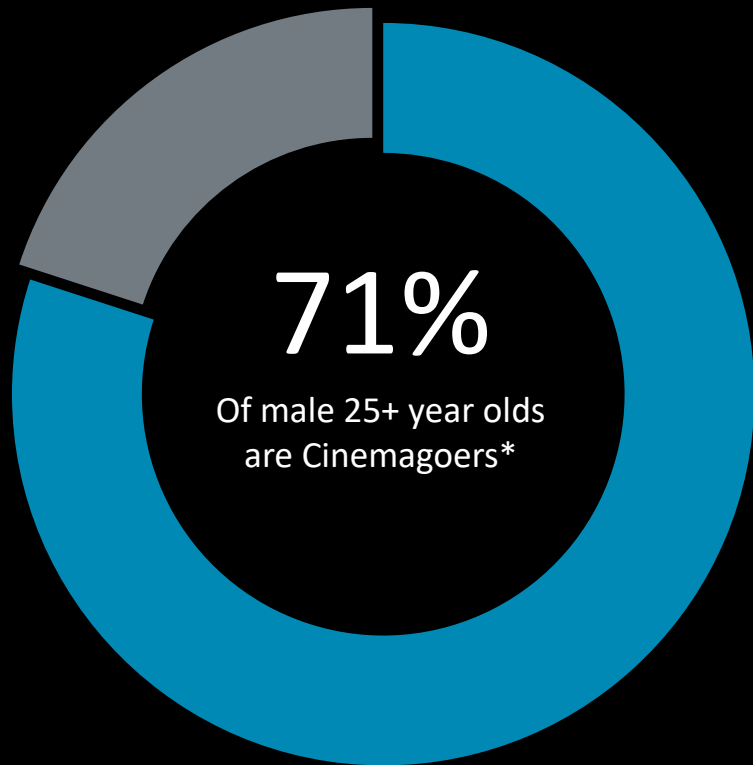


A red tufted armchair is the central focus, set against a black background. The chair has a classic diamond-tufted pattern. In the center of the seat, there is a yellow and red popcorn bucket overflowing with popcorn, with some popcorn scattered on the red fabric. The entire scene is framed by a white rounded rectangle.

25+ Males

Go to the Cinema

PEARL
& DEAN



62% are Light
TV Viewers*

1/5
go at least
once a
month*

6
Visits per
year

4.3 M
Admissions per year

That's
28%
of all
admissions



They like blockbuster action movies with humour and with a pinch of drama!



Activities Enjoyed by +25 Males



Frame of Mind Consuming Media – Male 25+



+25 Males sitting in the cinema are

59% More Relaxed

11% More Attentive

...than when browsing the internet

And, +25 Males browsing the internet

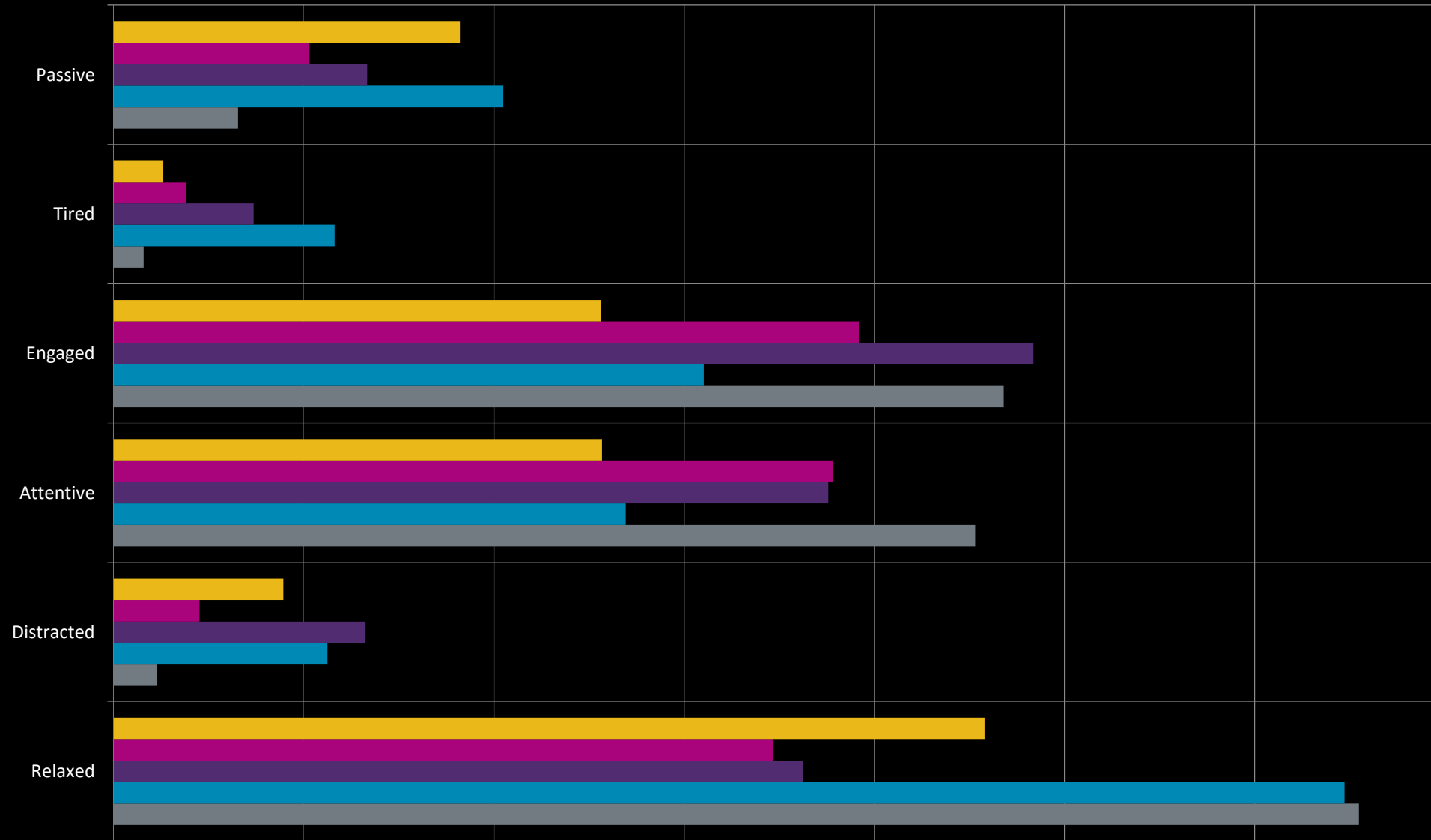
4.9x more Tired

2.8 x More Distracted

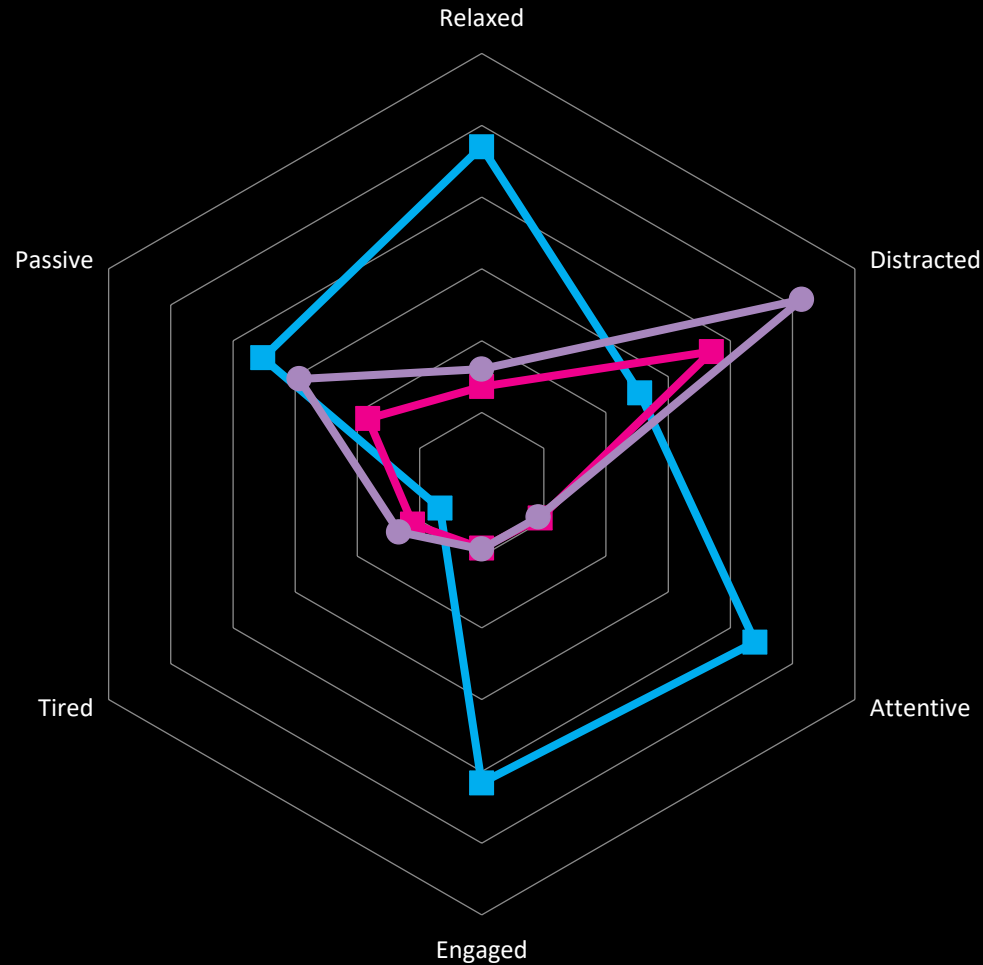
1.5 x More Passive

than +25 Males sitting in the cinema

Frame of Mind Consuming Media – Male 25+



Frame of Mind Watching Ads – All Male 25+



■ Watching adverts in the cinema

■ Watching adverts on catch up services

+25 Adults watching ads in the cinema are

2.2x More Relaxed

3.5x More Attentive

3.9x More Engaged

45% Less Distracted

53% Less Tired

...than watching ads on live TV

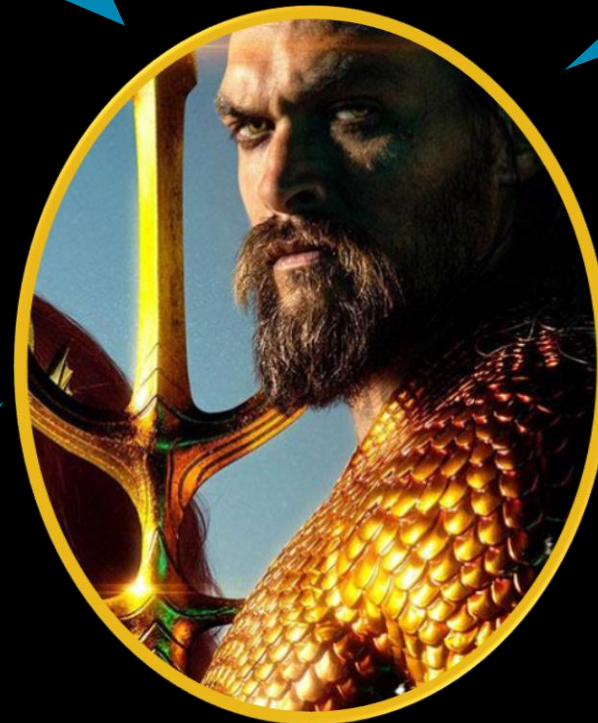
The cinema is a great way to spend quality time with family & friends
- 68% Male 25+

I'm less distracted watching ads at the cinema than elsewhere—
57% Male +25

The ads and trailers at the cinema are a big part of the whole cinema experience
- 54% 25+

I remember ads in the cinema more than TV or online—
46% Male 25+

I'm less distracted watching ads at the cinema than elsewhere
— 57% Male 25+



A trip to the cinema lets me escape from everyday life
— 76% Male 25+