



Discover



Marketer FAQs

How can cinema deliver desirable audiences for my brand?



Insights.
Inspiration.
Impact.



Diverse audiences are valuable consumers who are deeply connected to cinema.

Multicultural audiences now collectively represent over four out of ten people in the U.S. and their buying power has increased immensely over the last ten years.

Cinema, a very diverse platform from both an audience and content perspective, provides marketers with very targeted opportunities to reach desirable multicultural audiences in a highly relevant and engaging premium video environment.

These heavy movie-goers are active consumers who drive business results across major categories including restaurants, travel, streaming, financial and retail.

Sizing the marketplace opportunity
for diverse audiences

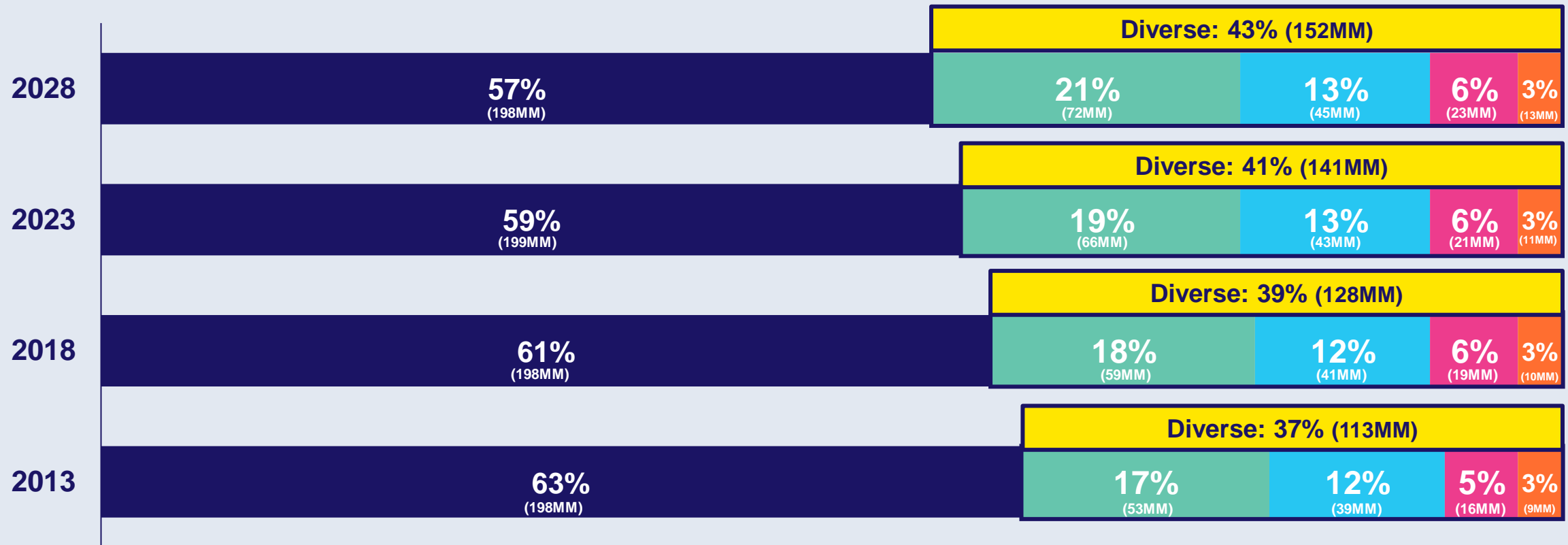


The multicultural population has been steadily growing and now represents **over four out of every ten people** in the U.S.

▶ Over the last ten years, diverse audiences have collectively increased by 28 million people while Non-Hispanic White has remained flat

U.S. P2+ Population Share and Size by Race & Ethnicity

■ NH White ■ Hispanic ■ Black ■ Asian ■ Other



Source: VAB analysis of U.S. Census Bureau data, 2013 & 2018 data based on 'National Population by Characteristics: 2010-2020'; 2023, 2028 data based on '2017 National Population Projections: 2017 - 2060'. Note: NH = Non-Hispanic. Black represents Non-Hispanic Black, Asian represents Non-Hispanic Asian and Other represents Non-Hispanic Other. 'Other' includes: NH Multiracial, NH AIAN (American Indian and Alaska Native) and NH (Native Hawaiian and Pacific Islander).

Multicultural audiences are highly desirable consumers as their **buying power has vastly increased** over the last ten years

Growth of Key 'Buying Power' Metrics by Race/Ethnicity

% increase from 2012 to 2022

Hispanic

Black

Asian

Household Income*

+110%

(2022: \$81,810)

+194%

(2022: \$97,810)

+104%

(2022: \$139,700)

Annual Expenditures*

+52%

(2022: \$64,330)

+50%

(2022: \$57,996)

+44%

(2022: \$87,950)

Household Net Worth**

+59%

(2022: \$146K)

+47%

(2022: \$132K)

+26%

(2022: \$442K)

Source: *VAB analysis of Bureau of Labor Statistics, '2022 Consumer Expenditure Survey' & '2012 Consumer Expenditure Survey', Average Annual Expenditures (Mean). **VAB analysis of MRI-Simmons, 2022 Fall Doublebase & 2012 Doublebase, P18+, Median Household Income. Note: Black represents Non-Hispanic Black and Asian represents Non-Hispanic Asian.

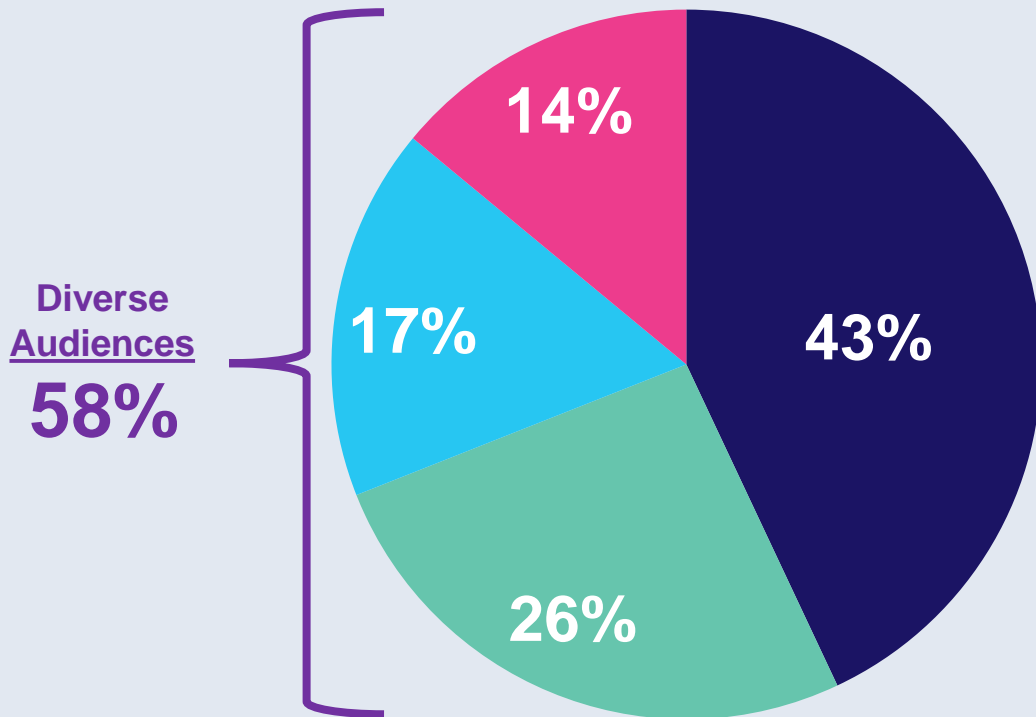
Cinema is an engaging and highly relevant
premium video platform for diverse
audiences



Cinema is a very diverse video platform as multicultural audiences account for over half of all movie-goers

Audience Composition by Race/Ethnicity

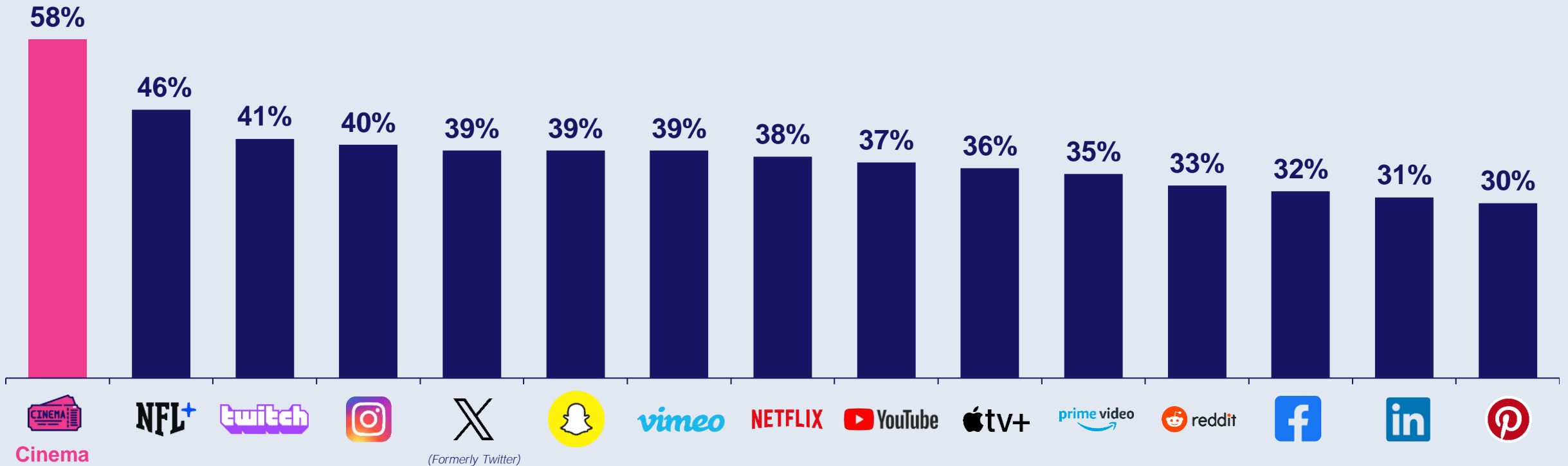
■ Caucasian ■ Hispanic ■ Black ■ Asian/Other



Source: VAB analysis of Comscore Post-Trak reported box office demographics for the opening weekend of theatrical releases in August 2023. Diverse audiences represent 57.5% of cinema audience composition.

Cinema offers marketers **more targeted opportunities to reach diverse audiences** than the most popular digital video platforms

Diverse Audience Composition % by Platform



Source: For cinema - VAB analysis of Comscore Post-Trak reported box office demographics for the opening weekend of theatrical releases in August 2023. For digital video platforms - VAB analysis of MRI-Simmons Cord Evolution Study, August 2023; P18+. Audience % based on Monthly Users / Viewers of each platform – 'Streaming Services used in the last 30 days' and 'Social media, photo or video-sharing services visited or used in the last 30 days.' Composition % represents diverse respondents (excludes non-Hispanic White).

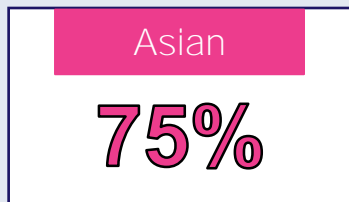
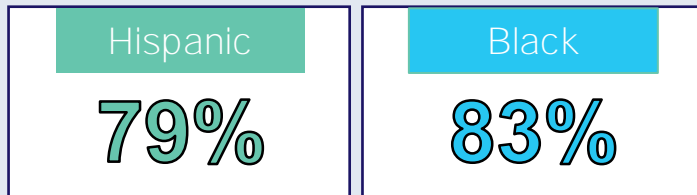
Multicultural movie-goers are deeply connected to content and celebrities that accurately represent their own culture and identity

% who agree with the following statements

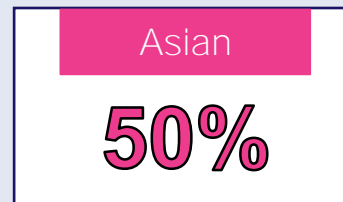
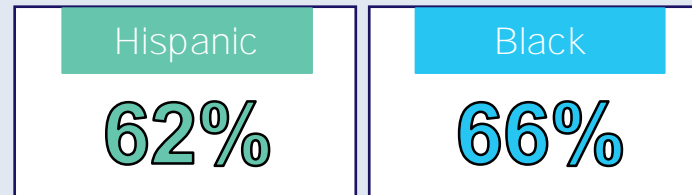
Base: heavy movie-goers



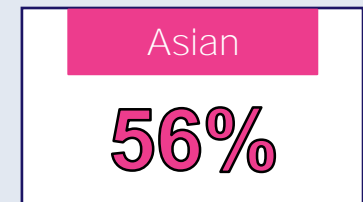
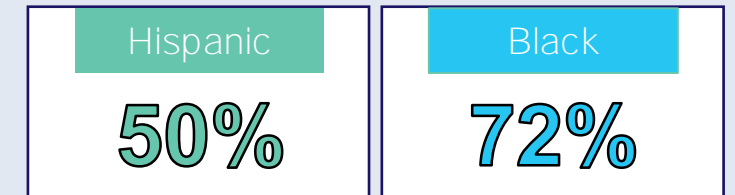
“My cultural/ethnic heritage is an important part of who I am”



“Having shows that highlight issues/stories that are important to racial diverse communities available on a streaming service makes it more valuable to me”*



“I feel really good about seeing celebrities in the media that share my ethnic background”



Source: VAB analysis of MRI-Simmons Spring Doublebase, 2023, *MRI-Simmons Cord Evolution Study, August 2023; Base= heavy movie-goers: attend a movie at least once a month. Note: Black represents Non-Hispanic Black & Asian represents Non-Hispanic Asian.

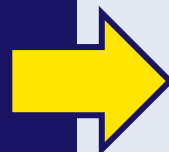
Almost half of all top cinema releases feature diverse actors which provides multicultural audiences with **consistent, highly relevant, premium content**

Diversity in Top Box Office Films

Top 100 Total Grossing Movies - CY 2022 through Q3 2023

44%

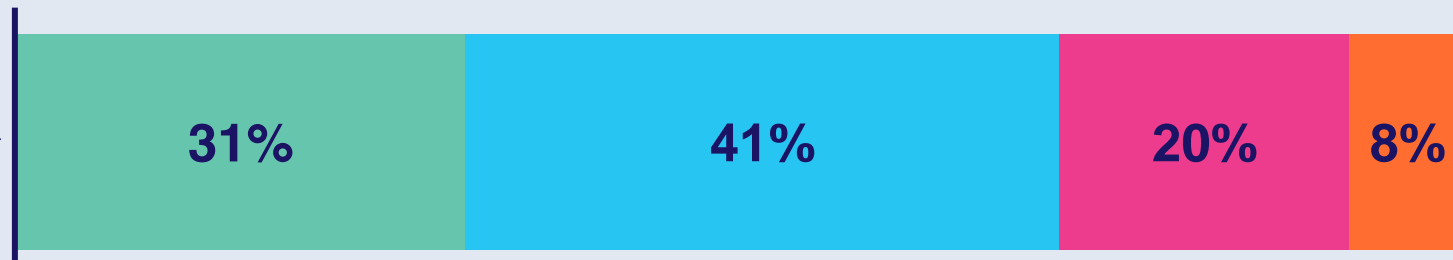
of movies **feature diverse lead / co-leads***



Films with Diverse Lead / Co-Leads: Share by Race/Ethnicity

Top 100 Total Grossing Movies - CY 2022 through Q3 2023

■ Hispanic ■ Black ■ Asian ■ Other



Sampling of Movies With Diverse Leads



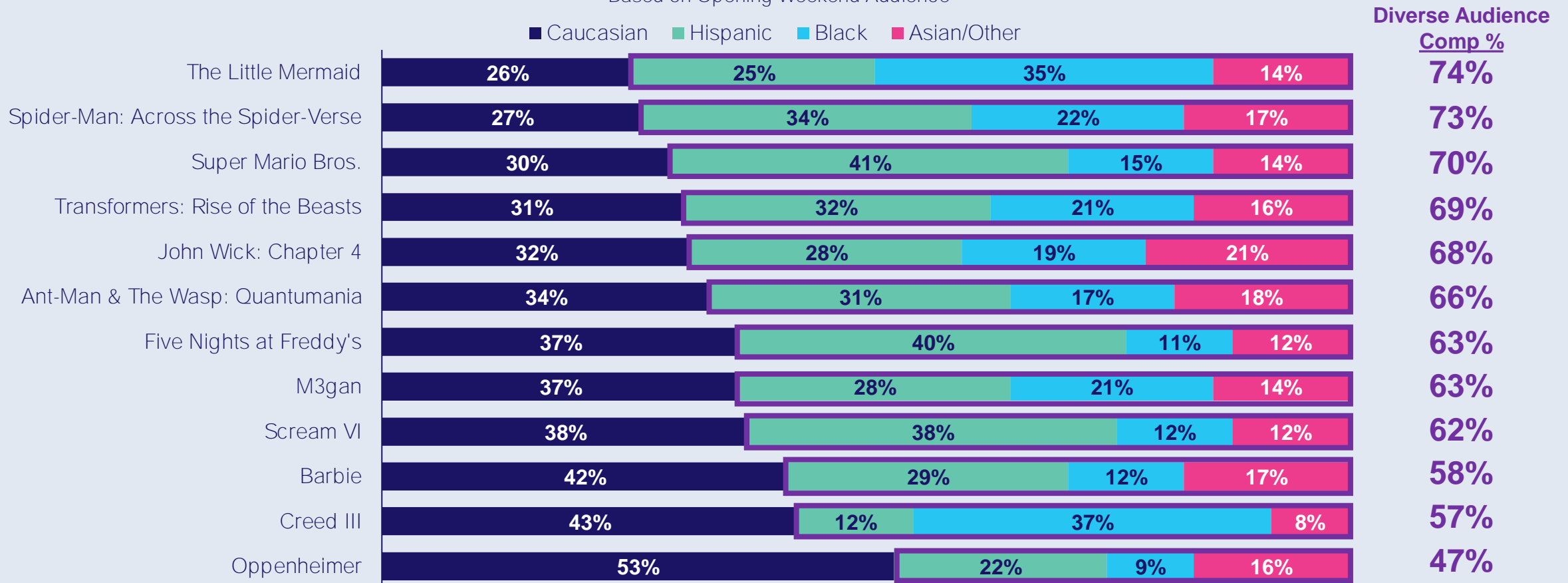
Source: VAB analysis of Box Office Mojo, 'Domestic Box Office for 2022' & 'Domestic Box Office for 2023', Top 100 Grossing are based on in-year gross revenues of movies released during the 1/1/22-9/31/23 and exclude re-releases. Q1-Q3 2023 represents films released in 1/1/23 - 9/31/23. Note: 'Other' diverse leads/co-leads include multiracial actors. *Lead / Co-Lead' = Top two actors/actresses by billing.

Theatrical releases can be highly targeted towards diverse audiences especially across **superhero, action, video game, kids and horror genres**

2023 Releases - Race/Ethnicity Composition by Movie

Based on Opening Weekend Audience

■ Caucasian ■ Hispanic ■ Black ■ Asian/Other



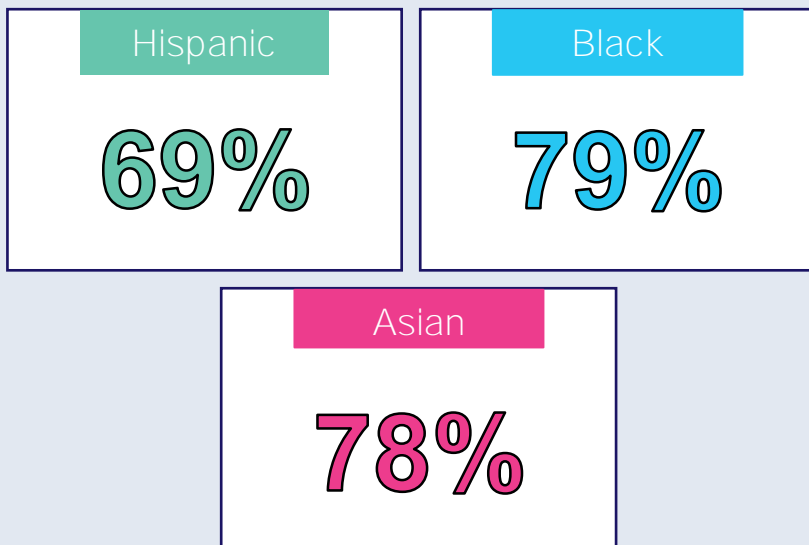
Source: 2023 Comscore Post-Trak reported box office demographics for opening weekend of above movies, with supplemental data from deadline.com. Note: Some movies include a calculation for Asian/Other composition.

Multicultural movie-goers are more likely to buy products from brands and businesses that are **relevant to them and who activate locally**

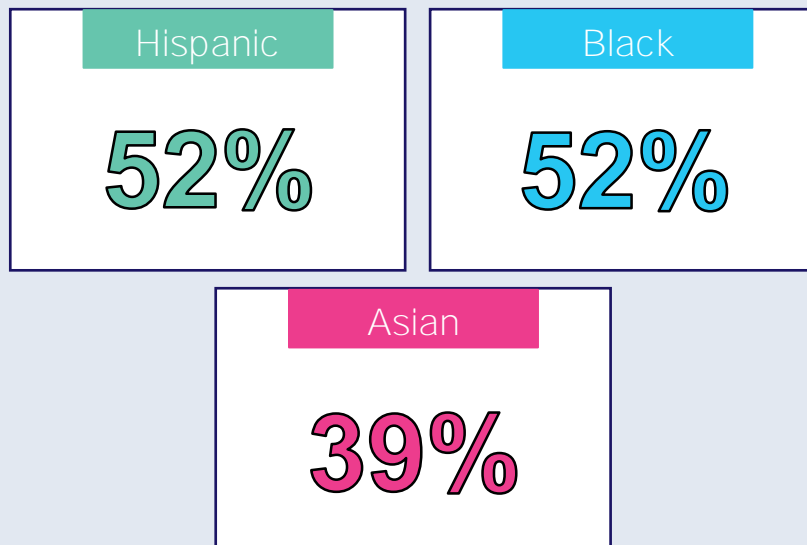
% who agree with the following statements

Base: heavy movie-goers

“It is important for companies to create advertising that is **culturally diverse in order to stay relevant**”




“I am **more likely to buy products** from companies that **advertise** or sponsor events **in my community**”**

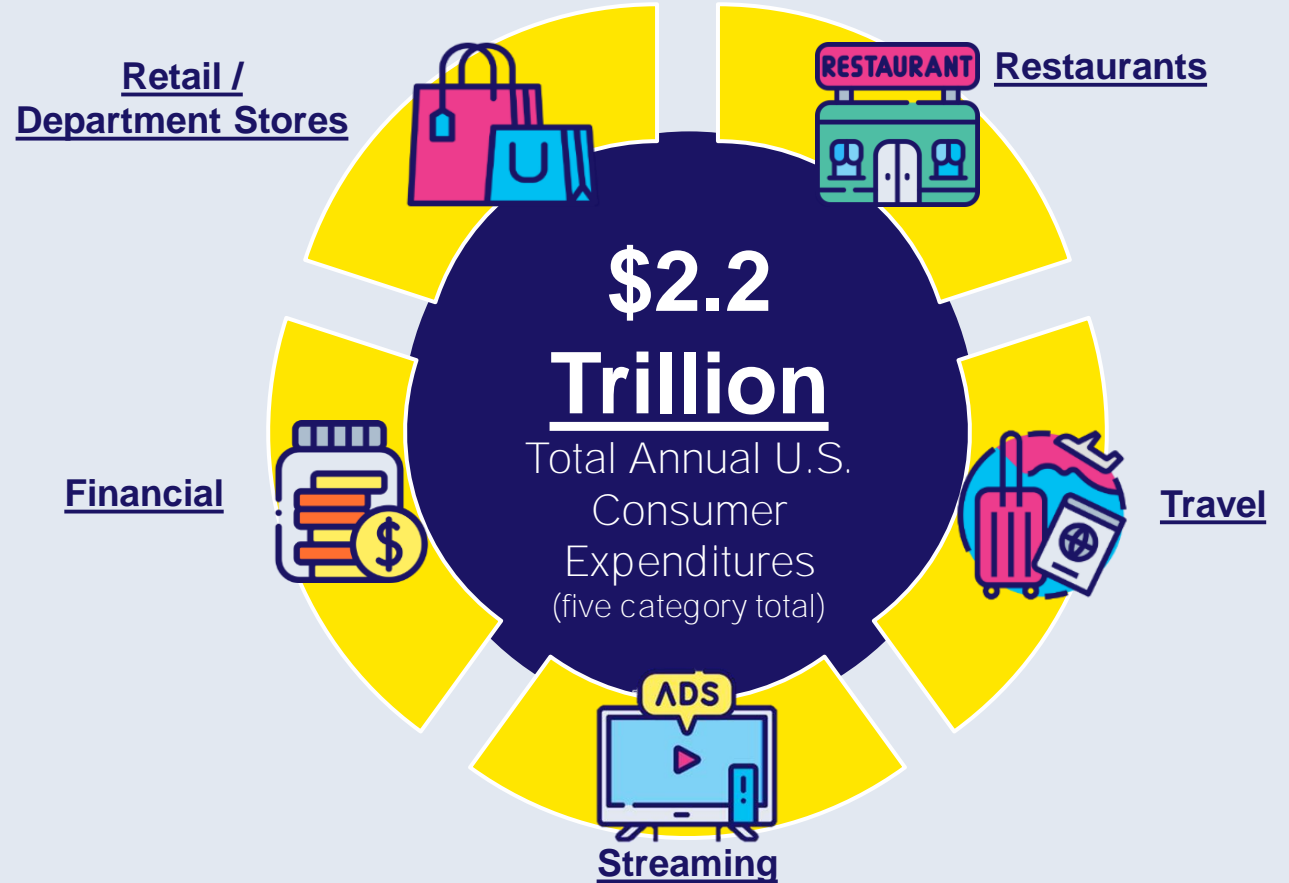


Source: VAB analysis of MRI-Simmons Spring Doublebase, 2023, **MRI-Simmons Cord Evolution Study, August 2023; P18+. Base= heavy movie-goers: attend a movie at least once a month. Note: Black represents Non-Hispanic Black & Asian represents Non-Hispanic Asian.

Diverse movie-goers are desirable consumers
who drive business across major categories



This analysis looks at diverse movie-goer behaviors across five categories that collectively account for **over \$2 trillion in total spending annually**



Source: VAB analysis of Bureau of Labor Statistics, 2022 Consumer Expenditure Survey, Average Annual Expenditures (Mean) by category; Restaurants = "Food away from home"; Travel = "Vehicle rental, leases, licenses, and other charges", "Public and other transportation" & "Housing - Other Lodging"; Financial = "Personal insurance and pensions"; Streaming = "Entertainment - Fees and admissions"; Department Stores = "Apparel and services".

Restaurants: Diverse movie-goers are social spenders who love the experience of dining out regularly

% who agree with the following statements

Base: heavy movie-goers

■ Hispanic ■ Black ■ Asian



% have **visited any restaurant** in the last 30 days

94% / 94% / 93%

104 index vs. P18+*

103 index vs. P18+

102 index vs. P18+



% have **visited a family restaurant or steakhouse** in the last 30 days

74% / 71% / 64%

118 index vs. P18+

113 index vs. P18+

102 index vs. P18+



“For me, going out to eat is **all about the experience**”

70% / 68% / 68%

110 index vs. P18+

109 index vs. P18+

109 index vs. P18+

*How to read: Hispanic heavy movie-goers are 4% more likely to ‘have visited any restaurant in the last 30 days’ than P18+

Source: VAB analysis of MRI-Simmons Spring Doublebase, 2023; P18+. Base= heavy movie-goers: attend a movie at least once a month. Note: Black represents Non-Hispanic Black & Asian represents Non-Hispanic Asian.

Restaurants: Diverse movie-goers are also active consumers who enjoy the convenience of QSRs and online food delivery apps

% who agree with the following statements

Base: heavy movie-goers

■ Hispanic ■ Black ■ Asian



% have **visited a fast-food restaurant** in the last 30 days

92% / 93% / 91%

105 index vs. P18+*

106 index vs. P18+

104 index vs. P18+



“Eating at a **fast-food restaurant is fun**”

55% / 58% / 57%

123 index vs. P18+

141 index vs. P18+

138 index vs. P18+



% have ordered **food delivery through apps or websites**

45% / 54% / 61%

132 index vs. P18+

151 index vs. P18+

168 index vs. P18+

*How to read: Hispanic heavy movie-goers are 5% more likely to 'have visited a fast-food restaurant in the last 30 days' than P18+

Source: VAB analysis of MRI-Simmons Spring Doublebase, 2023; P18+. Base= heavy movie-goers: attend a movie at least once a month. Note: Black represents Non-Hispanic Black & Asian represents Non-Hispanic Asian.

Travel: Diverse movie-goers are avid adventurers who love to travel throughout the country and internationally

% who agree with the following statements

Base: heavy movie-goers

■ Hispanic ■ Black ■ Asian



% have **traveled within the U.S.**
in the last 12 months**

59% / 64% / 76%

120 index
vs. P18+*

109 index
vs. P18+

130 index
vs. P18+



% have **traveled internationally**
in the last three years

42% / 39% / 52%

131 index
vs. P18+

129 index
vs. P18+

173 index
vs. P18+



% that have **stayed in a hotel, motel
or other lodging 5+ times**
in the past 12 months

31% / 30% / 41%

139 index
vs. P18+

107 index
vs. P18+

146 index
vs. P18+

***How to read:** Hispanic heavy movie-goers are 20% more likely to 'have traveled within the U.S. in the last 12 months' than P18+

Source: VAB analysis of MRI-Simmons Spring Doublebase, 2023; P18+. Base= heavy movie-goers: attend a movie at least once a month. Note: Black represents Non-Hispanic Black & Asian represents Non-Hispanic Asian. ***Have traveled within the U.S. in the last 12 months" excludes Alaska and Hawaii & "have traveled internationally in the last three years" includes Alaska and Hawaii.

Travel: Diverse movie-goers are also willing to pay for high quality experiences and be rewarded for it

% who agree with the following statements

Base: heavy movie-goers

■ Hispanic ■ Black ■ Asian



“It’s worth it to me to pay more for high quality hotel accommodations”

60% / 72% / 54%

104 index vs. P18+*

126 index vs. P18+

95 index vs. P18+



“I’m willing to pay more for a flight in order to travel on my favorite airline”

38% / 41% / 38%

109 index vs. P18+

133 index vs. P18+

122 index vs. P18+



“I prefer to use an airline or hotel chain where I am a member of their loyalty/rewards program”

55% / 64% / 64%

106 index vs. P18+

121 index vs. P18+

120 index vs. P18+

*How to read: Hispanic heavy movie-goers are 4% more likely to agree that ‘it’s worth it to me to pay more for high quality hotel accommodations’ than P18+

Source: VAB analysis of MRI-Simmons Spring Doublebase, 2023: P18+. Base= heavy movie-goers: attend a movie at least once a month. Note: Black represents Non-Hispanic Black & Asian represents Non-Hispanic Asian.

Streaming: Diverse movie-goers enjoy streaming all kinds of premium video content at home when they are not at their local cineplex

% who agree with the following statements

Base: heavy movie-goers

■ Hispanic ■ Black ■ Asian



% have used a **subscription streaming service** in the past 12 months

88% / **87%** / **82%**

110 index vs. P18+*

108 index vs. P18+

101 index vs. P18+



% have used an **ad-supported streaming service** in the last 12 months

73% / **79%** / **69%**

111 index vs. P18+

120 index vs. P18+

150 index vs. P18+



"I have **favorite free TV network apps** that I always use to stream content"

66% / **65%** / **57%**

120 index vs. P18+

118 index vs. P18+

104 index vs. P18+

*How to read: Hispanic movie-goers are 10% more likely to 'have used a subscription streaming service in the past 12 months' than P18+

Source: VAB analysis of MRI-Simmons Spring Doublebase, 2023; P18+. Base= heavy movie-goers: attend a movie at least once a month. Note: Black represents Non-Hispanic Black & Asian represents Non-Hispanic Asian.

Streaming: Cinema provides an engaging environment to reach desirable, diverse movie-goers who are looking to stream new content

% who agree with the following statements

Base: heavy movie-goers

■ Hispanic ■ Black ■ Asian



“I get excited when I hear about new streaming services/apps being launched in the future”

65% / 60% / 49%

130 index vs. P18+*

121 index vs. P18+

98 index vs. P18+



“Despite all streaming services available, I still find it hard to find new shows to watch”

59% / 55% / 48%

122 index vs. P18+

114 index vs. P18+

100 index vs. P18+



“It’s important to me that a streaming service offers content I can watch with my kids”

37% / 36% / 29%

135 index vs. P18+

131 index vs. P18+

103 index vs. P18+

*How to read: Hispanic movie-goers are 30% more likely to agree that ‘I get excited when I hear about new streaming services/apps being launched in the future’ than P18+

Source: VAB analysis of MRI-Simmons Spring Doublebase, 2023; P18+. Base= heavy movie-goers: attend a movie at least once a month. Note: Black represents Non-Hispanic Black & Asian represents Non-Hispanic Asian.

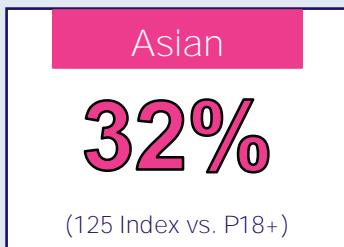
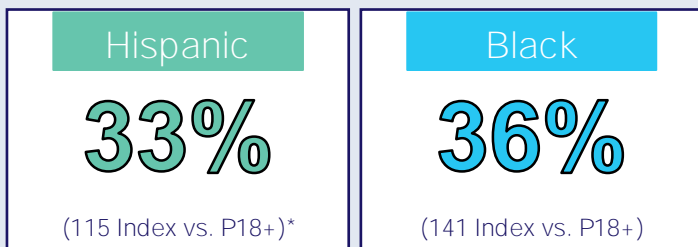
Financial: Diverse movie-goers are influencers amongst their family and friends and are also very receptive to advertising for financial services

% who agree with the following statements

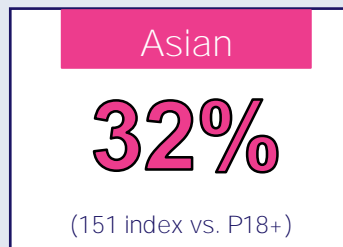
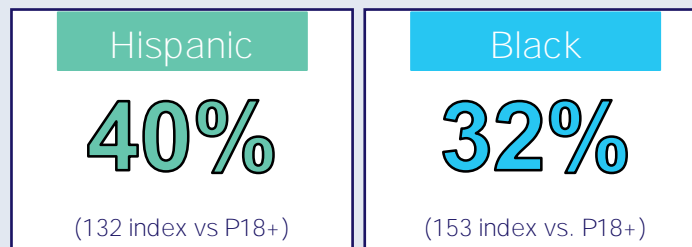
Base: heavy movie-goers



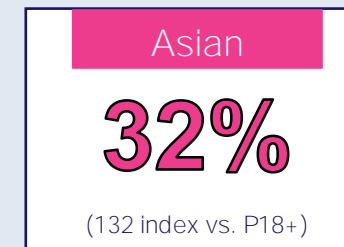
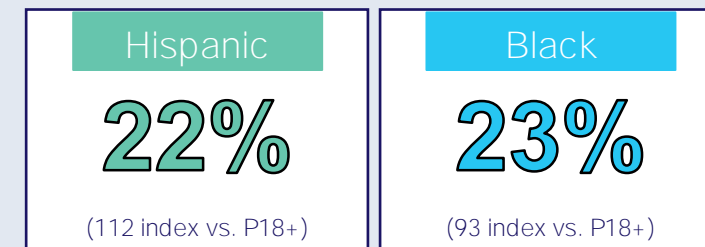
“People often ask me for **advice** when it comes to financial matters”



“I find **advertising for financial services** to be interesting”



“I have a **401(k) plan**”



*How to read: Hispanic heavy movie-goers are 15% more likely to agree that ‘people often ask me for advice when it comes to financial matters’ than P18+

Source: VAB analysis of MRI-Simmons Spring Doublebase, 2023; P18+. Base= heavy movie-goers: attend a movie at least once a month. Note: Black represents Non-Hispanic Black & Asian represents Non-Hispanic Asian.

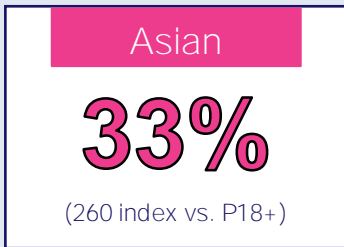
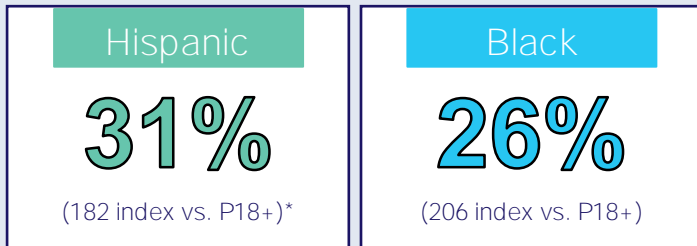
Retail / Department Stores: Diverse movie-goers are active shoppers who enjoy spending on apparel and accessories to accentuate their image

% who agree with the following statements

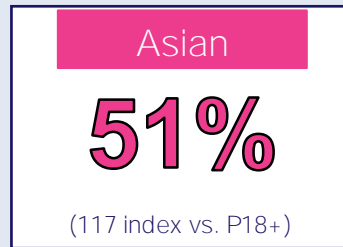
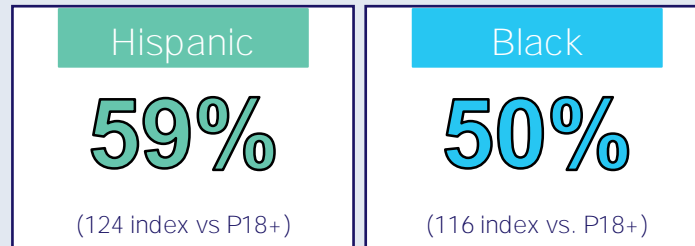
Base: heavy movie-goers



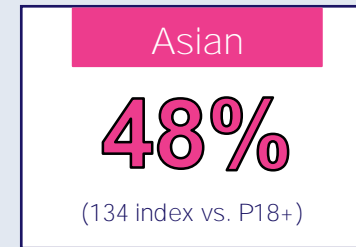
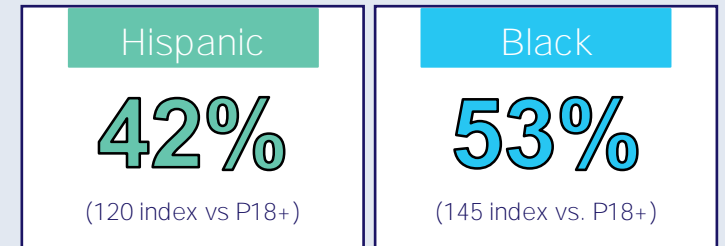
% of those who **visited or shopped in any shopping center 3+ times** in the last 6 months



% of those who **spent \$500+ on clothing / shoes** in the last 12 months



“I would pay extra for a product that is consistent with the **image I want to convey”**



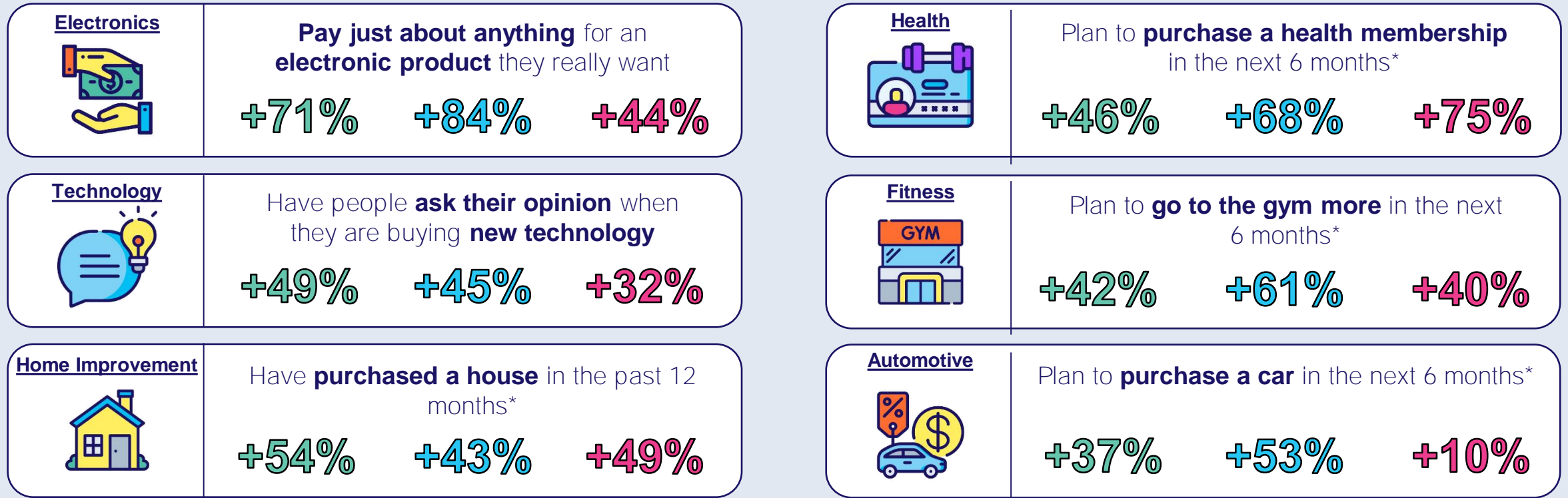
*How to read: Hispanic heavy movie-goers are 82% more likely to ‘visit or shop in any shopping center 3+ times in the last 6 months’ than P18+

Source: VAB analysis of MRI-Simmons Spring Doublebase, 2023; P18+. Base= heavy movie-goers: attend a movie at least once a month. Note: Black represents Non-Hispanic Black & Asian represents Non-Hispanic Asian.

Additional Category Insights: Diverse movie-goers are more likely to be planning major purchases as many move towards a different life stage

Diverse heavy movie-goers are more likely than P18+ to....

■ Hispanic ■ Black ■ Asian



Source: VAB analysis of MRI-Simmons Spring Doublebase, 2023, *MRI-Simmons 2023 Q3 Trending Topics Study; P18+. Base= heavy movie-goers: attend a movie at least once a month. Note: Black represents Non-Hispanic Black & Asian represents Non-Hispanic Asian.

Upcoming theatrical releases will continue
to be highly relevant for diverse audiences



Beyoncé's 'Renaissance' concert film created massive social buzz among multicultural audiences that drove ticket pre-sales

DEADLINE

October 3rd, 2023

'Renaissance: A Film by Beyoncé' Estimated First-Day Presales Around \$6M-\$7M – Box Office

Forbes

October 4th, 2023

Beyoncé's Concert Film Has Made Millions In Advance Sales After Just One Day

THE HOLLYWOOD REPORTER

October 26th, 2023

Beyoncé to Premiere 'Renaissance' Concert Film in London and L.A., International Tickets Go on Sale Nov. 9 (Exclusive)

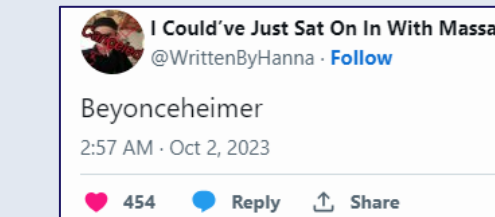
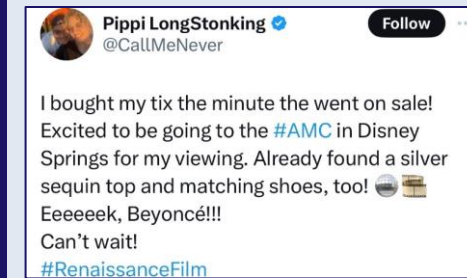
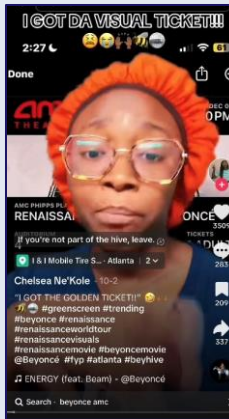
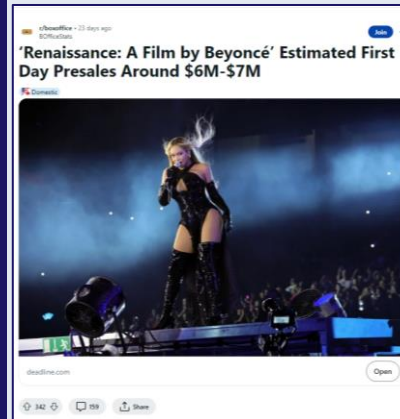
The singer will hold the world premiere of 'Renaissance: A Film by Beyoncé' in London on Nov. 30 and the U.S. premiere in Los Angeles on Nov. 25. The film will officially debut in theaters Dec. 1.

EAT THIS MUSIC

October 4, 2023

Beyoncé's Renaissance World Tour Film smashes box office expectations

Social Media Activity Around 'Renaissance'



Upcoming theatrical releases will provide marketers with **continuous opportunities to reach desirable, diverse audiences**

12/22/23



12/22/23



12/25/23



2/2/24



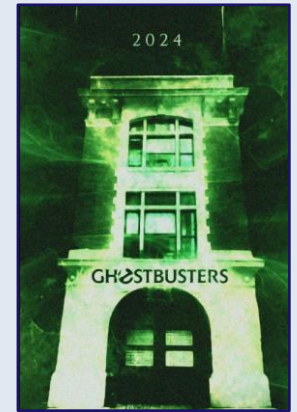
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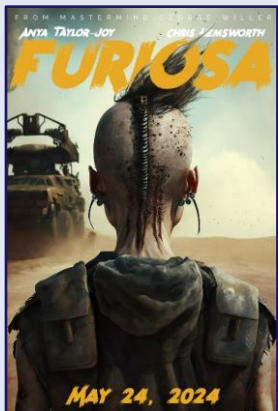
3/15/24



3/29/24



4/24/24



5/3/24



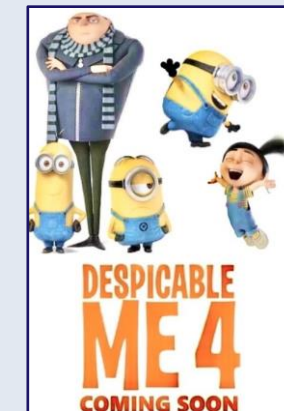
6/14/24



6/28/24



7/3/24



8/9/24



12/20/24



Source: Box Office Mojo. Note: only represents a sampling of 2023-2024 cinema releases. Release dates as of 11/13/23, subject to change.

Key Marketer Takeaways

- ▶ The multicultural population now represents four out of every ten people in the U.S. and has achieved double to triple-digit growth in household income and spending over the last ten years. As such, multicultural audiences are highly lucrative for advertisers.
- ▶ Cinema is a highly engaging video platform that provides marketers with targeted opportunities to reach a high concentration of diverse audiences through relevant, authentic, premium content
- ▶ Investing in cinema advertising allows brands to connect and emotionally engage with these desirable audiences that are heavy spenders across a range of major consumer categories

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The Passion of the Cinema
Tapping into people's excitement for quality, premium video content



At the Movies
15 Reasons to Include Cinema Within a Video Campaign



I Know What You Did This Summer
Harnessing Consumer Momentum at the Movies (2022)



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



Engaging Frequent Video Streamers Through Cinema

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About VAB

VAB plays a dual role in the video advertising industry. We are leading the change to bring about a more innovative and transparent marketplace. We also provide the insights and thought leadership that enables marketers to develop business-driving marketing strategies.

Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.



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