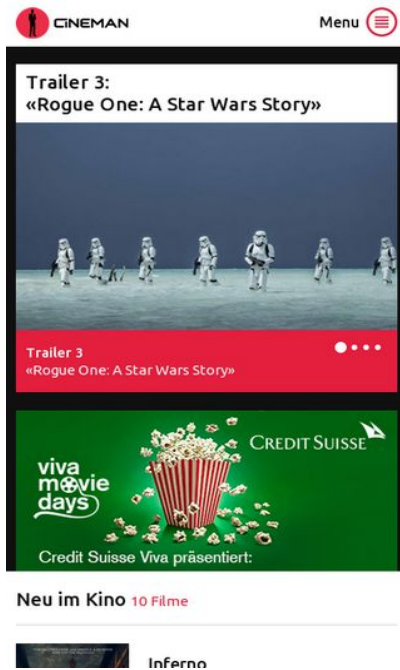# PageSpeed Insights

Mobile

65 / 100 Speed

⚠ Should Fix:

Enable compression

Compressing resources with gzip or deflate can reduce the number of bytes sent over the network.

Enable compression for the following resources to reduce their transfer size by 112.2KiB (69% reduction).

- Compressing http://www.cineman.ch/assets/cache/1476357502/fonts/icons/cineman-icons_7a029d09424fbbc1ef5c23c096c4f37d.svg could save 39.7KiB (65% reduction).

- Compressing http://www.cineman.ch/de/page/searchPrefetch.json could save 27.6KiB (86% reduction).

- Compressing http://goldbach.onsite.vtracy.de/tag.tr?tr_adid=ch_goldbach&tr_et=610&tr_sync=2&t=915652.5109428912 could save 11.8KiB (66% reduction).

- Compressing http://goldbach.onsite.vtracy.de/tag.tr?tr_adid=ch_goldbach&tr_et=610&tr_sync=2&t=993575.9918298572 could save 11.8KiB (66% reduction).

- Compressing https://secure.adnxs.com/ttj?id=7052492&size=320x50&tld=cineman.ch&cb=1176782492&pubclickenc=https://adclick.g.doubleclick.net/pcs/click%253Fxai%253DAKAOjsuPcSTqYfyY6OfpYlw_jgdet2nnDinQ5QQ5IKwS8WUbNAUwzGGUJ0LQ6RO4SMYeHdYfmAOucOo7JIQNtD_RQSiNtWgMENJaLeawFSMeh6zSlak7R-OTgMGISN5bCZhmDsN0d6lgLlD5WxNEzXTAqoqtaNn_WI-H49v8kP25VWozUrXo1Fputo-q_Ue_ejKiUZjzShKdyCmJie8mk0zuLJF2wnv9pd-blymV7cHdk5AWwDvIGXmgnbVMc3wDvhFB9n62FINP8pRTxSaEwPO2GsWxBR3L7KTt4-CZ_wN4CNhQR5ongu1_s00ssXrYyvORx2FDbeChLJBk0g%2526sig%253DCg0ArKJSzC1CoQd_Z1K5EAE%2526urlfix%253D1%2526adurl%253D could save 6.2KiB (62% reduction).

- Compressing https://secure.adnxs.com/ttj?id=7052492&size=300x250&tld=cineman.ch&cb=803340660&pubclickenc=https://adclick.g.doubleclick.net/pcs/click%253Fxai%253DAKAOjstGh1nX_VnBsEKdyxHsH7oVmTLVwNXh7r3RSfxFvmwumy0mXBMMRvDeAk6zDvk6Y5CNYPa0mvD461V0tnGYbDO4dISAzr-6WgIQTgqyW2oTyMEe_BGWONI77d4FUTLULIzKZbSe-dhhauDDQHZQNDadgKtm2MFYyaVjBdVHreog78tCkmUqmCJn9rhmHclawH3hl0koNqZGDwFjXMCshuIpk_2pHUeN8VUp1eOw29RklEOIsUBYQJhMawkLKWuc0y7ctDSqJZGcdBKTnuz-1UUqcPeVUrysqJkDTNyFqpHXU5ilVjlhBmWq4Z9nFKyPR2FfrgUmJEthKw%2526sig%253DCg0ArKJSzG0VQpCczvGAEAE%2526urlfix%253D1%2526adurl%253D could save 6.2KiB (62% reduction).

- Compressing http://gbucket.ch/CH/ch_config_desktop.js could save 5.2KiB (65% reduction).

- Compressing http://gbucket.ch/CH/cinergy/cineman.ch/DE_Smartphone_ROS-incl-Home_allAdformats.js could save 2.5KiB (76% reduction).

- Compressing http://bcp.crwdcntrl.net/5/c=6135/rand=378593220/pv=y/int=%23OpR%2356382%23All%20Users/rt=ifr could save 1.1KiB (58% reduction).

Eliminate render-blocking JavaScript and CSS in above-the-fold content

Your page has 4 blocking script resources and 2 blocking CSS resources. This causes a delay in rendering your page.

None of the above-the-fold content on your page could be rendered without waiting for the following resources to load. Try to defer or asynchronously load blocking resources, or inline the critical portions of those resources directly in the HTML.

Remove render-blocking JavaScript:

- http://www.cineman.ch/assets/cache/1476357502/js/add530b.js

- http://www.cineman.ch/assets/cache/1476357350/jwplayer/jwplayer.js

- http://www.cineman.ch/assets/cache/1476357502/js/2c16df5.js

- http://gbucket.ch/CH/ch_config_desktop.js

Optimize CSS Delivery of the following:

- http://www.cineman.ch/assets/cache/1476357502/css/b0334dc.css

- http://www.cineman.ch/assets/cache/1476357502/css/67381d7.css

🔼 Consider Fixing:

Leverage browser caching

Setting an expiry date or a maximum age in the HTTP headers for static resources instructs the browser to load previously downloaded resources from local disk rather than over the network.

[Leverage browser caching](#) for the following cacheable resources:

- http://cineman.wemfbox.ch/2004/01/survey.js (expiration not specified)

- http://cineman.wemfbox.ch/blank.gif (expiration not specified)

- http://gbucket.ch/CH/cinergy/cineman.ch/DE_Smartphone_ROS-incl-Home_allAdformats.js (expiration not specified)

- http://ssl.p.jwpcdn.com/player/v/7.4.0/polyfills.promise.js (expiration not specified)

- http://www.googletagservices.com/tag/js/gpt.js (15 minutes)

- http://gbucket.ch/CH/ch_config_desktop.js (30 minutes)

- http://pagead2.googlesyndication.com/pagead/osd.js (60 minutes)

- http://www.google-analytics.com/plugins/ua/linkid.js (60 minutes)

- https://gum.criteo.com/sync?c=30&r=2&j=cr_handle_data_a (60 minutes)

- http://www.google-analytics.com/analytics.js (2 hours)

Minify HTML

Compacting HTML code, including any inline JavaScript and CSS contained in it, can save many bytes of data and speed up download and parse times.

[Minify HTML](#) for the following resources to reduce their size by 2.3KiB (11% reduction).

- Minifying http://www.cineman.ch/ could save 2.3KiB (11% reduction) after compression.

Minify JavaScript

Compacting JavaScript code can save many bytes of data and speed up downloading, parsing, and execution time.

[Minify JavaScript](#) for the following resources to reduce their size by 3.1KiB (28% reduction).

- Minifying http://gbucket.ch/CH/ch_config_desktop.js could save 2.1KiB (27% reduction).

- Minifying http://gbucket.ch/CH/cinergy/cineman.ch/DE_Smartphone_ROS-incl-Home_allAdformats.js could save 1.1KiB (32% reduction).

Optimize images

Properly formatting and compressing images can save many bytes of data.

[Optimize the following images](#) to reduce their size by 23.6KiB (31% reduction).

- Compressing http://www.cineman.ch/assets/cache/1476357347/bundles/cineman/images/teaser/cs/viva_de.jpg could save 23.6KiB (31% reduction).

✔️ 4 Passed Rules

Avoid landing page redirects

Your page has no redirects. Learn more about [avoiding landing page redirects](#).

Mobile

Reduce server response time

Your server responded quickly. Learn more about [server response time optimization](#).

Minify CSS

Your CSS is minified. Learn more about [minifying CSS](#).

Prioritize visible content

You have the above-the-fold content properly prioritized. Learn more about [prioritizing visible content](#).

`95 / 100` User Experience

⚠ Consider Fixing:

Size tap targets appropriately

Some of the links/buttons on your webpage may be too small for a user to easily tap on a touchscreen. Consider [making these tap targets larger](#) to provide a better user experience.

The following tap targets are close to other nearby tap targets and may need additional spacing around them.

- The tap target `<a href="/movie/2016/In...no/review.html" class="link">Filmkritik</a>` and 15 others are close to other tap targets.

- The tap target `<a href="/movie/2016/In...no/review.html" class="link">Filmkritik</a>` and 23 others are close to other tap targets.

- The tap target `<a href="/movie/2016/In...no/review.html" class="link">Filmkritik</a>` and 15 others are close to other tap targets.

Mobile

✔ 5 Passed Rules

Avoid app install interstitials that hide content

Your page does not appear to have any app install interstitials that hide a significant amount of content. Learn more about the importance of [avoiding the use of app install interstitials](#).

Avoid plugins

Your page does not appear to use plugins, which would prevent content from being usable on many platforms. Learn more about the importance of [avoiding plugins](#).

Configure the viewport

Your page specifies a viewport matching the device's size, which allows it to render properly on all devices. Learn more about [configuring viewports](#).

Size content to viewport

The contents of your page fit within the viewport. Learn more about [sizing content to the viewport](#).

Use legible font sizes

The text on your page is legible. Learn more about [using legible font sizes](#).

Desktop

Desktop

78 / 100 Speed

⛔ Should Fix:

Enable compression

Compressing resources with gzip or deflate can reduce the number of bytes sent over the network.

Enable compression for the following resources to reduce their transfer size by 129.2KiB (69% reduction).

- Compressing http://www.cineman.ch/assets/cache/1476357502/fonts/icons/cineman-icons_7a029d09424fbbc1ef5c23c096c4f37d.svg could save 39.7KiB (65% reduction).

- Compressing http://www.cineman.ch/de/page/searchPrefetch.json could save 27.6KiB (86% reduction).

- Compressing http://goldbach.onsite.vtracy.de/tag.tr?tr_adid=ch_goldbach&tr_et=610&tr_sync=2&t=950507.4825137854 could save 11.8KiB (66% reduction).

- Compressing http://goldbach.onsite.vtracy.de/tag.tr?tr_adid=ch_goldbach&tr_et=610&tr_sync=2&t=192590.87392129004 could save 11.8KiB (66% reduction).

- Compressing http://goldbach.onsite.vtracy.de/tag.tr?tr_adid=ch_goldbach&tr_et=610&tr_sync=2&t=415944.90269199014 could save 11.8KiB (66% reduction).

- Compressing https://secure.adnxs.com/ttj?id=7052491&size=300x600&tld=cineman.ch&cb=1565808432&pubclickenc=https://adclick.g.doubleclick.net/pcs/click%253Fxai%253DAKAOjsuz5v0IqxgY5fjnJ6UL4_jsGtu1I7M-laiawnYc1c36gJy5UErqdpdMgXDOtPtDzk0Iileiu2BxzHKkKmi0IK0WUhlvPtO_yvR8sFoFRtXPmVm54692HCC_8U3CzALIUEc0hlupQCdUAfHCNSCvMJnigHzq6uOcNQeoMhmPgMBI2BP8ENcpCLwkDHdCiucJtGMPd9xvvOoBBrkNEUYpqalStKIyk5kWHS-xr2x2W2oTRiYmOmH17Jx6TL9Yy-5Tft7OggMadSYe4ELli-PpCT9xES6oNNLU0wnQz8898EQblZfgW16afJiC1ix5i-jrrmg5zpcA1HQ%2526sig%253DCg0ArKJSzLgP9tiopMk8EAE%2526urlfix%253D1%2526adurl%253D&ctargeting= could save 6.3KiB (62% reduction).

- Compressing https://secure.adnxs.com/ttj?id=7052491&size=994x250&tld=cineman.ch&cb=1731172530&pubclickenc=https://adclick.g.doubleclick.net/pcs/click%253Fxai%253DAKAO

Desktop

jssojWpsf1IRCoEBlb-9nXRBQEJJA35Vpdb1xyWtgLzrGAHa8KpWpXVFLxePG3JcqjncaQH0riukLc
zGyYUuWmBa5PlCObjbCSM4hpFVzh2-nZSvVUlPZ_VxTACnww1LlBc7uBBUgo0cjZpnth7krGH9
WoaKOvOY7HA-C8xKW0cMzMxEXnraXDKIsbwz5jrO0TKrfdTKz72BKB71AJn1e6NYUED8eb-cqe
ZsaqwK69Pe0waiaKhwmjG_4purWCE99s1h-ZXBeL2M4MDvbaG9u-FB9IKjzj7cItabgCyySjlaUO
M6bX6NaMM_JfgsBkn48W74Gi8f5oc%2526sig%253DCg0ArKJSzG4eNq4fmNKAEAE%2526urlfi
x%253D1%2526adurl%253D&pt1= could save 6.2KiB (62% reduction).

- Compressing https://secure.adnxs.com/ttj?id=7052491&size=245x770&tld=cineman.ch&cb
  =1249456316&pubclickenc=https://adclick.g.doubleclick.net/pcs/click%253Fxai%253DAKAO
  jss6Waf5V4gF_zNyS_OCOmjRWiGknbq5G1wacFZ4VQgwUfNn0QZbb_YlyrFdCjceOXn7oWQEiqj
  1uchq6hTrvbWX7onKb-JPw9Na-OR9LqIpVfUT-KarCgmOsHnxjhf8ZOZU7tuohGSeMQ2LMD2Ms
  h9vcKrVUnVID3j32QxqNR-s9gxFwWHQdcEHRBF3EV_OMhwOGwYEmCA64OrORRfGvxpVSP30
  1Dk7tmjicwmG5CBqi5Ql4OTLvzsZXMk76wW2EXNRwrSuEzigk-VEKkQuF_Uq79EcH9L_Q0Hiwp
  fzVv96Iw6-RVbFL9ibuZYrPkS9XewhUXsjOkk%2526sig%253DCg0ArKJSzAGl7-ZvjIbAEAE%252
  6urlfix%253D1%2526adurl%253D could save 6.2KiB (62% reduction).

- Compressing http://gbucket.ch/CH/ch_config_desktop.js could save 5.2KiB (65% reduction).

- Compressing http://gbucket.ch/CH/cinergy/cineman.ch/DE_ROS-incl-Home_allAdformats.js
  could save 2.6KiB (72% reduction).

🔸 Consider Fixing:

Leverage browser caching

Setting an expiry date or a maximum age in the HTTP headers for static resources instructs the
browser to load previously downloaded resources from local disk rather than over the network.

Leverage browser caching for the following cacheable resources:

- http://cineman.wemfbox.ch/2004/01/survey.js (expiration not specified)

- http://cineman.wemfbox.ch/blank.gif (expiration not specified)

- http://ssl.p.jwpcdn.com/player/v/7.4.0/polyfills.promise.js (expiration not specified)

- http://www.googletagservices.com/tag/js/gpt.js (15 minutes)

- http://gbucket.ch/CH/ch_config_desktop.js (30 minutes)

- http://gbucket.ch/CH/cinergy/cineman.ch/DE_ROS-incl-Home_allAdformats.js (30 minutes)

- http://pagead2.googlesyndication.com/pagead/osd.js (60 minutes)

- http://www.google-analytics.com/plugins/ua/linkid.js (60 minutes)

- https://gum.criteo.com/sync?c=30&r=2&j=cr_handle_data_a (60 minutes)

- http://www.google-analytics.com/analytics.js (2 hours)

Minify HTML

Compacting HTML code, including any inline JavaScript and CSS contained in it, can save many bytes of data and speed up download and parse times.

Minify HTML for the following resources to reduce their size by 2.3KiB (11% reduction).

- Minifying http://www.cineman.ch/ could save 2.3KiB (11% reduction) after compression.

Minify JavaScript

Compacting JavaScript code can save many bytes of data and speed up downloading, parsing, and execution time.

Minify JavaScript for the following resources to reduce their size by 2.9KiB (25% reduction).

- Minifying http://gbucket.ch/CH/ch_config_desktop.js could save 2.1KiB (27% reduction).

- Minifying http://gbucket.ch/CH/cinergy/cineman.ch/DE_ROS-incl-Home_allAdformats.js could save 813B (22% reduction).

Eliminate render-blocking JavaScript and CSS in above-the-fold content

Your page has 2 blocking CSS resources. This causes a delay in rendering your page.

None of the above-the-fold content on your page could be rendered without waiting for the following resources to load. Try to defer or asynchronously load blocking resources, or inline the critical

portions of those resources directly in the HTML.

[Optimize CSS Delivery](#) of the following:

- http://www.cineman.ch/assets/cache/1476357502/css/b0334dc.css

- http://www.cineman.ch/assets/cache/1476357502/css/67381d7.css

Optimize images

Properly formatting and compressing images can save many bytes of data.

[Optimize the following images](#) to reduce their size by 23.6KiB (31% reduction).

- Compressing http://www.cineman.ch/assets/cache/1476357347/bundles/cineman/images/teaser/cs/viva_de.jpg could save 23.6KiB (31% reduction).

✔ 4 Passed Rules

Avoid landing page redirects

Your page has no redirects. Learn more about [avoiding landing page redirects](#).

Reduce server response time

Your server responded quickly. Learn more about [server response time optimization](#).

Minify CSS

Your CSS is minified. Learn more about [minifying CSS](#).

Desktop

Prioritize visible content

You have the above-the-fold content properly prioritized. Learn more about [prioritizing visible content](.).