



# THE SURROUND SOUND OF CINEMA:

Examining How Movies Permeate Culture

*Part I - Presence, Popularity, Properties & People*

☰ '18 REPORT

 **VAB**  
VIDEO ADVERTISING BUREAU

# Opening Credits

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# Before We Dive Into The Report, It's Pop Quiz Time!

Do you think you can answer these questions correctly? Don't worry, all the information you need is provided in the following pages of Part I & Part II of this report series.

- 1) What % of people visit a dining venue before or after going to the movies?\_\_\_\_\_
- 2) How many people in the U.S. visit a movie-focused website or app each month?\_\_\_\_\_
- 3) How many film soundtracks have reached the top five on the Billboard 200 chart over the last five years?\_\_\_\_\_
- 4) What movie became the highest-grossing horror movie of all time in 2017?\_\_\_\_\_
- 5) In 2016, what baby name, inspired by a movie villain, saw the largest spike in popularity from the previous year?\_\_\_\_\_
- 6) By what percentage did tourism to Norway increase after the theatrical release of *Frozen*?\_\_\_\_\_
- 7) Between 2015-2016, how many U.S. states hosted a movie production shoot?\_\_\_\_\_
- 8) How much did someone pay at an auction in 2017 for Star Lord's "hero" helmet from *Guardians of the Galaxy*?\_\_\_\_\_
- 9) How many fan fiction stories based on movies are currently posted on fanfiction.net website?\_\_\_\_\_
- 10) To the closest billion, how much money did licensed goods based on movies and other entertainment properties generate in 2016 global retail sales?\_\_\_\_\_

# The Surround Sound Of Cinema: Movies Are Ubiquitous

Movies are ubiquitous and thus they have the power to shape culture and influence society as a whole. Almost all adults go to a local cineplex at least once a year as cinema continues to outdraw other major entertainment options by a wide margin.

The popularity of movies can be seen throughout the cultural landscape; they are responsible for some of the most viral content online, they are a popular genre of music and they are the source material for many ultra-successful Broadway shows...even pet ownership is influenced by movies.

From popular franchises like *Despicable Me* to thought-provoking, award-winning films like *Hidden Figures*, 2017 saw films across genres achieve record-setting milestones while actors and characters drove many pop culture moments.

The impact of movies isn't just confined to the cineplex either, in addition to gathering around the TV in record numbers to watch movie-based award shows, they also spark people's interest in traveling to locations inspired by settings from their favorite films.

This passion also manifests into immersive experiences for many as they actively engage in fan communities, dress up as their favorite characters, design their own fan art, write their own fictional stories inspired by movies and even form their own theories about the future of their favorite franchises.

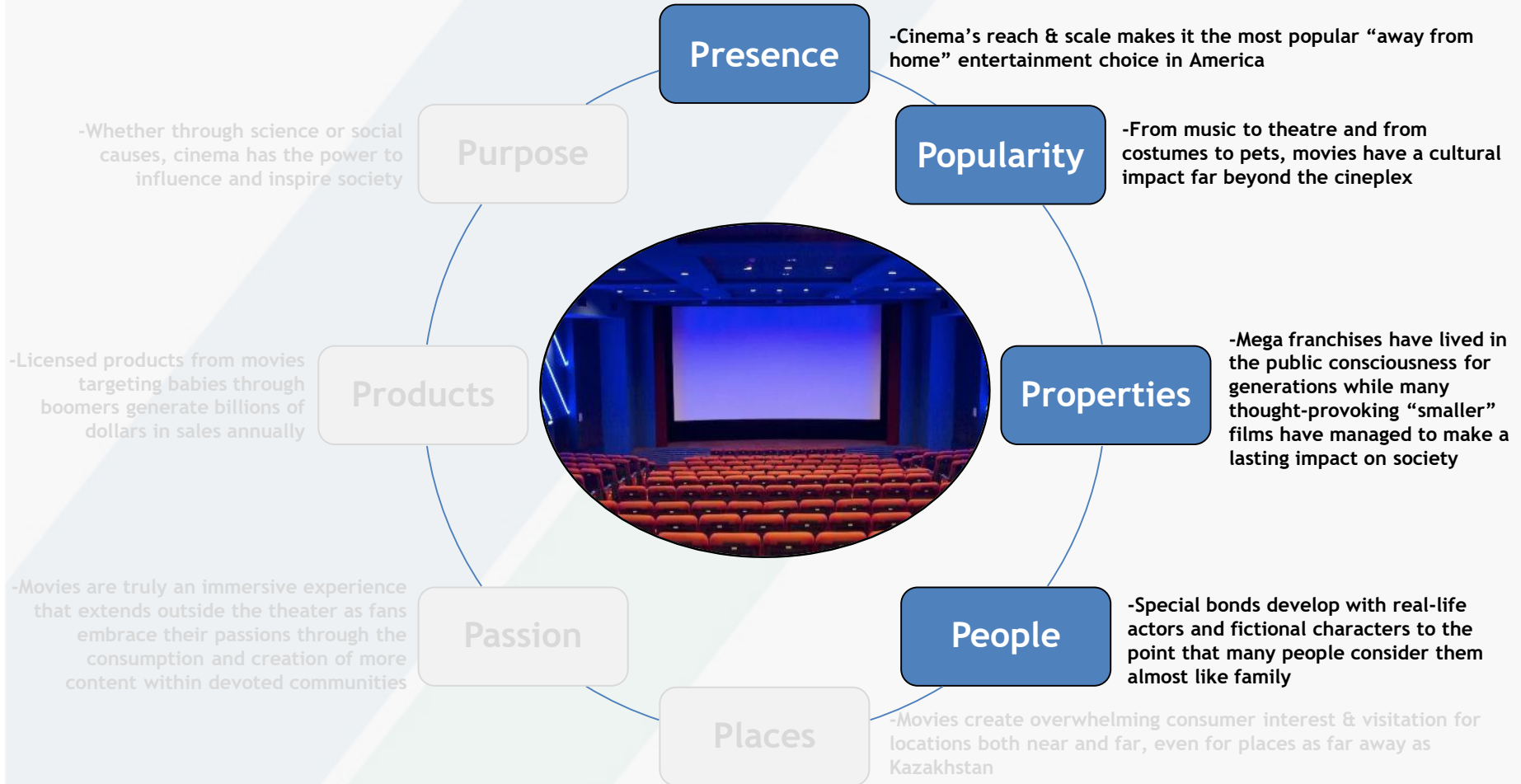
Cinema also has the power to create halo effects, positively affecting countless other industries such as restaurants, consumer products, theater & music, literature, tourism and related websites, just to name a few. Beyond commerce, films also serve a greater purpose as they influence science, social causes and public opinion while serving as an inspiration for people throughout society.

*Keep reading to see how movies permeate culture and be on the lookout for the release of Part II which will take a further dive into places, passions, products & purpose.*

# The Surround Sound Of Cinema: Permeating Culture With 8 “P’s”



# In This First Report Of Our Two-Part Series, We Focus On The First Four “P’s”



# In Summary, Cinema Delivers A Mass Audience Of The Most Passionate, Engaged, Rabid Fans Anywhere

*Almost everyone goes to the movies...*

## Presence

**86%** of adults 18-49 go to the movies each year

*...They rush to watch newly-released trailers online...*

## Popularity

Movie trailers can garner **millions of online views** in their first 24 hours after release

*...Then they go to see recent theatrical releases in droves...*

## Properties

The **top-grossing movies** in Sci-Fi, Young Adult, Horror, Animation & Musical genres have all been released within the last 5 years

*...And they look at their favorite characters almost like family*

## People

Movie characters are like family, and many have even been around for much longer (52+ years of James Bond, 40+ years of Luke Skywalker, 40+ years of Rocky)



***Presence:***  
**Cinema's Reach & Scale**

# The Film & Television Industry Is Not Just New York & Los Angeles, It's An Industry That Employs *Millions* Across All 50 States



**\$131 Billion** contributed to the American Economy annually

**2 Million** American Jobs in All 50 States

**\$51 Billion** in wages for production & distribution jobs

**88,000** small businesses contribute to production

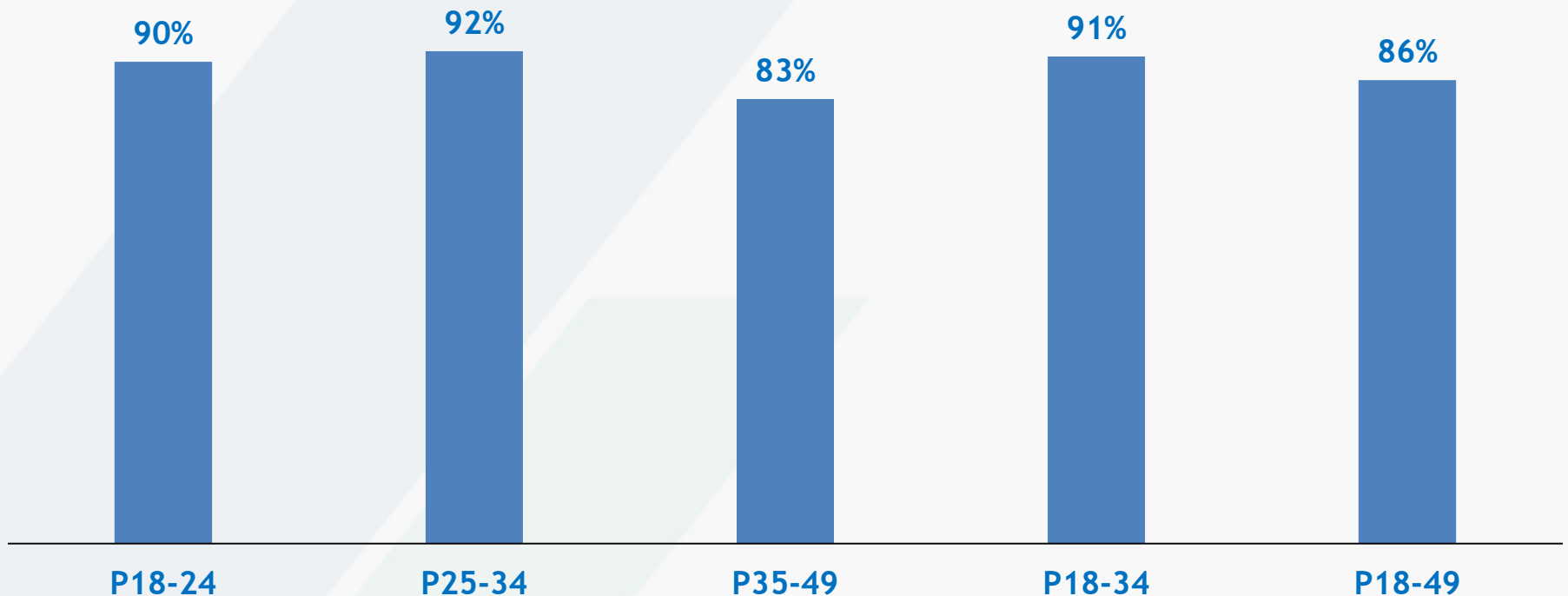
THE SURROUND SOUND OF CINEMA: PART I

Source: Motion Picture Association of America, data based on 2015 for film & television industry. <https://www.mpa.org/jobs-economy/>

# Almost All Adults 18-49 Go To The Movies At Least Once A Year

In 2016, the typical moviegoer bought 5.3 tickets over the course of the year while adults 18-24 went to the movies an average of 6.5 times a year, an increase of 0.6 from 2015.

## Annual Cinema Reach By Demo



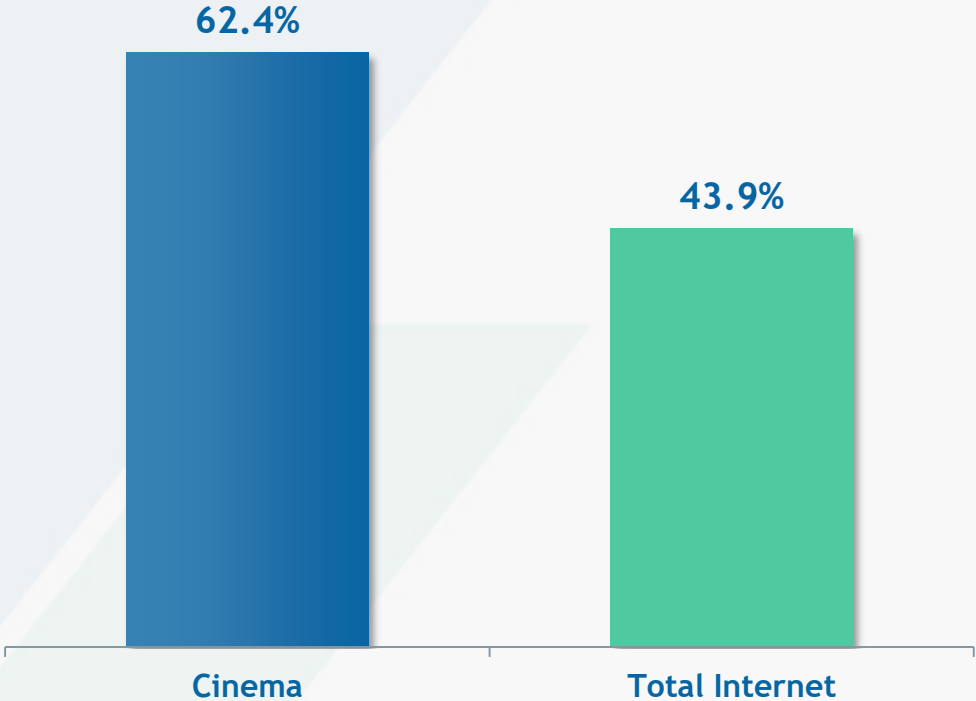
### THE SURROUND SOUND OF CINEMA: PART I

Source: Nielsen Media Impact, based on Nielsen Total Media Fusion/GfK MRI Survey of The American Consumer, 6/25/16 - 6/24/17. Cinema reflects Screenvision and NCM footprint. Frequency data based on The MPAA Theatrical Market Statistics Report 2016.

# Gen Z & Millennials Represent Over Half Of The Movie-Going Audience, Making It A More Targeted Medium Than The Internet

## P6-34 Audience Composition

Cinema vs. Total Internet

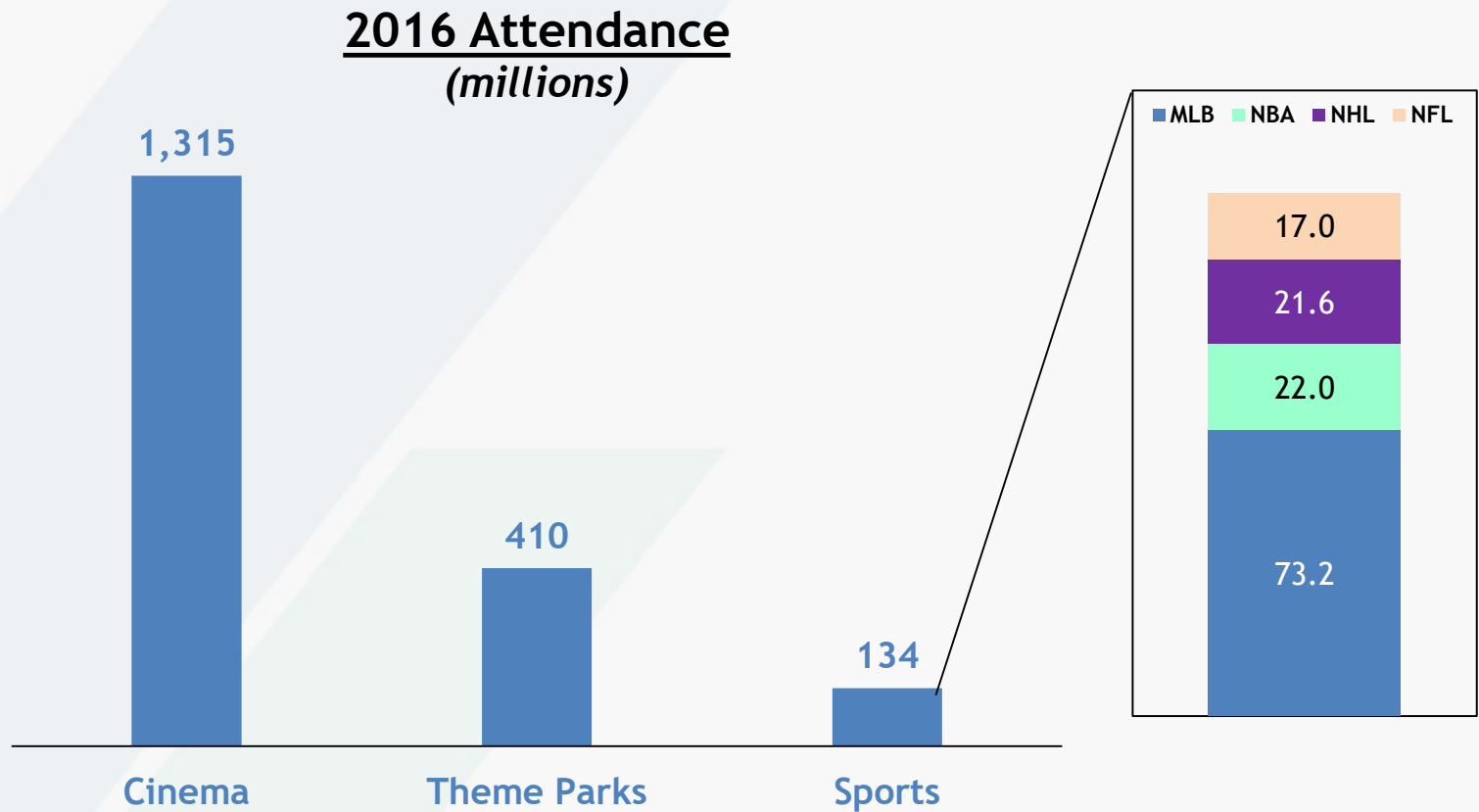


THE SURROUND SOUND OF CINEMA: PART I

Source: Nielsen Cinema Audience Report, October 2017 for cinema audience composition. comScore October 2017, mediameitrix multiplatform for Total Internet based on unique visitors. Composition for both cinema and digital based on P2+.

# Cinema Continues To Draw More People Than All Theme Parks And Major U.S. Sports Combined

In 2016, 10x more people went to the cinema than attended a live sporting event within the four major leagues



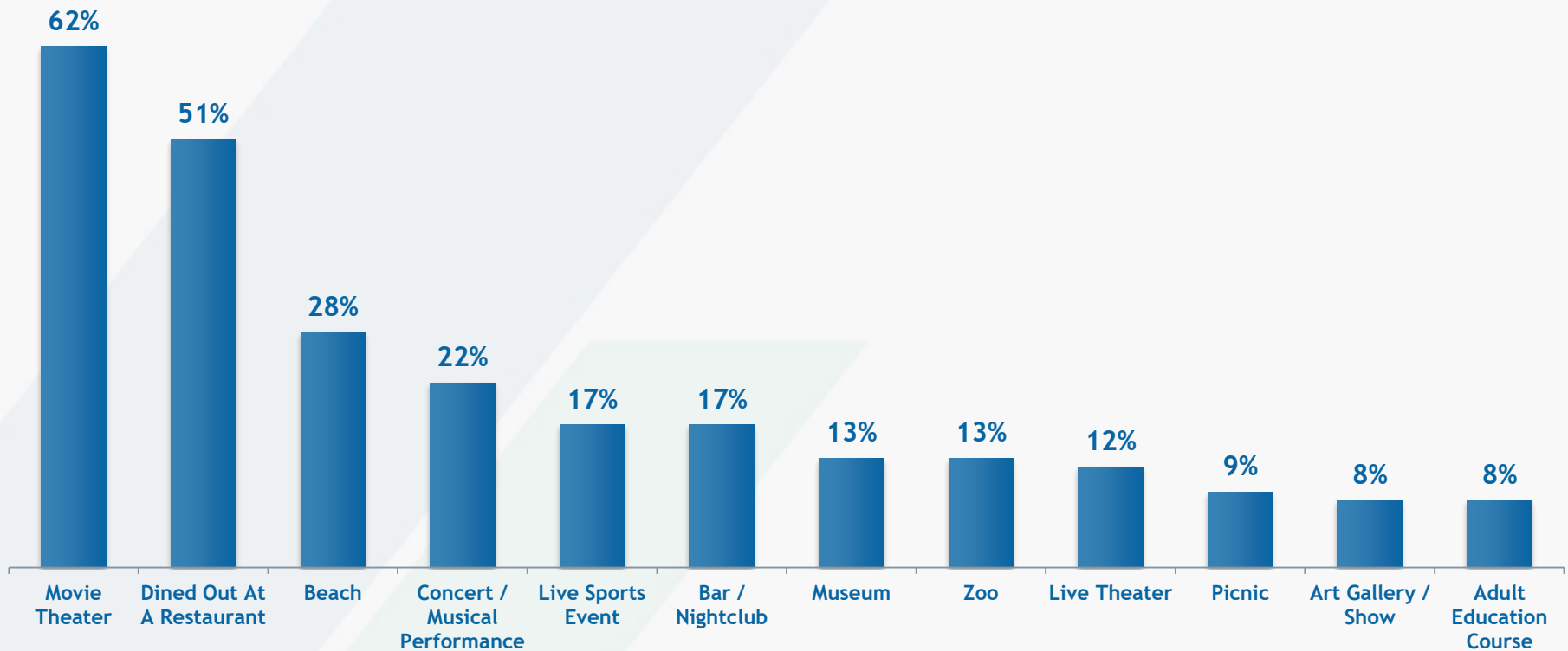
THE SURROUND SOUND OF CINEMA: PART I

Source: The MPAA Theatrical Market Statistics Report 2016; attendance reflects U.S. / Canada.

# In Fact, Going To The Movies Is The Most Popular “Away From Home” Entertainment

## Leisure Activities - Attended / Participated In Last 12 Months

Adults 18+



THE SURROUND SOUND OF CINEMA: PART I

Source: GfK MRI 2017 Doublebase

# A Trip To The Cinema Creates A Halo Effect By Positively Impacting Surrounding Businesses As Well

When people go to the movies, **45%** visit a dining venue before or after watching the movie.

**21%** visit a nightlife venue before or after.

Tim Hortons



The Cheesecake Factory



COLD STONE CREAMERY



P.F. CHANG'S CHINA BISTRO



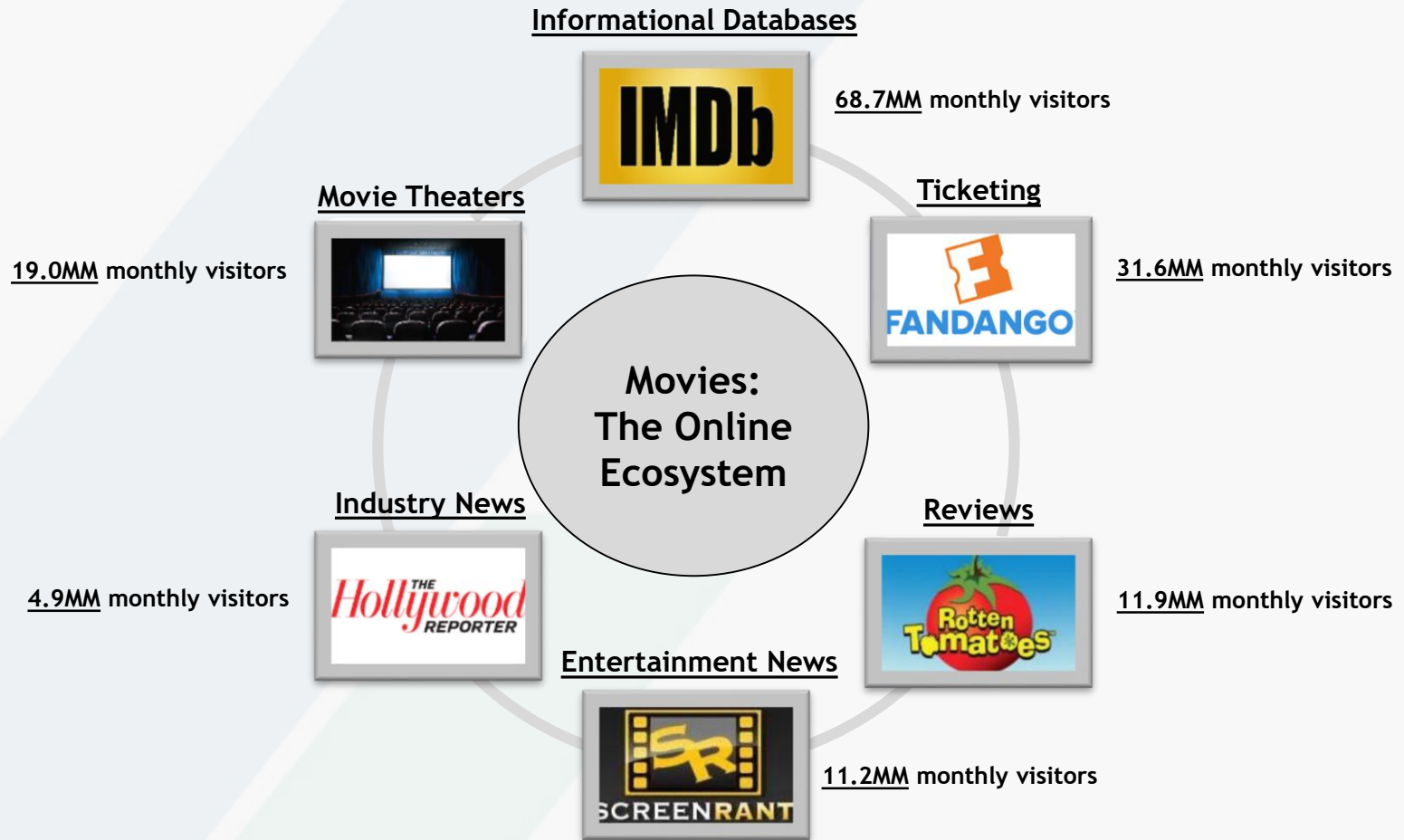
## Before A Movie

Moviegoers tend to visit coffee shops or breakfast places

## After A Movie

Moviegoers tend to dine at casual restaurants

# Outside Of The Cineplex, 143 Million People In The U.S. Visit A Movie-Focused Website Or Mobile App Each Month



## THE SURROUND SOUND OF CINEMA: PART I

Source: comScore, MediaMetrix, multi-platform, P2+ for desktop / P18+ for mobile, October 2017. "Total audience visiting a movie-focused website/app" & "movie theaters" based on MediaMetrix Audience Duplication, multi-platform, total audience, entertainment - movies subcategory, October 2017. Movie theaters include Regal Entertainment, AMC Entertainment, Cinemark USA & MovieGoer Network.

A photograph of a man and a woman sitting in a movie theater, smiling and looking towards the screen. They are holding a large bucket of popcorn. The image is overlaid with a blue and green geometric design on the left side.

***Popularity:***  
**Impacting Culture Beyond The  
Cineplex**

# Cinema Has Had A Long History Of Cultural Impact And Continues To Be An Integral Part Of American Society

Items Currently on Display, or Held, By The Smithsonian's National Museum of American History in Washington, DC

Early model strip of 35mm film



The Magic of Lassie lunch box



"Over The Rainbow" sheet music from The Wizard of Oz



"Cleopatra" Mutoscope movie poster



"When You Wish Upon A Star" sheet music from Pinocchio



"Tom Mix" style cowboy hat



Ruby slippers from The Wizard of Oz



Scarecrow from The Wizard of Oz



"Heigh-Ho" sound recording from Snow White



Peter Pan thermos



Marilyn Monroe evening gloves



Dr. Strangelove film advertisement



R2-D2 & C-3PO from Return of the Jedi



Aladdin thermos



Star Trek: The Motion Picture lunch box



Alien egg prop



Jumanji VHS Videocassette



Rambo lunch box



Toy Story 2-themed McDonald's chicken McNuggets box



Boxing gloves from Rocky II



Golden ticket from Charlie and the Chocolate Factory



Hat from Indiana Jones and the Last Crusade



Batman mask from Batman & Robin



THE SURROUND SOUND OF CINEMA: PART I

Source: Smithsonian / The National Museum of American History archives

# Trailers Are Some Of The Most Viral Content Online, With Many Garnering Over A Hundred Million Views In Their First 24 Hours

**Avengers: Infinity War**  
230 Million Views (Official Trailer)



**IT**  
197 Million Views (Official Teaser Trailer)



**The Fate of the Furious**  
139 Million Views (Official Trailer)



**Thor: Ragnarok**  
136 Million Views (Official Teaser Trailer)



**Beauty and the Beast**  
128 Million Views (Official Trailer)



**Star Wars: The Last Jedi**  
120 Million Views (Official Trailer)



**50 Shades Darker**  
114 Million Views (Official Trailer)



**The Incredibles 2**  
113 Million Views (Official Teaser Trailer)



**Star Wars: The Force Awakens**  
112 Million Views (Official Trailer)



**Captain America: Civil War**  
95 Million Views (Official Trailer #2)



## THE SURROUND SOUND OF CINEMA: PART I

Source: IMDB.com "Top 10 Most Viewed Online Trailers in the First 24 Hours" across the internet (as of 12/14/17). Figures represent # of views for the first 24 hours after release.

# 19 Film Soundtracks Have Reached The Top Five On The Billboard 200 Chart Over The Last Five Years

In fact, 72 movie soundtracks have hit #1 on the *Billboard 200* since it's formation in 1963

2013

2014

2015

2016


2017


**1**   
34 weeks on chart


**2**   
33 weeks on chart


**3**   
126 weeks on chart


**5**   
14 weeks on chart


**1**   
116 weeks on chart

**1**   
115 weeks on chart


**5**   
25 weeks on chart

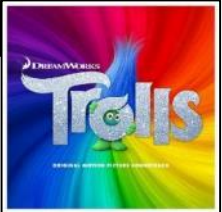
**1**   
46 weeks on chart


**1**   
31 weeks on chart

**2**   
54 weeks on chart

**5**   
9 weeks on chart

**1**   
66 weeks on chart

**3**   
61 weeks on chart

**5**   
11 weeks on chart

**1**   
23 weeks on chart

**2**   
53 weeks on chart

**2**   
28 weeks on chart

**3**   
26 weeks on chart

**5**   
31 weeks on chart

THE SURROUND SOUND OF CINEMA: PART I

# = peaked at this ranking on the Billboard 200 chart



# Film Adaptations Are Behind A Majority Of The Most Popular Shows Currently On Broadway

8 out of the Top 15 (53%) Most Popular Current Broadway Shows Are Inspired By Movies

The Wizard of Oz 2



The Lion King 3



Aladdin 6



School of Rock 8



Waitress 9



A Bronx Tale 10



Anastasia 12



Kinky Boots 15



Elf n/a



A Clockwork Orange n/a



## Coming Soon in 2018!

Frozen



Mean Girls



Moulin Rouge!



King Kong



Pretty Woman



The Devil Wears Prada



THE SURROUND SOUND OF CINEMA: PART I

# = popularity ranking based on Broadway.com



# Movies Inspire A Majority Of The Most Popular Halloween Costumes For Both Adults & Kids

Halloween costume sales are a big business with an estimated \$3.4 billion being spent in 2017

## Movie-Inspired Halloween Costumes In Top 10 Ranking

### Children

#1 - Action / Superhero



#2 - Batman Character



#4 - Spider-Man



#5 - Star Wars Character



#7(t) - Pirate



#7(t) - Marvel Superhero



#8 - Disney Princess



#10 - Wonder Woman



### Adults

#2 - Batman Character



#4 - Pirate



#5 - Marvel Superhero



#8 - DC Superhero



#9 - Slasher Movie Villain



#10 - Wonder Woman



# Movies Can Even Popularize Different Types Of Pets While Increasing Sales & Adoption Rates

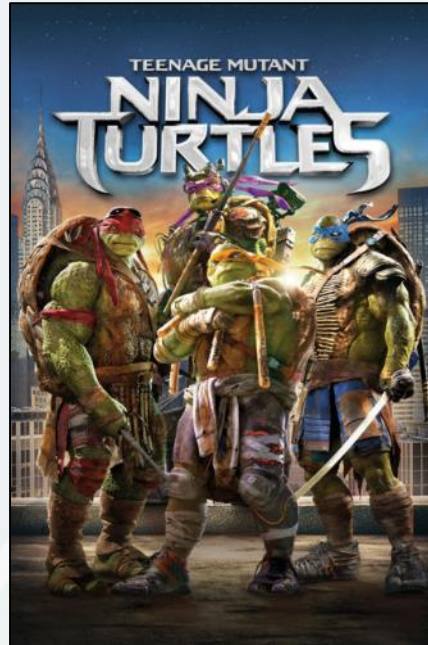
## Blue Tang Fish

In 2016, some retailers reported an increase in sales as high as a **three-fold** after the movie's release



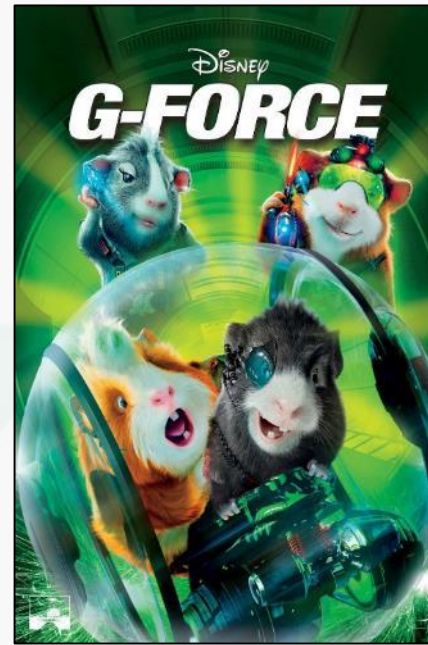
## Turtles

In 2014, the CBC reported that sales of pet turtles **rose 20%** in the month after the movie's release



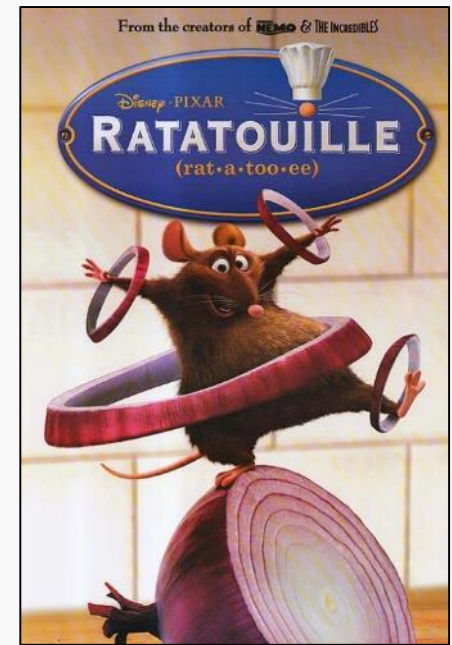
## Guinea Pigs

In 2009, *Pets at Home* reported a **15% rise** in sales after the film went into wide release



## Rats

In 2007, *Pets at Home* reported a **50% surge** in sales in the first month following the film's release





***Properties:***  
**From Mega Franchises To**  
**Independents**

# Many Popular Franchises Have Lived In The Public Consciousness For Years, Often Stretching Across Generations

## Spider-Man / X-Men / Marvel Cinematic Universe

32 Movies: 2000 - Present  
Total U.S. Grosses: \$6.8 Billion



## Batman & DC Extended Universe

16 Movies: 1989 - Present  
Total U.S. Grosses: \$4.0 Billion



## Star Wars

9 Movies: 1977 - Present  
Total U.S. Grosses: \$3.8 Billion



## J.K. Rowling's Wizarding World

10 Movies: 2001 - Present  
Total U.S. Grosses: \$2.6 Billion



## James Bond

25 Movies: 1963 - Present  
Total U.S. Grosses: \$2.1 Billion



## Middle Earth

6 Movies: 2001 - 2014  
Total U.S. Grosses: \$1.8 Billion



## The Fast and the Furious

8 Movies: 2001 - Present  
Total U.S. Grosses: \$1.5 Billion



# Additionally, Each Year Countless Cinematic Films Contribute To Culture



# Recent Movies Across Major Genres Have Become Hugely Popular & Many Have Even Broken Box Office Records

Movies Released In Last Five Years That Rank In The Top #10 For Domestic Box Office Gross By Genre

## Superhero / Comic Book Adaptation



## Science Fiction



## Young Adult



## Horror / Thriller



## Animation



THE SURROUND SOUND OF CINEMA: PART I

# = all-time genre ranking based on lifetime domestic theatrical gross

Source: [www.boxofficemojo.com](http://www.boxofficemojo.com). Lifetime domestic theatrical grosses as of 12/26/17 (five years = 2013- YTD 2017); top 10 films; comic book adaptation, sci-fi - adventure films excluding "superhero" and "animated" movies, young-adult book adaptations (books aimed at 10-17 year old's), horror films, animated films.

# In 2017, Movies Drove Many Pop Culture Moments While Several Individual Films Achieved “All-Time” Milestones

The infamous Oscar night best picture announcement flub sparked multiple top #5 trending topics on Twitter that night



The *Marvel Cinematic Universe* became the first film franchise to gross more than \$11 billion worldwide, by the end of the year it had grossed over \$13 billion



*Hidden Figures* was the first movie with multiple female leads to be #1 at the box office in multiple weeks since 2011



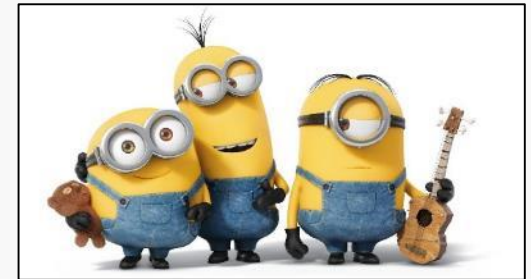
It became the highest grossing horror movie of all time



*Dunkirk* became the highest-grossing World War II film of all time



The *Despicable Me* franchise became the highest grossing animated franchise ever with a \$3.6 billion worldwide gross



*Beauty and the Beast* became the highest grossing musical of all time



*Wonder Woman* became the highest grossing female-directed movie of all time



*Get Out*'s Jordan Peele is the first black writer-director with a \$100MM+ debut



# The Future Continues To Be Bright With These “Culture Driving” Movies Coming Soon To A Cineplex Near You

Cinema as the surround sound of popular culture will only continue with soon-to-be released franchise sequels, re-makes and long-awaited films from major directors and producers

*Avengers: Infinity War*



*Jurassic World: Fallen Kingdom*



*Solo: A Star Wars Story*



*Black Panther*



*Ant-Man and the Wasp*



*Bohemian Rhapsody*



*Ready Player One*



*Hellboy*



*X-Men: Dark Phoenix*



*The Incredibles 2*



*Tomb Raider*



*Fifty Shades Freed*



*Pacific Rim: Uprising*



*Maze Runner: The Death Cure*



*Isle of Dogs*



*The Irishman*




*MI 6 - Mission Impossible*



*Deadpool 2*



A photograph of a man and a woman sitting in a theater, smiling and eating popcorn. The man is on the left, wearing a striped shirt, and the woman is on the right, wearing a light-colored top. They are both looking towards the right side of the frame. The background is blurred, showing other people in the audience. The image has a blue and green color overlay on the left side.

***People:***  
**From Real-Life Actors To  
Fictional Characters**

# Several Of Today's Most Powerful Celebrities Are Entrenched Movie Stars Or Up-And-Coming Film Actors

8 of the top 20 most powerful celebrities across entertainment (music, film, theater, TV, comedy, etc) are movie stars

Dwayne "The Rock" Johnson



Jennifer Lawrence



Chris Pratt



Ryan Reynolds



Donald Glover



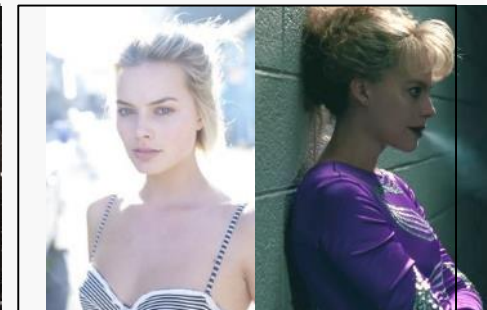
Kate McKinnon



Adam Driver



Margot Robbie



# Film Characters Have Lived For Decades, With Some People Knowing Their Stories Better Than Their Own Family Members

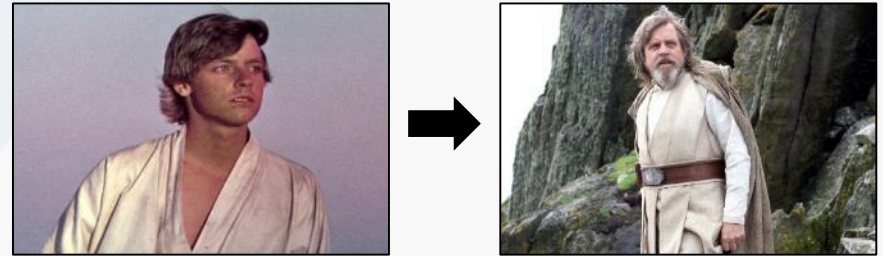
## 52+ Years of James Bond

From *Dr. No* (1963) to *Spectre* (2015)



## 40+ Years of Luke Skywalker

From *Star Wars: A New Hope* (1977) to *The Last Jedi* (2017)



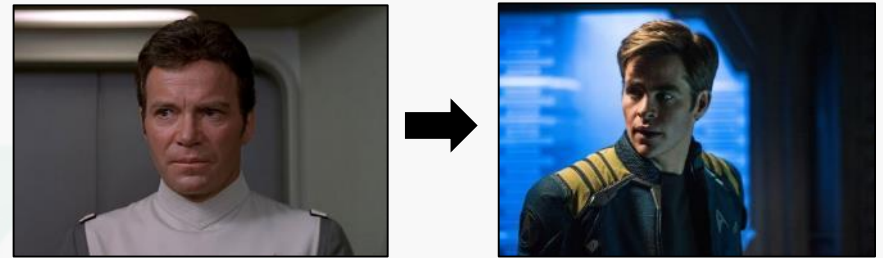
## 40+ Years of Rocky Balboa

From *Rocky* (1976) to *Creed* (2015)



## 37+ Years of Captain Kirk

From *Star Trek* (1979) to *Star Trek Beyond* (2015)



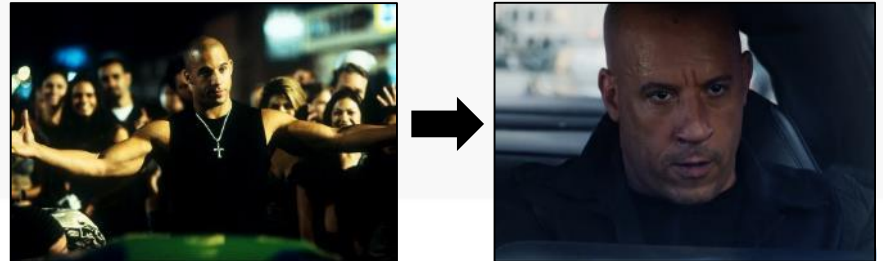
## 28+ Years of Bruce Wayne

From *Batman* (1989) to *Batman v Superman: Dawn of Justice* (2016)



## 16+ Years of Dominic Toretto

From *The Fast and the Furious* (2001) to *The Fate of the Furious* (2017)



THE SURROUND SOUND OF CINEMA: PART I

Source: [www.boxofficemojo.com](http://www.boxofficemojo.com)

# People Are So Passionate Over The Characters They Feel Bonded To That They Rigorously Debate New Casting Choices

## Ben Affleck cast as Batman



## Forbes The Internet Turns On Ben Affleck As Batman

**Brian Evangelista** @illtweetskid · 1m  
Christian Bale as **Batman**? Then **Ben Affleck**? What is Hollywood thinking. Who's playing **Batman** next? Screech from Saved by the Bell? Actually out of the three of them he would probably be the better choice.

**Scott Andes** @sandes363 · 28m  
Replying to @FoxNews  
**Ben Affleck** being cast as **Batman** is a genuine tragedy.

**Andrew Voigt** @AndrewVoigt · Dec 6  
Replying to @neuteredmcrib @lesssthanzero  
I am actually a big fan of @BenAffleck as **Batman**. I'm hoping he stays in the role (Ben, if you're reading this, do what I say). 😊

**Clint Wilber** @clintwilber · 27m  
Replying to @DJJazyJody  
No. George Clooney, Val Kilmer, Halle Berry, and Jennifer Garner were far worse. I actually think **Ben Affleck** is doing a pretty good job as **Batman**.

## Who will be cast as Young Han Solo?



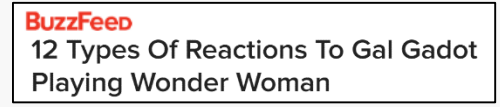
**Jim Salomon** @JimSalomon · 3h  
Replying to @JoeKennard  
I've got a bad feeling about this... Han Solo is my favorite character of all time, so I'm gonna be hypercritical. My dream casting of Donald Glover as Lando actually came true, but I think @AnselElgort would've been a much better young Han than **Alden Ehrenreich**. We'll see. 🙄

**vargz** @austinvargo · Dec 14  
If y'all can't handle **Alden Ehrenreich** at his Beautiful Creatures, you don't deserve him at his Solo

**Illz Colorado** @WillTeschll · 6h  
Random Thought:  
Personally, i would rather see some sort of age regression CGI a lá Michael Douglas in Ant-Man for the new #HanSolo #movie. **Alden Ehrenreich** doesn't even remotely resemble Harrison Ford. J/S

**Solstice Ball-Kiss** @sexy\_riker · Dec 15  
Replying to @juanvasquez1984  
I think the saga as we know it will end but they'll start a new "mainline" series at some point.  
Solo could be decent, that film name is chronic but I think **Alden Ehrenreich** could make a heavy decent Han tbh. Need to wait and see.

## Gal Gadot cast as Wonder Woman



**Blake Northcott** @BlakeNorthcott  
Israeli model Gal Gadot is cast as Wonder Woman. Hmm. She's beautiful but VERY slim, not overly 'Amazonian'. Will they make her gain muscle?

**Adrianne Curry** @AdrianneCurry  
Heres hoping the new wonderwoman LIVES in the gym...MUSCLES! also hoping she is near 6 ft tall. A short wonder woman is like a tall rorshach

**Dan Slott** @DanSlott  
Wonder Woman is magic. She's a magical princess with magical powers from a magical island. Great Hera, who CARES if she's skinny or not?!

**Spazzy** @ComixBookGurl  
I am actually excited about Gal Gadot being cast as Wonder Woman.. I am sure she will do a good job.. #believe #WonderWoman #therestime

# But There's No Debate That If You're Looking For Strong Female Characters, You Can #SeeHer Everywhere At The Cinema



Moana



Letty from *The Fate of the Furious*



Rey from *Star Wars: The Last Jedi*



Imperator Furiosa from *Mad Max: Fury Road*



Katherine, Dorothy & Mary  
from *Hidden Figures*



Diana Prince aka *Wonder Woman*



Beatrice Prior From *Divergent*



Black Widow from *The Avengers*



Belle From *Beauty and the Beast*



Jyn from *Rogue One*









Katniss Everdeen From *The Hunger Games*



Elsa from *Frozen*

# Interestingly, The Largest Spikes In Baby Name Popularity Are Primarily Due To Film Characters & Actors

## Movie-Inspired Baby Names: 2016 vs. 2015 Ranking

|   | <u>Name</u>      | <u>2016</u> | <u>2015</u> | <u>Diff</u> | <u>Rank*</u> | <u>Popularity Inspired By...</u>  |
|---|------------------|-------------|-------------|-------------|--------------|---|
|     | <u>“Kylo”</u>    | #901        | #3,269      | +2,368      | 1            | <u>Kylo Ren</u> from the new <i>Star Wars</i> trilogy, introduced in the 2015 film, <i>Force Awakens</i>                                |
|     | <u>“Creed”</u>   | #982        | #1,352      | +370        | 2            | <u>Creed</u> was a 2015 spin-off and sequel to the popular <i>Rocky</i> film series   |
|    | <u>“Benicio”</u> | #975        | #1,331      | +356        | 3            | A popular actor, <u>Benicio Del Toro</u> was confirmed to have joined the cast of <i>The Last Jedi</i> in early 2016                    |
|     | <u>“Adonis”</u>  | #394        | #701        | +307        | 4            | The star of the movie <i>Creed</i> , played by Michael B. Jordan, was named <u>Adonis Johnson Creed</u>                                 |
|   | <u>“Saoirse”</u> | #983        | #1,448      | +465        | 3            | <u>Saoirse Ronan</u> is a young Irish-American actress who was nominated for a Best Actress Oscar in 2016 for the movie <i>Brooklyn</i> |
|  | <u>“Alessia”</u> | #827        | #1,175      | +348        | 7            | In 2016, <u>Alessia Cara</u> recorded the hit song “How Far I’ll Go” for the <i>Moana</i> movie soundtrack                              |

\*Rank based on popularity(#) increase

# Reminder: Cinema Delivers A Mass Audience Of The Most Passionate, Engaged, Rabid Fans Anywhere

*Almost everyone goes to the movies...*

## Presence

**86%** of adults 18-49 go to the movies each year

*...They rush to watch newly-released trailers online...*

## Popularity

Movie trailers can garner **millions of online views** in their first 24 hours after release

*...Then they go to see recent theatrical releases in droves...*

## Properties

The **top-grossing movies** in Sci-Fi, Young Adult, Horror, Animation & Musical genres have all been released within the last 5 years

*...And they look at their favorite characters almost like family*

## People

Movie characters are like family, and many have even been around for much longer (52+ years of James Bond, 40+ years of Luke Skywalker, 40+ years of Rocky)

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