

A Fresh Take

▶ Staying ahead of evolving dynamics in the marketplace and our culture

Reeling in Audiences

10 Acts of Attention Along the Moviegoer's Journey





The interest, anticipation and intent of moviegoers drives ad attention at cinemas

Cinema is known for delivering high ad attention levels among its audiences, but this **attentiveness begins building well before a captive audience gathers in front of a big screen** within a dark theater.

The act of attention among moviegoers is **an immersive journey that can span months, or even years**, from the time a theatrical release is announced to opening weekend.

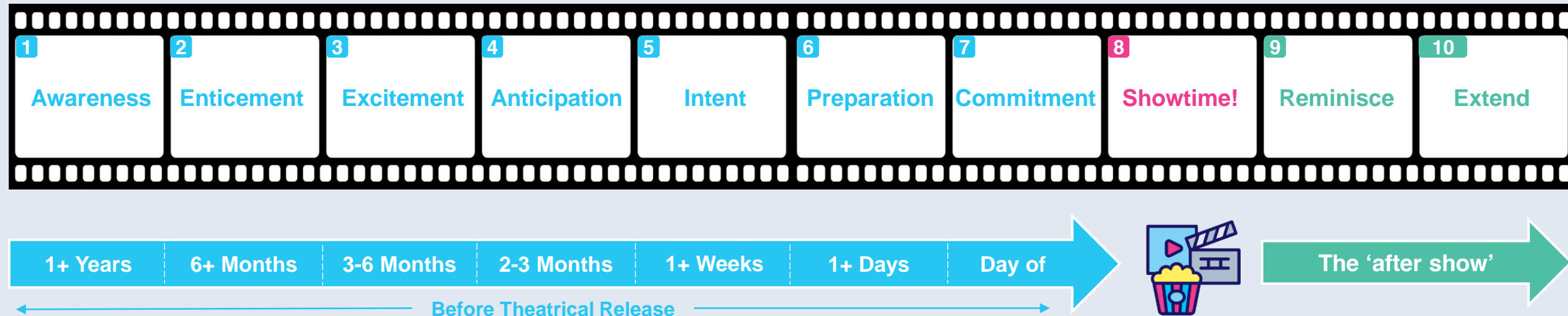
Watching trailers, crafting plans to see a movie with friends or family, buying tickets in advance and making the cineplex the center of their social life for a day or night, **all aid in creating high ad attentiveness** once they are in their seats within the theater.

This guide showcases 10 acts of attention along the moviegoer's journey that ultimately drive ad attentiveness and **creates meaningful business results for cinema advertisers.**

10 Acts of Attention Along the Moviegoer's Journey

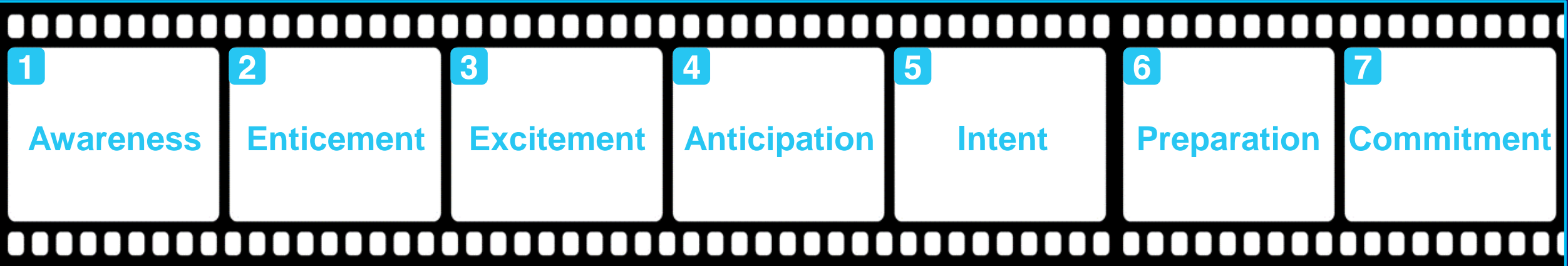
The **interest, anticipation** and **intent** of going to the movies leads to **high ad attentiveness** in the theater which **drives business results for cinema advertisers**

10 Acts of Attention Along the Moviegoer's Journey



Note: timeline periods are estimates for illustrative purposes.

Before Theatrical Release: Acts of Attention Along the Moviegoer's Journey



Before Release

Note: timeline periods are estimates for illustrative purposes.

Fans flock to become part of the social conversation when theatrical releases, and the stars attached to them, are formally announced

Sampling of Social Media Posts Around Upcoming Cinema Releases

Wicked 3 years before release

BAZAAR 11/5/2021
Ariana Grande and Cynthia Erivo to Star in Jon M. Chu's Adaption of *Wicked*
Now that's how you create casting buzz.

Marc @MarcSnetiker
It's not that the Wicked movie is my whole personality but that my whole personality has been preparing for the Wicked movie

fan account @knewagb
Me acting like I care about musical theater now that Ariana is in this movie

editorarianator
19,954 likes
editorarianator i am so excited for this movie! what's your expectations from this movie? please tag wicked team, I'll be very thankful 🙏

Joker: A Folie a Deux 2 years before release

COMPLEX 8/3/2022
Release Date for 'Joker' Sequel 'Folie À Deux' Announced, Lady Gaga Confirms She Will Star in Film (UPDATE)

Lady Gaga @ladygaga · 8/4/22
Joker: Folie à Deux
10.04.24

CINEMA BLEND 12/11/2022
Fans Can't Stop Talking About Joker: Folie à Deux After Todd Phillips Drops First Look At Sequel

My Name Is James @JamesGfo · Follow
Just remembered we have to wait 2 years for Joker: Folie à Deux

zonegif
AND THE OSCAR GOES TO?

Anyone But You 11 months before release

Digital Spy. 1/12/2023
Euphoria's Sydney Sweeney and Top Gun: Maverick's Glen Powell team up for rom-com

Sarah | POLIN BRIDGERTON 29 DAYS
@sydglens · Follow
SYDNEY SWEENEY AND GLEN POWELL LET ME BREATHE FOR A SECOND!!!!

mary @harry_fedoras · Follow
That viral vid of Glen Powell & Sydney Sweeney going around w pics of them cozy together, Gigi Paris posting Silver Springs by Fleetwood Mac & Respect by Aretha Franklin on her IG story & she deleted all her pics w Glen OH IT IS GETTING GOOD IN THE HOUSE OF COMMONS

bobbi hosts The Afternoon Special
@himbobbi · Follow
If a romcom has cheating allegations ahead of it, it's gonna be a hit.

A corresponding surge in search queries is also typically seen around these announcements, according to Google Trends

Desire is created well in advance among large audiences, as evidenced by movies being the two most engaging ads in this year's Super Bowl

2024 Superbowl Ads Ranked by Engagement Index

“Deadpool & Wolverine”
(Walt Disney Studios)



23.4x
more engagement
as the median-performing Super Bowl LVIII ad airing

“Wicked: Part One”
(Universal Pictures)



21.1x
more engagement
as the median-performing Super Bowl LVIII ad airing

“Twisters”
(Universal Pictures)



16.9x
more engagement
as the median-performing Super Bowl LVIII ad airing

*Note: Each Super Bowl ad performance is indexed to the median-performing in-game spot (the median airing is scored at 100). Engagement is based on online activity like search and website visits after airing.

Source: EDO, 'Super Bowl LVIII Ad Rankings', February 2024. Rank #3 was 'Volkswagen – An American Love Story' (1,694 index), Rank #4 was 'Poppi – The Future of Soda is Now' (1,661 index), Rank #5 was 'Temu Billionaire' (1,443 index). Click imagery above to watch commercial.

Millions of views are garnered for trailers on YouTube months before their theatrical release as people actively learn more about movies of interest

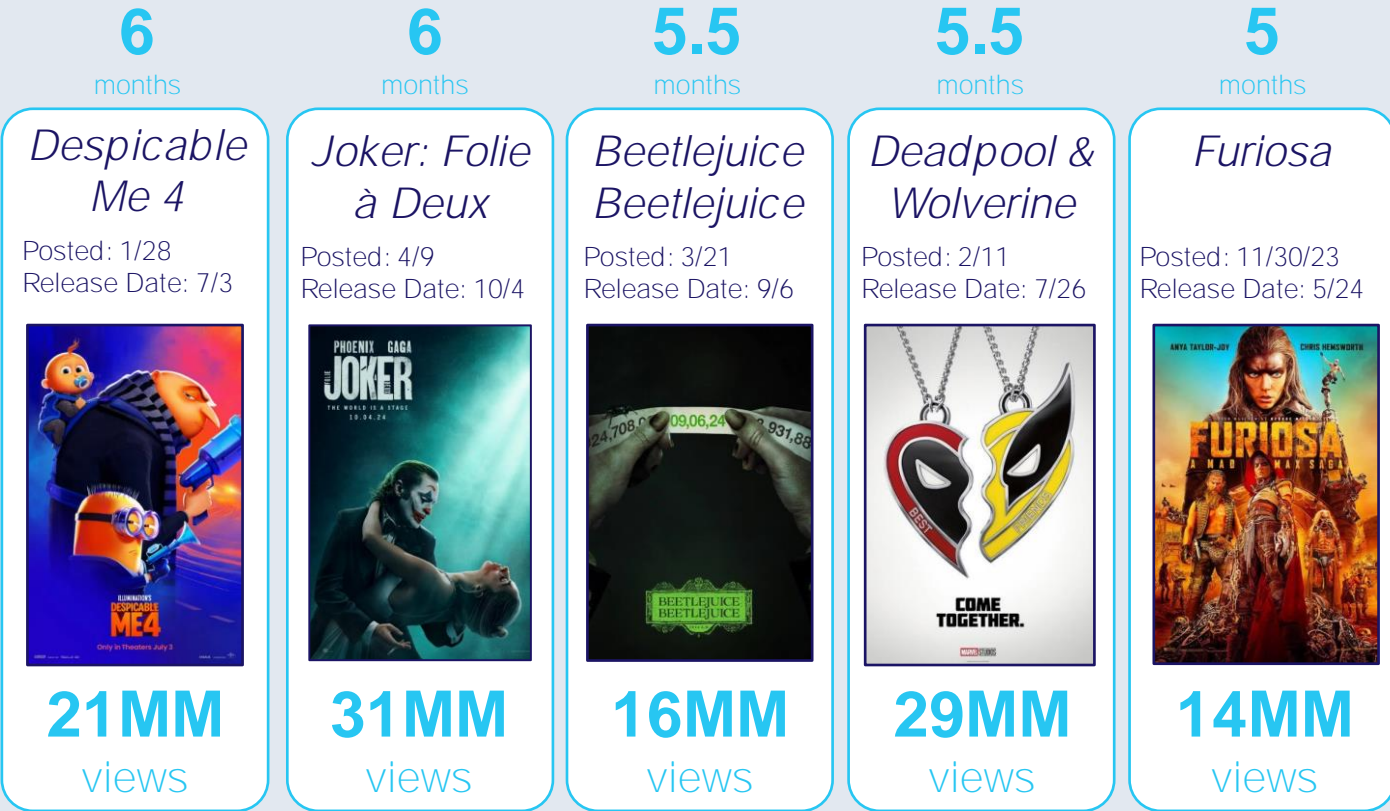


80%

of moviegoers
watch the trailer
before going to a movie

Source: Screenvision, Screen Engine Data, March 2024. Base: Total Respondents (18+).
'Thinking about your typical moviegoing experience, what do you do before deciding to go see a movie at the theater?'

Period Between Trailer Release on YouTube and Theatrical Release



*Total trailer views as of 4/23/2024 from the film studio's official YouTube channel. Theatrical release dates as of 4/23/2024.

A couple months out, interest and excitement turns into eagerness as moviegoers await the arrival of upcoming releases at their local theater



89%

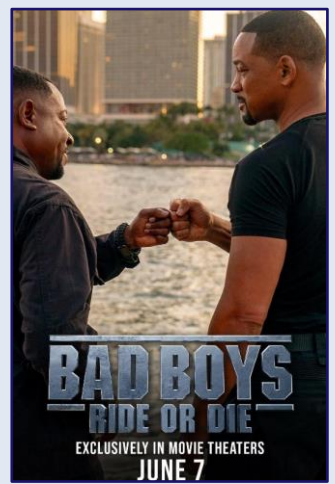
of moviegoers
'eagerly' anticipate
a new movie

Source: NCM, Moviegoing Audience Insights, Behind-The-Screens (BTS) Online Community, November/December 2023, Base: A18+ Moviegoers. *The Quorum, 'Eight-Week Out Film Tracking', 4/4/24.

Interest for popular titles builds months in advance
% interested in seeing each film
as of 4/4/24*

59%

Bad Boys: Ride or Die
Release Date: 6/7



54%

Inside Out 2
Release Date: 6/14



Conversations make it out of group chats or the dinner table as friends and family start planning their trip to the theater

% of moviegoers that...



88%

always plan in advance
to see a new movie



88%

say 'shared experiences' provide
a sense of **social connection
and bonding** that creates
lasting memories they cherish



80%

say going to the movies
**brings family and friends
together***

Source: NCM, Moviegoing Audience Insights, Behind-The-Screens (BTS) Online Community, November/December 2023, Base: A18+ Moviegoers. *The Cinema Foundation, 'The Value of A Movie Ticket', April 2023.

Many moviegoers purchase their tickets well ahead of opening weekend to ensure they get their desired time and preferred seats



When do you typically purchase your tickets for a movie?

Base: Moviegoers



Source: Screenvision, Screen Engine Data, March 2024. Base: Total Respondents (18+), 'Thinking about your movie ticket purchasing behavior, when do you typically purchase your tickets for a movie you would like to see?'

Going to the cineplex is one of the most deliberate and dedicated acts of consumer choice within premium video as it requires moviegoers to travel

Moviegoers travel an average of

12 miles

to their local cineplexes



Source: Screenvision & The People Platform, 2023 average.

Showtime!: Acts of Attention Along the Moviegoer's Journey



Movie-going is a shared experience for most people which creates co-viewing engagement opportunities for cinema advertisers

The average moviegoing group size is

3.4
People



Source: Screenvision & The People Platform, 2023 average.

People enjoy the experience of the cinema and are thrilled to make the theater the center of their day, or night out, with friends or family



74%

of **moviegoers** are interested in **cinema lobby experiences**
(product samplings, photo opportunities, photo booths, giveaways, etc.)



64%

of **moviegoers** say **the whole experience** is why they go to the movies

Source: Screenvision, Screen Engine Data, March 2024. Base: Total Respondents (18+), 'Sometimes in the lobby area of theaters you may find product sampling, photo opportunities, photo booths, giveaways etc. How interested are you in participating in any of these special opportunities?' and 'What are some of the reasons why you go to see movies in theater?'

Affluent moviegoers also view cinema as essential to their social lives and therefore prefer theaters with luxury amenities that enrich their experience




73%

of **affluent moviegoers** prefer to visit theaters offering **unique amenities, cocktails** and **fine dining**



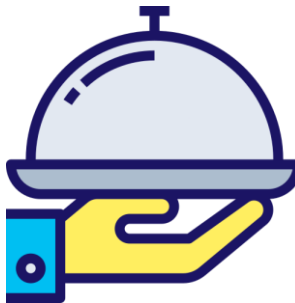
Source: Spotlight Cinema & YouGov Survey, September 2022, Base: P18-54 Moviegoers with \$100K+ HHI.

Moviegoers are enjoying much more elevated experiences at their local theater as they turn ‘dinner and a movie’ into ‘dinner at the movies’



49%

of moviegoers have **purchased restaurant-style food** at a movie theater



76%

find restaurant-style food at a theater **as good or nearly as good as restaurants**

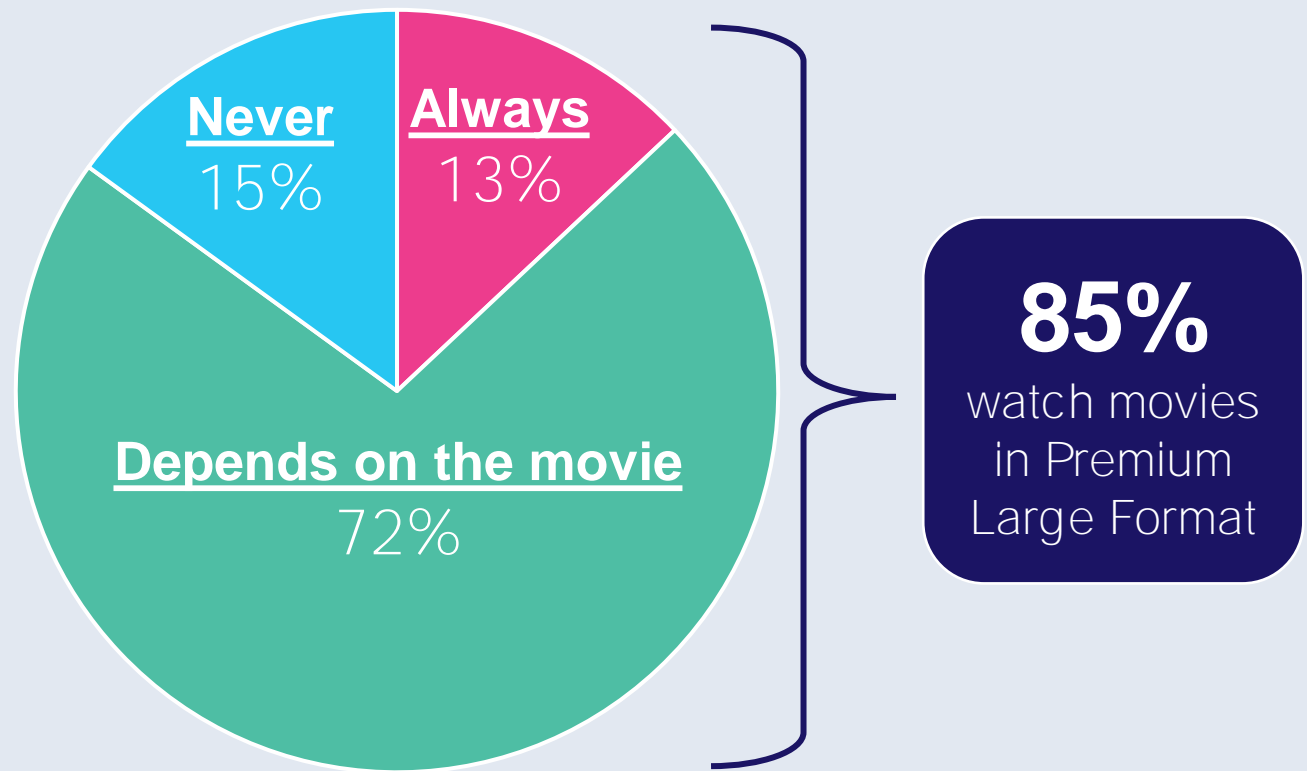
Source: The Cinema Foundation, 'The Value of A Movie Ticket', April 2023.

Premium large formats, like IMAX, are also attracting moviegoers who can't replicate these unique, immersive experiences at home



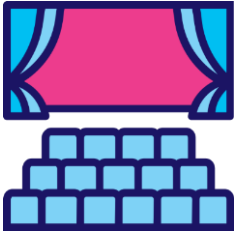
Do you watch movies in Premium Large Formats (i.e. IMAX)?

Base: Moviegoers



Source: The Cinema Foundation, 'The Value of A Movie Ticket', April 2023.

Excited that their wait is finally over, most audiences, even those who bought advanced tickets, like to be in their seats early before showtime



23 mins

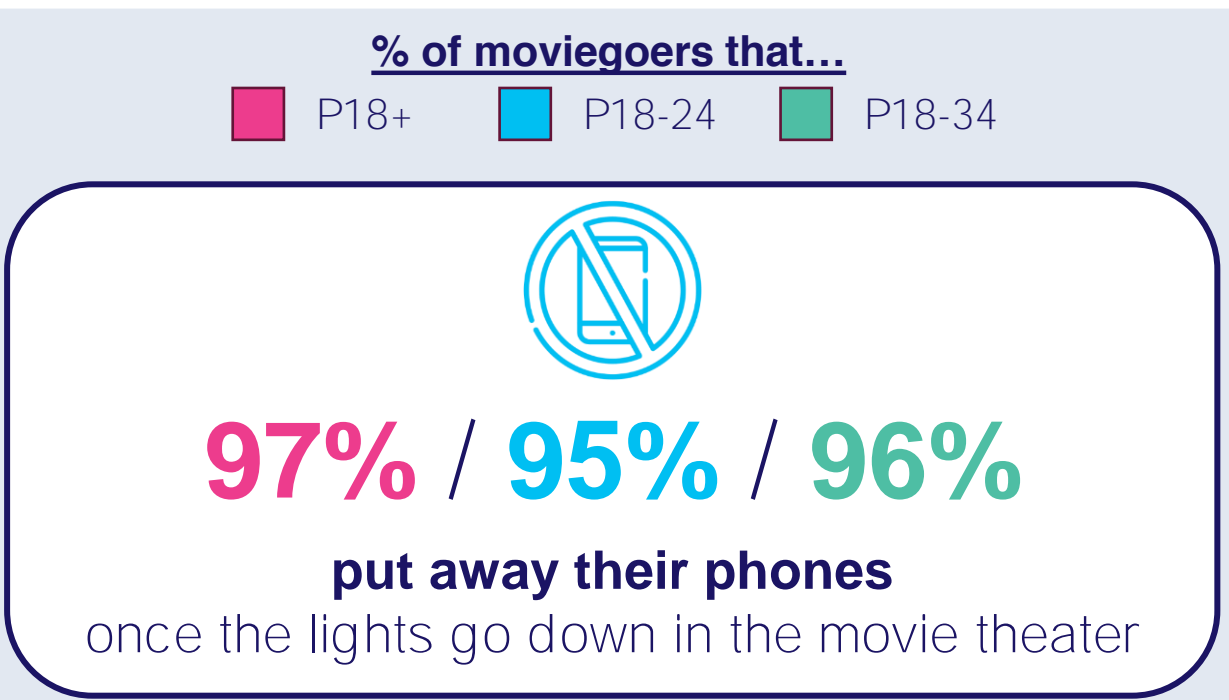
Moviegoers' average arrival time at the theater **before showtime**

The #1 reason for arriving early is to have time to **settle in before the movie starts**



Source: Screenvision, Screen Engine Data, March 2024. Base: Total Respondents (P18+). 'How long would you say you are typically in your seat in the auditorium before the movie starts?' & 'Why do you typically arrive to your seat early?'

Almost all moviegoers, including young adults, put their phones away once the lights go down, which creates a fully immersive atmosphere



Besides sleep, what other activity can get Gen Z'ers to put their phones away for over two hours?!?*



Source: Screenvision, Screen Engine Data, March 2024. Base: P18+, P18-24 & P18-34. 'Once the lights in the theater go down, do you typically put your cell phone away?' *Average length of a theatrical release is 2 hours, 6 minutes according to VAB' [At the Movies: 15 Reasons to Include Cinema Within a Video Ad Campaign.](#)

Bonding in person with friends or family while away from their phones and 'outside noise' produces an environment ripe for advertising attention



% of moviegoers who agree that...



93%

Going to the movies is a **stress-relieving / relaxing activity**



92%

Going to the movies provides **an escape from life**

Source: NCM, Moviegoing Audience Insights, Behind-The-Screens (BTS) Online Community, August 2023, Base: A18+ Moviegoers.

As an excited, emotionally invested and captive audience, moviegoers are highly attentive to cinema advertising



25 of 30

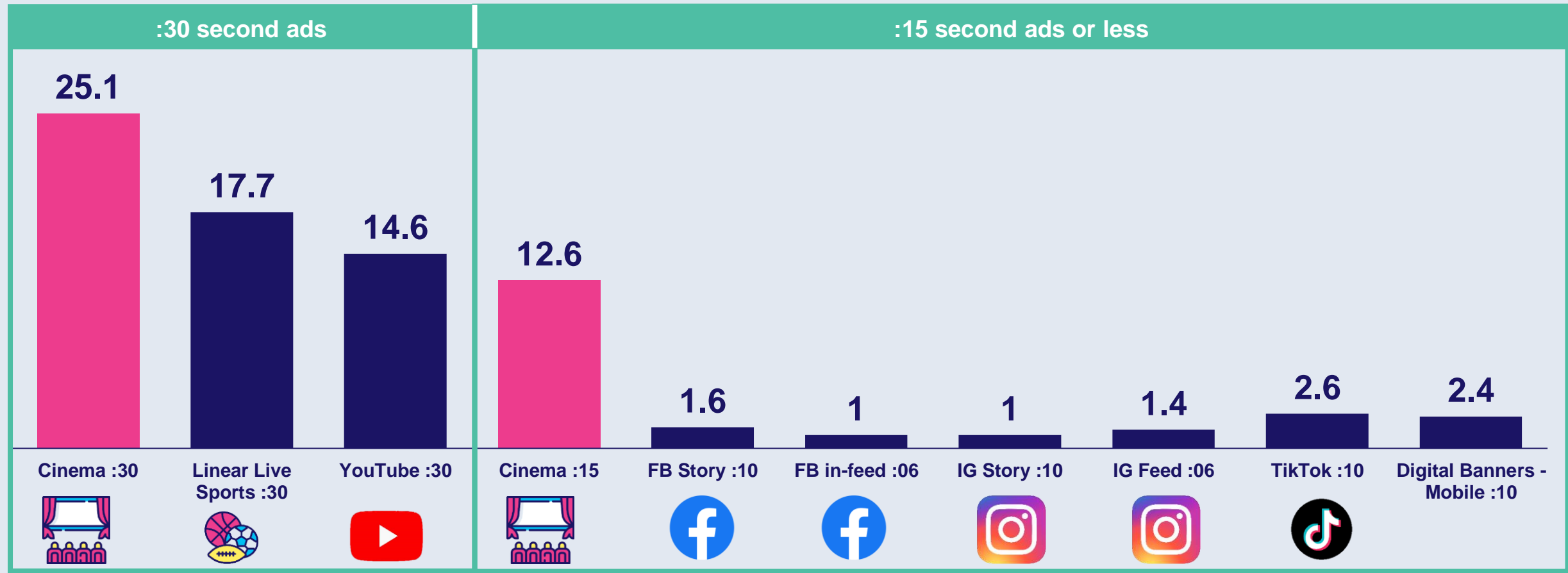
seconds viewed of a :30 cinema ad, on average



Source: NCM & Lumen, Attention Study, October 8-12, 2023, n=364 A18+.

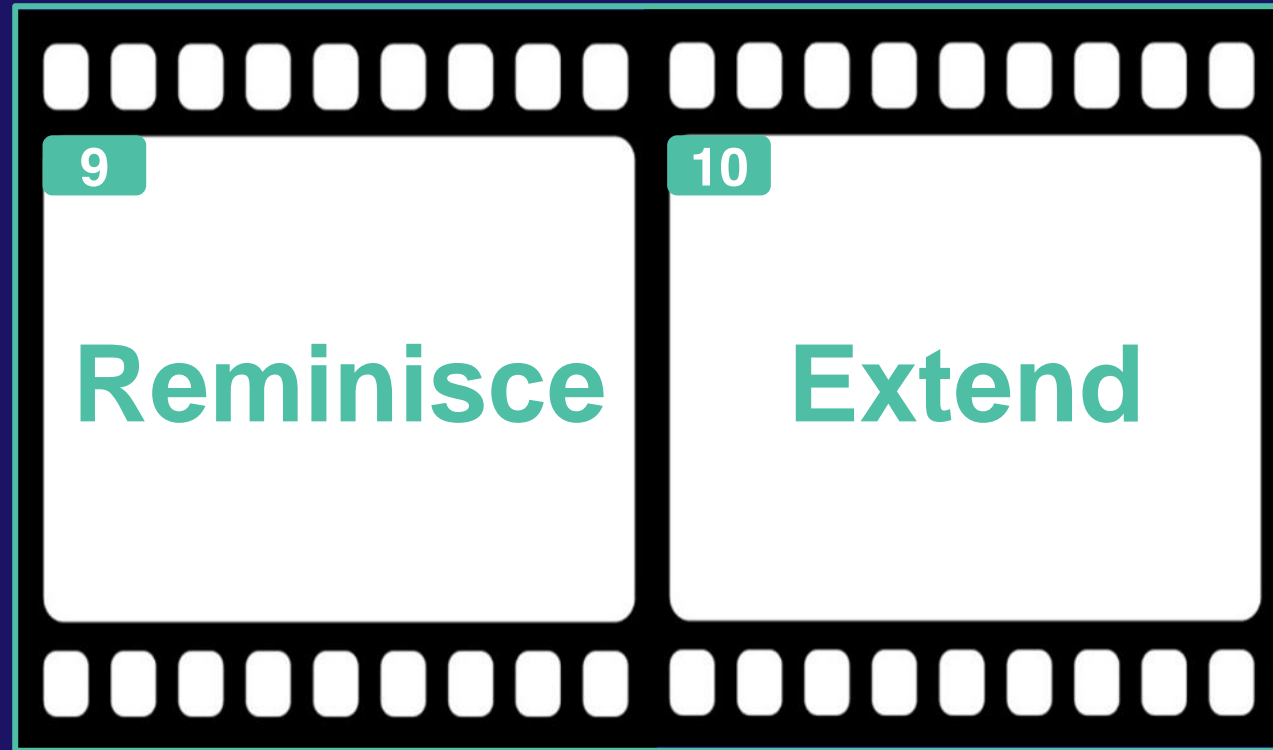
The theatrical experience achieves much greater audience attention for cinema advertising in comparison to other digital and social channels

Average Seconds Viewed of Ads



Source: NCM & Lumen, Attention Study, October 8-12, 2023, n=364 A18+. Lumen/Holdco Proprietary Audio/Social/Digital 2023 Study.

The 'After Show': Acts of Attention Along the Moviegoer's Journey



Moviegoers enjoy reliving their theatrical experience together immediately after the movie which may include discussions about the ads as well

% of moviegoers that...



69%

Talk about the movie with the people they saw it with, after seeing it in the movie theater




Source: Screenvision, Screen Engine Data, March 2024. Base: Total Respondents (18+). 'Thinking about your typical moviegoing experience, what do you do after seeing a movie in the theater?'

Moviegoers' high attentiveness to cinema ads and their overall experience increases brand recall and consideration for cinema advertisers

Cinema Advertising's Impact on Brand Metrics

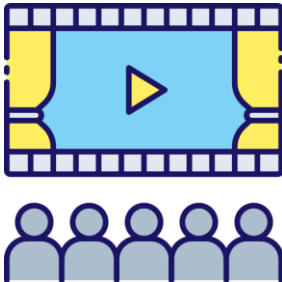
Unaided Awareness



+119%

lift in
unaided awareness
(vs. control)


Brand Recall



87%

recall brands
that advertise in
preshow cinema ads*


Message Recall



51%

correctly recalled
the brands' message
from a single exposure**

Consideration

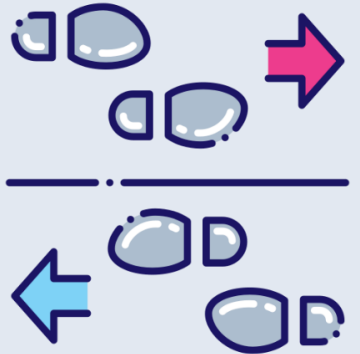


+100%

lift in
future consideration
(in next month vs. control)

Source: NCM & eWorks, Intercept Study, November 2023, P18-49. *Screenvision & Amplified Intelligence, 'All Eyes on Us', April 2023. **Screenvision & MAGNA, 'Eyes on Screen', January 2024.

Brands are capitalizing on the attentiveness of moviegoers to drive meaningful business results shortly after their trip to the theater



Mazda saw a significant **22% lift in foot traffic**, with **69% of those visits** happening within **five days of seeing the ad at the theater**

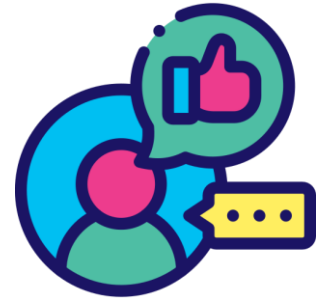
“We were thrilled with the results. With the evolution of cinema advertising, we now know we can expect meaningful data analytics and performance KPIs from our campaigns on the big screen. **We see cinema as a key media platform to drive meaningful business outcomes and brand awareness.**”

Brad Audet, CMO, Mazda North America

Source: Digiday, 'National CineMedia to offer guarantees on business outcomes this upfront', 3/13/24.

Moviegoers are also likely to provide positive word-of-mouth 'in real life' and online which can expand audiences for movies and their advertisers

% of moviegoers that...



95%

Recommend seeing a movie in a theater to friends and family based upon their experiences



33%

Visit or engage with social media sites about the movie after seeing a movie in theaters*



31%



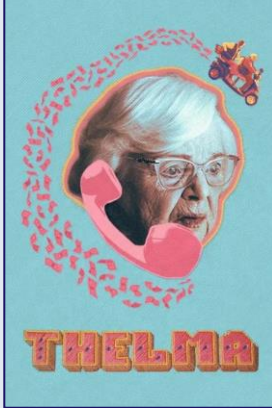
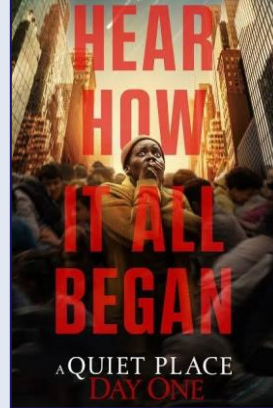



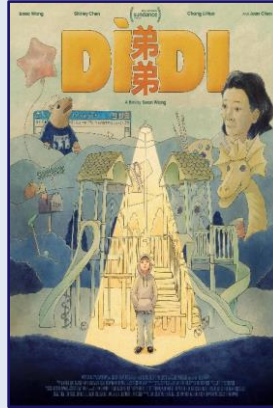



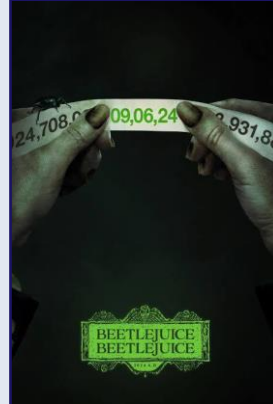




Post about seeing the movie on social media after seeing a movie in theaters*

Source: NCM, Moviegoing Audience Insights, Behind-The-Screens (BTS) Online Community, August 2023, Base: A18+ Moviegoers. *Screenvision, Screen Engine Data, March 2024. Base: Total Respondents (18+). 'Thinking about your typical moviegoing experience, what do you do after seeing a movie in the theater?'

A consistent pipeline of new movie releases coming soon to a theater near you



The theatrical pipeline is filled with high-profile movies and specialty film releases for the summer season and beyond

<p><u>5/24/24</u></p> 	<p><u>6/14/24</u></p> 	<p><u>6/21/24</u></p> 	<p><u>6/28/24</u></p> 	<p><u>7/5/24</u></p> 	<p><u>7/12/24</u></p> 	<p><u>7/19/24</u></p> 	<p><u>7/26/24</u></p> 
<p><u>7/26/24</u></p> 	<p><u>8/2/24</u></p> 	<p><u>8/9/24</u></p> 	<p><u>9/6/24</u></p> 	<p><u>10/4/24</u></p> 	<p><u>11/22/24</u></p> 	<p><u>11/27/24</u></p> 	<p><u>12/13/24</u></p> 

Source: IMDb, Upcoming Releases, 2024. Note: Release dates planned as of 4/23/24 and subject to change.

Key Marketer Takeaways

- ▶ **People's interest, anticipation and intent of going** to their local cineplex – a journey that could be in the making for months, if not years, for a particular film – leads to high ad attentiveness in the theater
- ▶ **Moviegoers' overall experience at the theater** and high attentiveness to cinema ads drives meaningful business results across the purchase funnel for brands
- ▶ The upcoming slate of theatrical releases is filled with high-profile movies and specialty films which provides marketers with opportunities to reach highly engaged, desirable audiences in brand safe, premium video environments

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Tapping into people's excitement
for quality, premium video content



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



The Consumer Connection
Understanding the Effect of Quality
Across Media Platforms



**New Year's Resolutions
#1: Prioritize Quality**
The importance of value when selecting
video ad platforms



**How can cinema deliver desirable
audiences for my brand?**



I Know What You Did This Summer
Harnessing consumer momentum at the movies

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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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