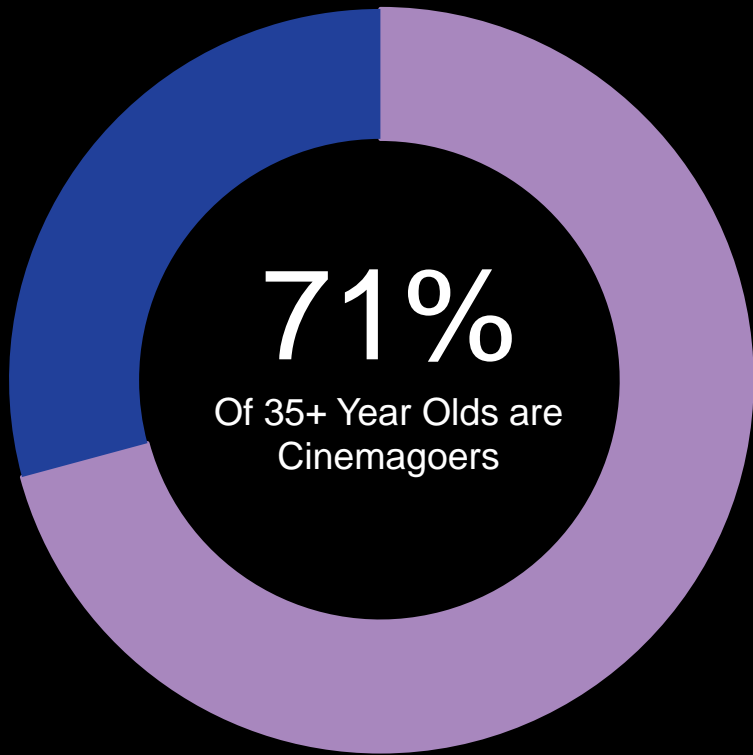
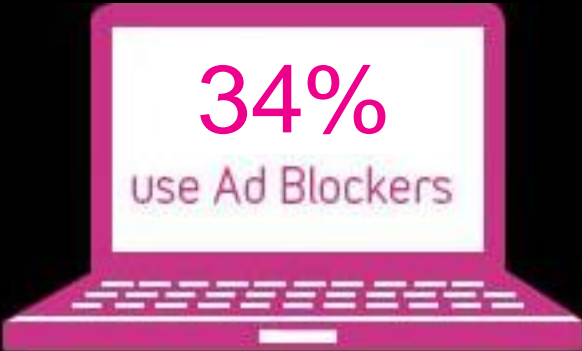


35+ Year Olds
Go to the Cinema





49% are
Light TV Viewers



16%
go at least
once a
month

5
Visits per
year

5 M
Admissions per year

That's
32%
of all
admissions

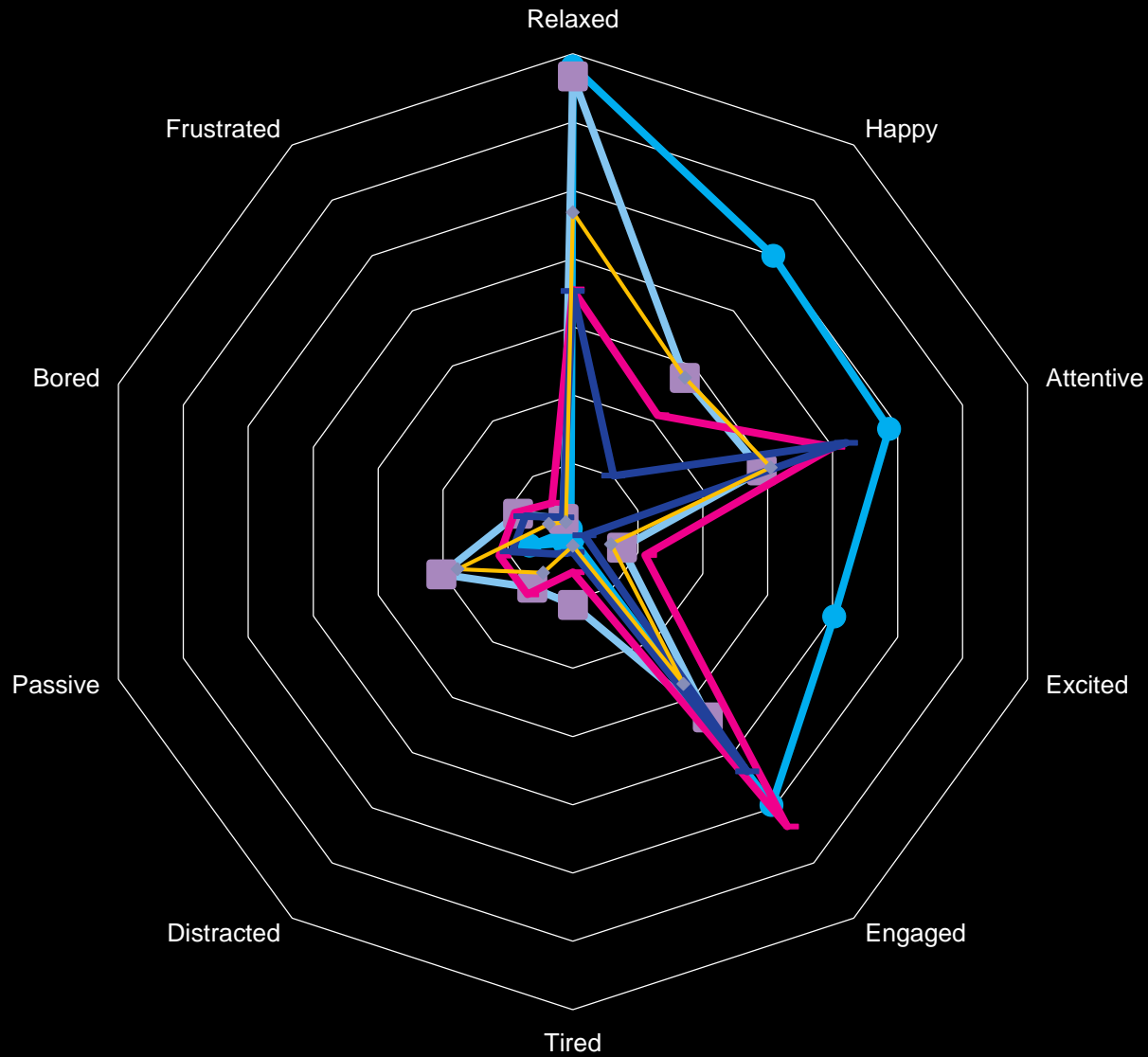
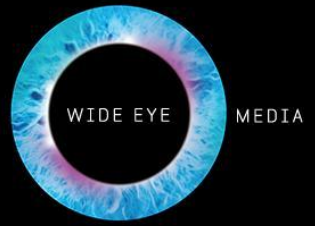
Source: Nielsen R&F 2018; Kantar Media 2018 RoI TGI 2018 (Pop)



They like music, family movies and some action!



Frame of Mind Consuming Media - 35+



35+ sitting in the cinema are

92% More Relaxed

21% More Attentive

2.4x Happier

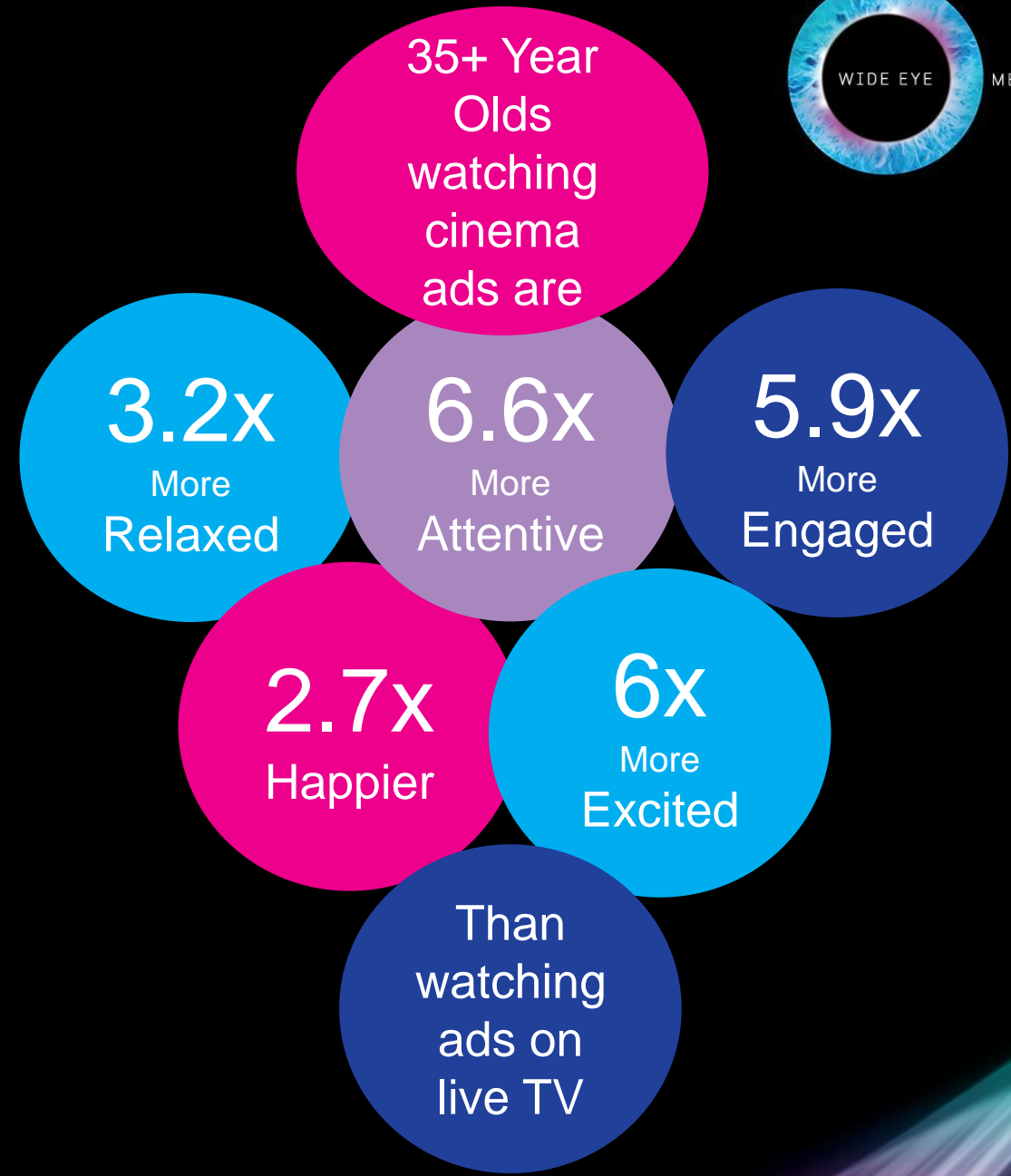
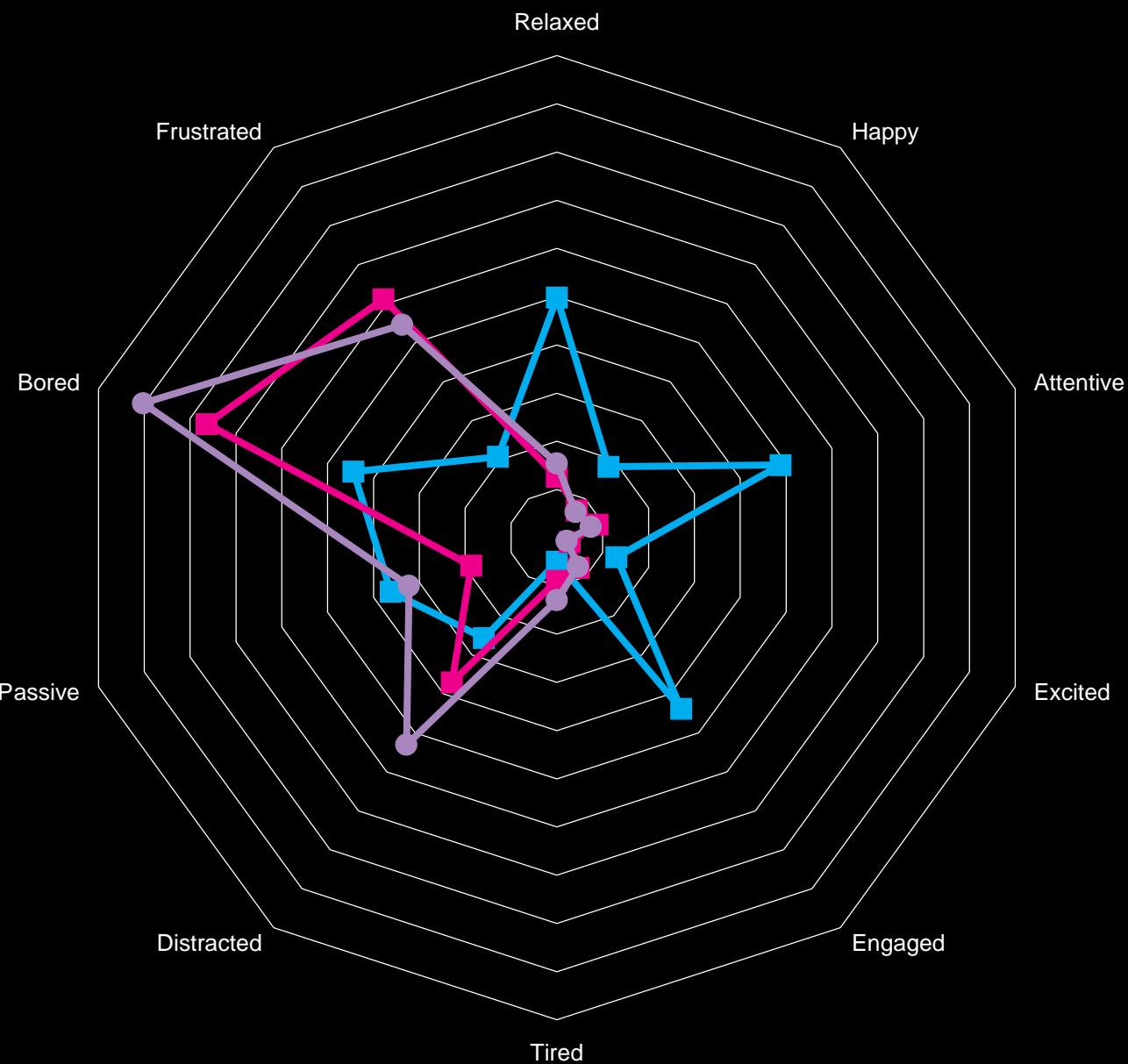
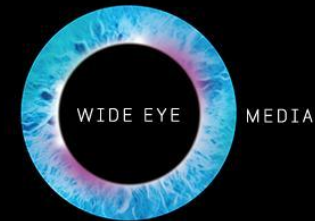
3.6x More Excited

Than browsing the internet

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

Source: FAME 2018

Frame of Mind Watching Ads - 35+



■ 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
- 72% 35+ Year Olds

Watching a film at the cinema gives me something to talk about with friends & family –
71% 35+ Year Olds

The ads and trailers at the cinema are a big part of the whole cinema experience
- 53% 35+ Year Olds

There is no better place to watch films than the cinema - 75% 35+ Year Olds

I'm less distracted watching ads at the cinema than elsewhere – 57% 35+ Year Olds

A trip to the cinema lets me escape from everyday life – 81% 35+ Year Olds





Ends