

Fast Facts



What you need to know about new & emerging trends, platforms or technology

At the Movies

15 Reasons to Include Cinema Within a Video Ad Campaign





The Cinema ad experience delivers on video campaign objectives.

With its large screen projecting to a live, captive audience of lucrative consumers, Cinema can deliver on many campaign objectives as an advertising solution that other video platforms may have challenges with achieving – especially in terms of the consumer experience, the content and the advertising.

Whether it's offering a consistent pipeline of the highest quality content at an affordable cost, the ability to deliver scale across desirable audiences, or achieving high attentiveness in a low clutter environment, this piece explores the 15 reasons why marketers should consider cinema within their next video campaign.

15 Reasons to Include Cinema Within a Video Ad Campaign



1

Highest quality,
premium video content

2

Consistent product
pipeline throughout
the year

3

Affordable entertainment,
especially in times of
economic uncertainty

4

Ease of content
discovery

5

Shared experiences
with culture-defining
content

6

Popular co-viewing
occasions

7

Scale

8

Lucrative consumer
segments

9

Diverse and desirable
audiences

10

Highly attentive
platform

11

Location-based
premium video
opportunities

12

Low ad clutter

13

Brand safe
environment

14

No ad fraud

15

More immersive
experiences

click through the appropriate box if you would like to be brought directly to the corresponding fact

1

Studios are investing millions to deliver the highest quality, most premium content to consumers at their local cineplex

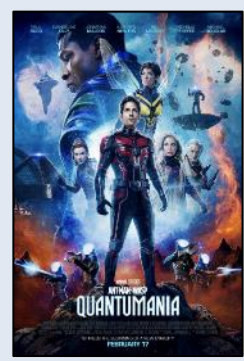
Reported Production Budgets



\$350+ MM



\$250 MM



\$200 MM



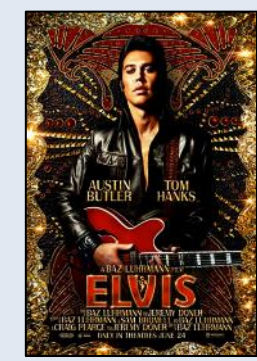
\$170 MM



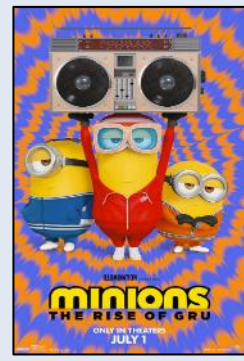
\$165 MM



\$90 MM



\$85 MM



\$80 MM



\$68 MM



\$60 MM



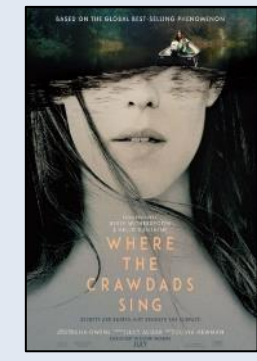
\$45 MM



\$35 MM



\$25 MM



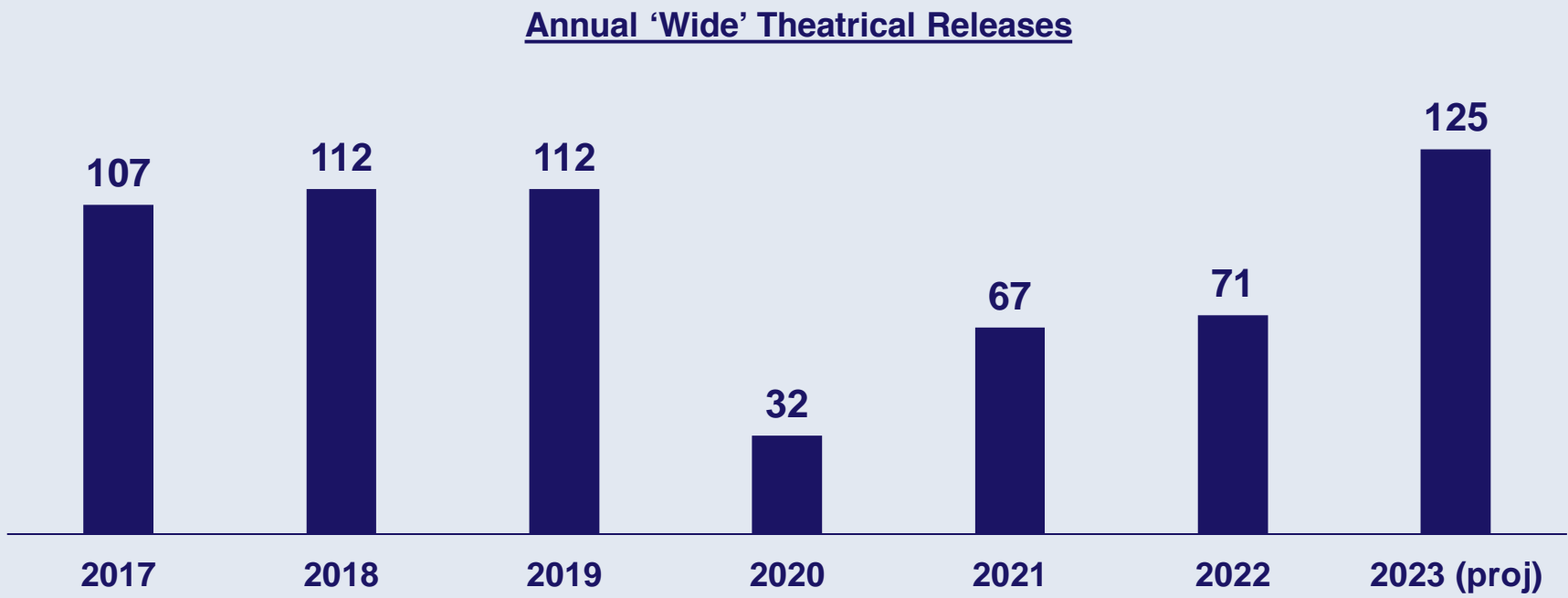
\$24 MM

Source: Screendollars Newsletter (6/12/22, 11/13/22, 12/18/22, 1/29/23, 2/19/23, 2/26/23); supplemented with data from www.the-numbers.com. \$\$\$ reflect reported product budgets and exclude prints and advertising.

2

Cinema is once again featuring a steady schedule of multiple, highly-anticipated 'wide releases' each month

► It's important to note that the box office didn't decline because of streaming, it was down due to Covid-related production issues and relative lack of theatrical releases (2019 vs. 2022: -37% fewer wide releases equated to -36% less box office*)





Source: Comscore Movies, Comscore 'Year in Review' webinar presentation (2/28/23) for 2017 – 2022 theatrical releases. 2023 figure is projected as of 5/4/23 from the-numbers.com and is subject to change as movies may continue to shift in and out of the year's release schedule or change distribution strategy. 'Wide' theatrical release = 2,000+ locations at opening. Release dates are planned as of 5/1/23 and subject to change. *The Cinema Foundation: State of The Cinema Industry, March 2023. Movies released on 2,000+ screens: 2019 (112) vs. 2022 (71), -37%. Box Office from those movies: 2019 (\$10.1 B) vs. 2022 (\$6.5 B), -36%. Average Box Office per title: 2019 (\$90.3 MM) vs. 2022 (\$91.7 MM)

3

When planning ‘to go out,’ the cost of a movie ticket is **much more affordable than alternative activities** across markets of all sizes

Entertainment Costs Across Different Market Sizes

Activity	New York City (County 'A')	Cleveland, OH (County 'B')	Des Moines, IA (County 'C')	Bakersfield, CA (County 'D')
 <p>Movie Tickets From Fandango 1 Adult Ticket</p>	<p>\$19.65 Regal E-Walk</p>	<p>\$10.25 Capitol Theatre</p>	<p>\$11.24 Flix Brewhouse</p>	<p>\$13.75 Maya Bakersfield 16 & MPX</p>
 <p>Bowling 1 lane for 2 hours (Group of 6) Price Per Person</p>	<p>\$41.43 Bowlero</p>	<p>\$20.16 The Corner Alley</p>	<p>\$13.50 Air Lanes</p>	<p>\$26.00 Bowlero</p>
 <p>Mini Golf 2 rounds of mini golf (estimated 50 – 90 mins) Price Per Person</p>	<p>\$43.98 Shipwrecked</p>	<p>\$25.98 Swing n Things</p>	<p>\$30.00 Slideway Center</p>	<p>\$20.00 Golf N' Stuff</p>
 <p>Archery Price Per Person</p>	<p>\$40.00 Gotham Archery</p>	<p>\$60.00 Crooked River Archers</p>	<p>\$20.00 Archery Field & Sports</p>	<p>\$30.00 Brainy Actz</p>
 <p>Axe Throwing Price Per Person for 2 hours</p>	<p>\$42.00 Bury the Hatchet</p>	<p>\$28.99 Class Axe</p>	<p>\$40.00 Ironside Axe Club</p>	<p>\$30.00 Brainy Actz</p>
 <p>Laser Tag Price Per Person for 2 hours</p>	<p>\$39.99 Area 53 NYC</p>	<p>\$22.50 Area 51 Laser Tag</p>	<p>\$32.00 Spare Time Entertainment</p>	<p>\$20.00 The BLVD!</p>

Source: VAB analysis of pricing available on the specific venues' websites for the cost of activities based on the appropriate location as of 3/24. Markets were selected from ABCD counties as categorized by Nielsen based on U.S. Census Bureau population data and metro areas.

4

Movie goers **make their plans with intent** and typically know what they want to watch beforehand and will secure their seats before showtime

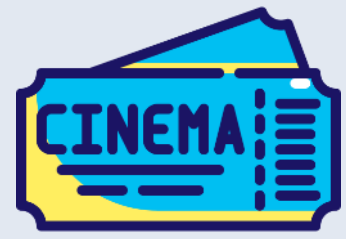


Movie Attendance Behaviors



93%

Typically plan at least one day in advance to see a movie they are interested in at the theater
(70% = 3+ days)



48%

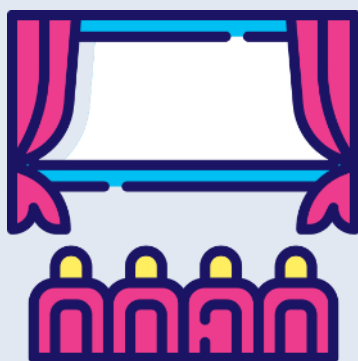
Buy tickets before the day of when you're planning to see a movie
(30% = 3+ days)

Source: Screenvision, Real Fans Survey, March 2023, Base: Moviegoers. Q. How many days in advance do you typically plan to see a movie you are interested in at the theatre?
Q. When do you typically purchase your ticket for a movie you plan on seeing?

5

‘Buzzed-about’ movies bring people together in zeitgeist-like moments which can heighten the impact of advertising adjacencies

% of movie goers agree that...



97%

‘Nothing beats the big screen, surround sound and **shared experience with movie fans**’*



74%

‘I like being among the first to see new movies **so I can talk about it with others**’**



Source: *NCM, Moviegoing Audience Insights, Behind-The-Screens (BTS) Online Community, August 2022, Base: A18+ Moviegoers, August 3-8, 2022. **Screenvision, Real Fans Survey, March 2023, Base: Moviegoers.

6

People see the cinema as a **central part of their social lives** with friends and family which creates additional targeting opportunities for brands

% of respondents who agree with the following statements



75%

Moviegoing is a social activity for me, **I enjoy going with others***



83%

Attend the **movies with their children** under 12**

Source: *Screenvision, Real Fans Survey, March 2023, Base: Moviegoers. **NCM, Behind-The-Screens Community Study, January 9-23, 2023. Parents with Kids under 12. (n=248): Always/Often/Sometimes.

7

Established as 'must see' social events, more adults attend opening weekend of movie releases than participate in other popular activities

Cinema: Estimated Opening Weekend Adult 18+ Admissions*



17 MM+



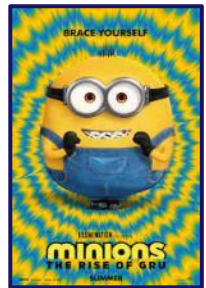
12.7 MM



10 MM+



8.7 MM



8.4 MM



8 MM+



4 MM+



3.2 MM



2.5 MM

Other 'Out-of-Home' Activities by Comparison (Adult 18+)



Went to a bar / club in last week: 5.8 MM



Went to a museum in last week: 4.4 MM



Went to an NFL regular season or post-season game in last 12 months: 4.1 MM



Went to a concert / live music in last week: 1.1 MM

Source: Screendollars Newsletter, based on data from EntTelligence (The Super Mario Bros. Movie – 4/9/23 issue; Black Panther – 11/13/22 issue; Thor: Love & Thunder – 7/10 issue; Avatar – 12/18/22 issue; Minions: The Rise of Gru – 7/3 issue; Guardians of the Galaxy Vol. 3 – 5/7/23 issue; Creed III – 3/5/23 issue; Scream VI – 3/12/23 issue; M3gan – 1/8/23 issue). *Other activities based on MRI-Simmons Fall 2022 Doublebase USA study, P18+, 'concert / live music' includes country, rock, classical, R&B/hip-hop/rap, music festivals or other. *The Super Mario Bros. Movie reflects a 5-day opening weekend, all other movies reflect a 3-day opening weekend.

8

Cinema provides content for everyone with an emphasis on releases targeted towards the lucrative 'Elusives' and 'Sophisticates' audiences

'Elusives'

(young, diverse, 'cordless')

% of P18-34 opening weekend attendance



Cocaine Bear

65%



Knock at the Cabin

64%



Scream VI

63%



M3gan

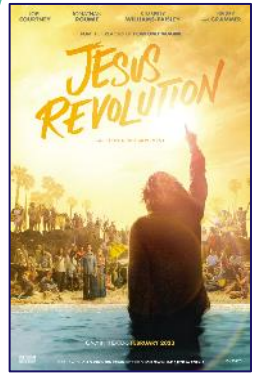
62%

Click here to download ["Capturing the 'Elusives' at the Cinema"](#) to learn about the opportunities to reach this audience

'Sophisticates'

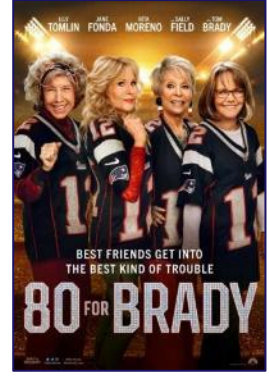
(influential, cultured, adults 25-44)

% of P25+ opening weekend attendance



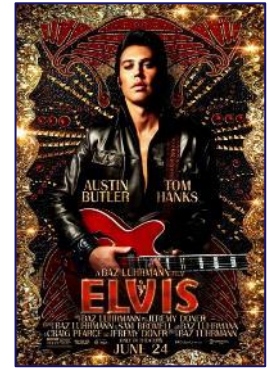
Jesus Revolution

91%



80 for Brady

82%



Elvis

80%



Avatar: The Way of Water

67%

Click here to download ["Engaging the 'Sophisticates' at the Cinema"](#) to learn about the opportunities to reach this audience

Source: 2023 & 2022 Comscore Post-Trak reported box office demographics for opening weekend of above movies, with supplemental data from deadline.com.

9

Cinema attracts very diverse audiences across genres which enables a wide range of engagement opportunities for marketers

Multicultural Audiences

% of opening weekend attendance

Black



Creed III

37%



Black Panther: Wakanda Forever

36%



Nope

33%

(Black represents 13.5% of U.S. population)

Hispanic / Latino



Scream VI

38%



M3gan

28%



Cocaine Bear

28%

(Hispanic / Latino represents 18.8% of U.S. population)

Asian



Everything Everywhere All At Once

21%



Knock at the Cabin

17%



65

17%

(Asian represents 7.2% of U.S. population)

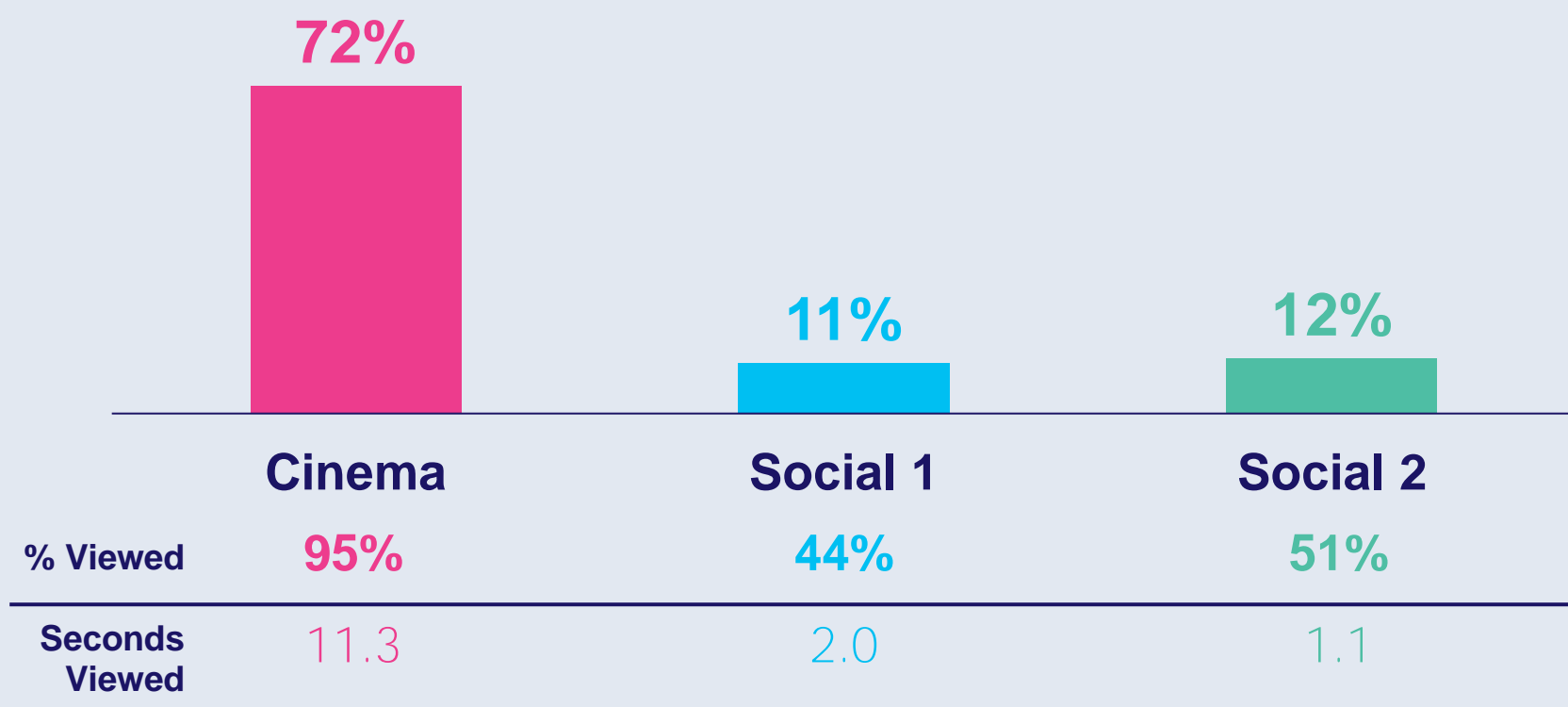
Source: 2022 & 2023 Comscore Post-Trak reported box office demographics for opening weekend of above movies, with supplemental data from Screendollars newsletters and deadline.com. Comparisons to U.S. population based on 2022-2023 Nielsen Universe Estimates, P2+.

10

Cinema achieves more than six times the ad attention than social media platforms which drives highly-engaged audiences to purchase

:15 Ad Attention by Platform

(Comparing second x second viewing via eye-tracking methodology*)



Actions Taken After Seeing a Cinema Pre-Show Ad**



88%

Recall the pre-show ad



79%

Pay attention to pre-show ads
(those who recall seeing pre-show ads)



40%

Sought info or purchased a product from ad
(those who recall seeing pre-show ads)

Source: *NCM & Lumen, 'Cinema in the Media Mix,' March 2023; Cinema attention is based on an in-theater second-by-second eye tracking study with Lumen Research conducted in November 2022; Social 1 & Social 2 reflects digital norms from Attention Economy figures based on US Lumen mobile passive panel data. **Screenvision Media, Screen Engine Data, 2023, Base: Seen pre-show ads in cinema, Q13: Do you recall seeing advertising/commercials featured during the onscreen "pre-show" during your typical theater visits? – Yes, Q14: How much attention would you say you pay to ads during the onscreen "pre-show"? - My full attention or some of my attention, Q16: Have you ever sought out more information or purchased a product after seeing it advertised onscreen during the pre-show? – Yes.

11

Cinema is a conduit for marketers to **engage socially active spenders** while they are out enjoying ‘dinner & a movie’ or other activities

Super Cinema Goers are ...* (vs. total adults 18+)



99%

More likely to go to **museums** at least once a month



87%

More likely to **attend sports events**



48%

More likely to **socialize with friends around town**



47%

More likely to go to **bars / nightclubs**

% of Cinema Goers that do activities pre or post moviegoing**



60%

Dine out at a sit-down restaurant



57%

Visit a fast-food or quick service restaurant



36%

Shop at a retail store

Source: *MRI-Simmons Fall 2022 Doublebase USA study. Base: A18+. 'Super Cinema Goer'=attend a movie at least once a month. Percentages = 'Super Cinema Goer' vs. average adult 18+. Socialize with friends=6+ hours weekly.

**Screenvision, Real Fans Survey, March 2023. Base: Moviegoers, Q: Thinking about your typical moviegoing experience, what types of activities do you do before or after seeing a movie?

12

At an average of less than four minutes per hour of content, cinema has a **low number of commercial minutes** within the video ecosystem



Advertising vs. Content Ratio: Theatrical Average

Average Ad Minutes
2-8 Minutes



Theatrical Release Average Length
2 Hours, 6 Minutes

'Real-World' Example

Ant-Man and the Wasp: Quantumania, Sunday March 12th, AMC Orpheum 7, New York City

Ad Minutes
7 Minutes,
10 Seconds



Movie Length
2 Hours, 5 Minutes

Source: 'Average ad minutes' based on industry resources and reflects the average range of commercial minutes aired before a theatrical release. 'Theatrical release average length' is based on the average length of the 44 movies released in 4Q '22 that grossed \$1MM+ from their theatrical release.

13

The MPA ratings system publicizes the content material for each film so moviegoers and advertisers can each make informed decisions

▶ Consumers are more than twice as likely to be concerned about questionable/offensive content that they (or members of their family) might see on social media platforms vs. at the movies (56% vs. 27%)*

The Film Rating System

Established by the Motion Picture Association in 1968, the rating system was created to help parents make informed viewing choices for their children.

G	General Audiences	Nothing that would offend parents for viewing with children
All Ages Admitted		
Parental Guidance Suggested	Check this Box for Specific Content Information	Parents urged to give 'parental guidance.' May contain some material parents might not like for their young children
PG		
Some Material May Not Be Suitable for Children		
Parents Strongly Cautioned	Check this Box for Specific Content Information	Parents are urged to be cautious. Some material may be inappropriate for pre-teenagers
PG-13		
Some Material May Be Inappropriate for Children Under 13		
Restricted	Check this Box for Specific Content Information	Contains some adult materials. Parents are urged to learn more about the film before taking their young children with them
R		
Under 17 Requires Accompanying Parent or Adult Guardian		



Parental Guidance Suggested

PG

Action and mild Violence

Some Material May Not Be Suitable for Children

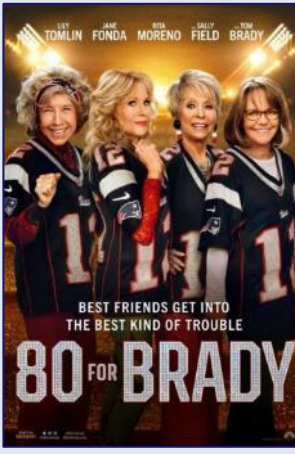


Parents Strongly Cautioned

PG-13

Intense sports action, violence and some strong language

Some Material May Be Inappropriate for Children Under 13



Parents Strongly Cautioned

PG-13

Brief strong language, some drug content and some suggestive references

Some Material May Be Inappropriate for Children Under 13



Restricted

R

Sexual material and language

Under 17 Requires Accompanying Parent or Adult Guardian

Source: www.motionpictures.org/film-ratings; www.screendollars.com/film-data/ratings-updates/; *Screenvision, Real Fans Survey, March 2023, Base: Moviegoers. Thinking about platforms, how concerned are you about questionable or offensive content that you or members of your household might see while engaging with these media platforms? (Top 2 Box).

14

Cinema ads run on a large screen in **front of a live, captive audience** and are typically transmitted electronically direct to the theater

92%

of movie-goers take their seat **before the start of the trailers**

Source: NCM, Moviegoing Audience Insights, August 2022. A18+, August 3-8, 2022.



15

Cineplexes are upgrading their locations to **enhance the consumer experience** which creates more in-theater opportunities for marketers

85%

of moviegoers are **more likely to go to a theatre with upgraded amenities**

Have you noticed any of the following upgrades at the theatre(s) you regularly visit?



52%

Upgraded concessions
(more options, new offerings)



52%

Upgraded or new seating in the theatre



46%

Bars and / or alcohol offerings



38%

In-theatre dining options
(ordering food to your seat)



28%

Upgraded sound system



15%

New entertainment offerings, like arcades

Source: Screenvision, Real Fans Survey, March 2023, Base: Moviegoers.

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click through the appropriate box if you would like to be brought directly to the corresponding fact

Key Implications for Marketers

- ▶ Cinema provides marketers with a highly attentive environment to reach desirable audiences through both an advertiser and viewer-friendly platform that offers immersive, brand-safe premium content at scale with low ad clutter and no ad fraud
- ▶ **Cinema advertising's complete viewability, full screen coverage, sound quality and engaging content – all delivered to a captive audience - are just a few reasons why the platform's impressions should be highly valued within the overall video ecosystem**

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I Know What You Did This Summer
Harnessing Consumer Momentum
at the Movies



Capturing the 'Elusives' at the Cinema
How Brands Can Reach Young,
Diverse and Cordless Consumers



Engaging the 'Sophisticates' at the Cinema
How Brands Can Reach Adults 25-44
That Value Premium Experiences



You Oughta Know
Why All Impressions Aren't
Created Equal & What It Means
for Video Measurement

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