you could not watch it with a free trial, how likely would you be to sign up for Disney+ at \$6.99 per month in order to watch it?

Posed to respondents who are not Disney+ subscribers AND respondents who are currently on a 7-day free trial with Disney+.



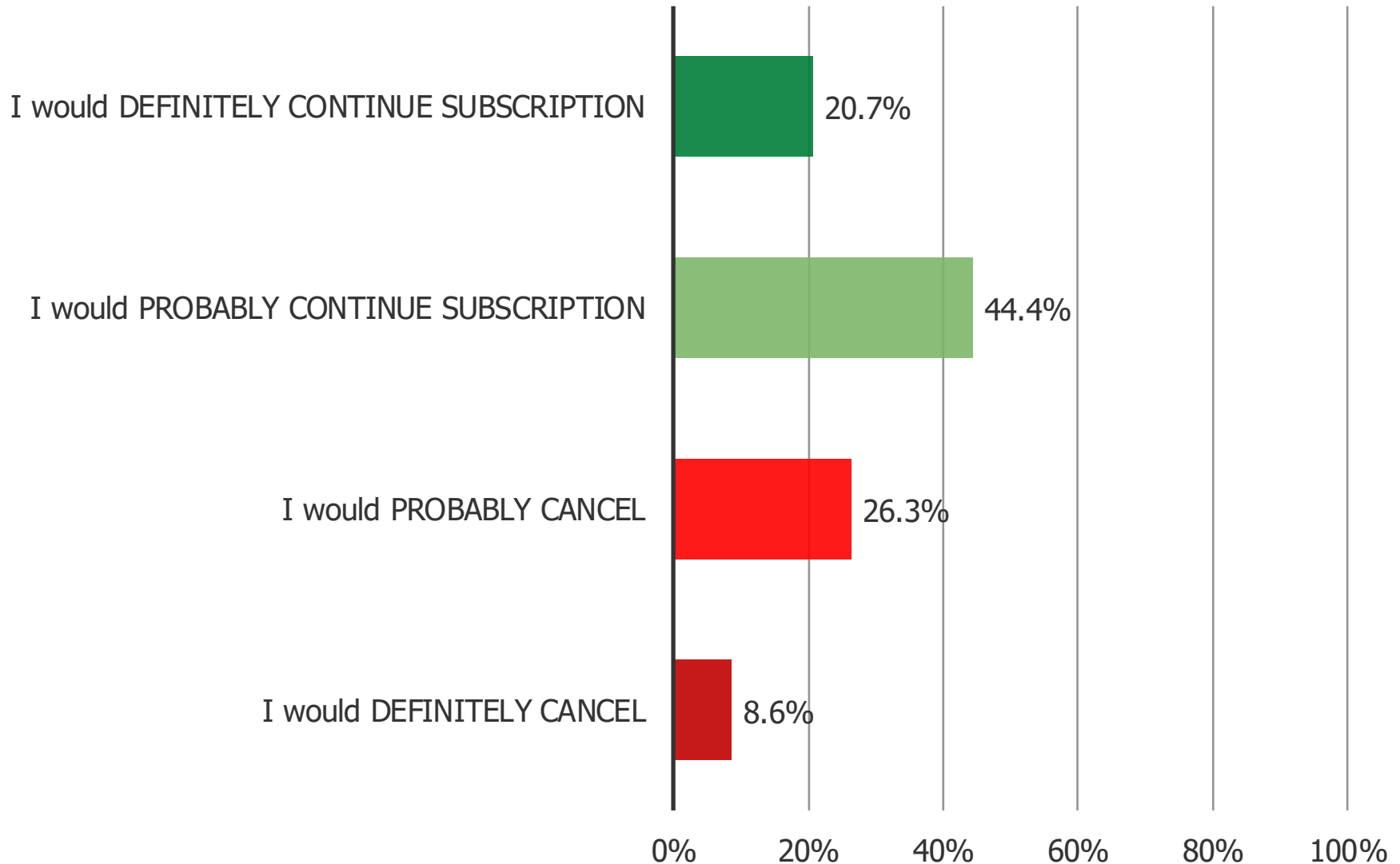
The movie "Hamilton: An American Musical" will be released on Disney+ on July 3rd, 2020. If you could not watch it with a free trial, how likely would you be to sign up for Disney+ at \$6.99 per month in order to watch it?

Posed to Netflix subscribers who are not Disney+ subscribers AND Netflix subscribers who are currently on a 7-day free trial with Disney+.



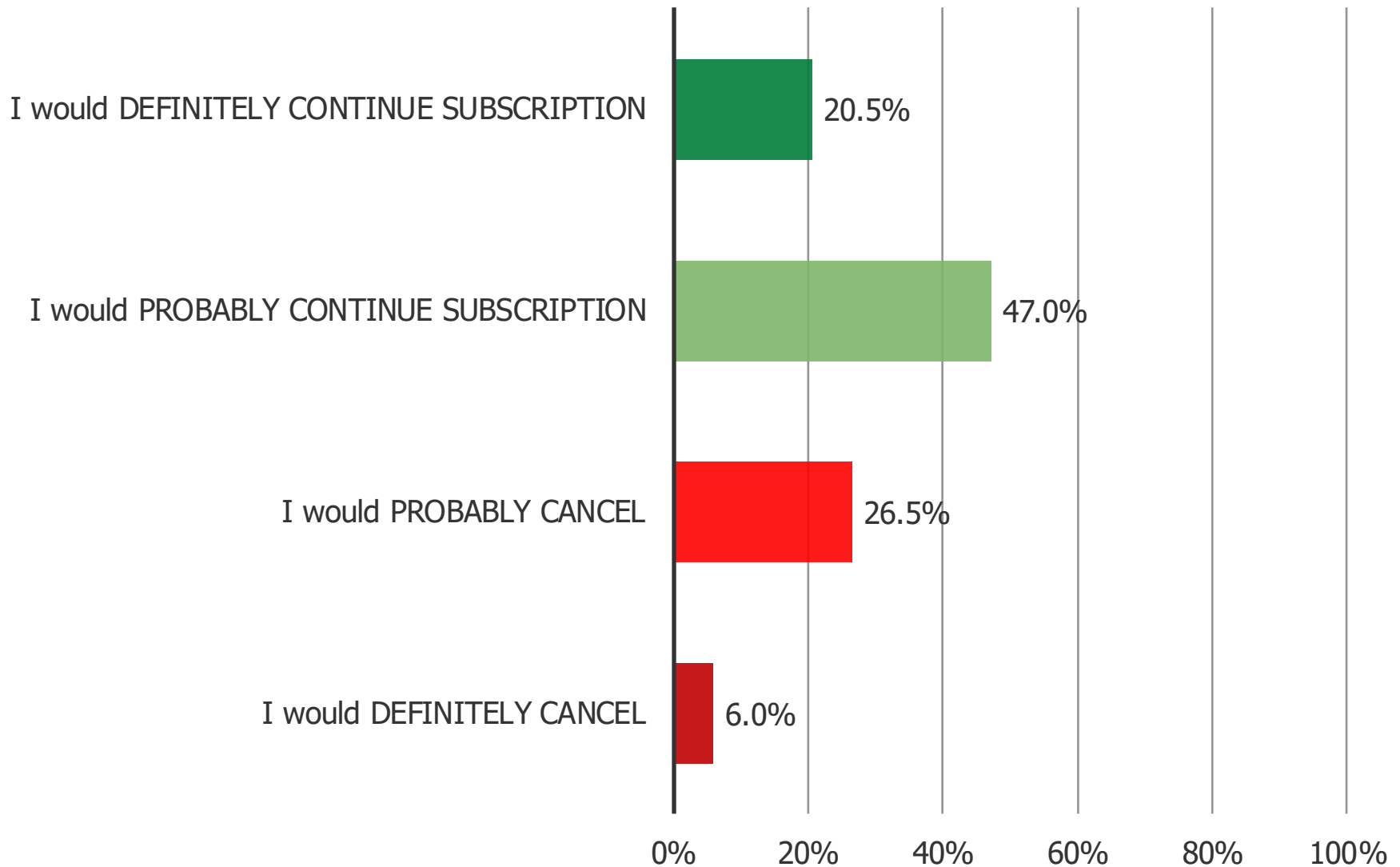
After you watch the movie, do you think you'd continue to be a Disney+ subscriber, or would you cancel your subscription?

Posed to Non-Disney+ paying subscribers who would probably or definitely sign up for Disney+ to watch Hamilton: An American Musical



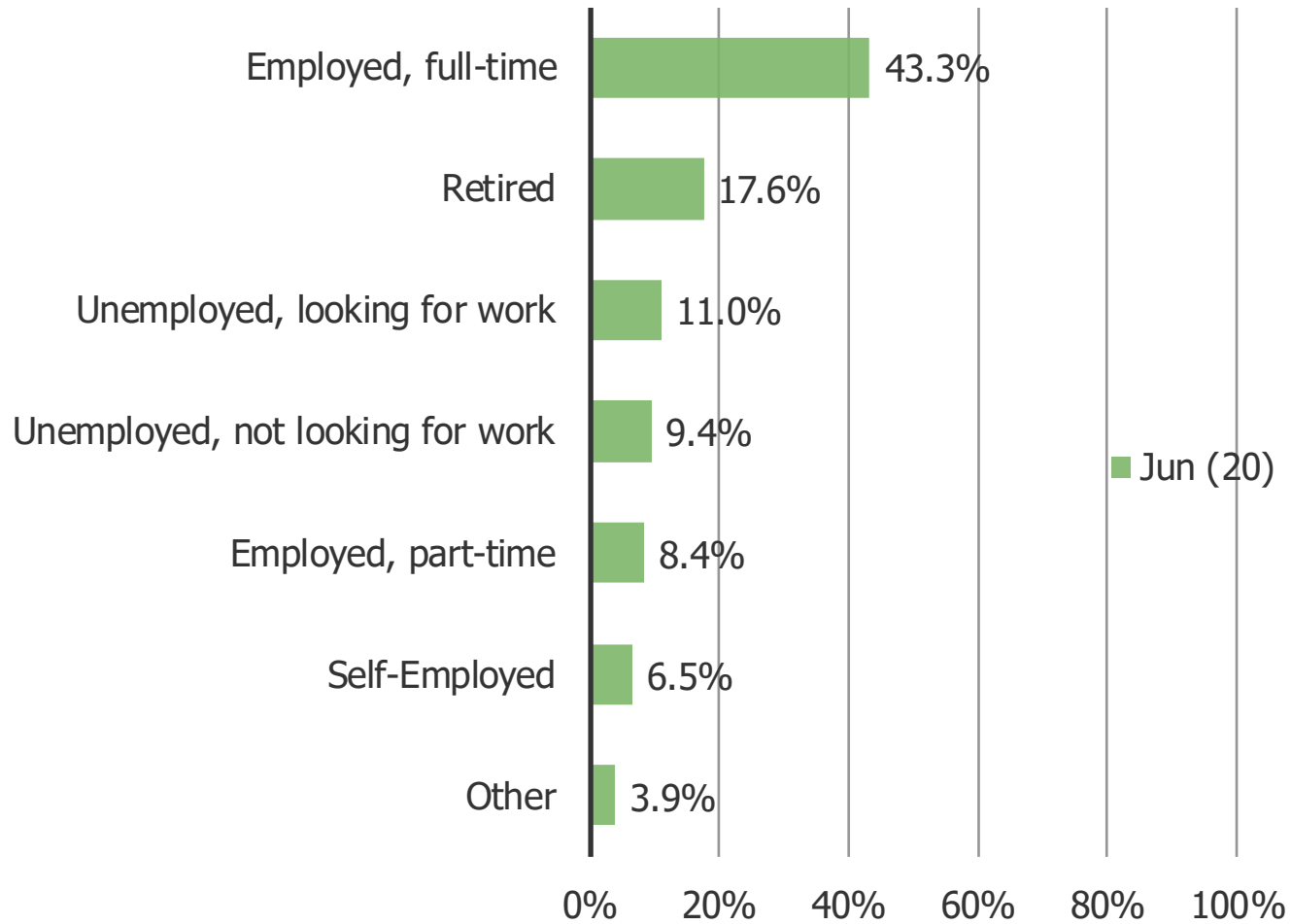
After you watch the movie, do you think you'd continue to be a Disney+ subscriber, or would you cancel your subscription?

*Posed to **Netflix subscribers** who aren't paying Disney+ subscribers, who would probably or definitely sign up for Disney+ to watch Hamilton: An American Musical*



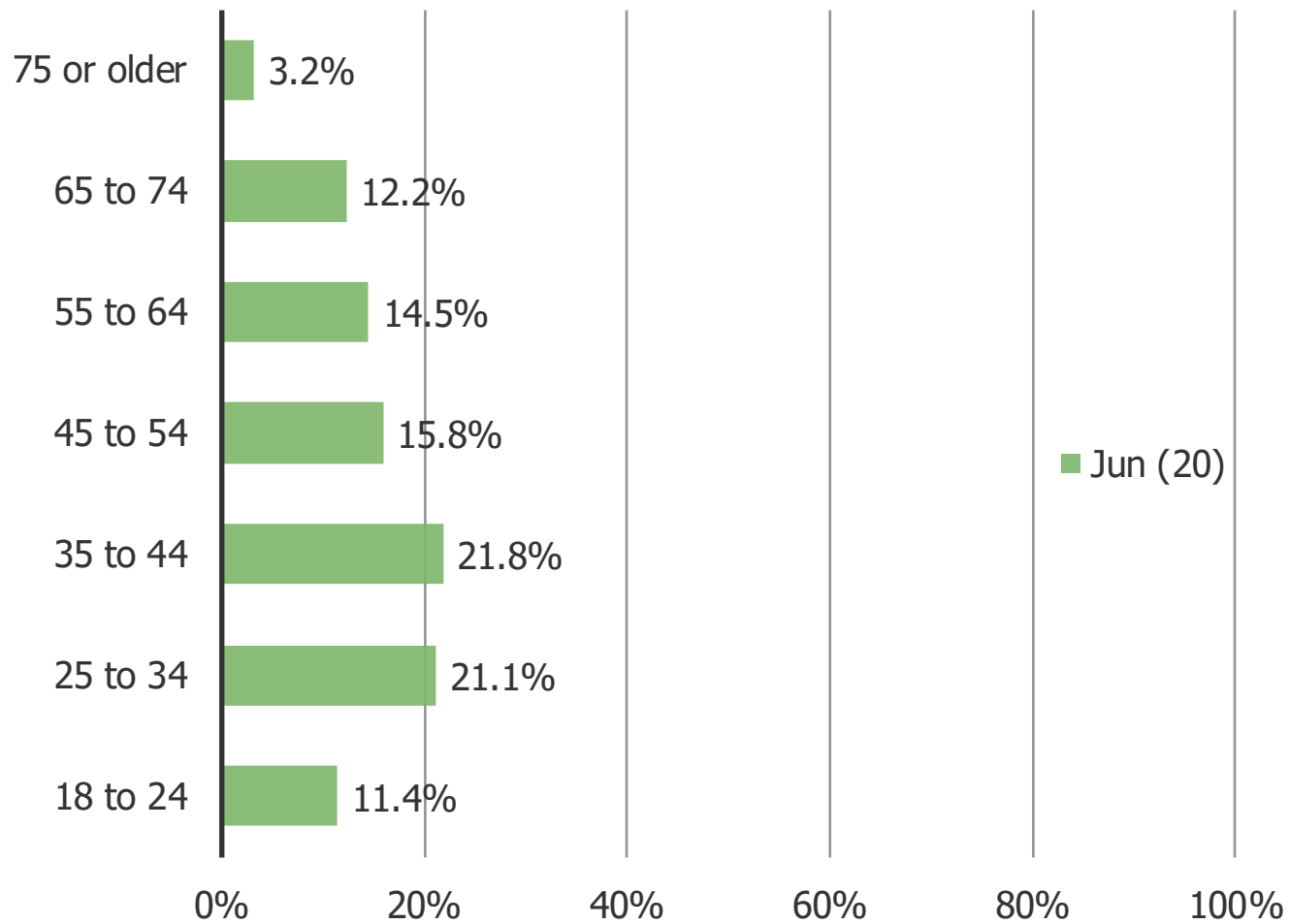
What is your current employment status?

Posed to all respondents



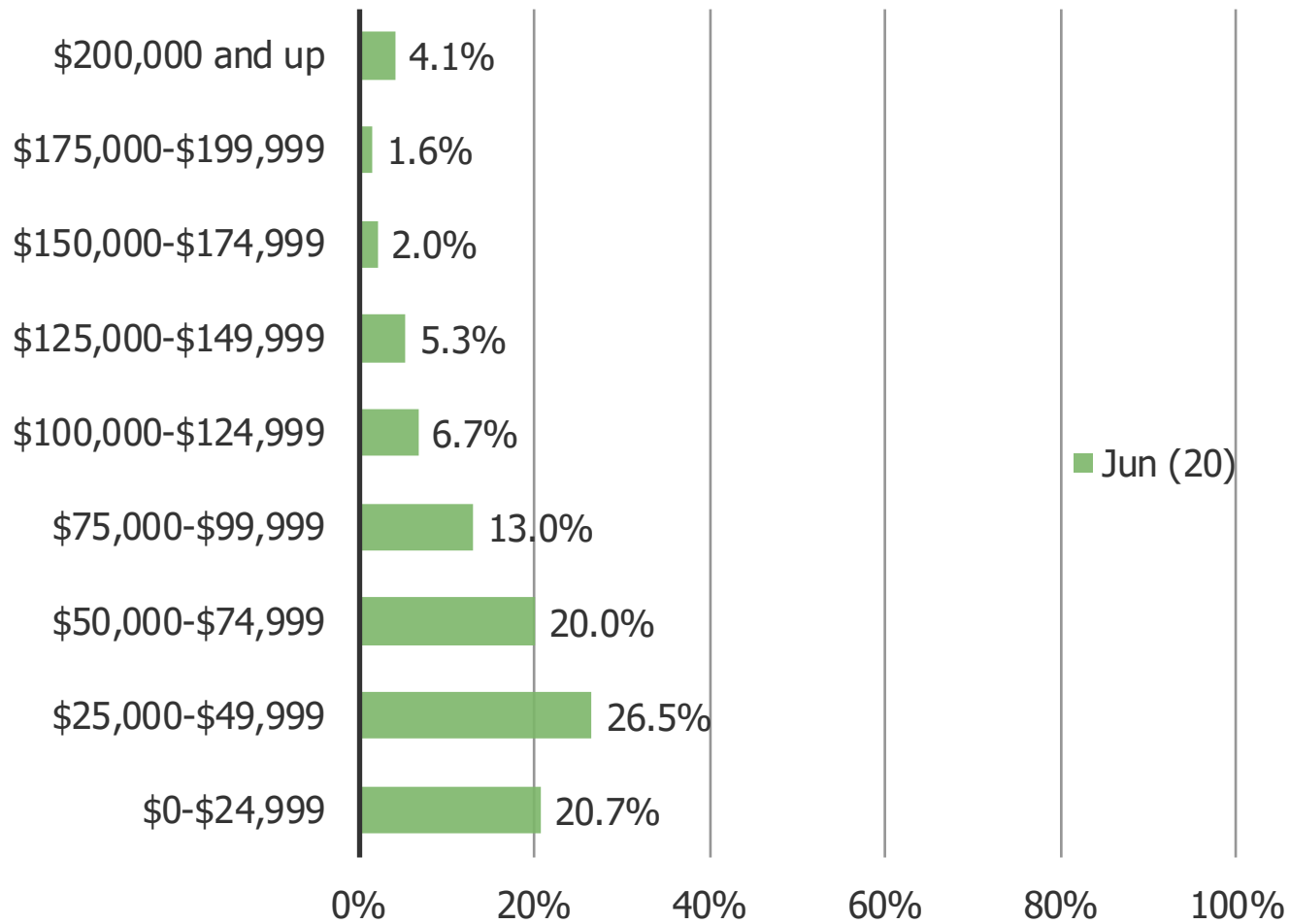
What is your age?

Posed to all respondents



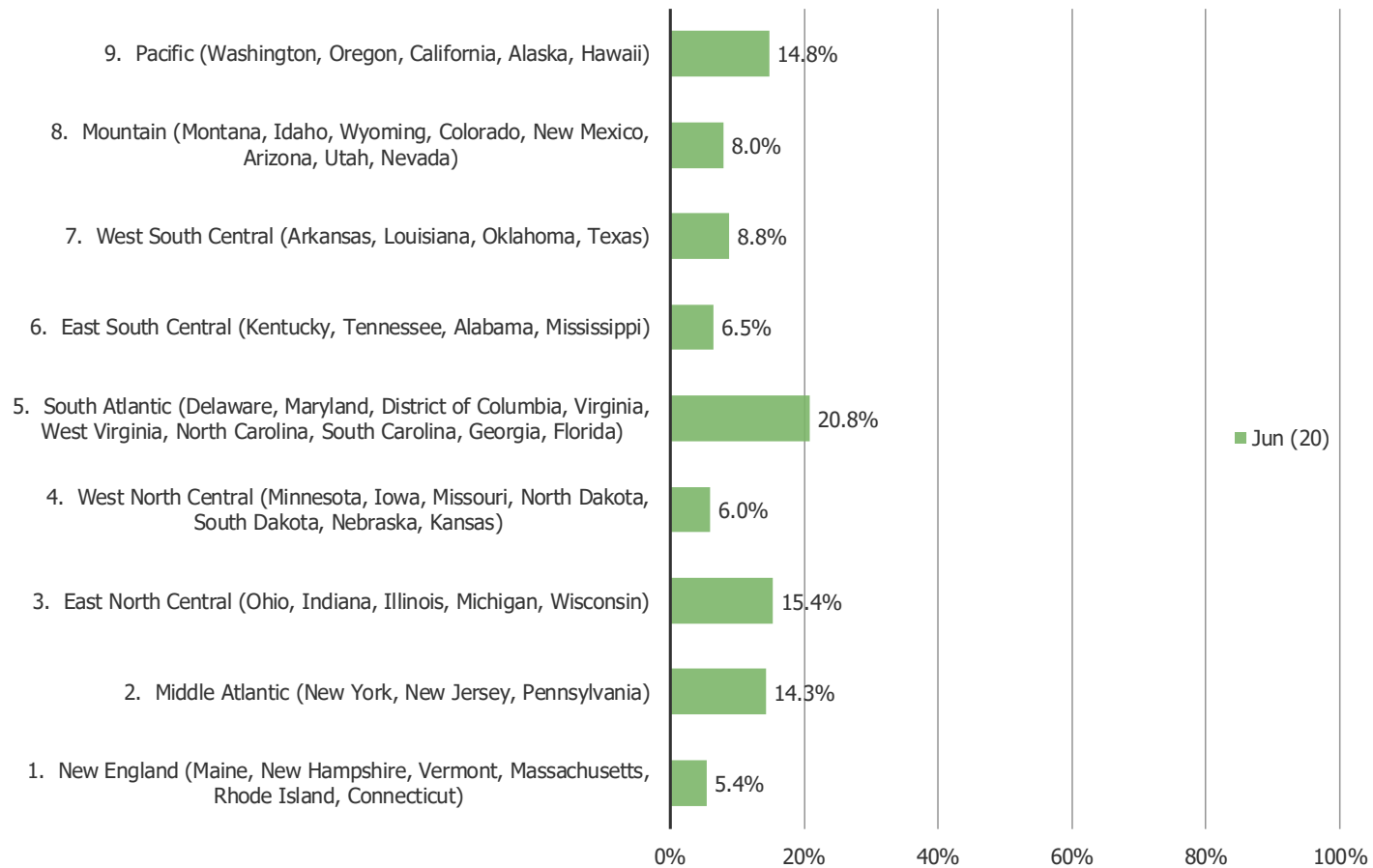
What is your approximate average household income?

Posed to all respondents



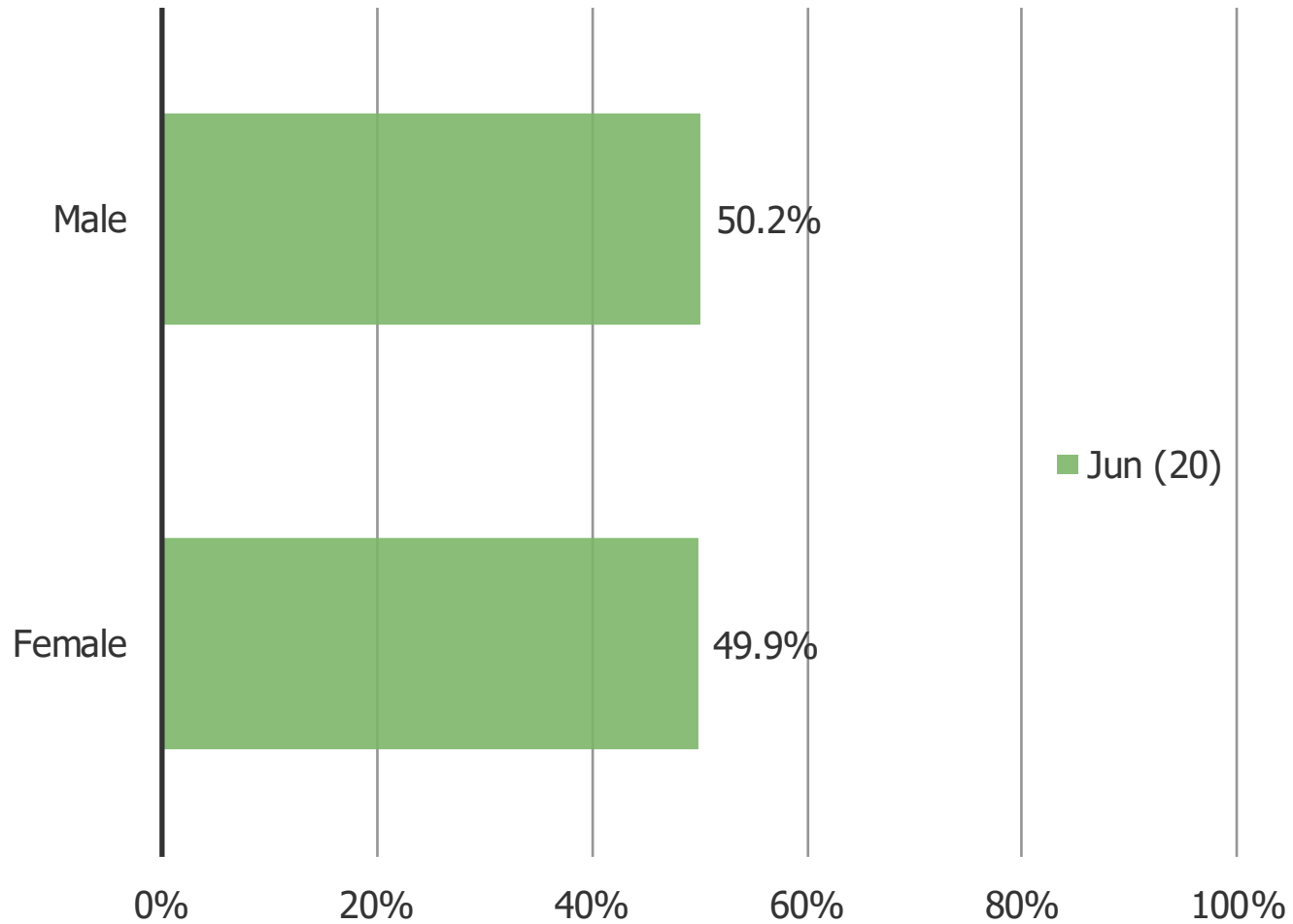
In which region of the United States do you live?

Posed to all respondents



What is your gender?

Posed to all respondents



Which race/ethnicity best describes you? (Please choose only one.)

Posed to all respondents

