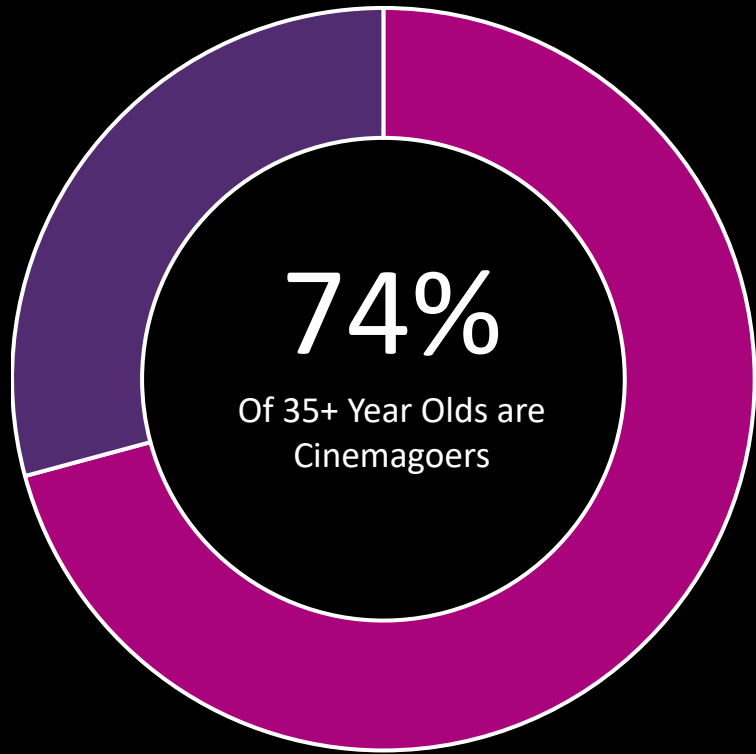


A red tufted armchair is the central focus, set against a black background. The chair has a classic diamond-tufted pattern. In the center of the seat, there is a yellow and red popcorn bucket overflowing with white popcorn, with some popcorn scattered on the red fabric. The entire scene is framed by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

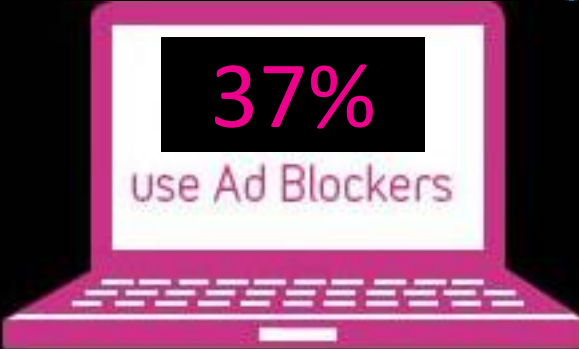
35+ Year Olds

Go to the Cinema

PEARL
& DEAN



63% are Light
TV Viewers*



16%
go at least
once a
month*

5
Visits per
year

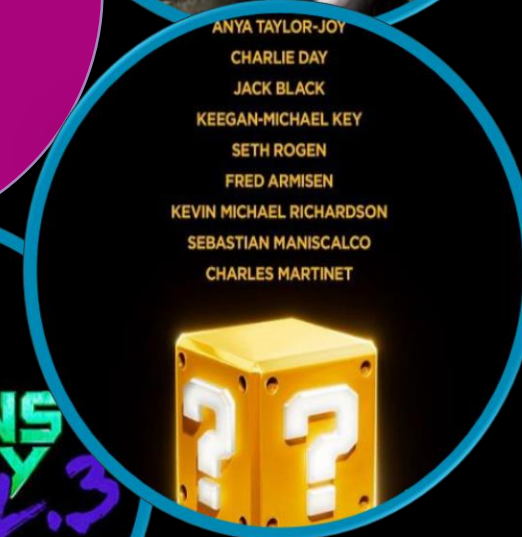
5 M
Admissions per year

That's
32%
of all
admissions

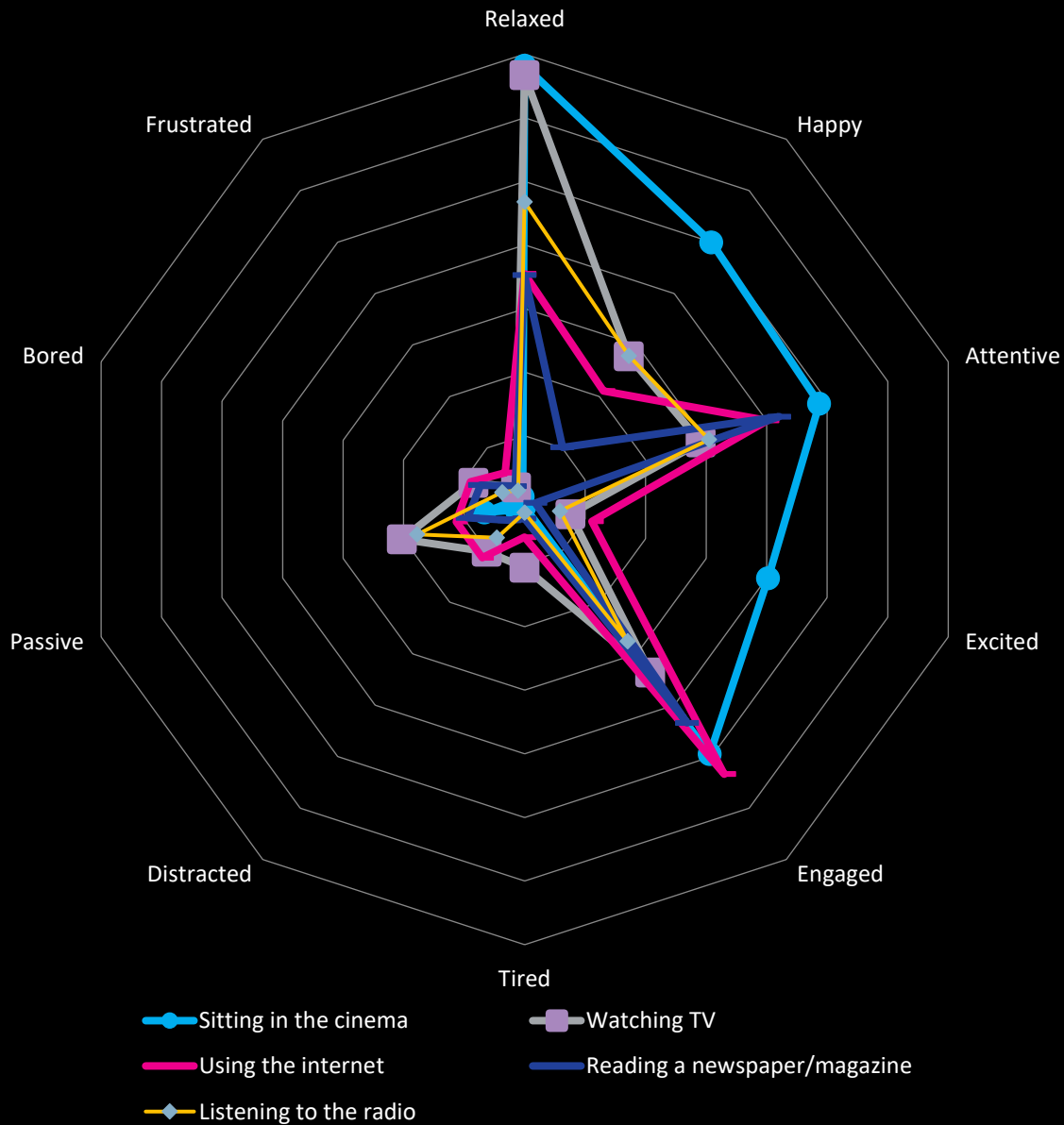
Source: Source: Nielsen R&F; Kantar Media RoI TGI (Pop)



They like music, family movies and some action!



Frame of Mind Consuming Media - 35+



35+ sitting in the cinema are

92%
More Relaxed

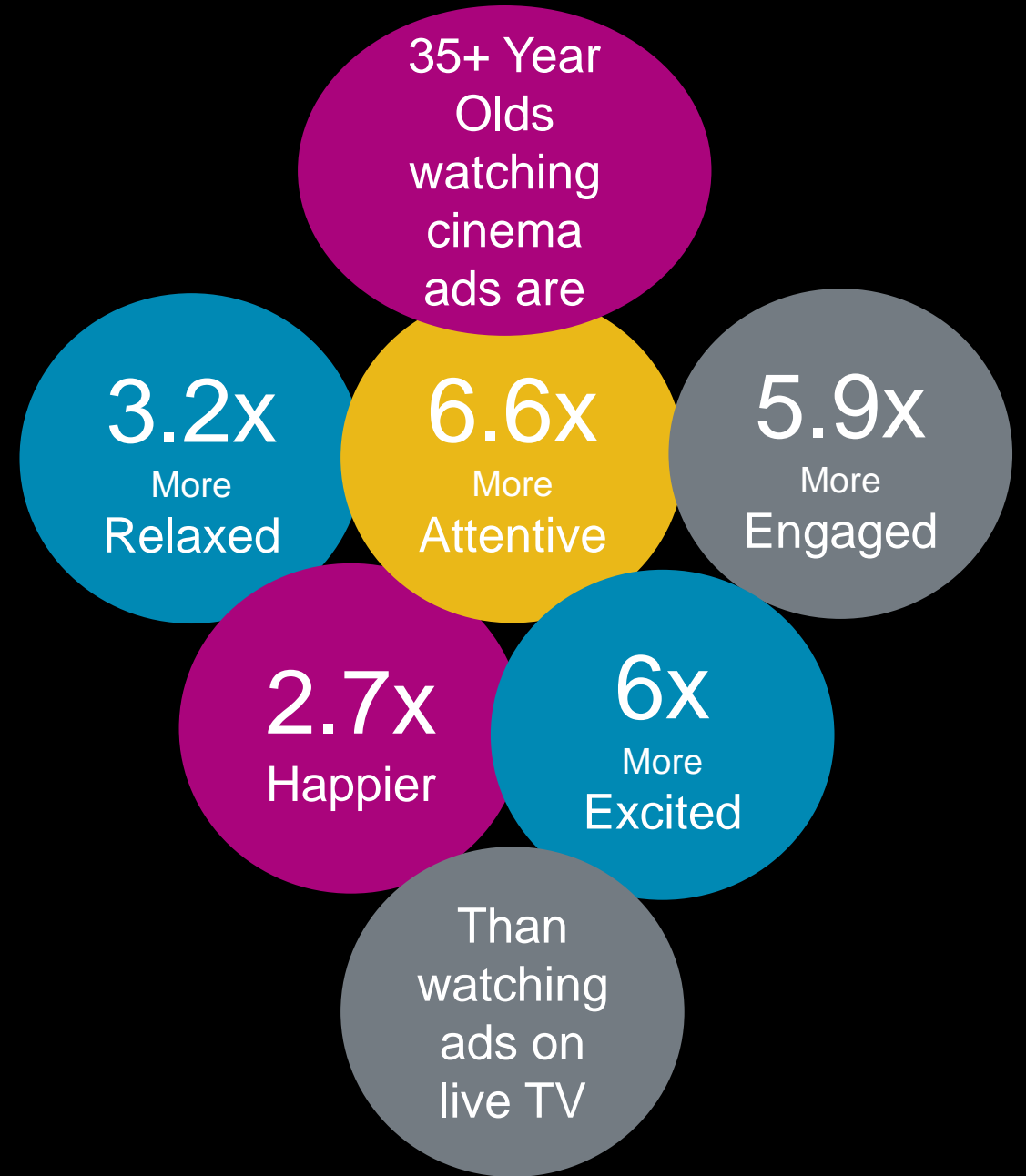
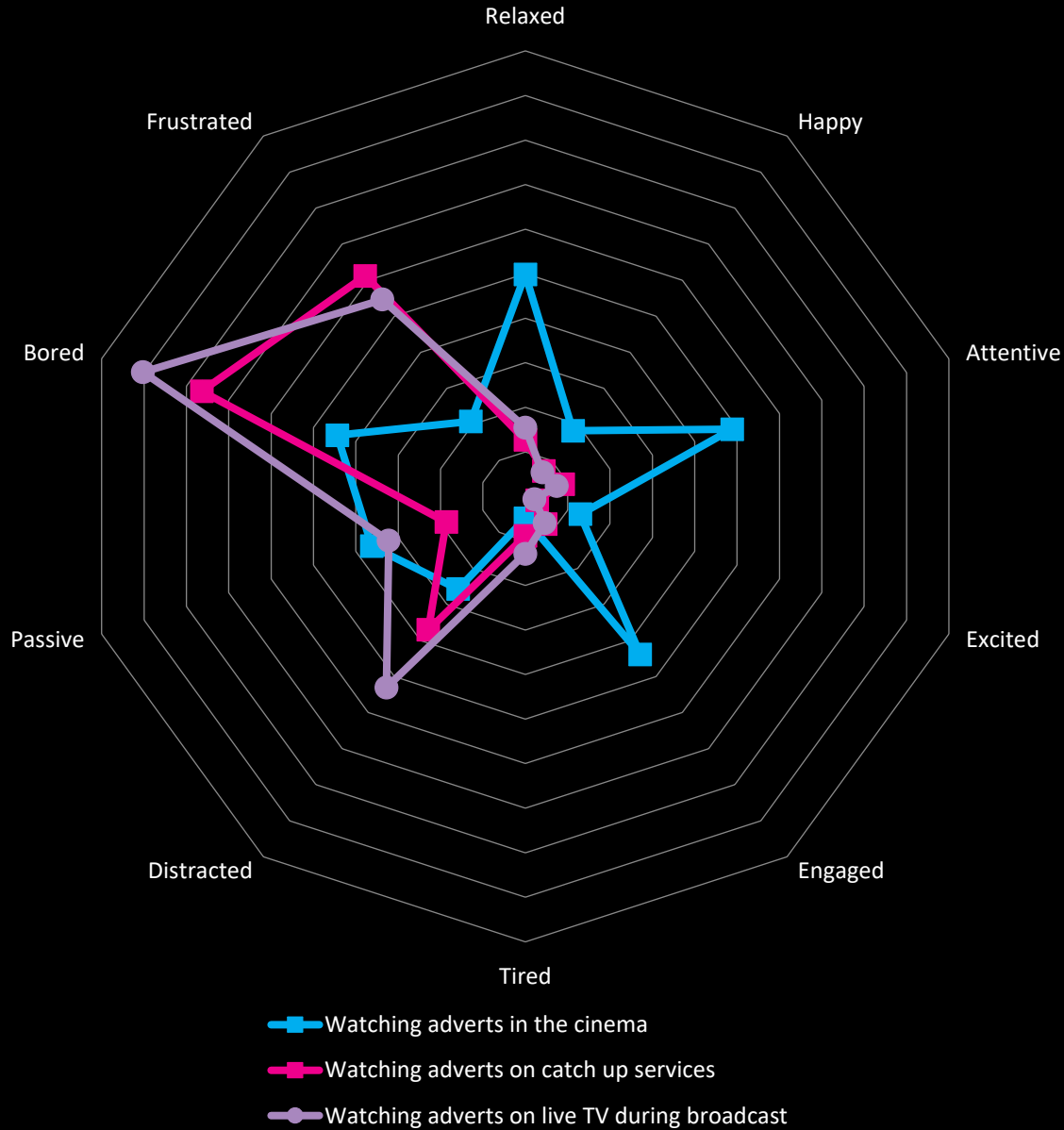
21%
More Attentive

2.4x
Happier

3.6x
More Excited

Than browsing the internet

Frame of Mind Watching Ads - 35+



The cinema is a great way to spend quality time with family & friends
- 72% 35+ Year Olds

Watching a film at the cinema gives me something to talk about with friends & family –
71% 35+ Year Olds

The ads and trailers at the cinema are a big part of the whole cinema experience
- 53% 35+ Year Olds

There is no better place to watch films than the cinema - 75%
35+ Year Olds

I'm less distracted watching ads at the cinema than elsewhere
– 57% 35+ Year Olds

A trip to the cinema lets me escape from everyday life – 81% 35+
Year Olds

