

Cinema Is Key in Delivering The Hard To Reach Millennials

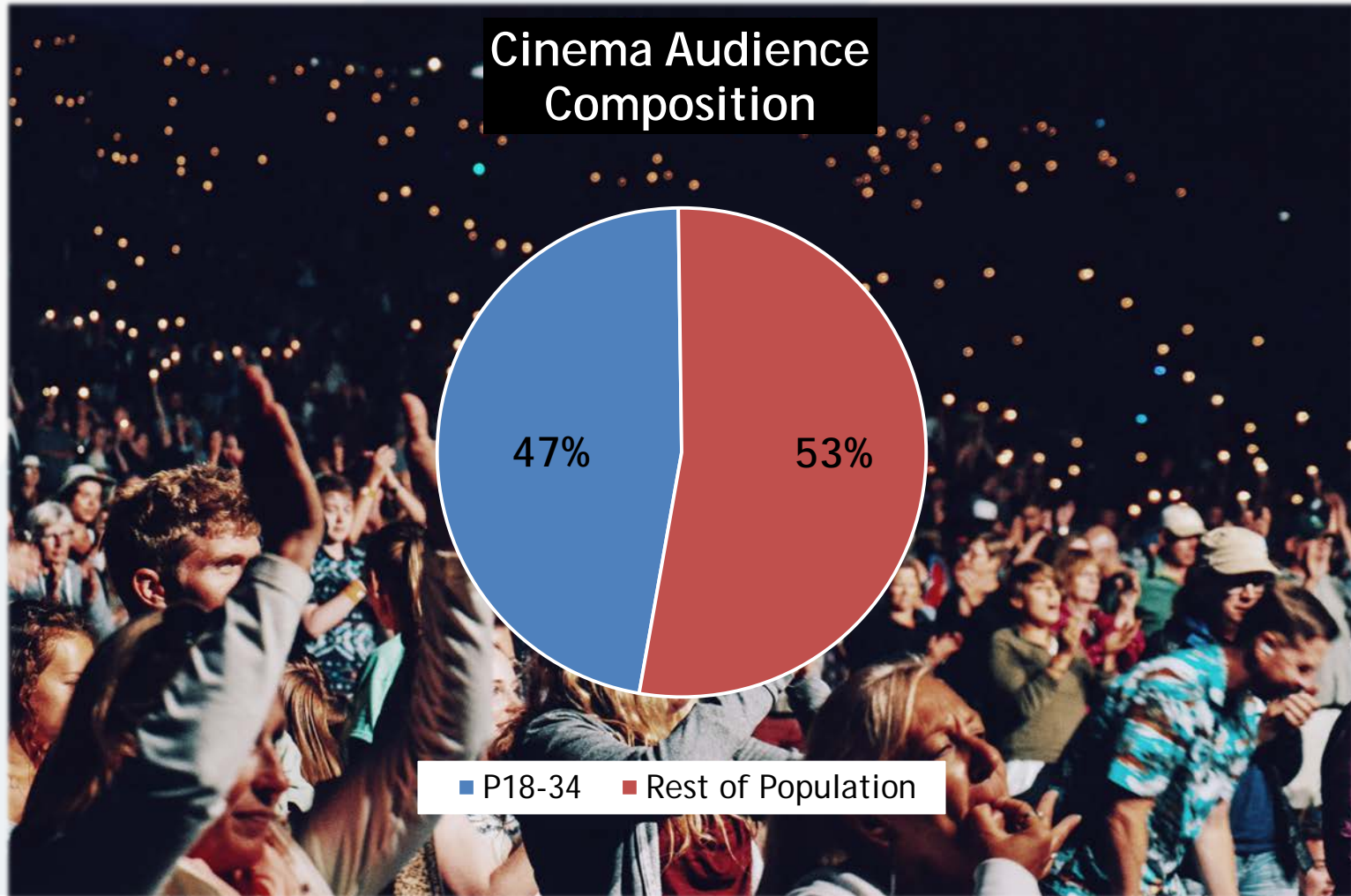
Q2 2018

Cinema Delivers over 93 Million Impressions Monthly

People 2+: 107,467,572
P 18-34: 50,941,865
P 18-49: 75,210,844
P 25-54: 58,287,795



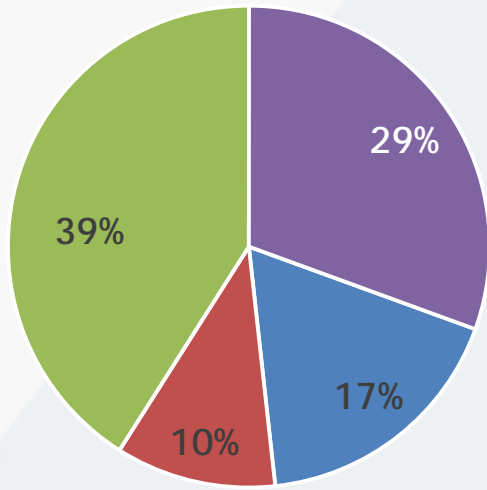
...Of Which Nearly Half Are Millennials



Millennials Account For Over Half of "R" Rated Movies

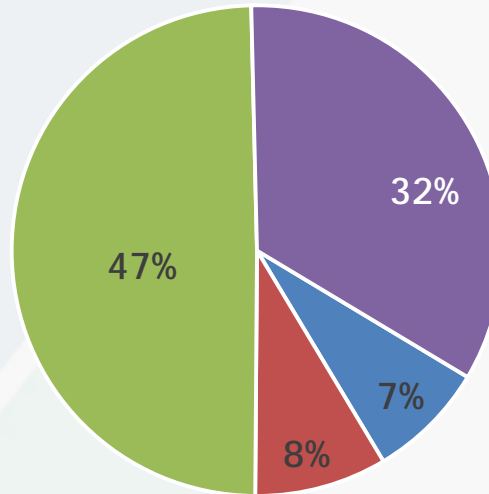
Cinema Audience Comp By Rating

PG



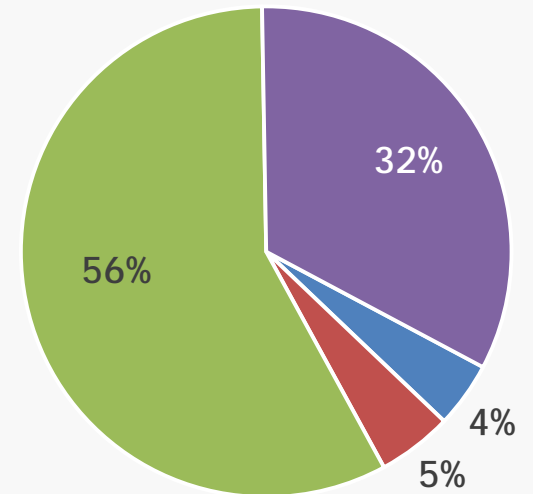
■ P2-11 ■ P12-17
■ P18-34 ■ P35-64

PG-13



■ P2-11 ■ P12-17
■ P18-34 ■ P35-64

R



■ P2-11 ■ P12-17
■ P18-34 ■ P35-64

Avengers: Infinity War Obliterates Records in Q2

'Avengers: Infinity War' Opens with Record Shattering \$250M Domestically & \$630M Worldwide

'Avengers: Infinity War' Crosses \$1 Billion Worldwide in Record Time



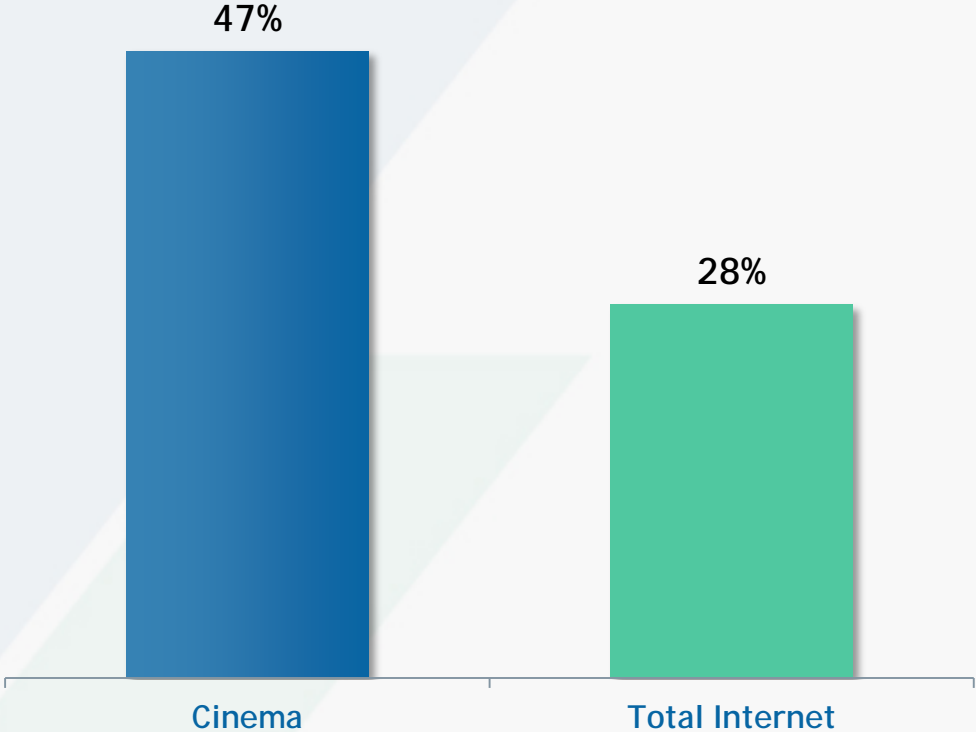
The latest installment in the Avengers universe drew a huge audience and broke records.

- Biggest Opening Weekend Ever
- Biggest April Release
- Biggest Superhero Movie Release
- Biggest Non-Summer Release
- Biggest PG-13 Movie Release
 - And many more records

Cinema Even Comprises A Greater Portion Of Millennials Than The Internet

P18-34 Audience Composition

Cinema vs. Total Internet

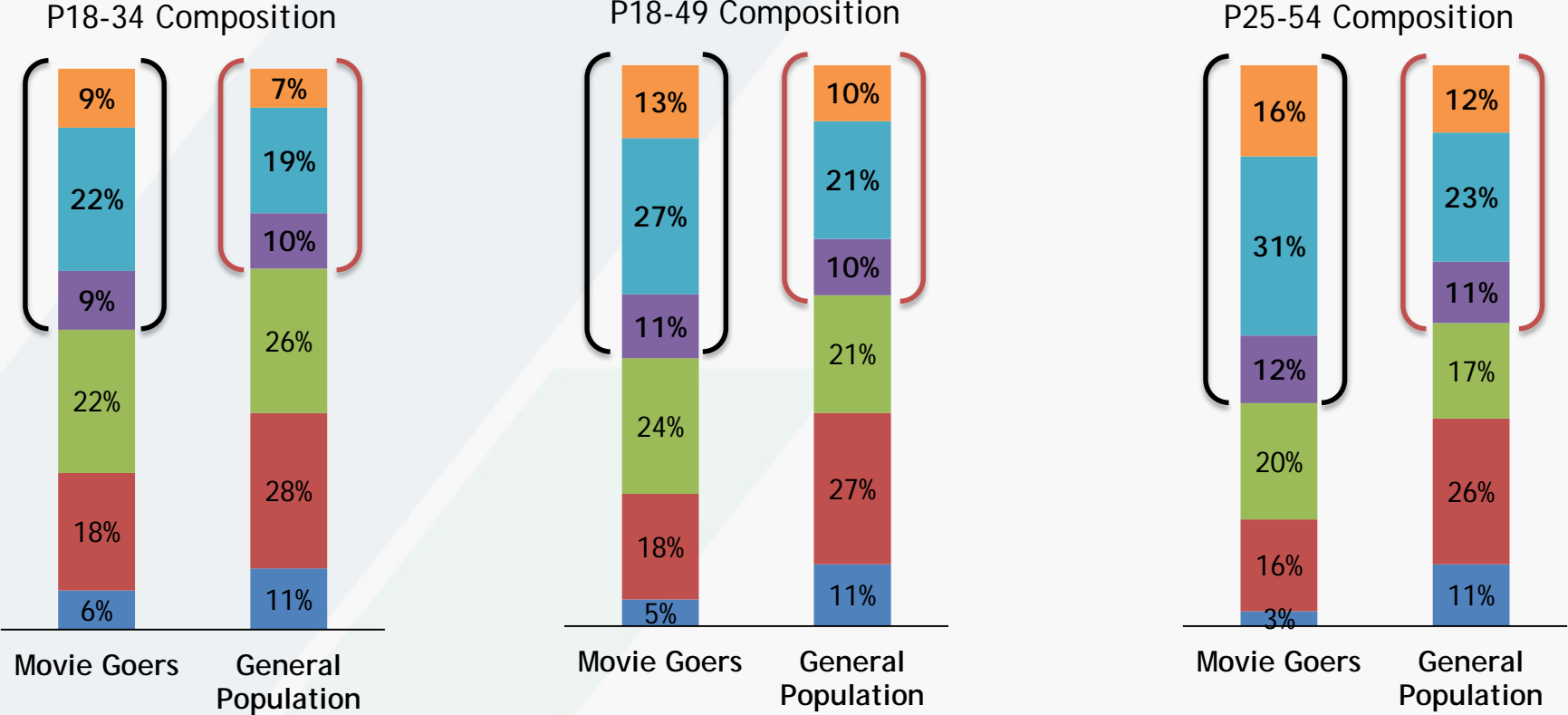
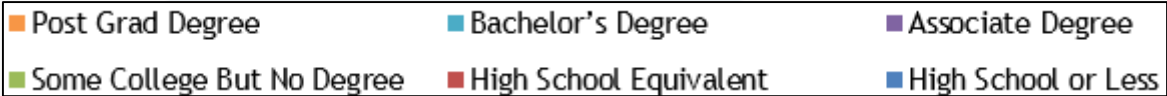


Source: Nielsen Cinema Audience Report, Q2 2018 for cinema audience composition. comScore June 2018, mediatrix multiplatform for Total Internet based on unique visitors. Composition for both cinema and digital based on P2+.



Who Are the Movie-goers?

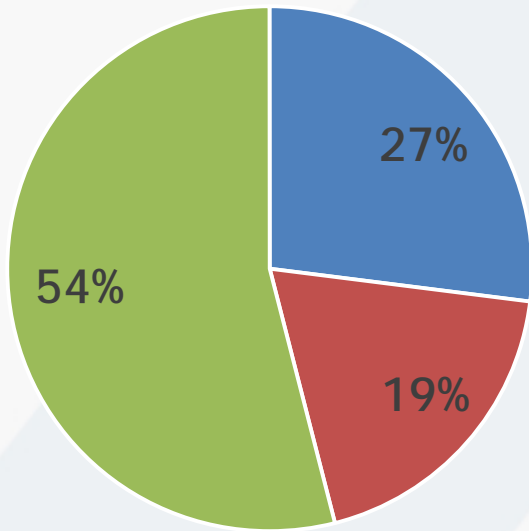
Movie-Goers Tend to Be More Educated, More Have Bachelor's/Post-Grad Degrees



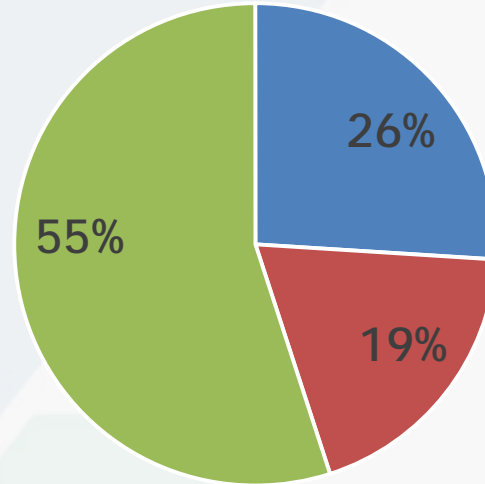
Source: Movie-Goers: Nielsen Cinema Audience Report, Q2 2018 comps; Gen Pop: P18+: GFK MRI Doublebase 2017; Sums may not equal 100% due to rounding

...And More Affluent; Over Half of Movie-Goers Have a HHI of Over \$50k

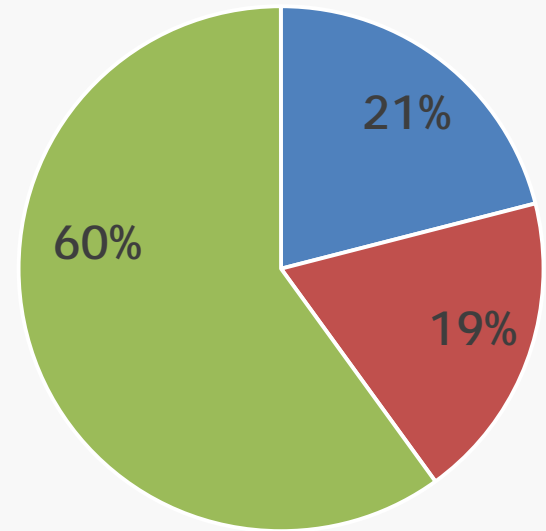
Movie-Goers 18-34



Movie-Goers 18-49



Movie-Goers 25-54



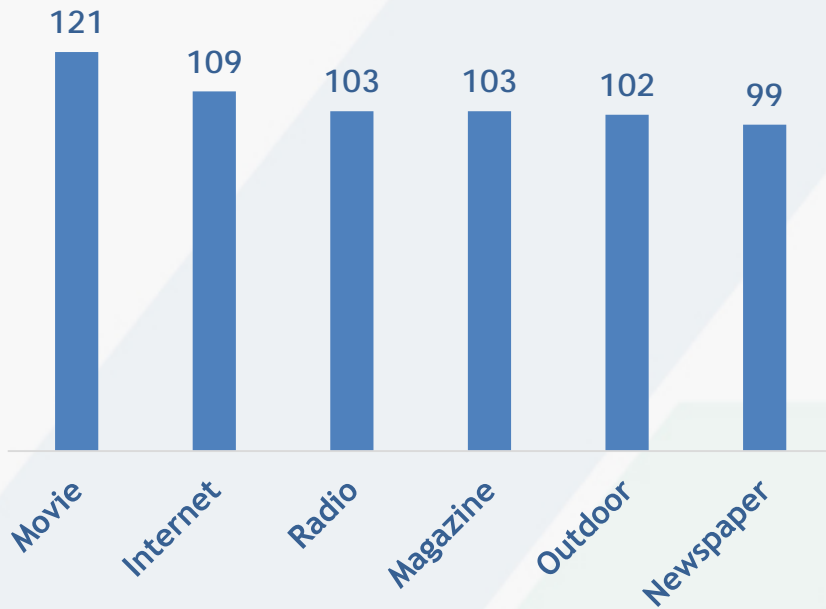
■ Under \$30,000 ■ \$30,000-50,000 ■ \$50,000+

■ Under \$30,000 ■ \$30,000-50,000 ■ \$50,000+

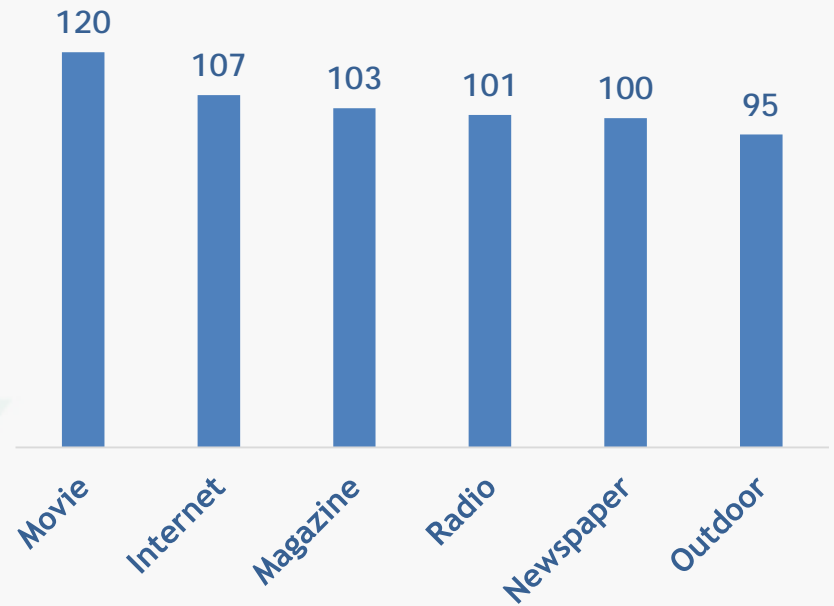
■ Under \$30,000 ■ \$30,000-50,000 ■ \$50,000+

They Are Trendsetters And Influencers

“People Often Come To Me For Advice Before Making A Purchase”
Heavy Consumers of Media
(Index Against P18+)

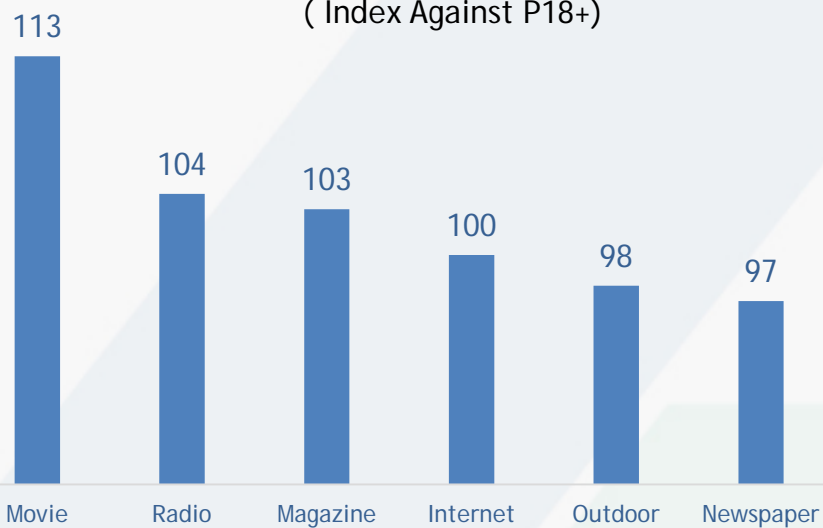


“I Am Influenced By What's Hot And What's Not”
Heavy Consumers of Media
(Index Against P18+)

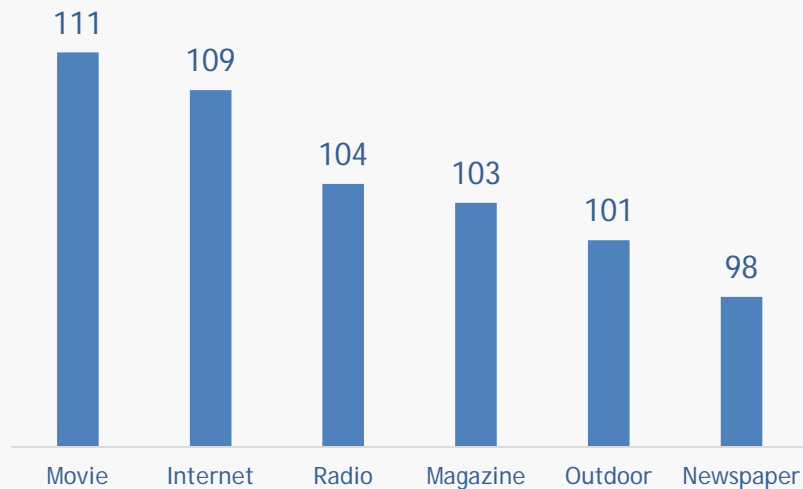


Movie-goers Are Spenders, More Likely To Make Impulse Purchases

“I Tend To Make Impulse Purchases”
Heavy Consumers of Media
(Index Against P18+)



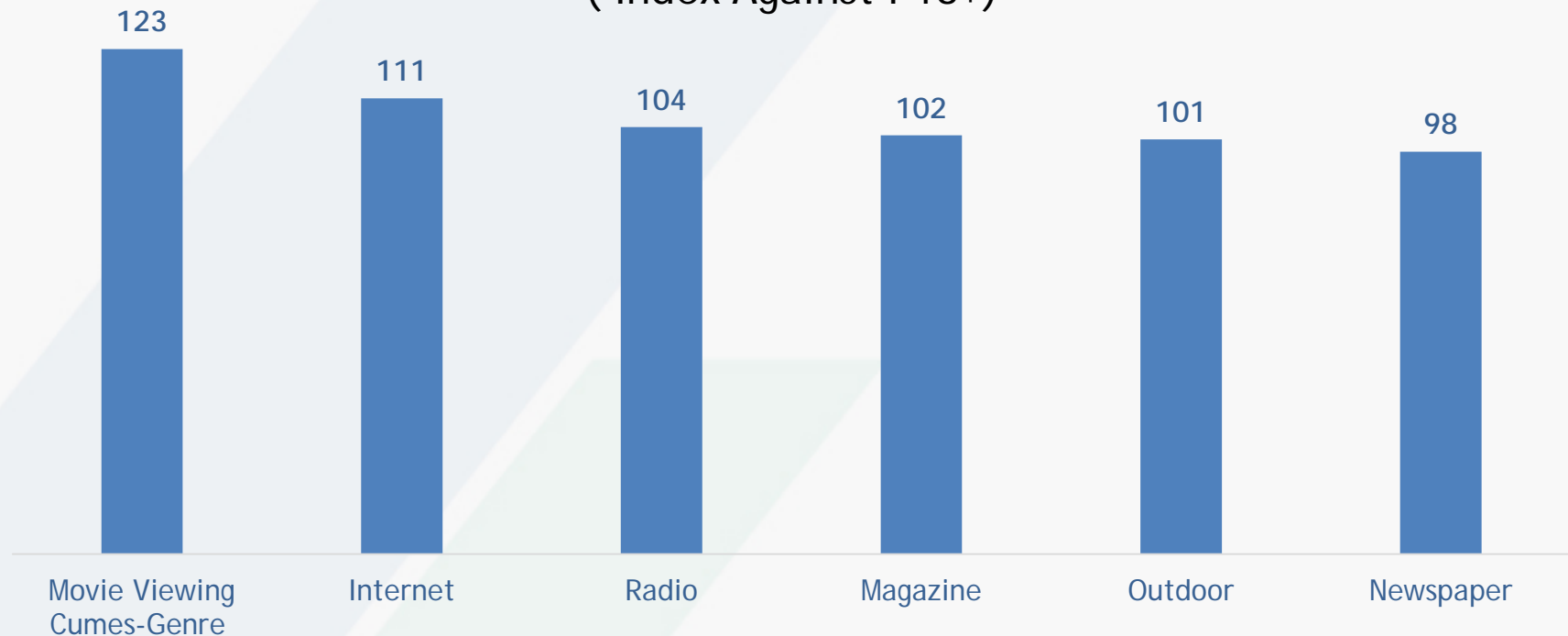
“I'm A 'Spender' Rather Than A 'Saver' ”
Heavy Consumers of Media
(Index Against P18+)



...And Are More Likely To Try New Products and Services

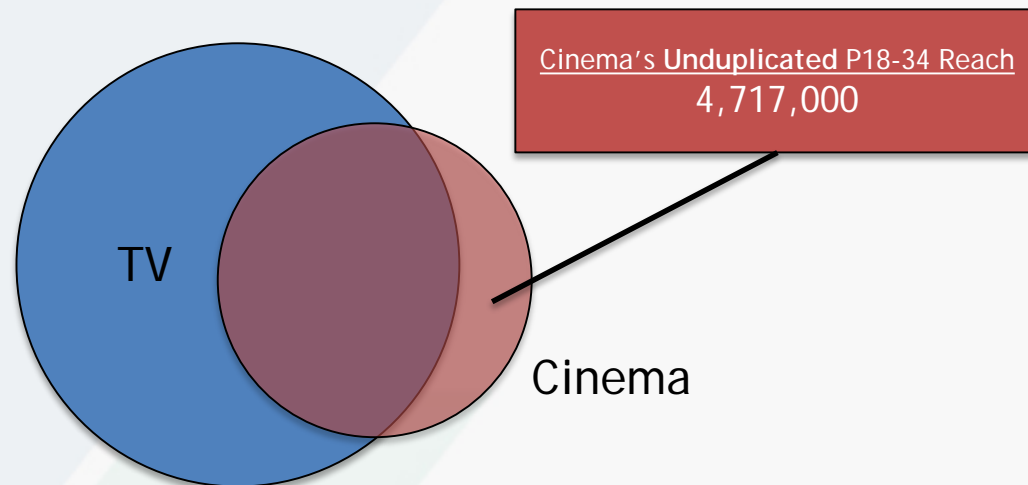
“I'm Always One Of The First Of My Friends To Try New Products Or Services”

Heavy Consumers of Media
(Index Against P18+)



Reaching These Unique Consumers Is Possible By Adding Cinema In Your Marketing Mix

Cinema has an addition 4.7M P18-34 unduplicated from Primetime TV





How Do Movie Goers Compare To Internet Users

Heavy Cinema Consumers Are More Likely To Spend More On Products and Services

Heavy Movie Theater Viewers vs P18+
(Index Against P18+)

Expenditure	Heavy Cinema Index	Expenditure	Heavy Cinema Index
Men's Clothing: Big Ticket Item [\$500+]	191	Household Furnishing: Big Ticket Item [\$1,000+]	129
Men's Clothing: Small Ticket Item [\$1,000+]	206	Household Furnishing: Sofa/Sectional [\$1,000+]	139
Women's Clothing: Big Ticket Item [500+]	168	Household Furnishing: Mattress [\$1,000+]	129
Women's Clothing: Small Ticket [\$500-999]	149	Climate Control: Central Air [\$400+]	114
Sports Clothing [\$150+]	161	Domestic Vacations [\$3,000+]	144
Athletic Shoes [\$150+]	162	Foreign Vacations [\$3,000+]	175
Shoes [\$100+]	131	Luggage [\$300+]	204
Cameras/Camcorders [\$750+]	169	Dry Cleaning [\$100+]	155
Television Sets [\$3,000+]	146	Flower Shop [\$100+]	176
Headphones [\$100+]	162	Barber Shop [\$100+]	138

Compared To Heavy Internet Consumers, They Outspend Across A Myriad of Categories

Heavy Movie Theater Viewers vs Heavy Internet Users
(Index Against P18+)

Expenditure	Heavy Cinema Index	Heavy Internet Index
Men's Clothing: Big Ticket Item [\$500+]	191	100
Men's Clothing: Small Ticket Item [\$1,000+]	206	124
Women's Clothing: Big Ticket Item [500+]	168	119
Women's Clothing: Small Ticket [\$500-999]	149	117
Sports Clothing [\$150+]	161	120
Athletic Shoes [\$150+]	162	113
Shoes [\$100+]	131	109
Cameras/Camcorders [\$750+]	169	139
Television Sets [\$3,000+]	146	108
Headphones [\$100+]	162	130

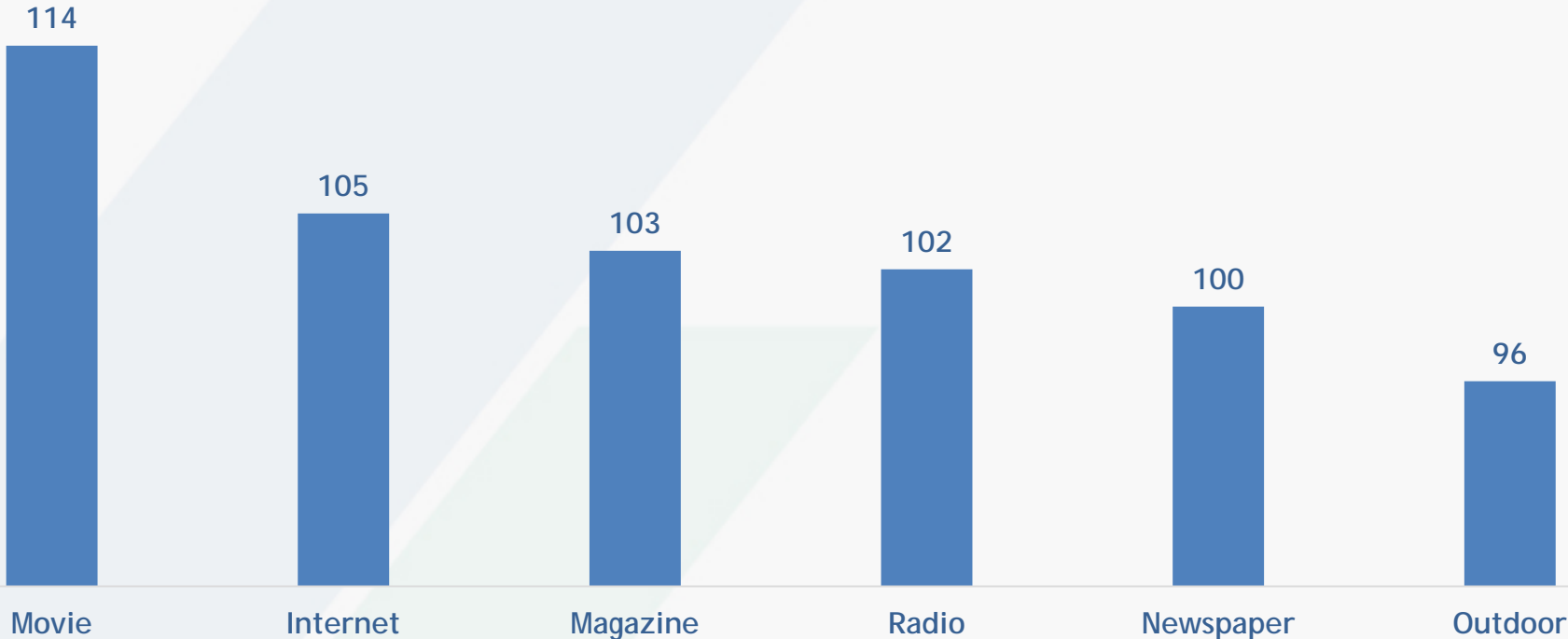
...and They Over-index Across The Board

Heavy Movie Theater Viewers vs Heavy Internet Users
(Index Against P18+)

Expenditure	Heavy Cinema Index	Heavy Internet Index
Household Furnishing: Big Ticket Item [\$1,000+]	129	108
Household Furnishing: Sofa/Sectional [\$1,000+]	139	116
Household Furnishing: Mattress [\$1,000+]	129	94
Climate Control: Central Air [\$400+]	114	89
Domestic Vacations [\$3,000+]	144	91
Foreign Vacations [\$3,000+]	175	100
Luggage [\$300+]	204	101
Dry Cleaning [\$100+]	155	104
Flower Shop [\$100+]	176	102
Barber Shop [\$100+]	138	114

Overall, Movie-goers Consider Shopping As A Way To Relax - More Than Internet Users

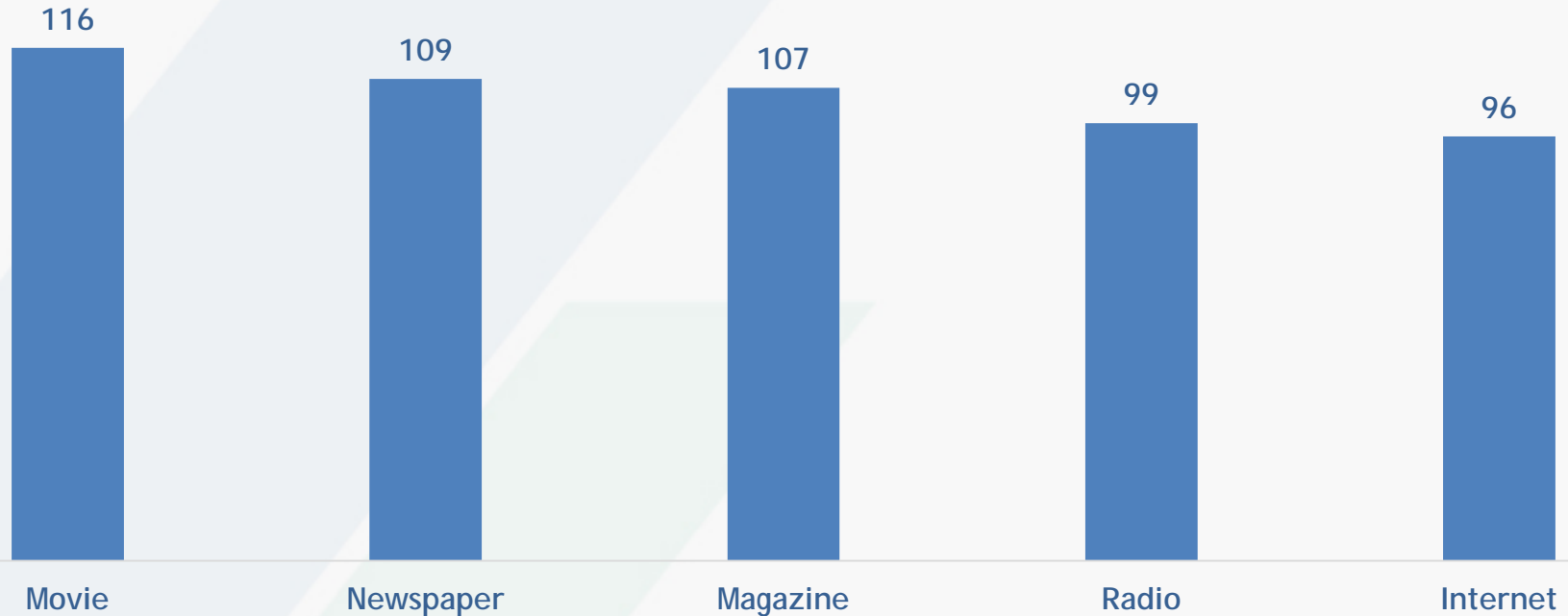
“I Think Shopping Is A Great Way To Relax”
Heavy Consumers of Media
(Index Against P18+)




Source: GFK MRI Doublebase Survey 2017; Selection of Heavy Media Consumers (Quintiles I & II); Movie Theater Heavy Movie Viewing Rating [saw enough movies to be in top ~15%]

...and They Are Very Receptive to Advertising

“I Like to Look at Advertising”
Heavy Consumers of Media
(Index Against P18+)

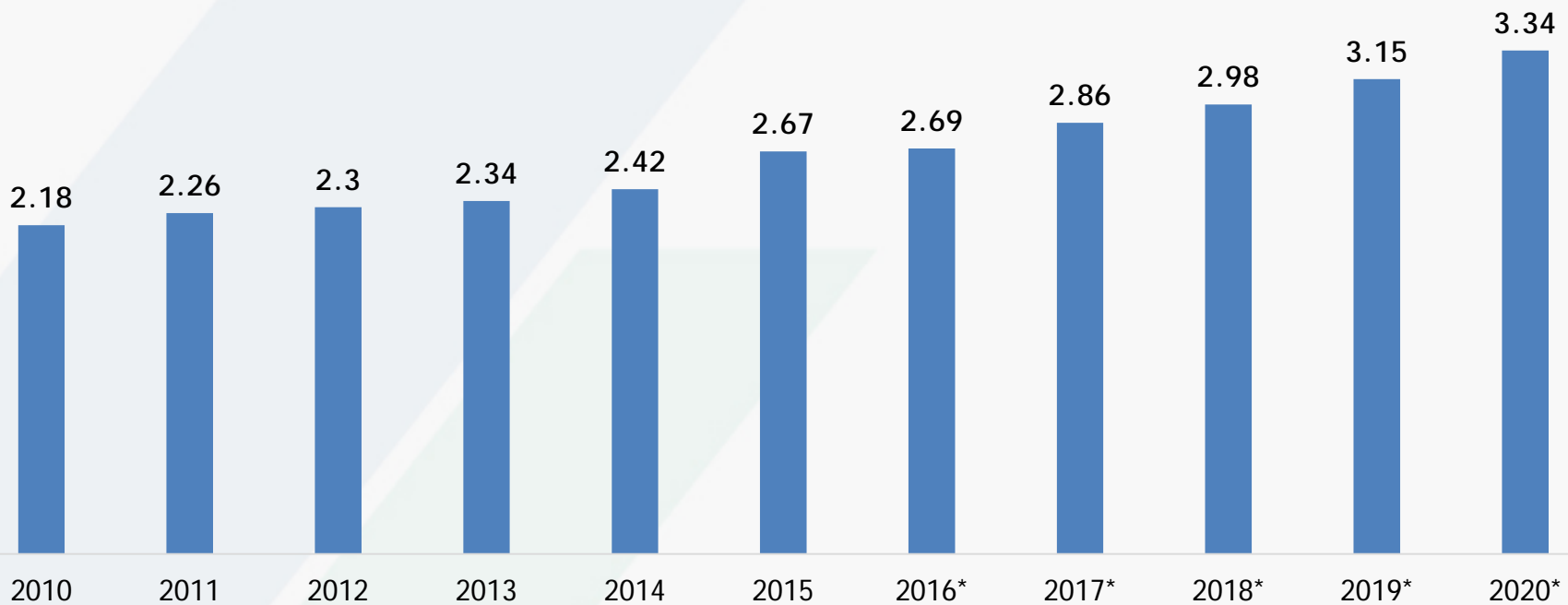




A Look At Ad Expenditures

Advertisers Continue to Invest In Cinema - With A Projected 3 Billion Next Year

Cinema Advertising Expenditure
\$ (Billions)



Business Category Tops the List in Q2

Rank	Industry	Quarter 2 2018 (\$\$\$)
1	BUSINESS & CONSUMER SVCS	\$32,944
2	AUTO., AUTO.ACCESS & EQUIP	\$18,436
3	CONFECT., SNACKS & SOFT DRINKS	\$16,035
4	INSURANCE & REAL ESTATE	\$13,878
5	PUBLISHING & MEDIA	\$11,897
6	SPORTING GOODS, TOYS, & GAMES	\$5,858
7	ENTERTAINMENT & AMUSEMENTS	\$5,445
8	TRAVEL, HOTELS & RESORTS	\$5,357
9	TOILETRIES & COSMETICS	\$4,300
10	DRUGS & REMEDIES	\$4,225
11	BEER & WINE	\$4,208
12	APPAREL, FOOTWEAR, & ACCESSORIES	\$3,823
13	ELEC. ENTERTNMT. EQUIP. & SUPPL.	\$2,817
14	COMPUTERS, OFF. EQUIP. & STATIONERY	\$2,747
15	FOODS & FOOD PRODUCTS	\$2,449

...and Here Are The Rising Spenders

Rank	Parent Company	Quarter 2 2018 (\$\$\$)	Quarter 2 2017 (\$\$\$)	YoY Change
1	MARS INC	\$14,383	\$9,174	\$5,209
2	HYUNDAI MOTOR CO	\$5,907	\$2,076	\$3,831
3	FACEBOOK INC	\$3,637	\$0	\$3,637
4	PFIZER INC	\$3,598	\$0	\$3,598
5	PROGRESSIVE CORP	\$4,561	\$1,228	\$3,333
6	TIME WARNER INC	\$5,542	\$2,733	\$2,810
7	DEUTSCHE TELEKOM AG	\$2,797	\$0	\$2,797
8	AT&T INC	\$8,332	\$5,886	\$2,446
9	MOLSON COORS BREWING CO	\$2,711	\$287	\$2,424
10	LEVI STRAUSS & CO	\$2,393	\$0	\$2,393
11	GENERAL MOTORS CO	\$9,830	\$7,456	\$2,374
12	RECRUIT HOLDINGS CO LTD	\$2,077	\$0	\$2,077
13	UNITED STATES GOVERNMENT	\$4,329	\$2,378	\$1,951
14	MARRIOTT INTL INC	\$1,853	\$0	\$1,853
15	MICROSOFT CORP	\$1,701	\$0	\$1,701
16	AMERICAN PETROLEUM INST	\$1,620	\$0	\$1,620
17	ALPHABET INC	\$2,967	\$1,380	\$1,587
18	GENERAL ELECTRIC CO	\$1,614	\$198	\$1,416
19	DENALI HOLDINGS INC	\$1,872	\$524	\$1,348
20	T&A TRANSPORTATION INC	\$1,192	\$0	\$1,192
21	NINTENDO CO LTD	\$2,730	\$1,631	\$1,099
22	FORD MOTOR CO	\$1,507	\$411	\$1,096
23	ATOM TICKETS LLC	\$1,073	\$0	\$1,073
24	ROCK VENTURES LLC	\$1,067	\$0	\$1,067
25	UNDER ARMOUR INC	\$988	\$0	\$988

Top Spenders in Q2 2018

Rank	Parent Company	Quarter 1 2018 (\$\$\$)
1	MARS INC	\$14,383
2	GENERAL MOTORS CO	\$9,830
3	AT&T INC	\$8,332
4	BERKSHIRE HATHAWAY INC	\$7,804
5	HYUNDAI MOTOR CO	\$5,907
6	TIME WARNER INC	\$5,542
7	PROGRESSIVE CORP	\$4,561
8	UNITED STATES GOVERNMENT	\$4,329
9	UNILEVER	\$4,087
10	WALT DISNEY CO	\$4,065
11	FACEBOOK INC	\$3,637
12	PFIZER INC	\$3,598
13	ALPHABET INC	\$2,967
14	DEUTSCHE TELEKOM AG	\$2,797
15	NINTENDO CO LTD	\$2,730
16	MOLSON COORS BREWING CO	\$2,711
17	LEVI STRAUSS & CO	\$2,393
18	SAMSUNG ELECTRONICS CO LTD	\$2,154
19	RECRUIT HOLDINGS CO LTD	\$2,077
20	YUM! BRANDS INC	\$1,978
21	HERSHEY CO	\$1,874
22	DENALI HOLDINGS INC	\$1,872
23	MARRIOTT INTL INC	\$1,853
24	AMAZON.COM INC	\$1,825
25	MICROSOFT CORP	\$1,701

Related Research

Find more Cinema insights check out our other research

[The Surround Sound of Cinema](#)



[Lights, Camera, Call to Action!](#)



For More Information Visit Us Online
TheVAB.com



Follow us:
[@VideoAdBureau](https://twitter.com/VideoAdBureau)



Like us:
facebook.com/VideoAdvertisingBureau

