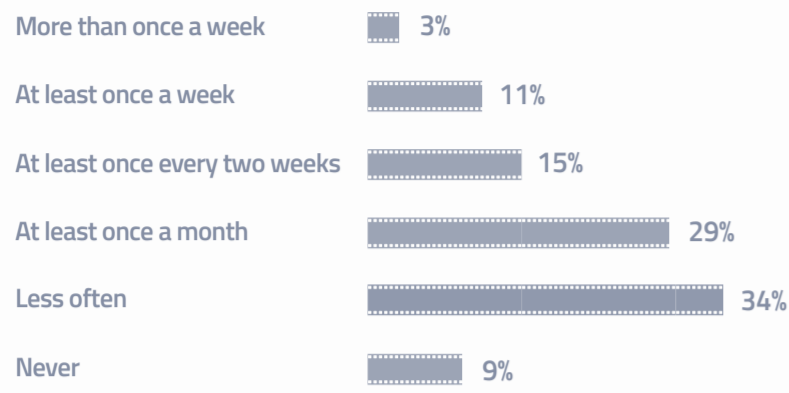


Cinema Goers

CINEMA VISITATION FREQUENCY

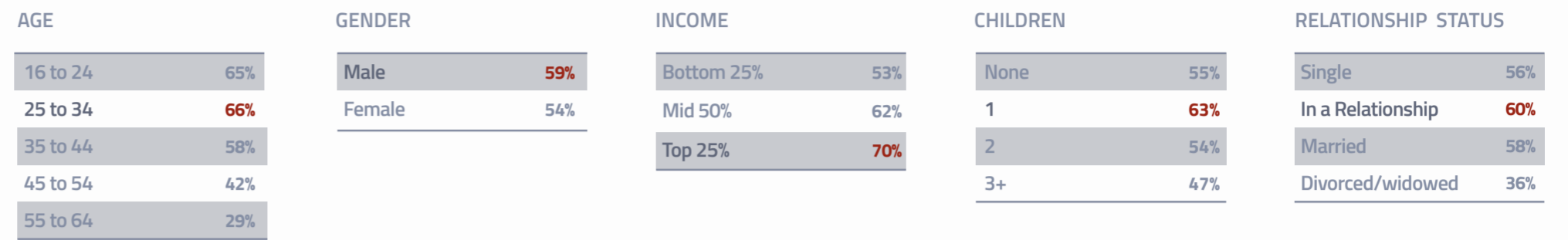
% of internet users who visit the cinema on the following basis



DEMOGRAPHICS

WHO ARE THE MOST ENTHUSIASTIC CINEMA GOERS?

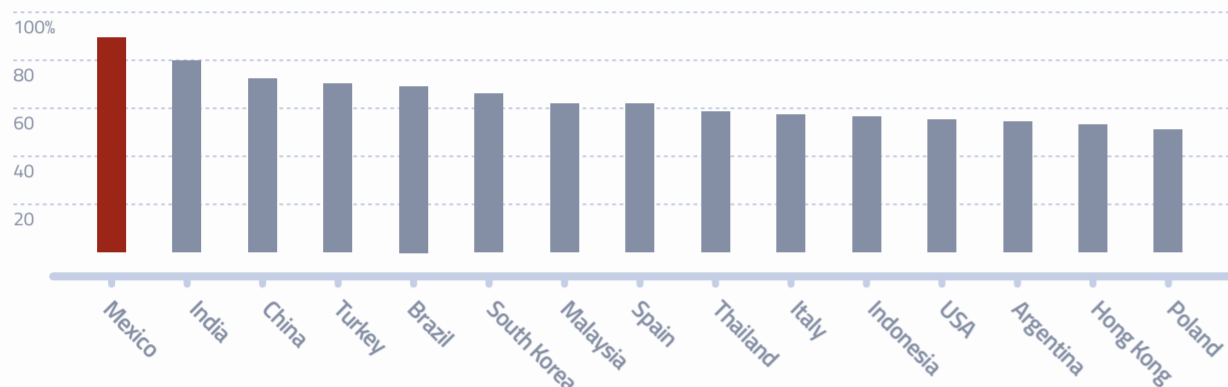
% of internet users who are visiting the cinema at least once a month



57% OF ONLINE ADULTS ARE CINEMA GOERS (those who visit the cinema at least once a month)

TOP 15 MARKETS

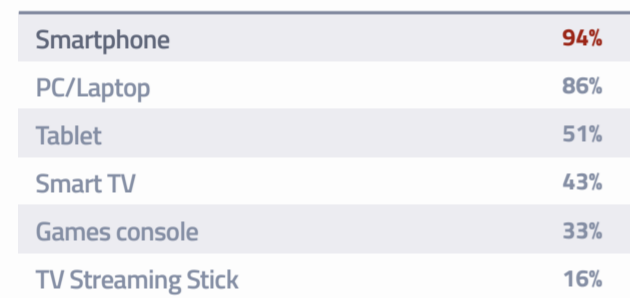
% of internet users who visit the cinema at least once a month



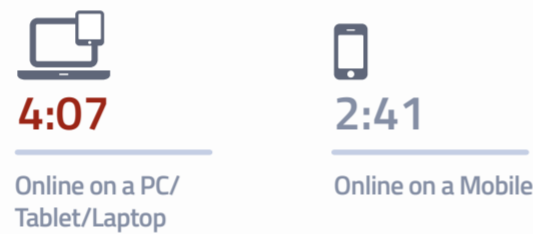
DEVICE

DEVICE OWNERSHIP

% who personally own the following



AVERAGE HOURS:MINS SPENT PER DAY ...



ONLINE PRIVACY

% who did the following last month



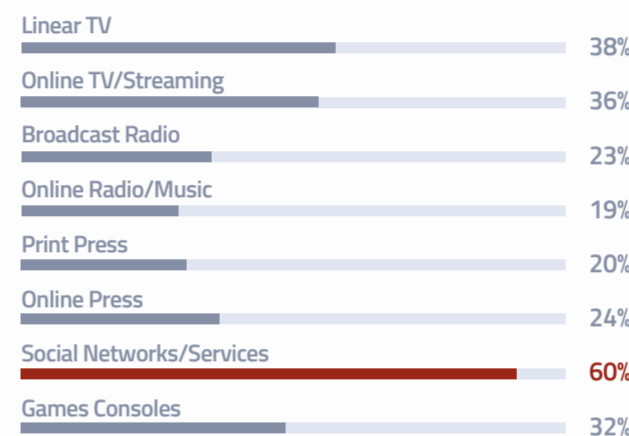
36% ARE USING VPNS – 50% DO SO FOR BETTER ENTERTAINMENT CONTENT

1 IN 2 are interested in using Virtual Reality headsets in the future

MEDIA

MEDIA CONSUMPTION SEGMENTATION

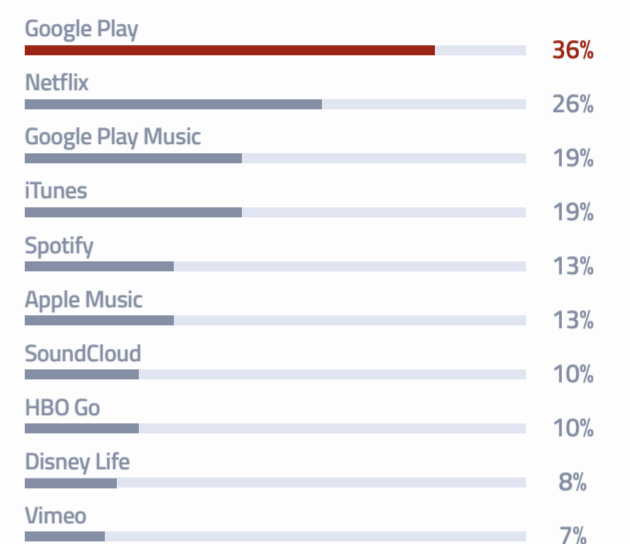
% who are High or Heavy Users of the following forms of media*



* To see how each segment is defined, please click here.

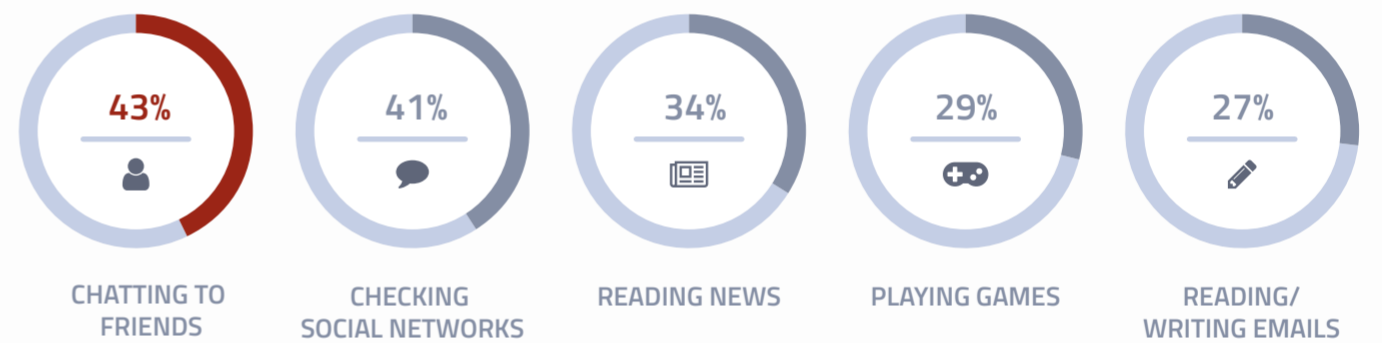
TOP CONTENT SERVICES

% who have used the following in the last month



TOP SECOND-SCREENING ACTIVITIES

% who were doing the following the last time they watched TV



87% ARE USING ANOTHER DEVICE AS THEY WATCH TV

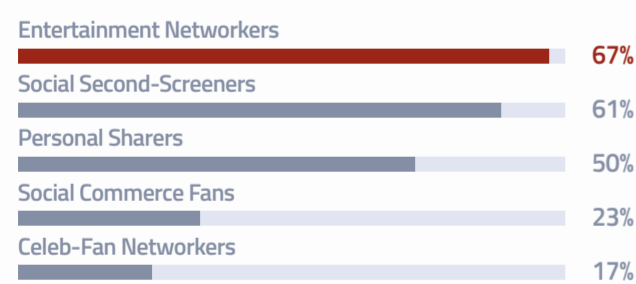
1 IN 4 post comments about movies online each month

12% HAVE VISITED IMDB IN THE LAST MONTH

SOCIAL

SOCIAL MEDIA SEGMENTATION

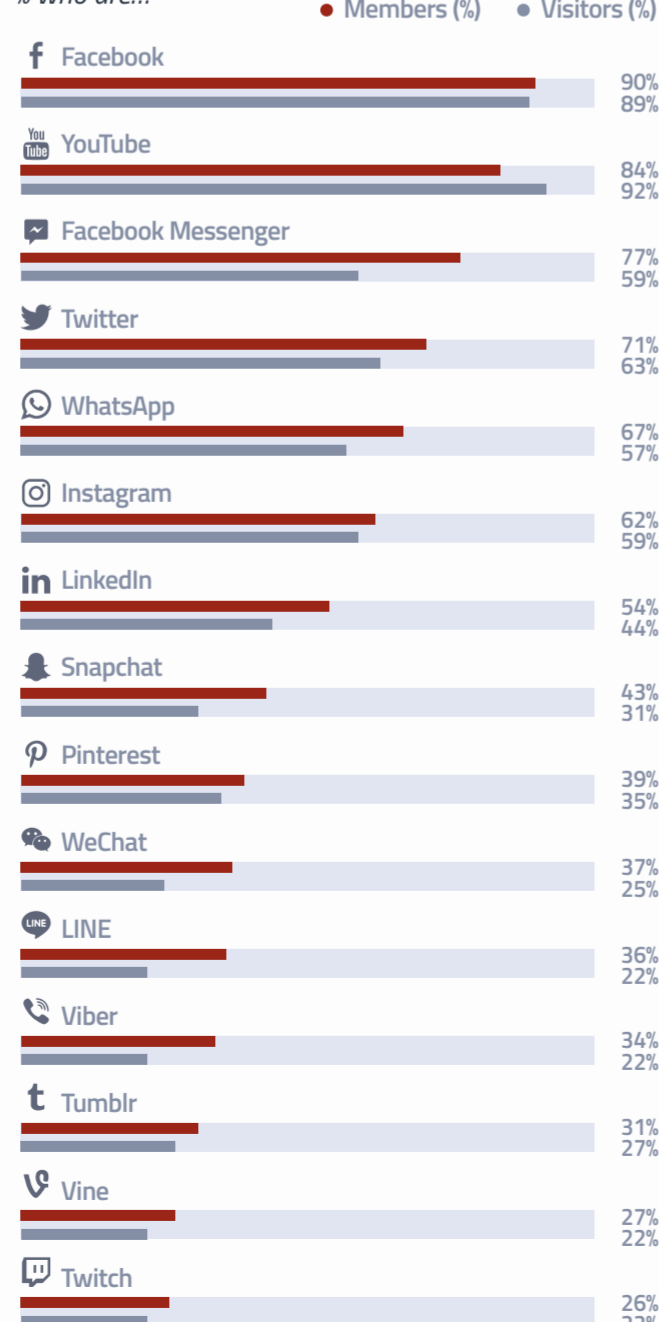
% of Cinema Goers who fit into the following segments*



*for more information about how the segments are defined, please click here.

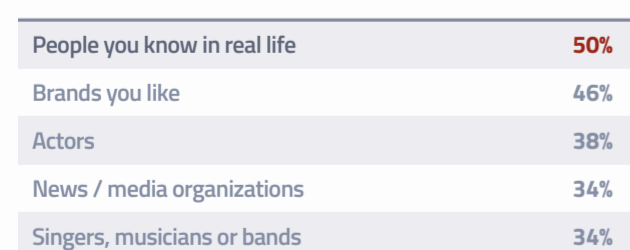
CINEMA GOERS' TOP SOCIAL NETWORKS

% who are...



TOP 5 PEOPLE "FOLLOWED" ON SOCIAL MEDIA

% who "follow" these type of people/organizations on social media



36% MORE LIKELY TO BE USING SNAPCHAT

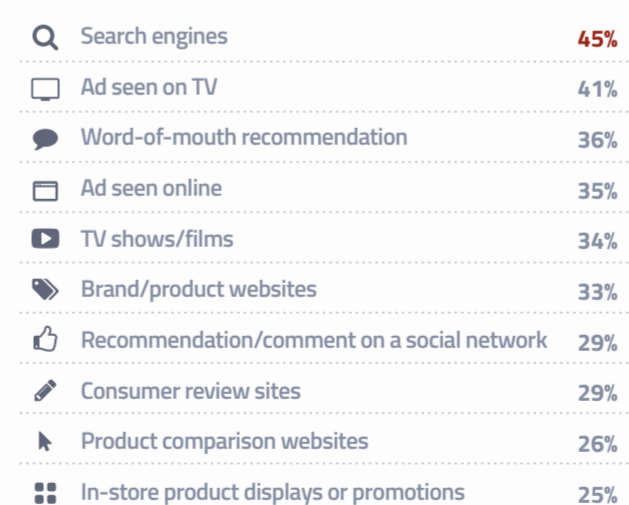
3 IN 10 watch film trailers on YouTube each month

2 1/2 hours a day is spent on social networks/messaging services

MARKETING TOUCHPOINTS & COMMERCE

TOP 10 SOURCES OF BRAND DISCOVERY

% who find out about new brands, products or services via the following

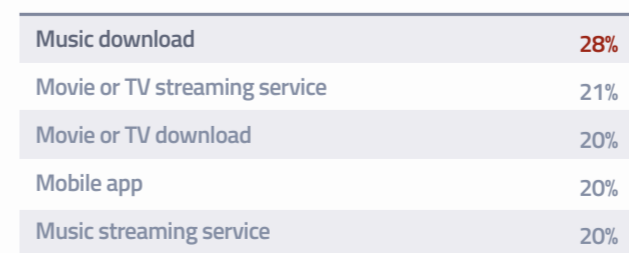


23% DISCOVER NEW BRANDS/PRODUCTS VIA ADS SEEN AT THE CINEMA

DIGITAL CONTENT

7 IN 10 Cinema Goers paid for some form of digital content in the last month

% who paid for the following types of content



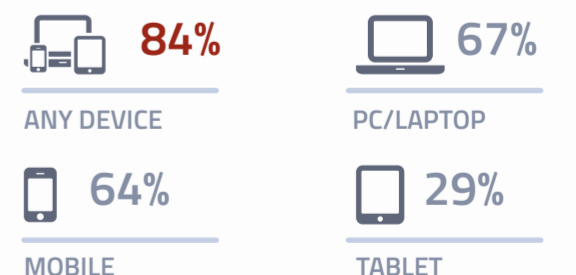
TOP 5 ONLINE PRODUCT RESEARCH CHANNELS

% who use the following when looking for more information about brands or products



ONLINE SHOPPING

% who purchased a product online last month via...



28% ARE WATCHING BRANDED VIDEOS EACH MONTH

1 IN 5 would promote a brand in return for access to exclusive content

27% MORE LIKELY TO RESEARCH PRODUCTS/BRANDS ON VIDEO SITES