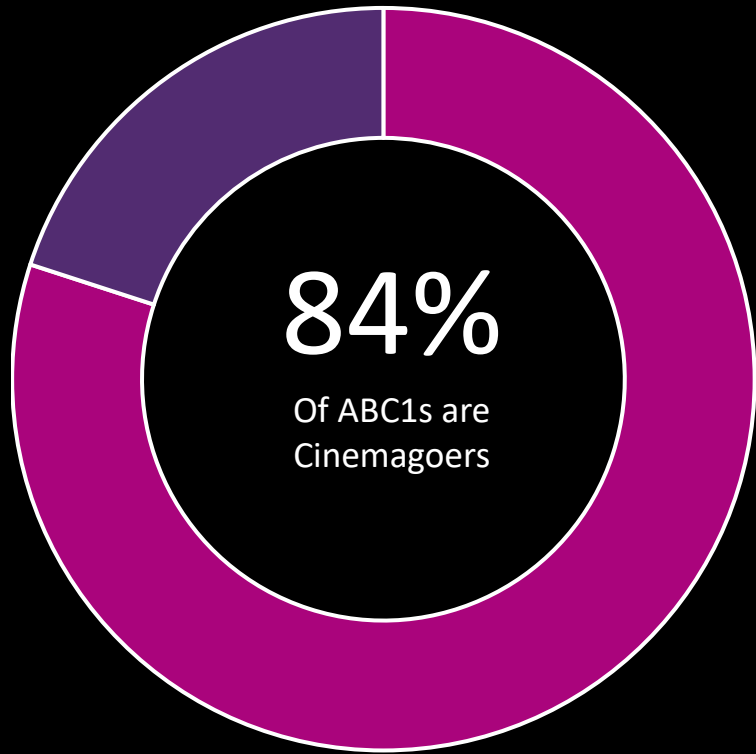


A red tufted armchair is the central focus, set against a black background. The chair has a classic diamond-tufted pattern. In the center of the seat, there is a yellow and red popcorn bucket overflowing with white popcorn, with some popcorn scattered on the red fabric. The entire scene is framed by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

ABC1s

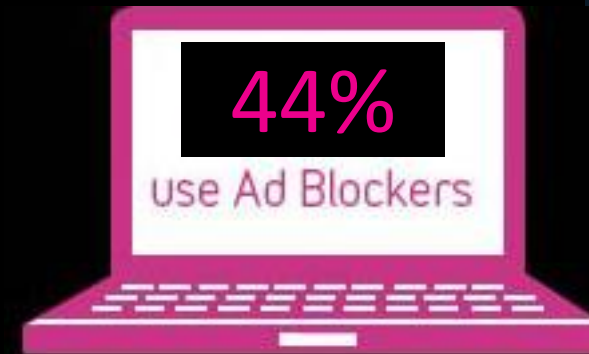
Go to the Cinema

PEARL
& DEAN



68% are Light
TV Viewers*

A light blue speech bubble pointing towards the center of the infographic.



1/4
go at least
once a
month*

A light blue circle containing the text '1/4 go at least once a month*'. A thin line connects this circle to the '8.1 M Admissions per year' box.

7
Visits per
year

A light blue circle containing the text '7 Visits per year'. A thin line connects this circle to the '8.1 M Admissions per year' box.

8.1 M
Admissions per year

A light blue rounded rectangle containing the text '8.1 M Admissions per year'. A thin line connects this box to the '53% of all admissions' circle.

That's
53%
of all
admissions

A light blue circle containing the text 'That's 53% of all admissions'. A thin line connects this circle to the '8.1 M Admissions per year' box.



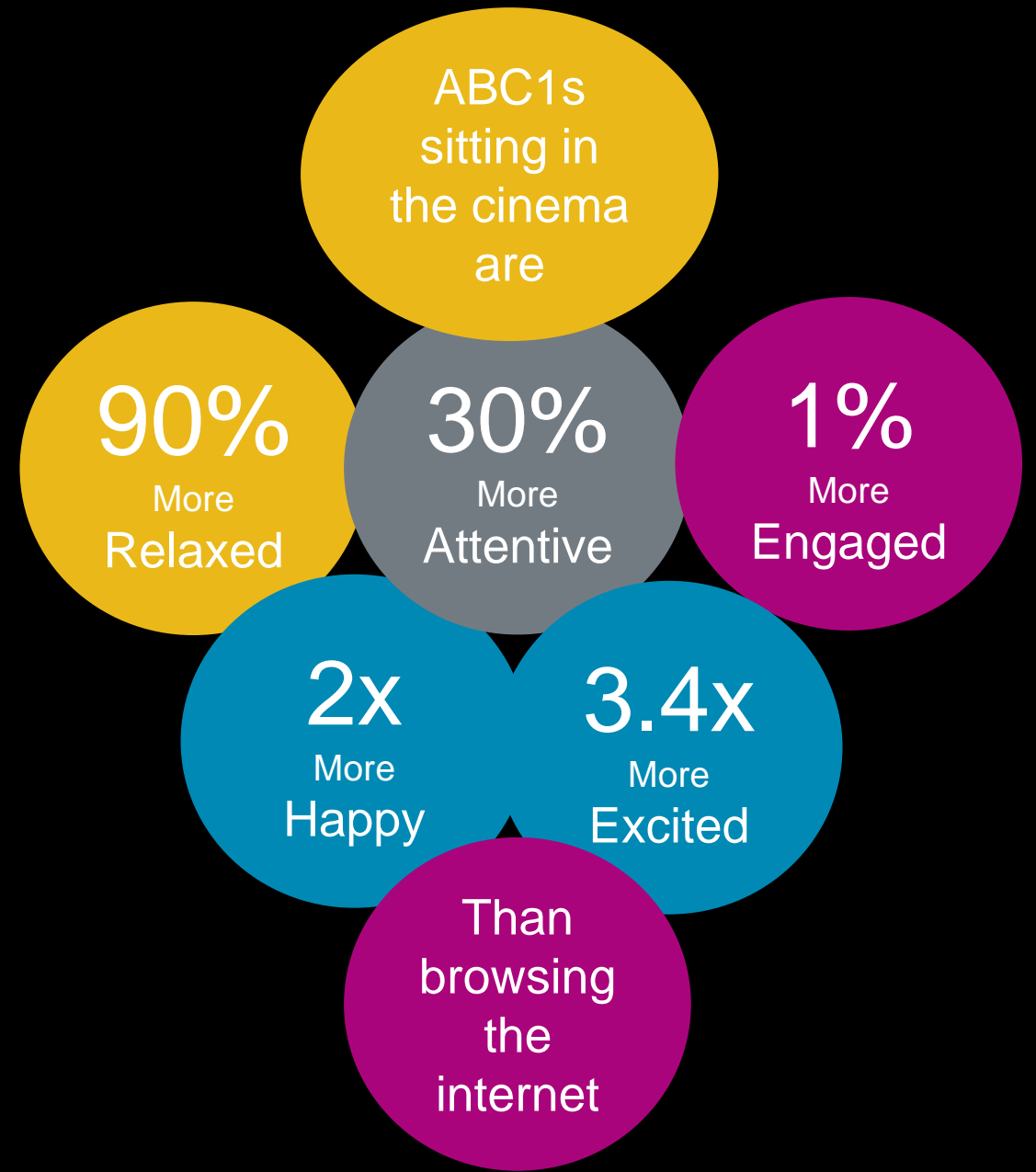
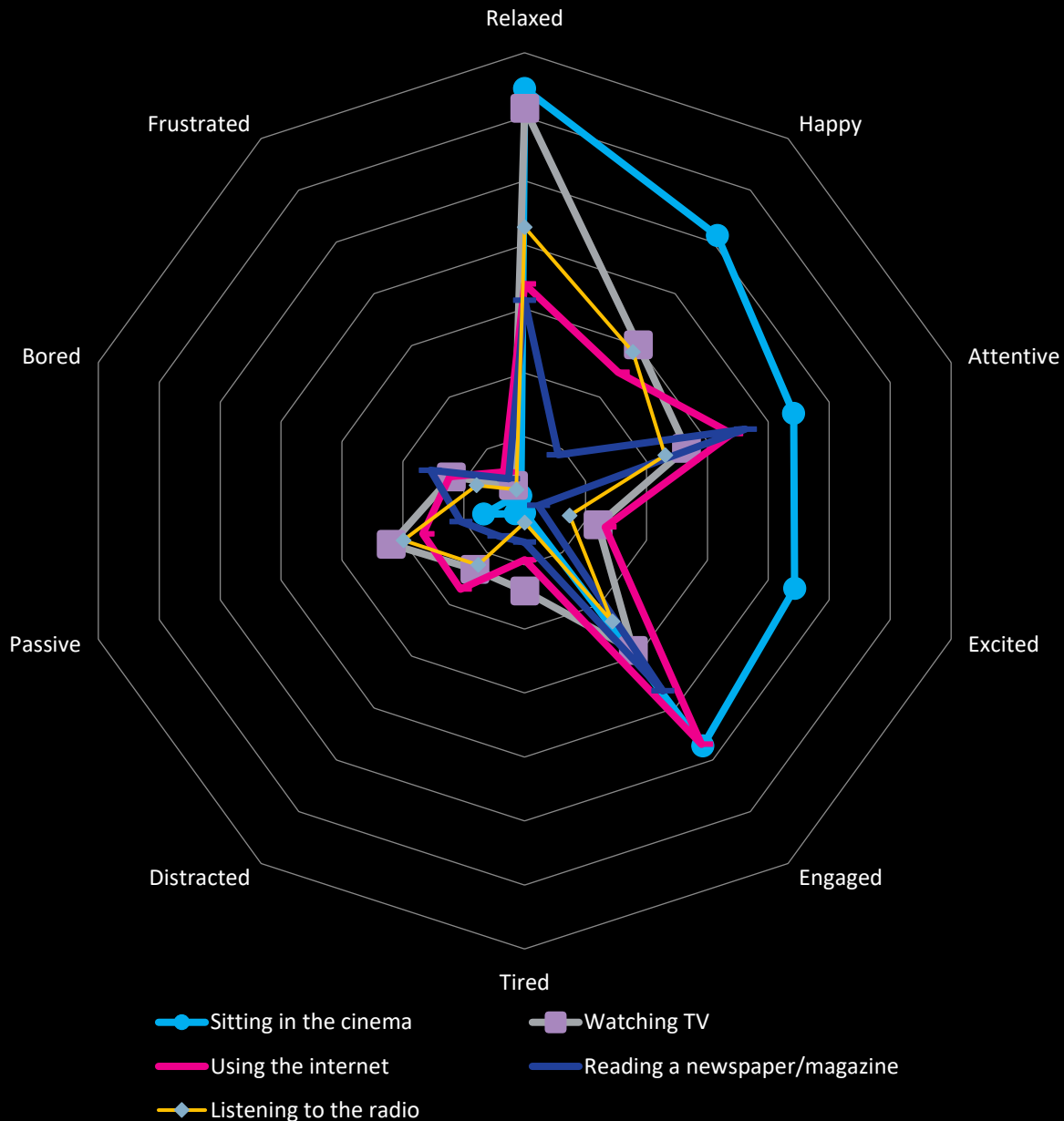
They like family movies with music and with a dash of humour!

Disney
THE LITTLE
MERMAID

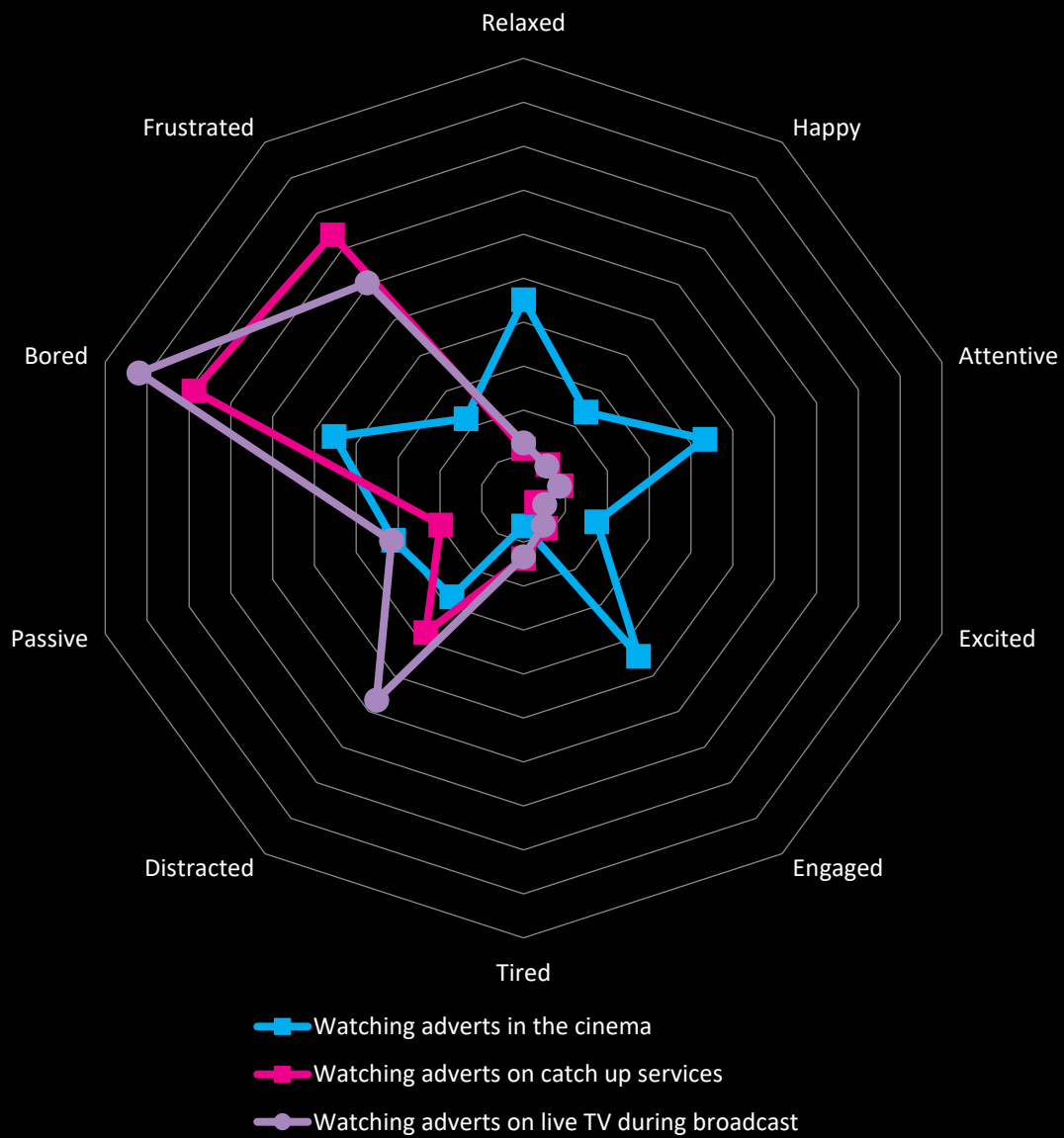
MARVEL STUDIOS
GUARDIANS
OF THE GALAXY
VOL. 3

SPIDER-MAN
ACROSS THE SPIDER-VERSE
PART ONE

Frame of Mind Consuming Media – ABC1s



Frame of Mind Watching Ads – ABC1s



ABC1s watching cinema ads are

3.6x
More Relaxed

5x
More Attentive

5.8x
More Engaged

2.7x
More Happy

3.4x
More Excited

Than watching ads on live TV

The infographic features a central blue circle containing the Disney logo and the title 'THE LITTLE MERMAID' in a stylized font. Six purple speech bubbles radiate from this central circle, each containing a statistic about the cinema experience. The background is a dark blue gradient.

Disney
THE LITTLE
MERMAID

The cinema is a great way to spend quality time with family & friends
- 65% ABC1s

Watching a film at the cinema gives me something to talk about with friends & family –
69% ABC1s

The ads and trailers at the cinema are a big part of the whole cinema experience
- 50% ABC1s

There is no better place to watch films than the cinema - 67%
ABC1s

I'm less distracted watching ads at the cinema than elsewhere
– 56% ABC1s

A trip to the cinema lets me escape from everyday life – 73%
ABC1s