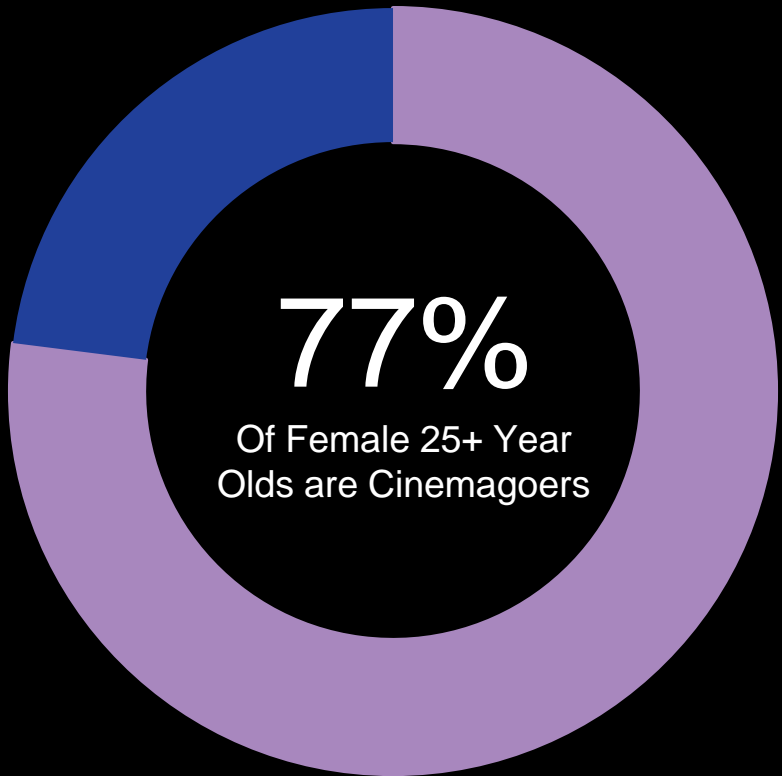


Females 25+ Year Olds Go to the Cinema





53% are
Light TV Viewers

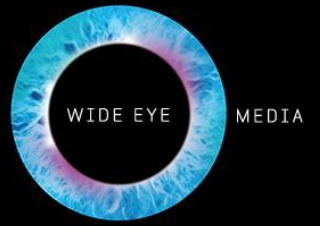
1/6
go at least
once a
month

6
Visits per
year

4.2 M
Admissions per year

That's
28%
of all
admissions

Female +25



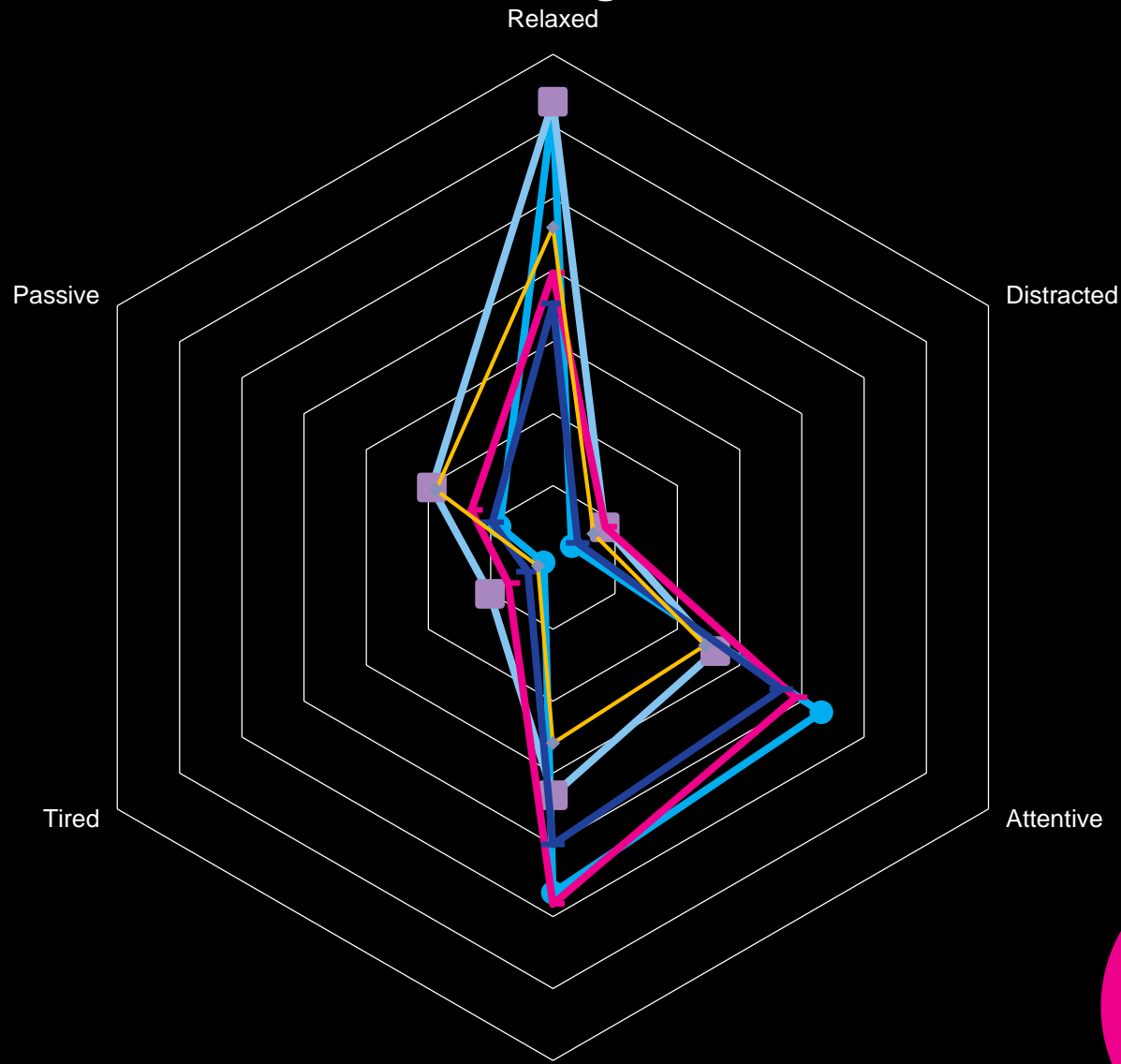
They like action & blockbuster movies with music and with a dash of humour!



Activities enjoyed by Female+25



Frame of Mind Consuming Media – Female 25+



25+ Females sitting in the cinema are

100% More Relaxed

30% More Attentive

...than when browsing the internet

25+ Females browsing the internet

4x more Tired

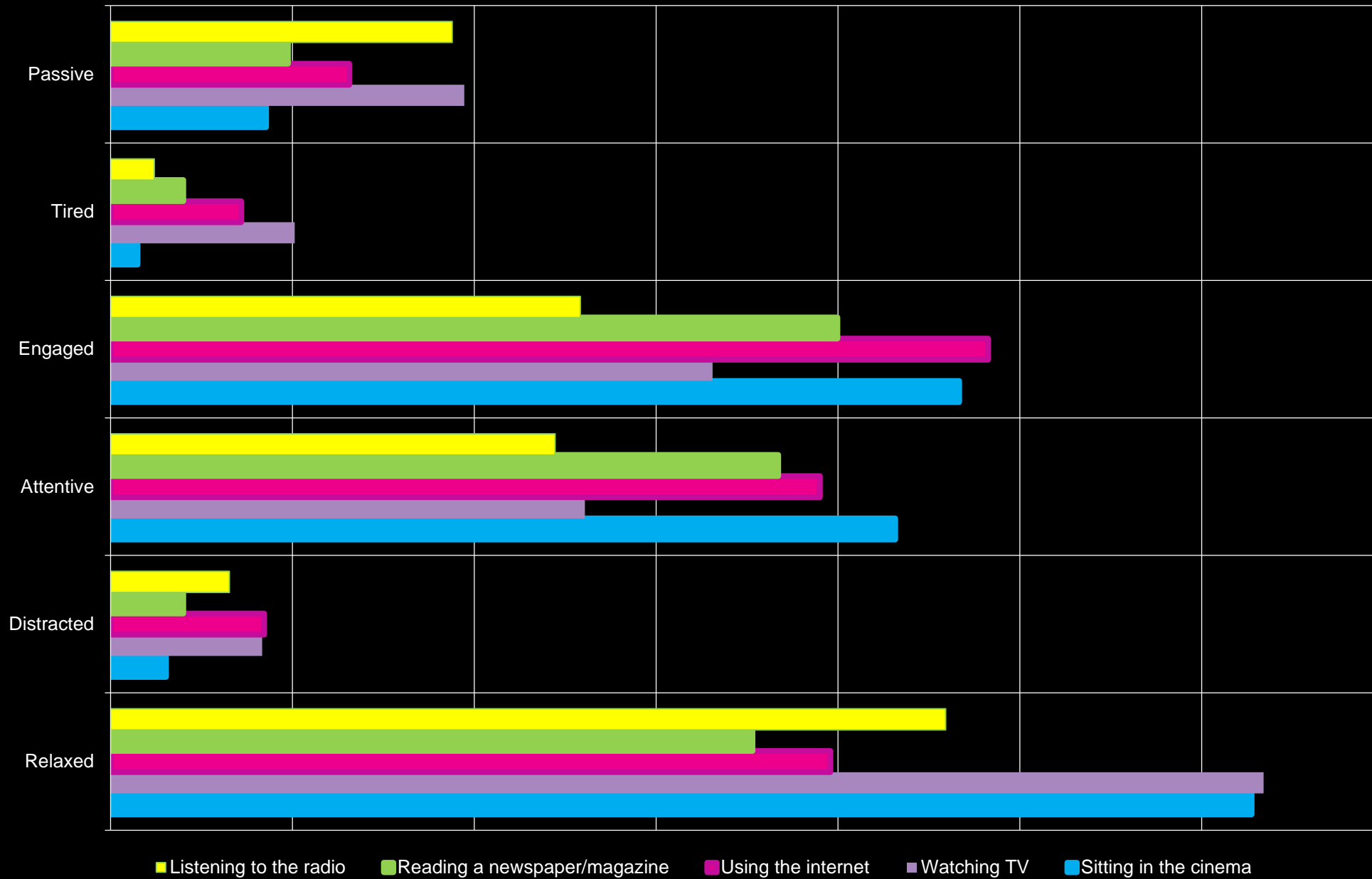
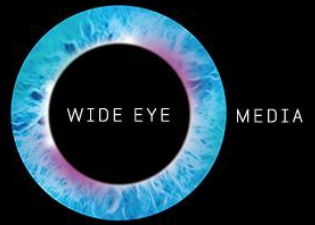
11 x More Distracted

3 x More Passive

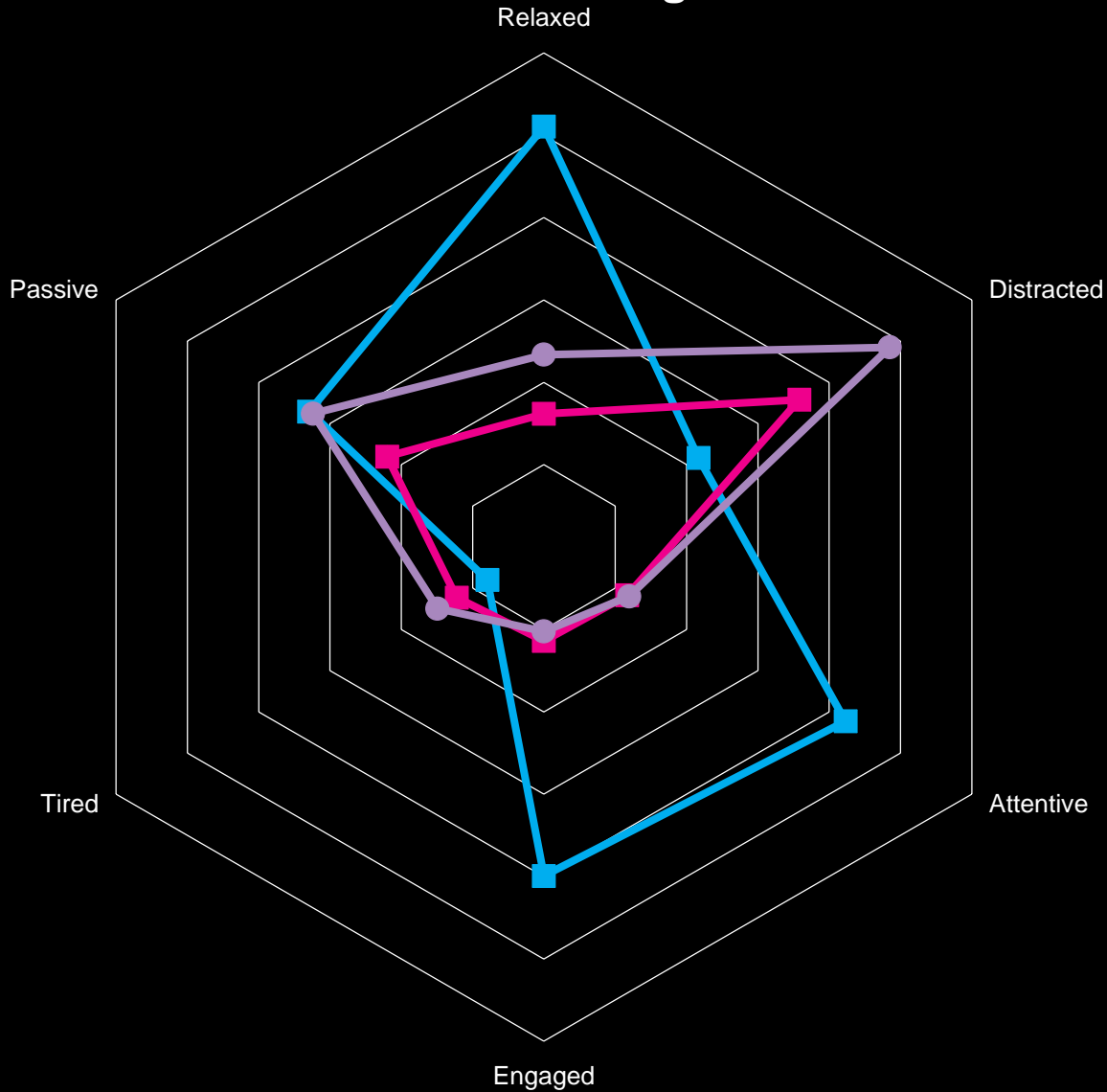
than 25+ Females sitting in the cinema

- Sitting in the cinema
- Watching TV
- Using the internet
- Reading a newspaper/magazine
- Listening to the radio

Frame of Mind Consuming Media – Female 25+



Frame of Mind Watching Ads – Female 25+



■ Watching adverts in the cinema ■ Watching adverts on catch up services
● Watching adverts on live TV during broadcast

Female 25+ watching ads in the cinema are

- 4.7x More Relaxed
- 7x More Attentive
- 5.4x More Engaged
- 53% Less Distracted
- 48% Less Tired

...than watching ads on live TV

The cinema is a great way to spend quality time with family & friends
- 73% Females +25

I notice the products/brands advertised in the cinema more than on TV/online
- 43% Females 25+

The ads and trailers at the cinema are a big part of the whole cinema experience
- 53% Females +25

I notice the products/brands advertised in the cinema more than on TV/online
43% Females +25

I'm less distracted watching ads at the cinema than elsewhere
- 58% Females 25+

A trip to the cinema lets me escape from everyday life
- 80% Females +25

