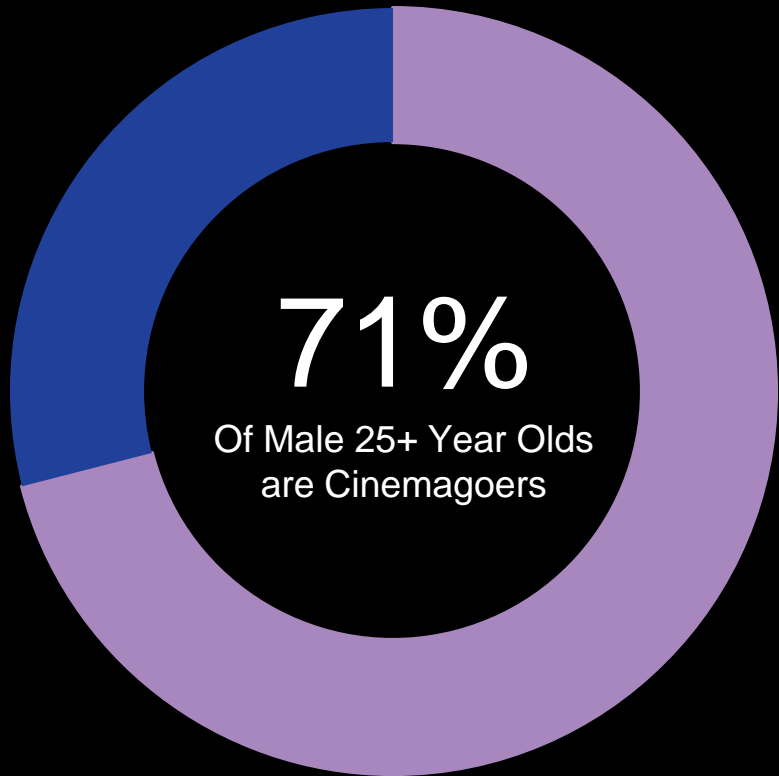


**Male 25+ Year Olds**  
Go to the Cinema





**50%** are  
Light TV Viewers

**1/5**  
go at least  
once a  
month

**6**  
Visits per  
year

**4.3m**  
Admissions per year

That's  
**28%**  
of all  
admissions

Source: Nielsen R&F 2018; Kantar Media 2018 RoI TGI 2018 (Pop)



Male +25



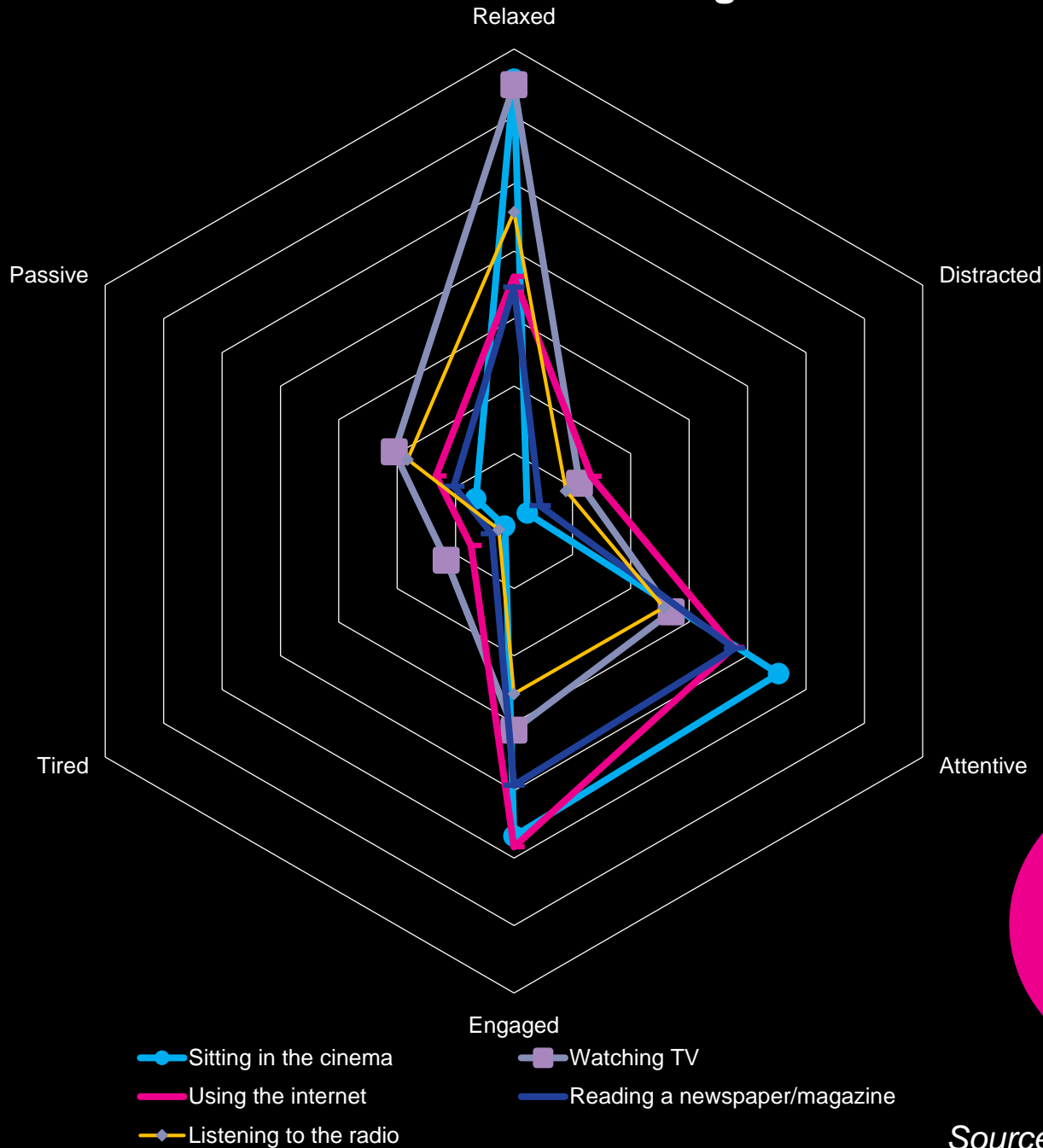
They like blockbuster action movies with and humour with a pinch of drama!



# Activities Enjoyed by +25 Male



# Frame of Mind Consuming Media – Male 25+



**+25 Males** sitting in the cinema are

**59%** More Relaxed

**11%** More Attentive

...than when browsing the internet

And, **+25 Males** browsing the internet

**4.9x** more Tired

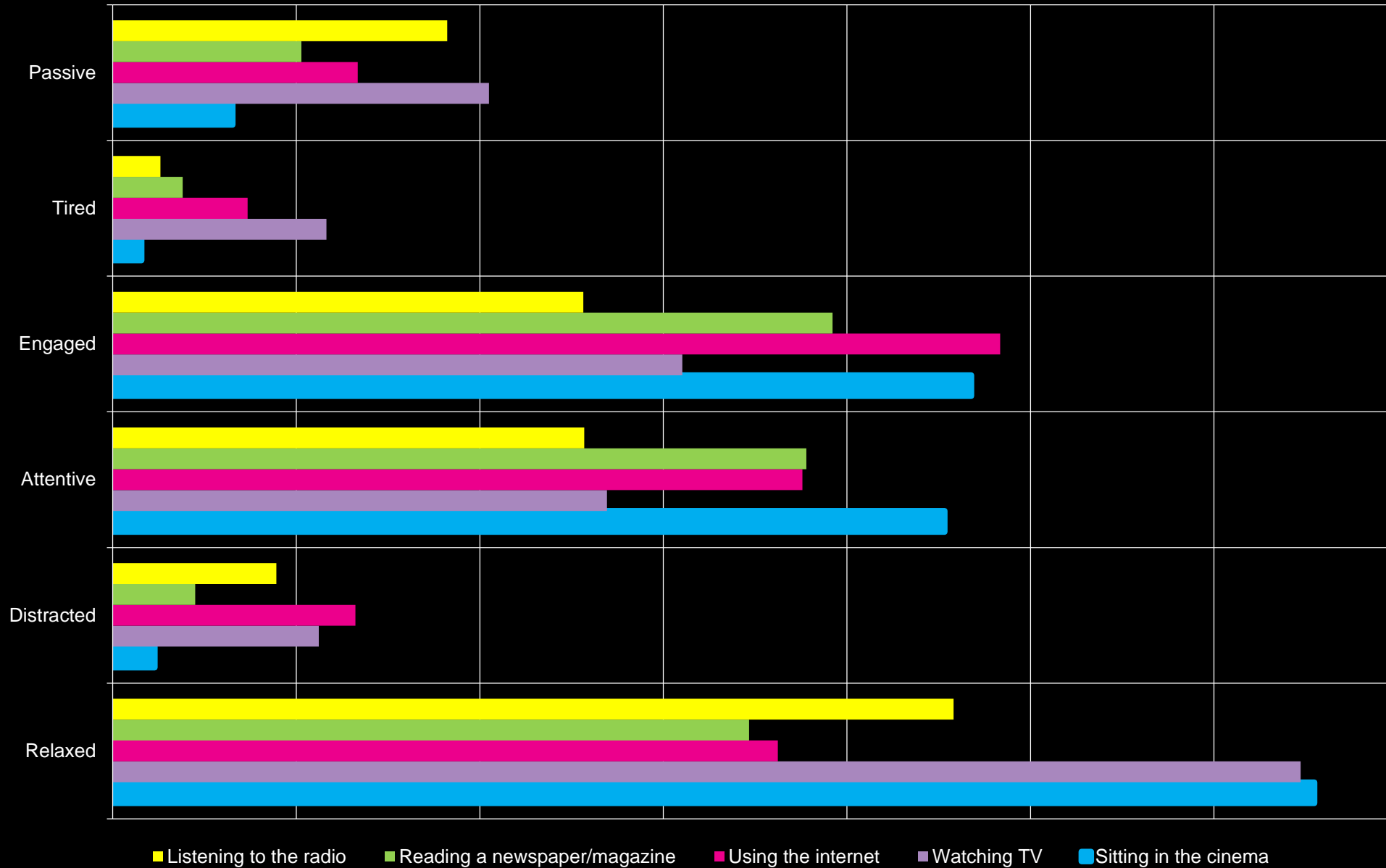
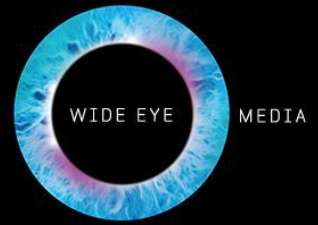
**2.8 x** More Distracted

**1.5 x** More Passive

than **+25 Males** sitting in the cinema

Source: FAME 2018

# Frame of Mind Consuming Media – Male 25+

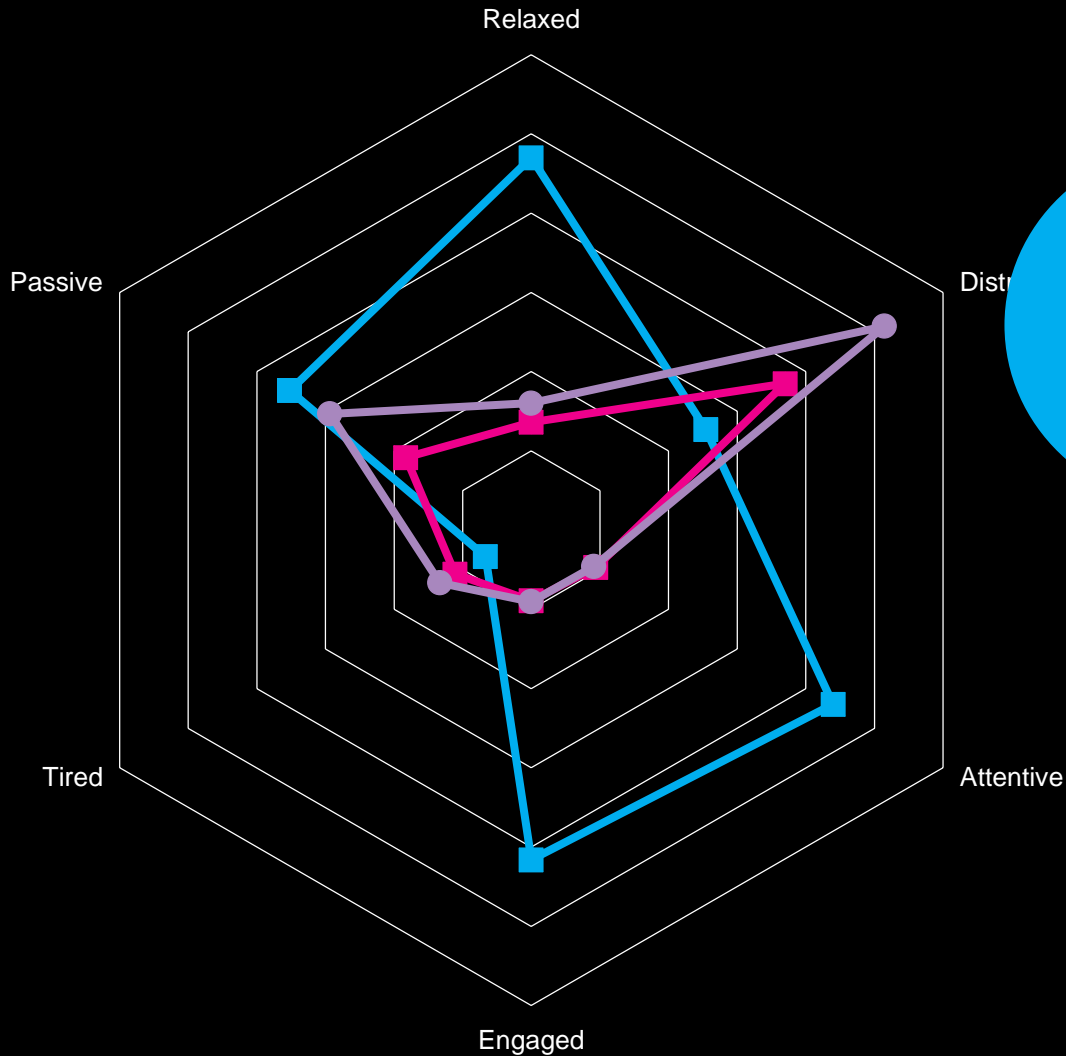


Source: FAME 2018





# Frame of Mind Watching Ads – All Male 25+



+25 Adults watching ads in the cinema are

2.2x More Relaxed

3.5x More Attentive

3.9x More Engaged

45% Less Distracted

53% Less Tired

...than watching ads on live TV

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

Source: FAME 2018

The cinema is a great way to spend quality time with family & friends  
- 68% Male 25+

I'm less distracted watching ads at the cinema than elsewhere—  
57% Male +25

The ads and trailers at the cinema are a big part of the whole cinema experience  
- 54% 25+

I remember ads in the cinema more than TV or online—  
46% Male 25+

I'm less distracted watching ads at the cinema than elsewhere  
— 57% Male 25+

A trip to the cinema lets me escape from everyday life  
— 76% Male 25+







Ends