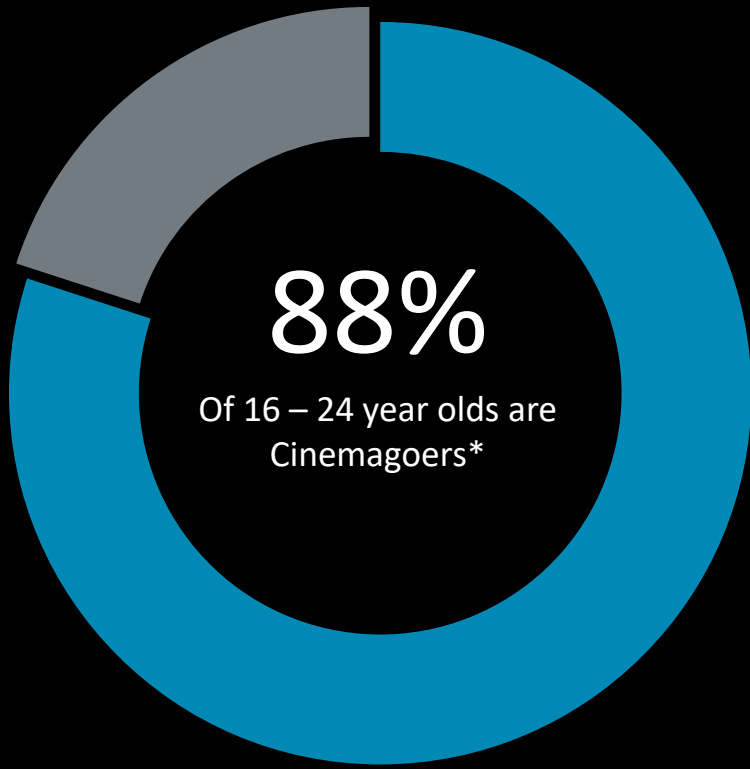




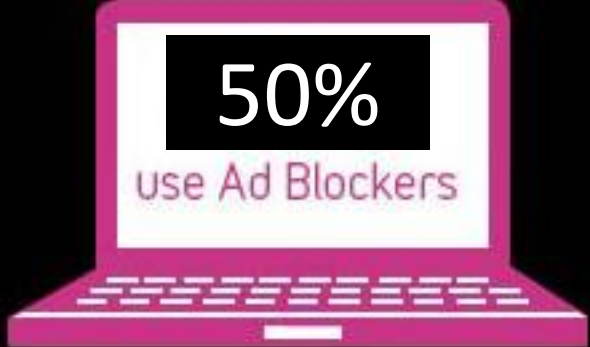
# 15-24 Year Olds

Go to the Cinema

PEARL  
& DEAN



**71%** are Light  
TV Viewers\*



**33%**  
go at least  
once a  
month\*

**8**  
Visits per  
year

**3.8 M**  
Admissions per year

That's  
**25%**  
of all  
admissions

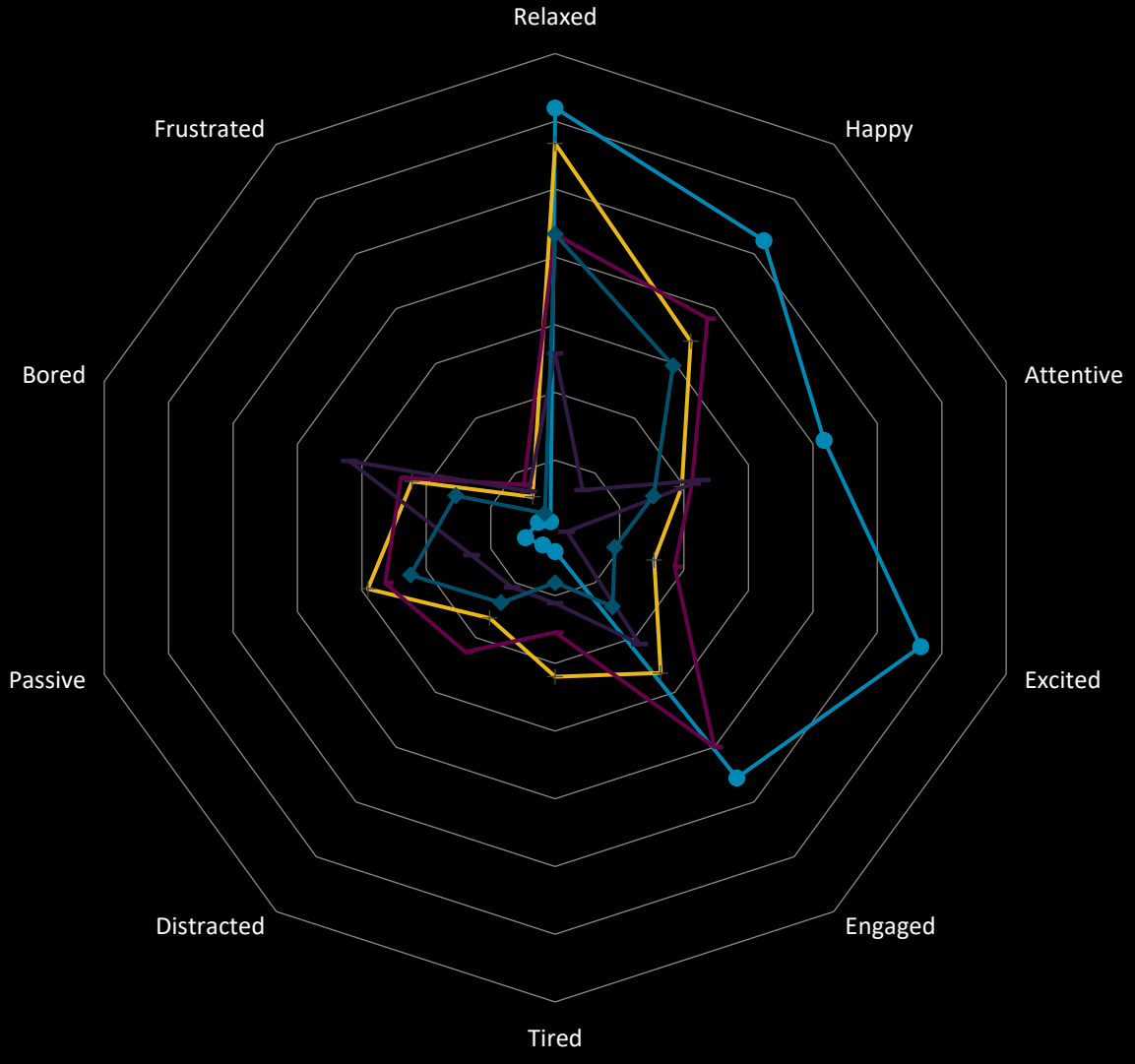
Source: FAME



They like  
action and  
blockbusters  
with a dash  
of music!



# Frame of Mind Consuming Media – 15/16 – 24 Year Olds



15-24 Year Olds sitting in the cinema are

43%  
More Relaxed

2x  
More Attentive

14%  
More Engaged

37%  
More Happy

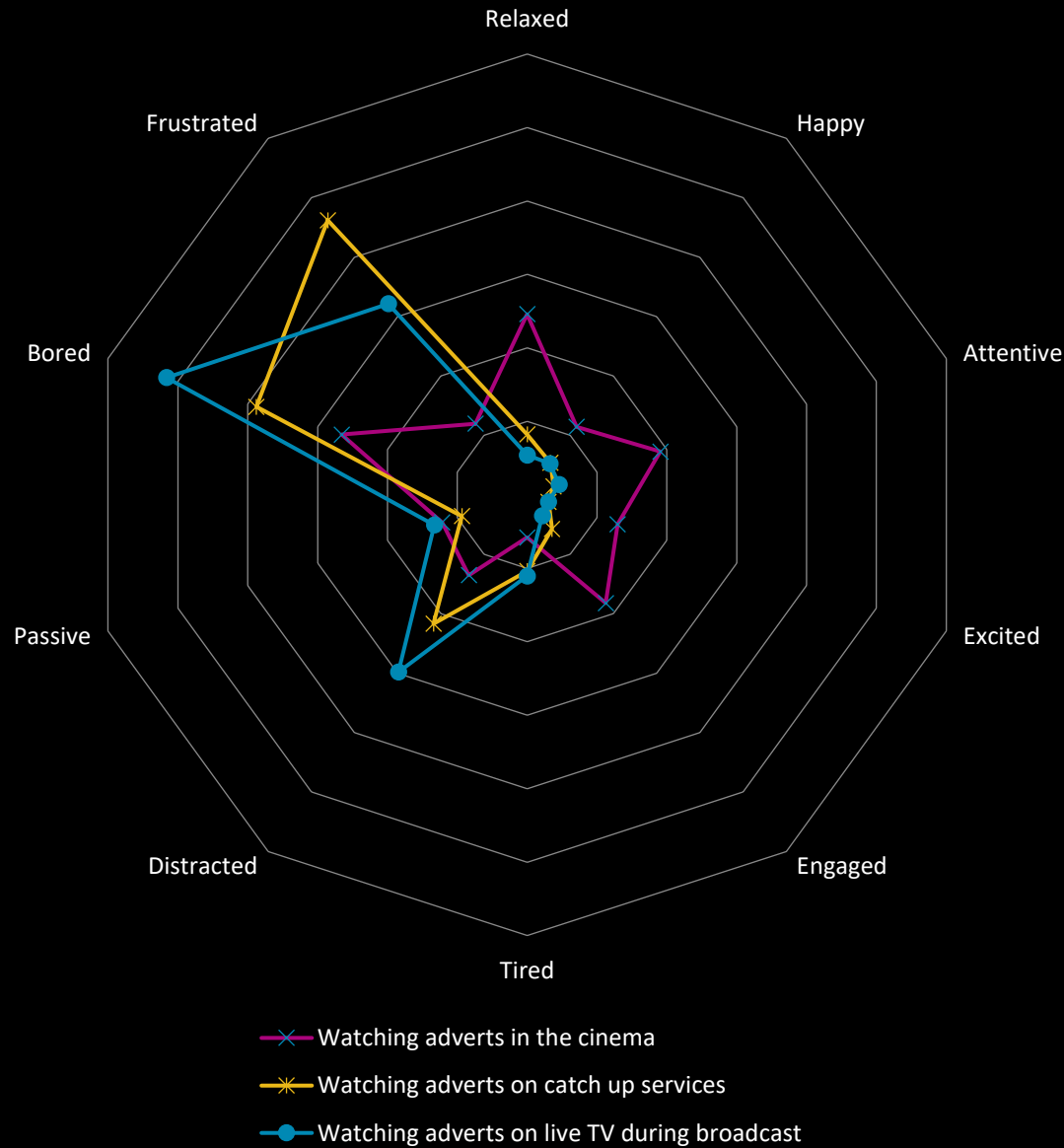
3x  
More Excited

Than browsing the internet

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

Source: FAME

# Frame of Mind Watching Ads – 15/16-24 Year Olds



Responses from 15-24 year olds re watching cinema ads

4.5x  
More Relaxed

4.2x  
More Attentive

5.2x  
More Engaged

2.2x  
More Happy

4.2x  
More Excited

vs their responses about watching ads on live TV

The cinema is a great way to spend quality time with family & friends  
- 2/3 15-24 Year Olds

Watching a film at the cinema gives me something to talk about with friends & family –  
70% 15-24 Year Olds

The ads and trailers at the cinema are a big part of the whole cinema experience  
- 52% 15-24 Year Olds

I enjoy seeing films at the cinema more than on TV – 67%  
15-24 Year Olds

I'm less distracted watching ads at the cinema than elsewhere  
– 58% 15-24 Year Olds

A trip to the cinema lets me escape from everyday life – 70% 15-24 Year Olds

