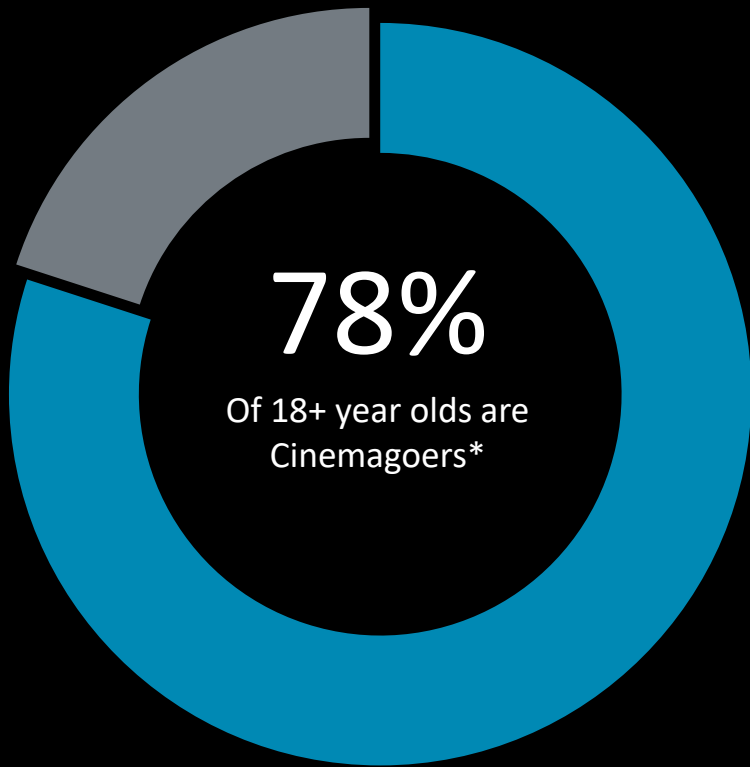




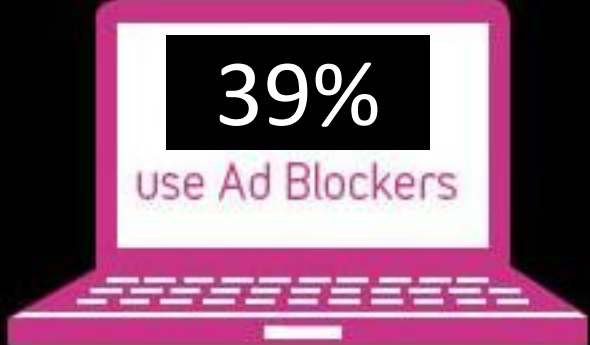
18-34 Year Olds

Go to the Cinema

PEARL
& DEAN



64% are Light
TV Viewers*



19%
go at least
once a
month*

6
Visits per
year

11 M
Admissions per year

That's
74%
of all
admissions

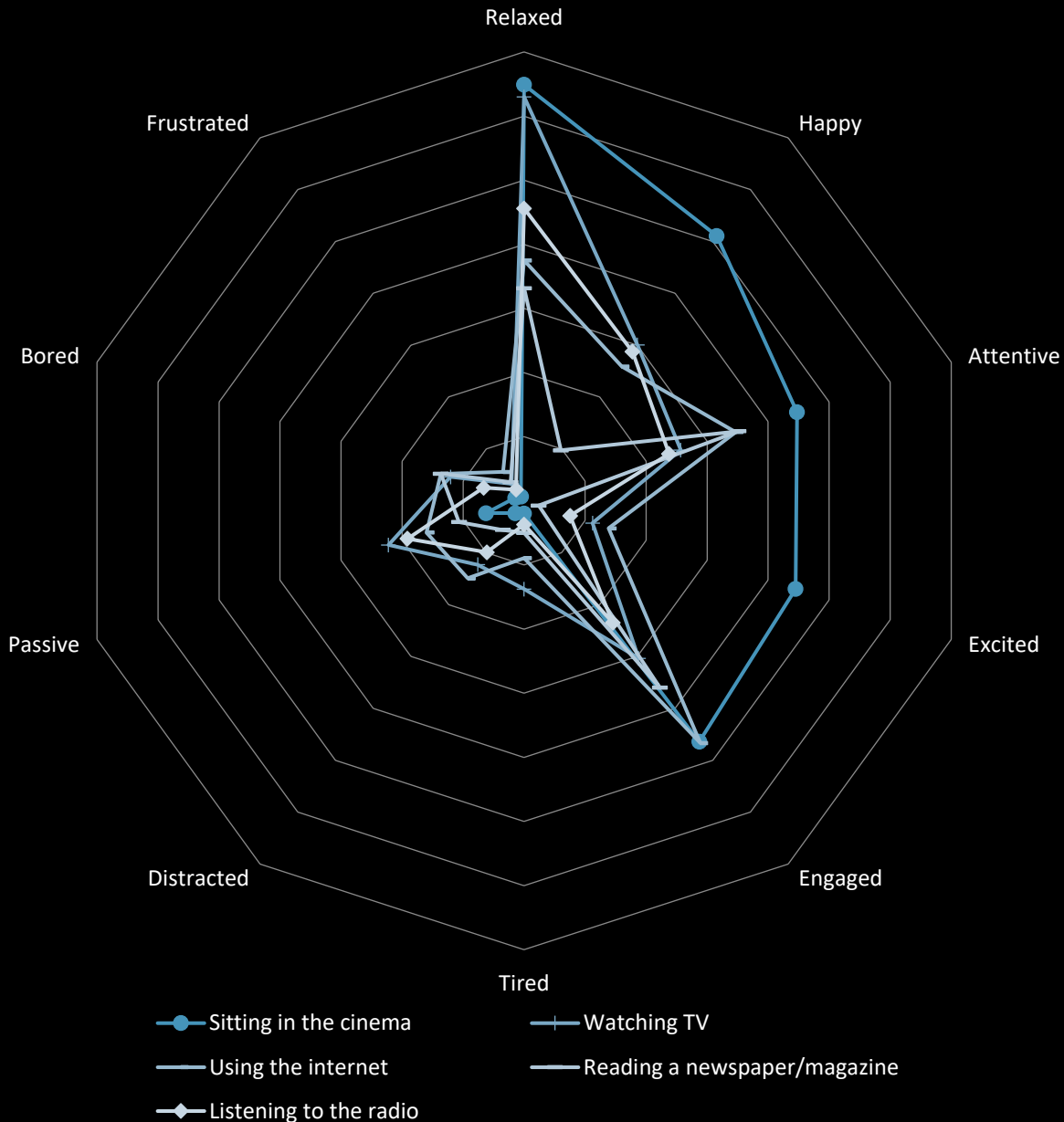
Source: Source: Nielsen R&F; Kantar Media RoI TGI 2020 (Pop)



They like action & blockbuster movies with music and with a dash of humour!



Frame of Mind Consuming Media – 18+



18+ Adults sitting in the cinema are

73%
More Relaxed

29%
More Attentive

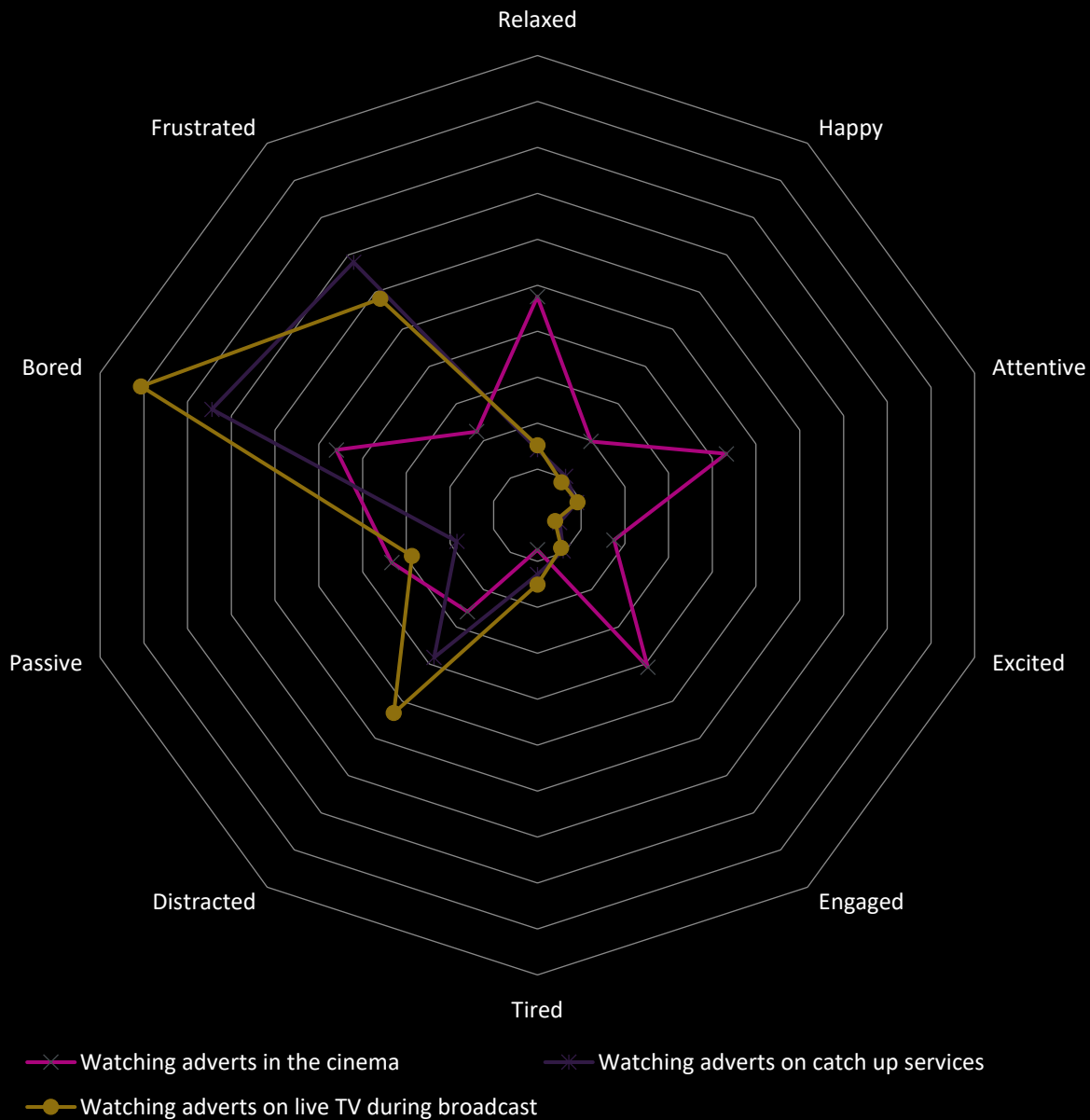
10%
More Engaged

2x
More Happy

3.2x
More Excited

Than browsing the internet

Frame of Mind Watching Ads – 18+



The cinema is a great way to spend quality time with family & friends
- 67% 18+

Watching a film at the cinema gives me something to talk about with friends & family –
71% 18+

The ads and trailers at the cinema are a big part of the whole cinema experience
- 53% 18+

There is no better place to watch films than the cinema -
69% 18+

I'm less distracted watching ads at the cinema than elsewhere
– 57% 18+

A trip to the cinema lets me escape from everyday life – 77% 18+

