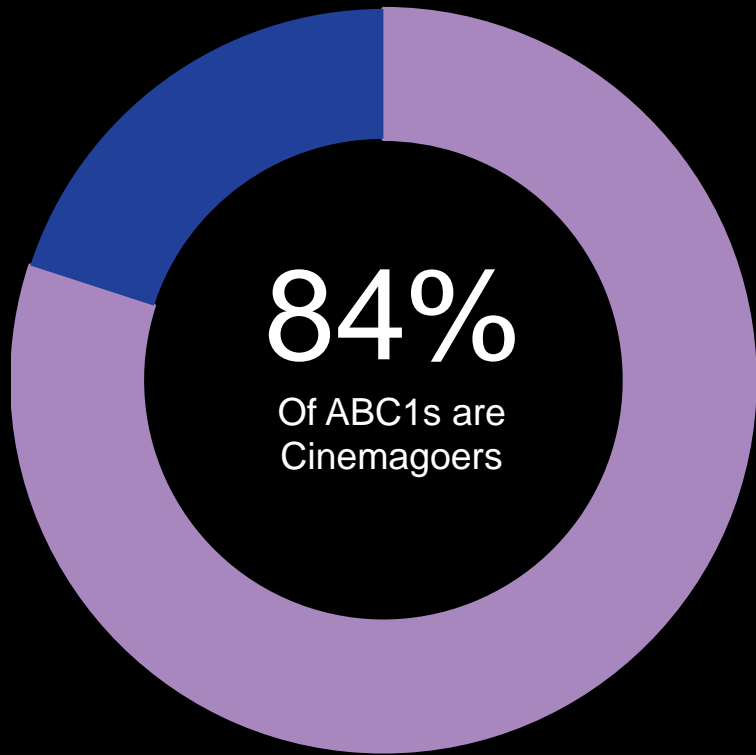
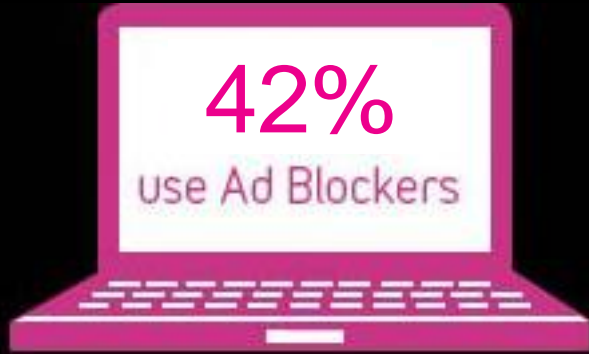


ABC1s
Go to the Cinema





61% are
Light TV Viewers



1/4
go at least
once a
month

7
Visits per
year

8.1 M
Admissions per year

That's
53%
of all
admissions

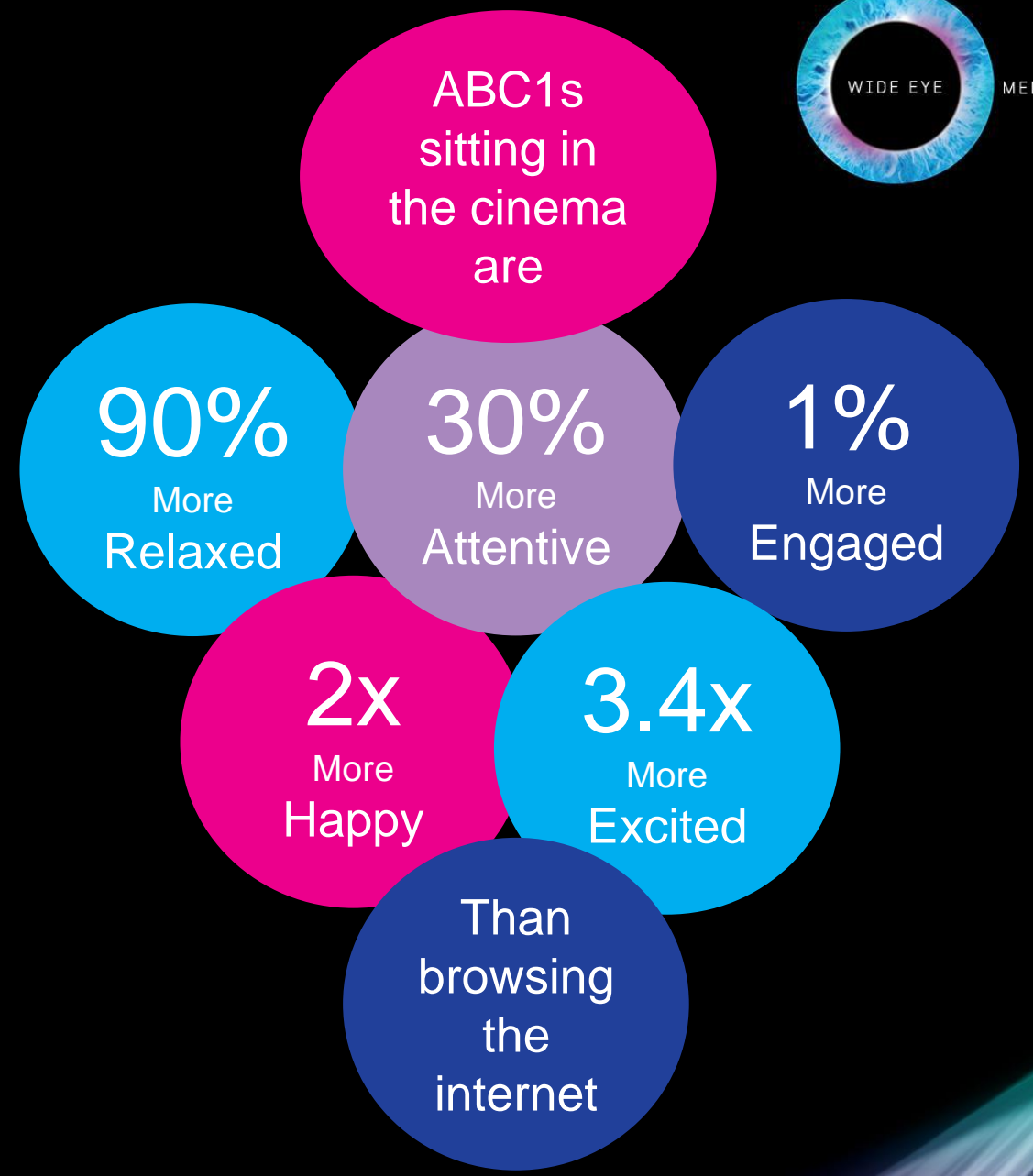
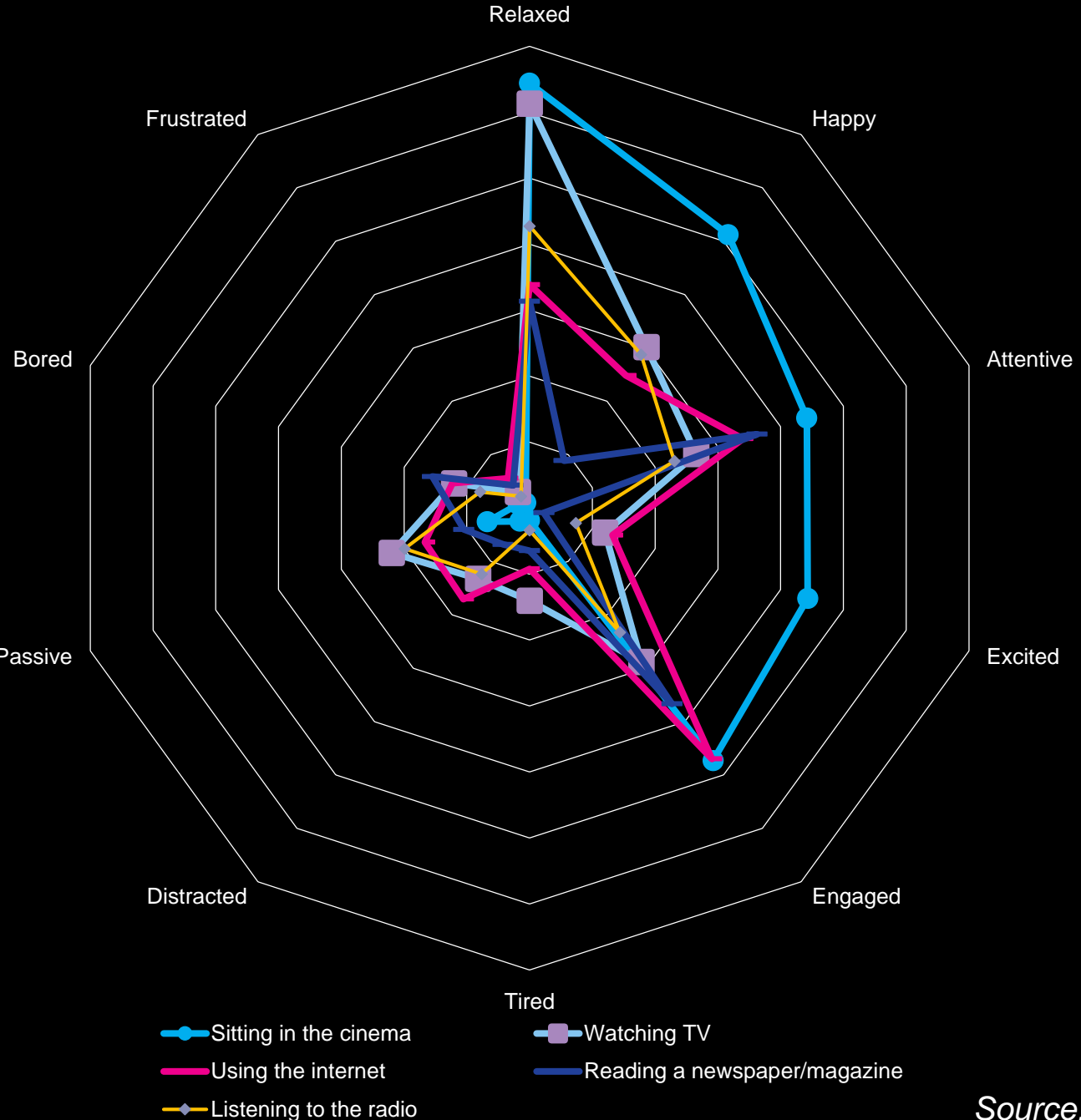
Source: Nielsen R&F 2018; Kantar Media 2018 RoI TGI 2018 (Pop)



They like family movies with music and with a dash of humour!

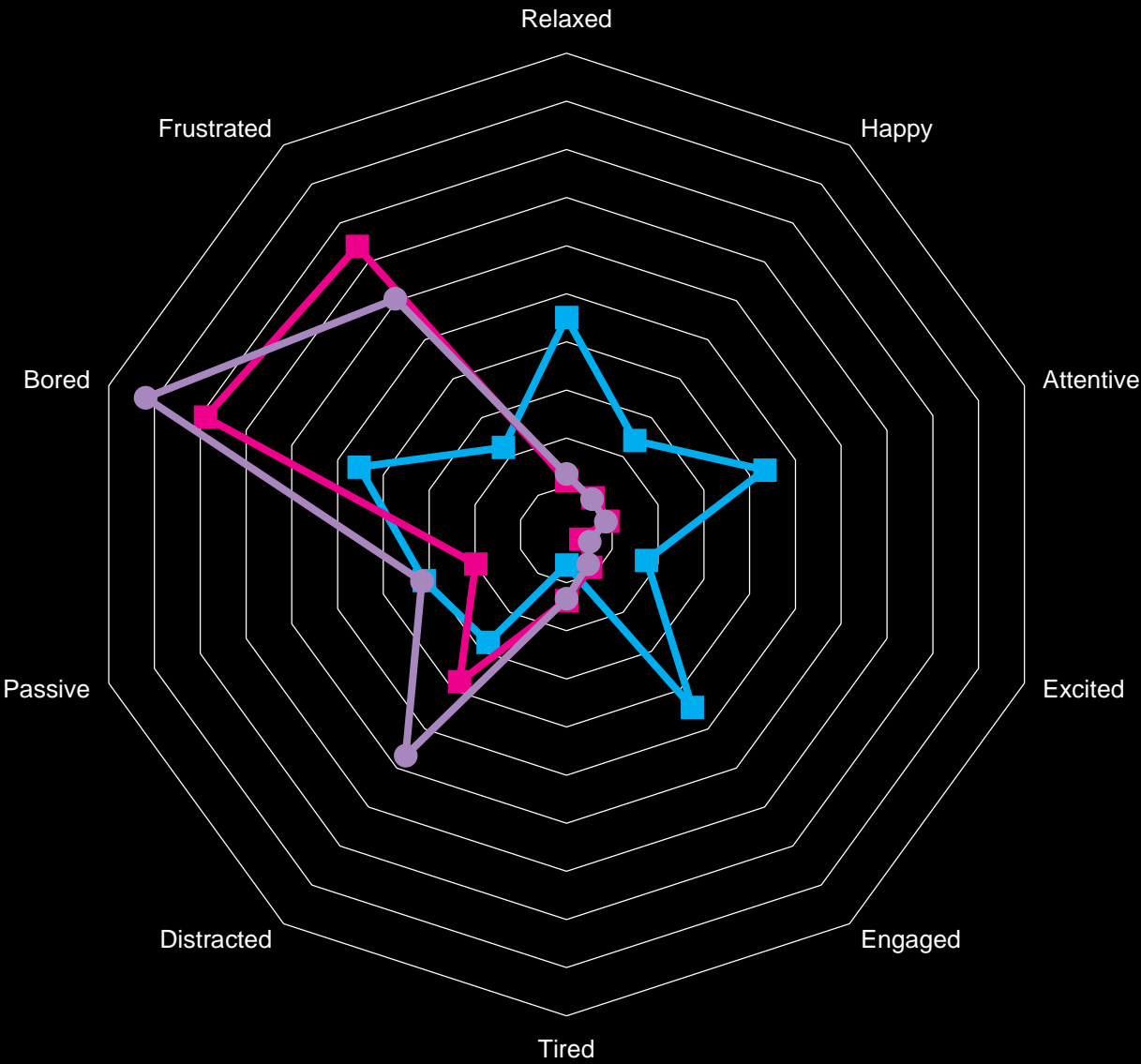


Frame of Mind Consuming Media – ABC1s

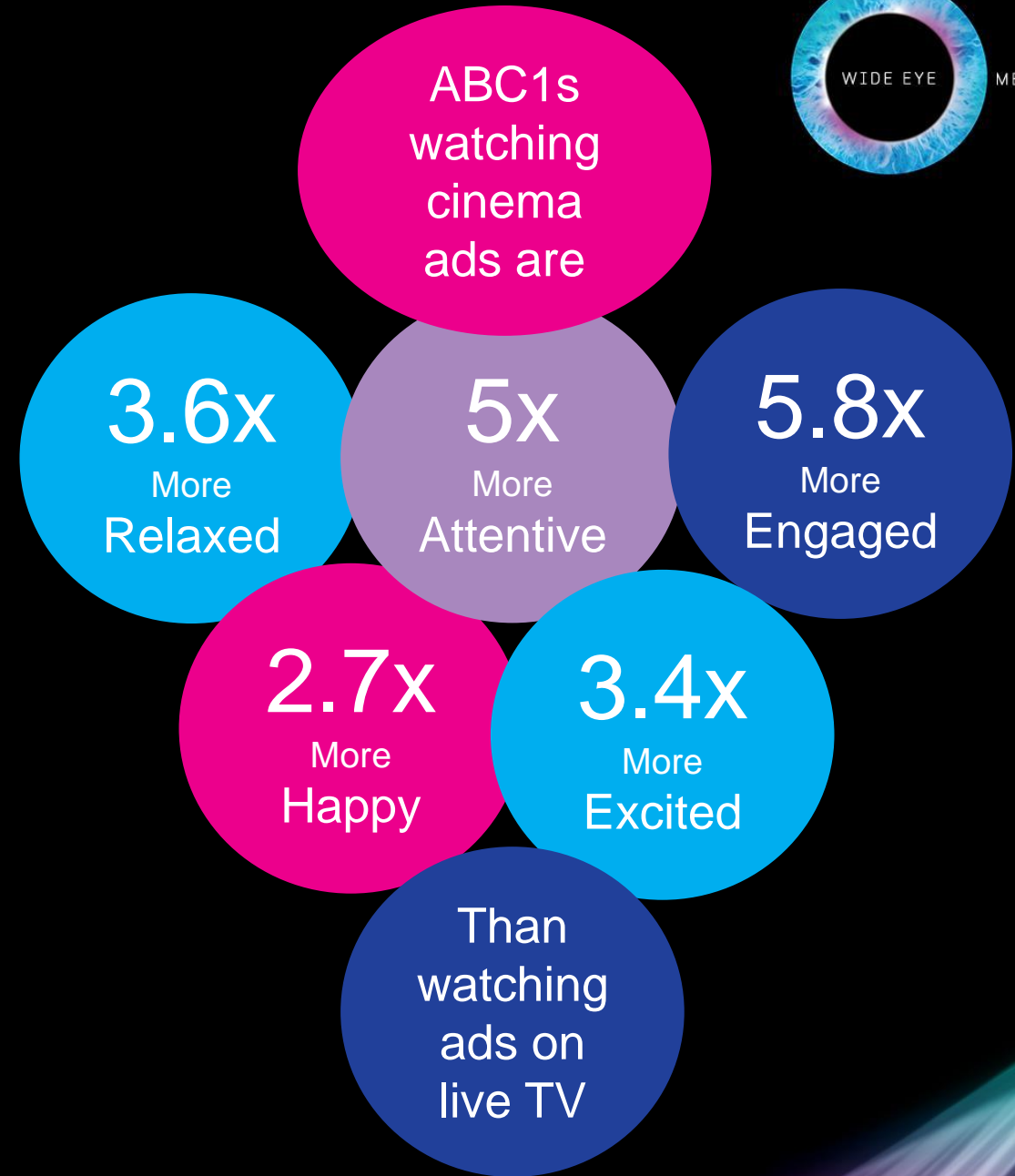


Source: FAME 2018

Frame of Mind Watching Ads – ABC1s



- 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
- 65% ABC1s

Watching a film at the cinema gives me something to talk about with friends & family –
69% ABC1s

The ads and trailers at the cinema are a big part of the whole cinema experience
- 50% ABC1s

There is no better place to watch films than the cinema - 67%
ABC1s

I'm less distracted watching ads at the cinema than elsewhere – 56%
ABC1s

A trip to the cinema lets me escape from everyday life – 73%
ABC1s



