

A Fresh Take On

Staying ahead of evolving dynamics in the marketplace and our culture

Engaging Frequent Video Streamers Through Cinema



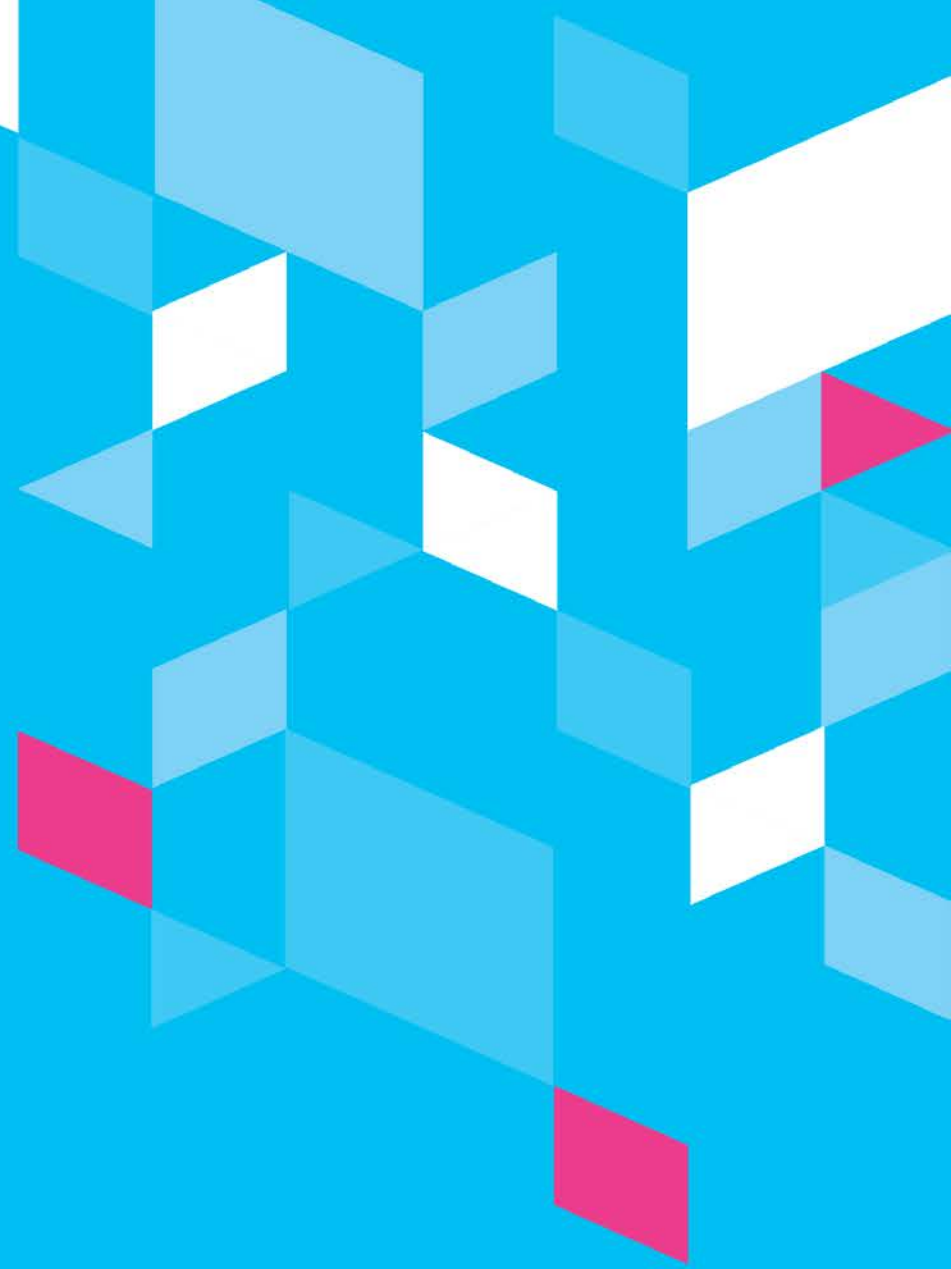
As COVID-19 restrictions loosen throughout the country, the pent-up desire to see movies on the big screen has many people eager to go back to the theater soon.*

One of the most eager groups to return are frequent video streamers. These inherently social beings enjoy spending time with friends and have always been habitual movie-goers who love the in-theater viewing experience.

Learn about video streamers' psychographics and their specific movie-going behaviors so you can successfully engage these audiences as we welcome them back to their local cineplex.

Source: Nielsen Total Audience Report, March 2021, based on a special COVID-related advertising survey fielded in February 2021, (Top 2 Box – very eager / somewhat eager) – '63% of respondents are eager to go to a movie theater 0-3 months of covid restrictions being lifted.'

Frequent video streamers are social beings and more likely to be frequent movie goers



Frequent video streamers are inherently social beings and enjoy spending time with their close circle of friends



Pre-pandemic, **over one-third** of frequent streamers spent 3+ hours **socializing** and doing things with friends each week



58% of frequent streamers consider themselves to be **very sociable**



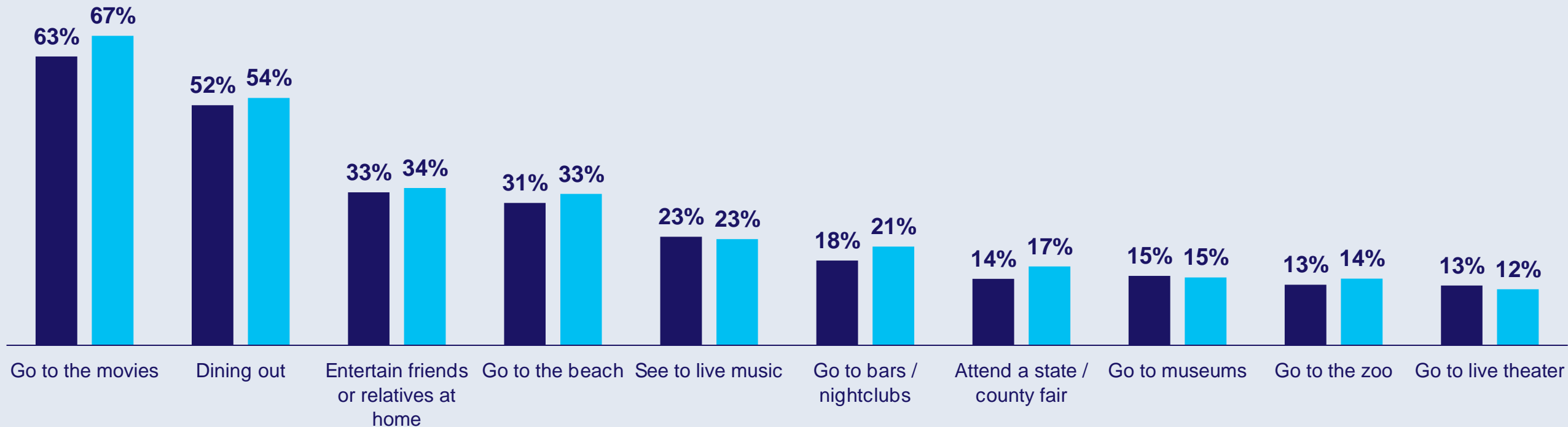
Frequent streamers are **64% more likely** than the average adult to be **heavy users of social media**

Source: MRI-Simmons, GFK MRI Spring 2020, fielded March 2019 - May 2020. Base: P18+, 'frequent' video streamer (14% of streamers) - video streaming 10+ hours weekly. Streaming services include: AppleTV+, Amazon Prime Video, Disney+, Hulu or Netflix. Heavy user of social media – Quintile I of media consumption.

While they enjoy doing many things out of the home, the shared experience of **going to the movies** was the **most popular leisure activity** among frequent video streamers pre-pandemic

Leisure Activities (in the last 12 months – pre-pandemic)

■ Adults 18+ ■ 'Frequent' Video Streamers



Source: MRI-Simmons, GfK MRI Spring 2020, fielded March 2019 - May 2020; Base: P18+, 'frequent' video streamer (14% of streamers) – video streaming 10+ hours weekly. Streaming services include: AppleTV+, Amazon Prime Video, Disney+, Hulu or Netflix. Leisure activities – participated in last 12 months.

Frequent video streamers are more likely than the average adult, and even occasional streamers, to be habitual movie goers

► In fact, according to a recent survey by Roku, **82%** of users said that even though they can watch movies at home, they still love going to the **movie theater**

Pre-Pandemic Movie Attendance: Video Streamers vs. Adults 18+

'Frequent' / 'Occasional' Video Streamers

Once a Week or More

2+ Times a Month

At Least Once a Month

'Frequent'
Video Streamers:
vs. A18+



19%
of frequent video streamers went to the movies at least once a month pre-pandemic

'Occasional'
Video Streamers:
vs. A18+



16%
of occasional video streamers went to the movies at least once a month pre-pandemic

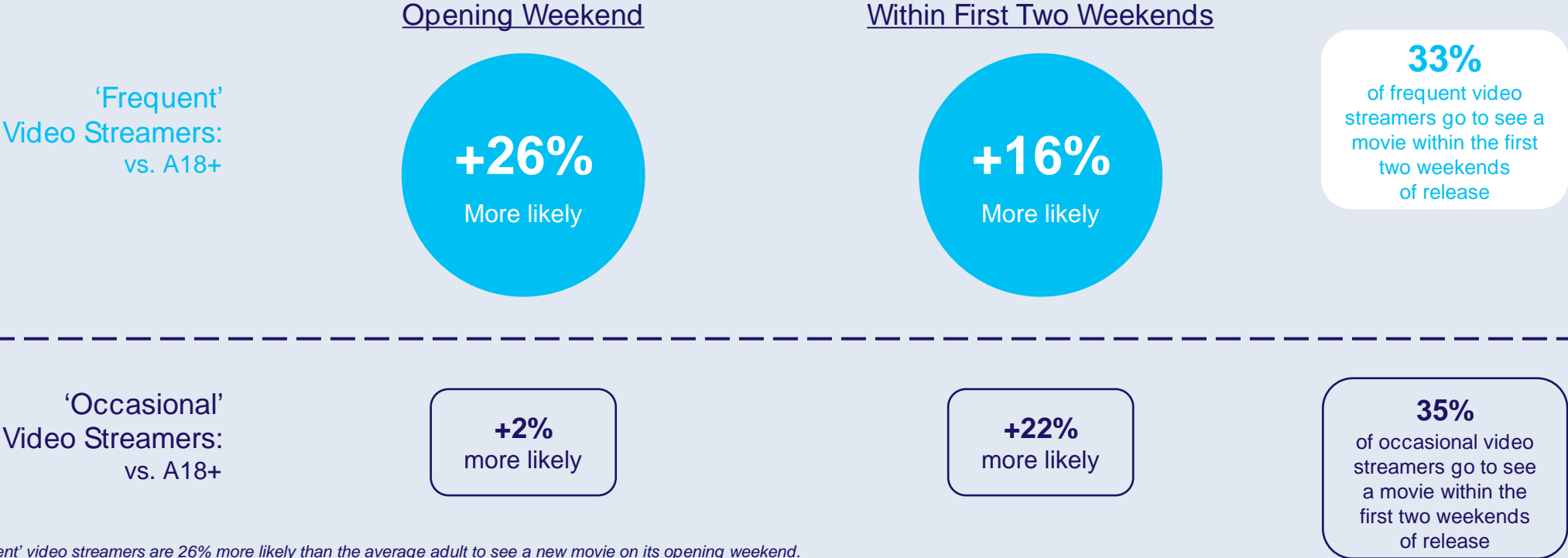
How to read: 'Frequent' video streamers are 17% more likely than the average adult to go to the movies at least once a week.

Source: MRI-Simmons, GfK MRI Spring 2020, fielded March 2019 - May 2020, Base: P18+, 'frequent' video streamer (14% of streamers) – video streaming 10+ hours weekly, 'occasional' video streamer (28% of streamers) – video streaming 5-9 hours weekly. Streaming services include: AppleTV+, Amazon Prime Video, Disney+, Hulu or Netflix. Frequency = # of times attended a movie in the last 90 days. Roku, ['The Future of Movies: How Theaters & Studios Can Thrive in the Streaming Era,'](#) 2020

Due to their excitement around films, **frequent video streamers** are also more likely than both the average adult and occasional streamer to see a **new movie on its opening weekend**

When Do You Prefer To See A New Movie?: Video Streamers vs. Adults 18+

'Frequent' / 'Occasional' Video Streamers



How to read: 'Frequent' video streamers are 26% more likely than the average adult to see a new movie on its opening weekend.

Source: MRI-Simmons, GfK MRI Spring 2020, fielded March 2019 - May 2020, Base: P18+, 'frequent' video streamer (14% of streamers) – video streaming 10+ hours weekly, 'occasional' video streamer (28% of streamers) – video streaming 5-9 hours weekly. Streaming services include: AppleTV+, Amazon Prime Video, Disney+, Hulu or Netflix.

As cinephiles, frequent video streamers are also more likely to experience movies in premium, more expensive, non-traditional formats at theaters

Non-Traditional Movie Formats: Video Streamers vs. Adults 18+

'Frequent' / 'Occasional' Video Streamers

Watched a 3D Movie in a Theater

Watched in an IMAX Theater

'Frequent'
Video Streamers:
vs. A18+

+35%
More likely

+25%
More likely

18%
of frequent video streamers
watched a 3D or an IMAX
movie 'in the last 12 months'
pre-pandemic

'Occasional'
Video Streamers:
vs. A18+

+30%
more likely

+26%
more likely

18%
of occasional video
streamers watched a 3D
or an IMAX movie 'in the last
12 months' pre-pandemic

How to read: 'Frequent' video streamers are 35% more likely than the average adult to have seen a 3D movie in the theaters within the last 12 months.

Source: MRI-Simmons, GfK MRI Spring 2020, fielded March 2019 - May 2020, Base: P18+, 'frequent' video streamer (14% of streamers) – video streaming 10+ hours weekly, 'occasional' video streamer (28% of streamers) – video streaming 5-9 hours weekly. Streaming services include: AppleTV+, Amazon Prime Video, Disney+, Hulu or Netflix. Based on 'in the last 12 months.'

Affluent frequent video streamers are also social beings and more likely to be frequent movie goers

Much like the overall streamer, **affluent frequent video streamers** are **social beings** who enjoy spending time with their close circle of friends



Pre-pandemic, nearly **four in ten** affluent frequent streamers spent 3+ hours **socializing** and doing things with friends each week



62% of affluent frequent streamers consider themselves to be **very sociable**



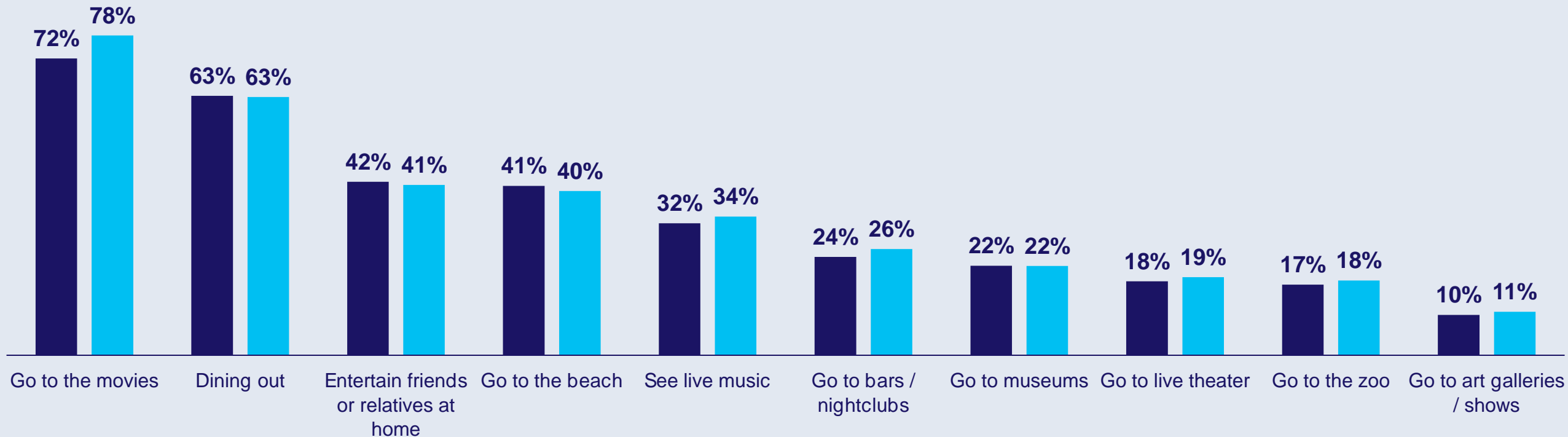
Affluent frequent streamers are **51% more likely** than the average affluent adult to be **heavy users of social media**

Source: MRI-Simmons, GfK MRI Spring 2020, fielded March 2019 - May 2020, Base: Adults 18+ HHI \$100K+, affluent 'frequent' video streamer (33% of affluent streamers) – video streaming 10+ hours weekly. Streaming services include: AppleTV+, Amazon Prime Video, Disney+, Hulu or Netflix. Heavy user of social media – Quintile I of media consumption.

Just as we saw with overall frequent streamers, **going to the movies** was the **most popular leisure activity** among affluent frequent video streamers pre-pandemic

Leisure Activities (in the last 12 months – pre-pandemic)

■ Affluent Adults 18+ ■ Affluent 'Frequent' Streamers



Source: MRI-Simmons, GfK MRI Spring 2020, fielded March 2019 - May 2020, Base: Adults 18+ HHI \$100K+, affluent 'frequent' video streamer (12% of affluent streamers) – video streaming 10+ hours weekly. Streaming services include: AppleTV+, Amazon Prime Video, Disney+, Hulu or Netflix. Leisure activities – participated in last 12 months.

Affluent frequent video streamers are much more likely than the average affluent adult and occasional streamer to also be frequent movie goers

Pre-Pandemic Movie Attendance: Affluent Video Streamers vs. Affluent Adults 18+

Affluent 'Frequent' / 'Occasional' Video Streamers

2+ Times a Month

At Least Once a Month

Affluent 'Frequent'
Video Streamers:
vs. Affluent A18+



25%
of affluent frequent video streamers went to the movies at least once a month pre-pandemic

Affluent 'Occasional'
Video Streamers:
vs. Affluent A18+



18%
of affluent occasional video streamers went to the movies at least once a month pre-pandemic

How to read: Affluent 'frequent' video streamers are 72% more likely than the average affluent adult to go to the movies at least twice a months.

Source: MRI-Simmons, GfK MRI Spring 2020, fielded March 2019 - May 2020, Base: Adults 18+ HHI \$100K+, affluent 'frequent' video streamer (12% of affluent streamers) – video streaming 10+ hours weekly, affluent 'occasional' video streamer (33% of affluent streamers) – video streaming 5-9 hours weekly. Streaming services include: AppleTV+, Amazon Prime Video, Disney+, Hulu or Netflix. 'Once a week or more' frequency (174 index) is not reflected separately due to data instability.

Due to their excitement around films, affluent frequent video streamers are also more likely than both the average adult and occasional streamer to see a new movie on its opening weekend

When Do You Prefer To See A New Movie?: Affluent Video Streamers vs. Affluent Adults 18+ Affluent 'Frequent' / 'Occasional' Video Streamers

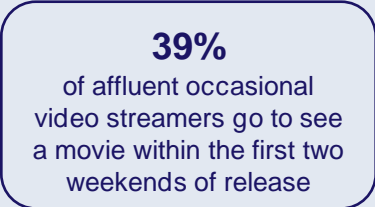
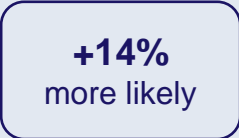
Opening Weekend

Within First Two Weekends

Affluent 'Frequent' Video Streamers:
vs. Affluent A18+



Affluent 'Occasional' Video Streamers:
vs. Affluent A18+



How to read: Affluent 'frequent' video streamers are 22% more likely than the average affluent adult to see a new movie on its opening weekend.

Source: MRI-Simmons, GfK MRI Spring 2020, fielded March 2019 - May 2020, Base: Adults 18+ HHI \$100K+, affluent 'frequent' video streamer (12% of affluent streamers) – video streaming 10+ hours weekly, affluent 'occasional' video streamer (33% of affluent streamers) – video streaming 5-9 hours weekly. Streaming services include: AppleTV+, Amazon Prime Video, Disney+, Hulu or Netflix.

As cinephiles, affluent frequent video streamers are also more likely to experience movies in premium, more expensive, non-traditional formats at theaters

Non-Traditional Movie Formats: Affluent Video Streamers vs. Affluent Adults 18+

Affluent 'Frequent' / 'Occasional' Video Streamers

Watched a 3D Movie in a Theater

Watched in an IMAX Theater

Affluent 'Frequent'
Video Streamers:
vs. Affluent A18+

+39%
More likely

+11%
More likely

19%
of frequent video streamers
watched a 3D or an IMAX
movie 'in the last 12 months'
pre-pandemic

Affluent 'Occasional'
Video Streamers:
vs. Affluent A18+

+31%
more likely

+17%
more likely

20%
of occasional video
streamers watched a 3D
or an IMAX movie 'in the last
12 months' pre-pandemic

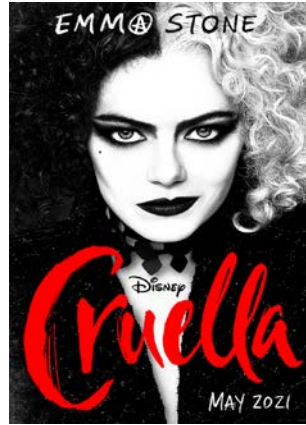
How to read: Affluent 'frequent' video streamers are 35% more likely than the average affluent adult to have seen a 3D movie in the theaters within the last 12 months.

Source: MRI-Simmons, GfK MRI Spring 2020, fielded March 2019 - May 2020, Base: Adults 18+ HHI \$100K+, affluent 'frequent' video streamer (12% of affluent streamers) – video streaming 10+ hours weekly, affluent 'occasional' video streamer (33% of affluent streamers) – video streaming 5-9 hours weekly. Streaming services include: AppleTV+, Amazon Prime Video, Disney+, Hulu or Netflix.

As vaccinations spread across the population and local restrictions are further loosened, marketers can expect the long-awaited **releases of blockbuster movies** in theaters soon, and with that, the return of engaged audiences, particularly video streamers

Upcoming Releases

May 28



May 28



June 4



June 18



June 25



July 2



July 9



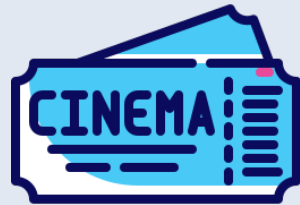
July 26



Source: Box Office Mojo as of 4/18/21, release dates are subject to change.

Key Takeaways For Marketers

Due to their inherent social nature and love of movies, streaming and cinema has never been an 'either / or' choice among frequent video streamers



Frequent video streamers love the cinema experience

to reach these video-thirsty consumers, many of whom are streaming ad-free content, consider a cinema component as part of a holistic video plan

Frequent video streamers are also 'first in line' frequent moviegoers

align cinema activations with new movie releases throughout the year and not just concentrated on holiday weekends or during the summer

Engaging with 'streaming cinephiles'

consider aligning your brand and brand messaging with premium experiences (3D screens, in-theater activations) to engage frequent streamers in a cinema environment

← Similar findings among all frequent streamers & affluent frequent streamers →

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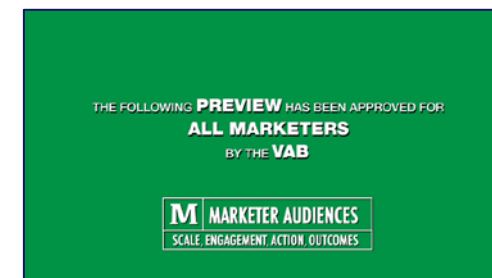
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Super Spenders, Social and Active Consumers



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Cinema Highlights Trailer
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