

VAB PRESENTS AN INFOGRAPHIC IN CINEMASCOPE

CINEMA HAS A HIGHER MILLENNIAL COMPOSITION THAN OTHER MAJOR DIGITAL PLATFORMS

MOVIEGOERS	56%
TV-CONNECTED DEVICES	34%
COMPUTER: INTERNET	29%
SMARTPHONE: APP/WEB	32%
TABLET: APP/WEB	24%

44%

OF MILLENNIALS ENGAGE WITH ADVERTISING THROUGH PRE-SHOW INTERACTIVE GAMES AND POLLS

MOVIES MOVE MILLENNIALS

CINEMA OFFERS MASSIVE SCALE
OVER HALF A BILLION TICKETS ARE PURCHASED BY MILLENNIALS ANNUALLY

45%

OF MILLENNIALS VISIT A WEBSITE ON THEIR MOBILE PHONE AS A RESULT OF CINEMA ADVERTISING

DRIVING ACTION BY MILLENNIALS, DELIVERING OUTCOMES FOR BRANDS

CINEMA ADVERTISING MOVES

- 38% OF MILLENNIALS TO PURCHASE PRODUCTS THEY SAW ADVERTISED
- 43% OF MILLENNIALS TO GO SHOPPING
- 53% OF MILLENNIALS TO DINE OUT