

# Benefits of The Cinema Audience

Presented By:



April 2011

# Updated Website Moviegoer Insights

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- **Demonstrate to advertisers that Cinema advertising compares favorably versus other major media on key demographic and psychographic metrics**
- **Source: Mediamark Research is used throughout these slides. Below illustrates the way each media is defined:**
  - **Frequent Moviegoer: Attend movies 1+ times a month**
  - **Heavy Magazine Reader: 6+ issues a month**
  - **Heavy Primetime TV Viewer: 21+ half-hours a week**
  - **Heavy Internet User: 5+ hours a week**

# Cinema Reaches The Ideal Audience

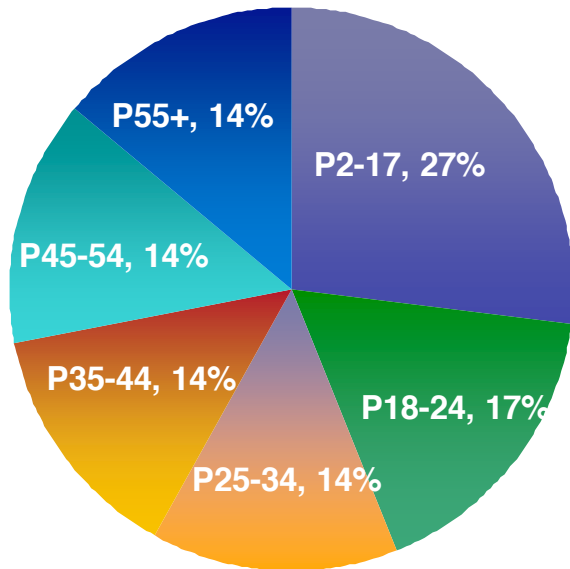
Cinema reaches a unique audience compared to broadcast Cable Networks with comparable Median Age to Cinema:  
ABC Family, E!, TBS, fx, Spike

Network	Median Age
Cinema	32.4
CW Prime	42.9
FOX Prime	47.6
NBC prime	51.3
ABC Prime	51.6
CBS Prime	55.5

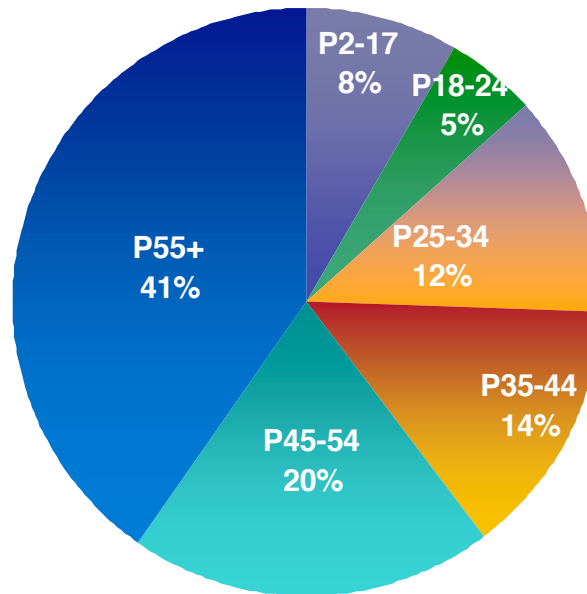
# Cinema Audience Composition vs. Prime TV

Across the year, all ages frequent different types of movie genres while Prime TV viewers are older

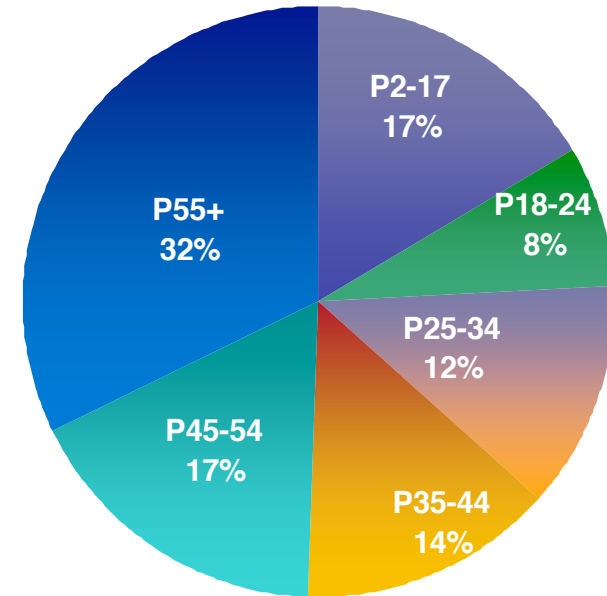
## Cinema



## Broadcast Prime



## Cable Prime

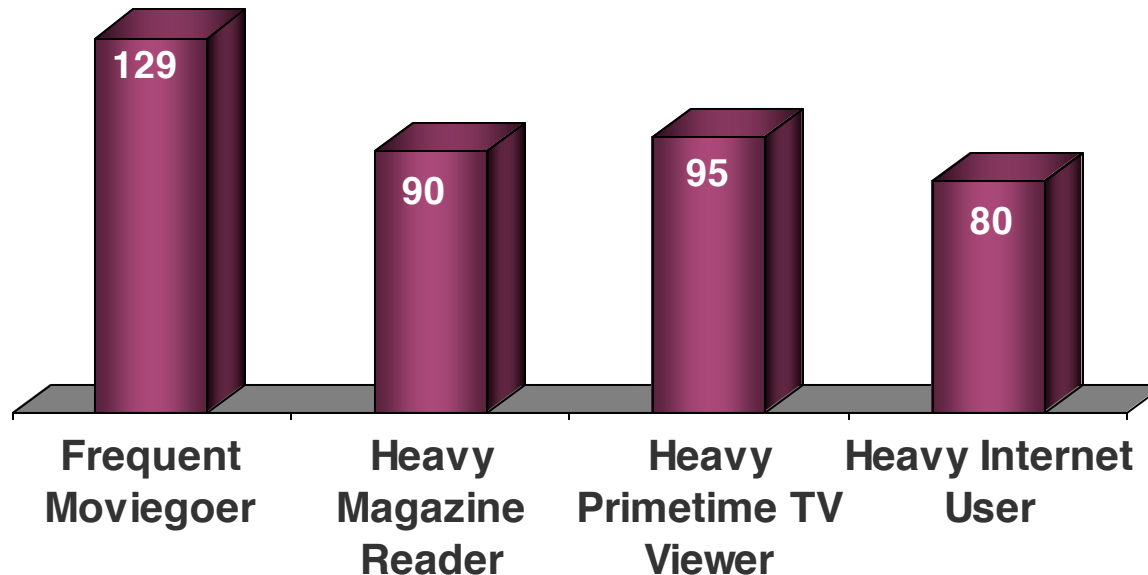


■ P2-17 ■ P18-24 ■ P25-34 ■ P35-44 ■ P45-54 ■ P55+

# Hispanics Go to the Movies

Cinema reaches Hispanics more than other media—an important target to reach as their population has increased 42% since 2010

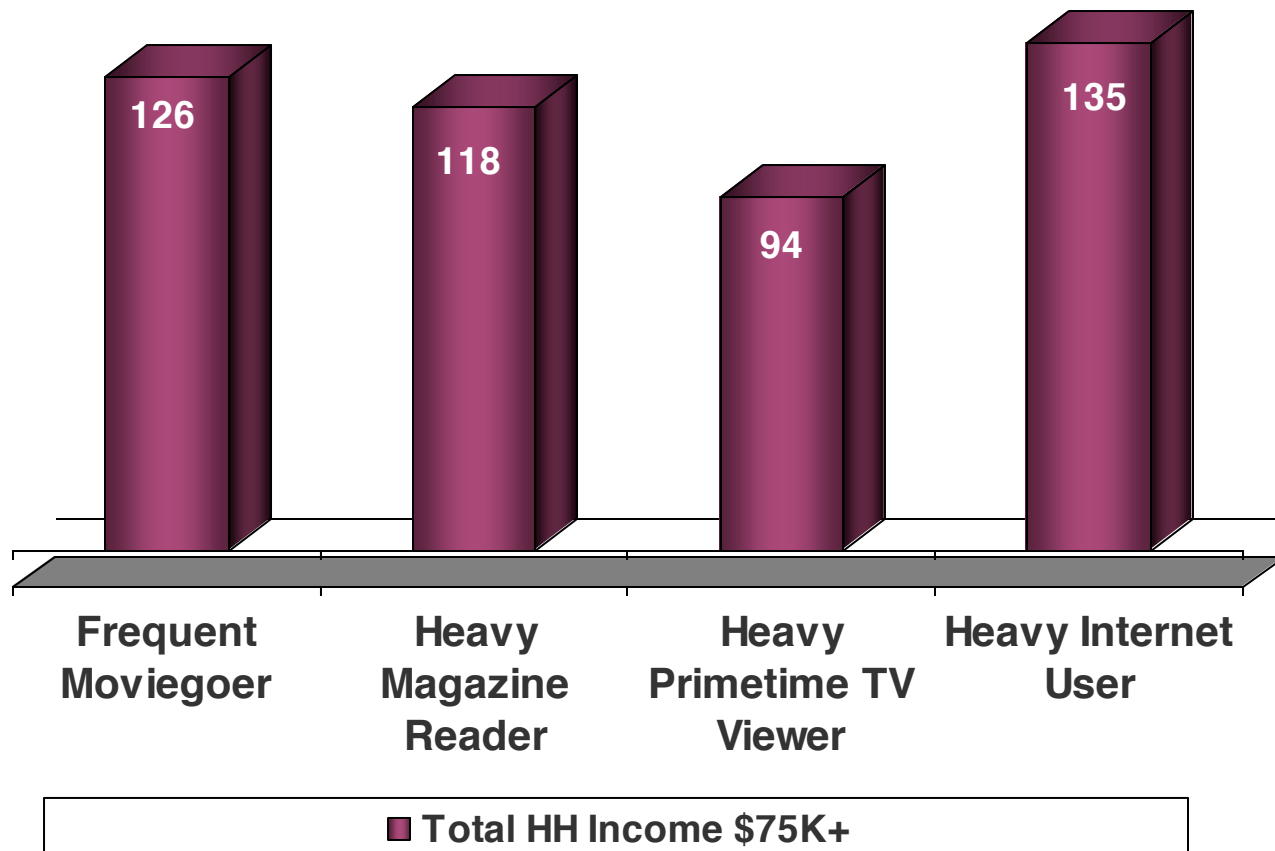
## *Hispanic Ethnicity*



Index to Total U.S. Average (100 base)

# Moviegoers are Affluent

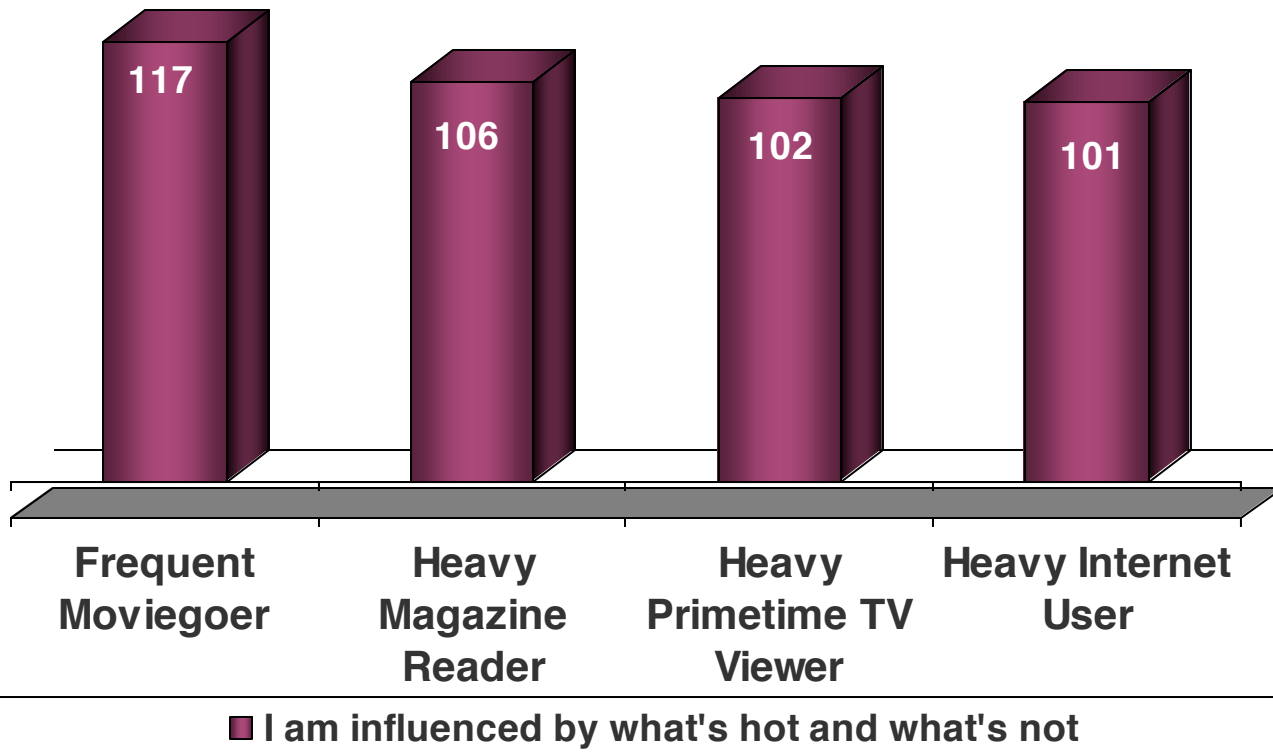
Moviegoers are more likely to have disposable income



Index to Total U.S. Average (100 base)

# Moviegoers Follow The Trends

Moviegoers are “In the Know” consumers

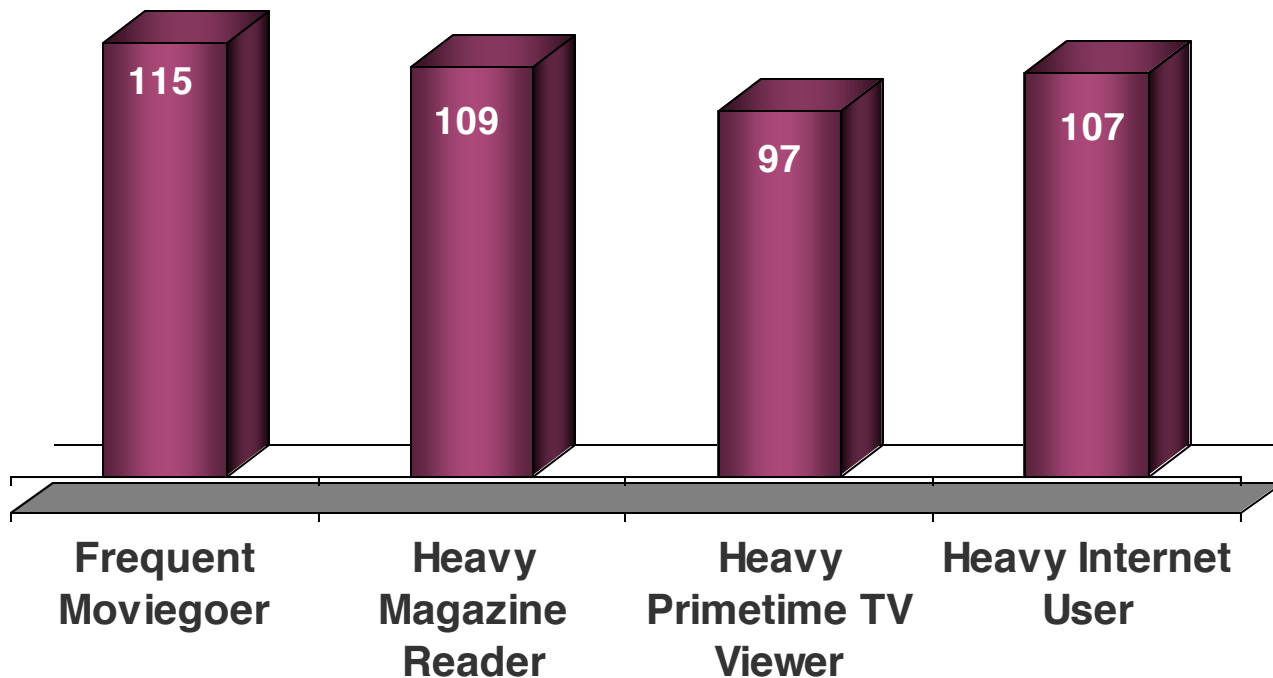


Index to Total U.S. Average (100 base)

<sup>7</sup> Source: MRI Doublebase 2010, base A18+. Agree mostly/somewhat with statement

# Moviegoers are Peer Leaders

Consumers go to moviegoers for purchasing advice



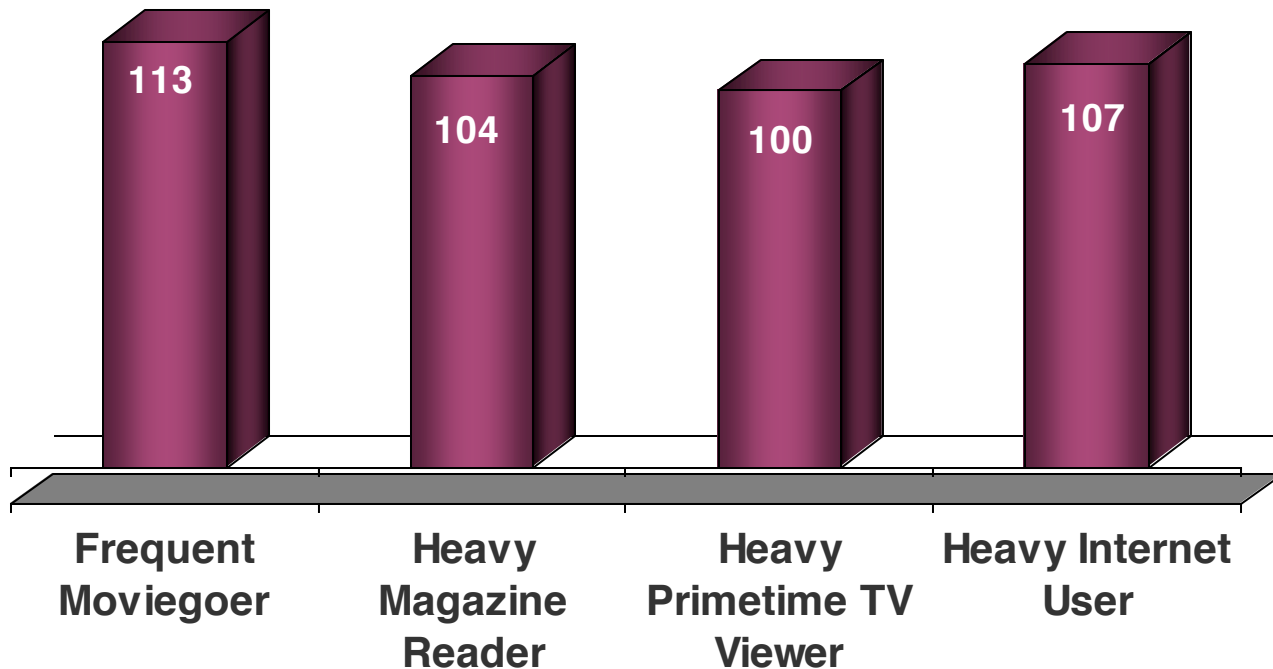
■ People often come to me for advice before making a purchase

Index to Total U.S. Average (100 base)



# Moviegoers are Tech Savvy

Moviegoers are on the cutting edge

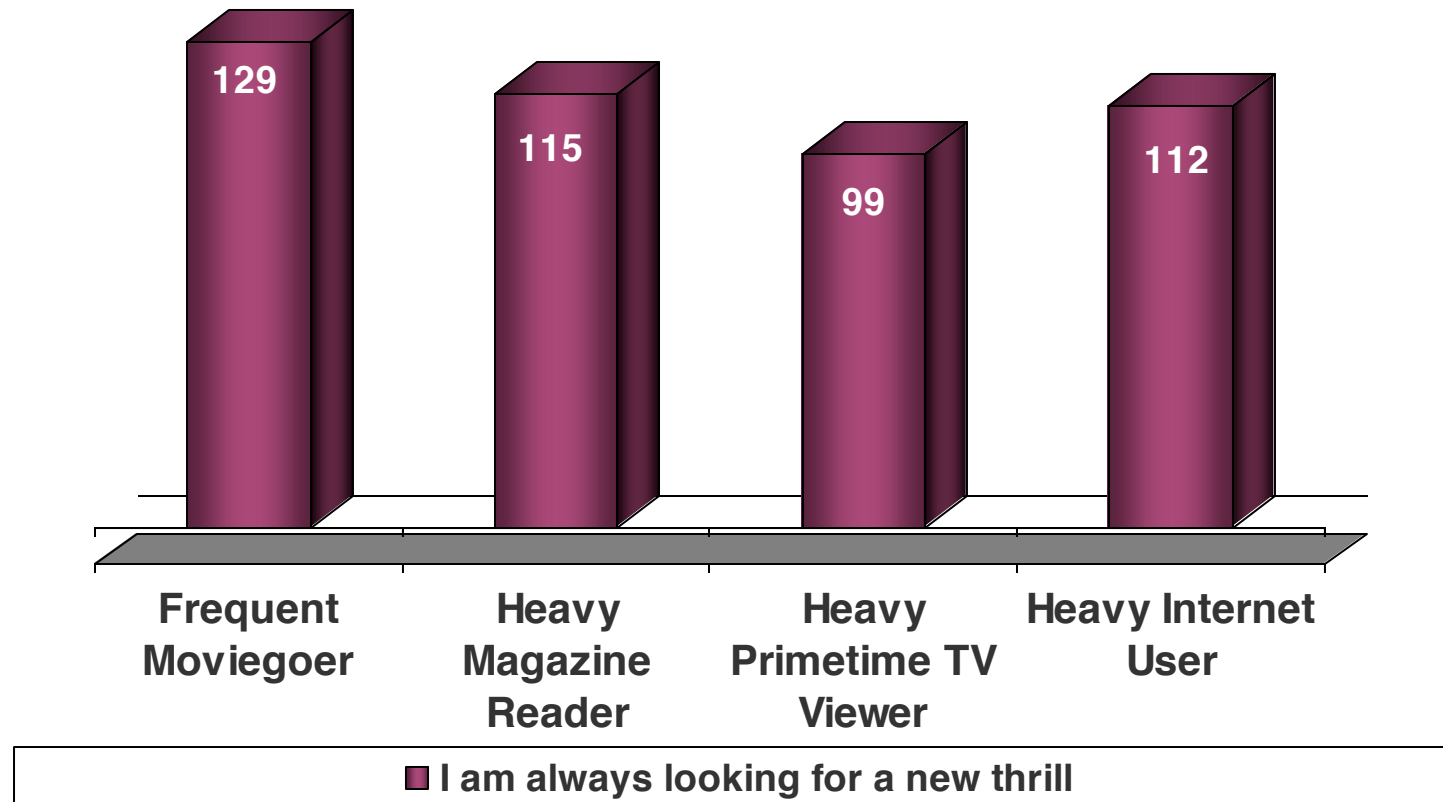


■ I prefer products that offer the latest in technology

Index to Total U.S. Average (100 base)

# Moviegoers are Adventurous

Moviegoers crave excitement in their lives



Index to Total U.S. Average (100 base)

# Conclusion

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- ❑ Cinema reaches a young, hard-to-reach audience that other media cannot capture
- ❑ Cinema delivers more Hispanics than traditional media sectors
- ❑ Moviegoers are affluent
- ❑ Psychographically, moviegoers are more likely to be:
  - ❑ In the Know
  - ❑ Peer leaders
  - ❑ Tech Savvy
  - ❑ Adventurous
  
- ❑ Please visit the CAC website (<http://www.cinemaadCouncil.org/>) to download this presentation along with:
  - ❑ 2010 Emotional Attachment/Reallocation study
  - ❑ 2008 IMMI Study
  - ❑ 2007 Arbitron Advertising Study