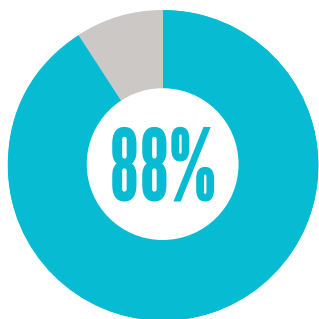




LET'S GO TO THE MOVIES WITH...

# 16-34 ADULTS

16-34 adults are cinema's most passionate audience, visiting 8 times a year on average, with 1 in 4 at least once a month. They buy their tickets in advance, drive the box office by seeing a film in its opening weekend and share their experiences with friends and family. They love cinema and the unmissable, high-quality content it provides.



88%  
of 16-34 Adults are cinemagoers

Source: TGI Q3 2019



That's 8 16-34 TVRs each week

Source: CAA Film Monitor Coverage & Frequency 2019. \*DCM AGP Admissions.

## WHEN DO THEY VISIT THE CINEMA?

They want to see new releases as soon as possible, accounting for 59% of a film's opening night audience.

Source: FAME 2018.

## THEY ACCOUNT FOR...



Source: FAME 2018.



'Watching a film at the cinema gives me something to talk about with friends and family'  
(Index 111)



'I love the hype surrounding big film releases at the cinema'  
(Index 127)



'I love sharing my recommendations on films I've seen at the cinema'  
(Index 138)

Source: FAME 2018.



67%

are Light TV Viewers



42%

have used a SVOD\* service in the last 4 weeks



64%

agree that the cinema experience cannot be replicated on TV, laptop or mobile

Source: IPA Touchpoints 2018, TGI Q3 2019, FAME 2018.  
\*Subscription Video on Demand - Netflix, Amazon Prime Video, Now TV.

## WHAT DO THEY WATCH?

Source: TGI Q3 2019.



Superhero  
(Index 153)



Animation  
(Index 145)



Horror  
(Index 136)

## AFTER THE FILM THEY LIKE TO...

Source: FAME 2018.



Go for food/drink  
(Index 152)



Post about their cinema trip on social media  
(Index 173)



Go shopping instore  
(Index 189)