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# Benefits of The Cinema Audience

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Presented By:



April 2011

# Updated Website Moviegoer Insights

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- Demonstrate to advertisers that Cinema advertising compares favorably versus other major media on key demographic and psychographic metrics
  
- Source: Mediamark Research is used throughout these slides. Below illustrates the way each media is defined:
  - Frequent Moviegoer: Attend movies 1+ times a month
  - Heavy Magazine Reader: 6+ issues a month
  - Heavy Primetime TV Viewer: 21+ half-hours a week
  - Heavy Internet User: 5+ hours a week

# Cinema Reaches The Ideal Audience

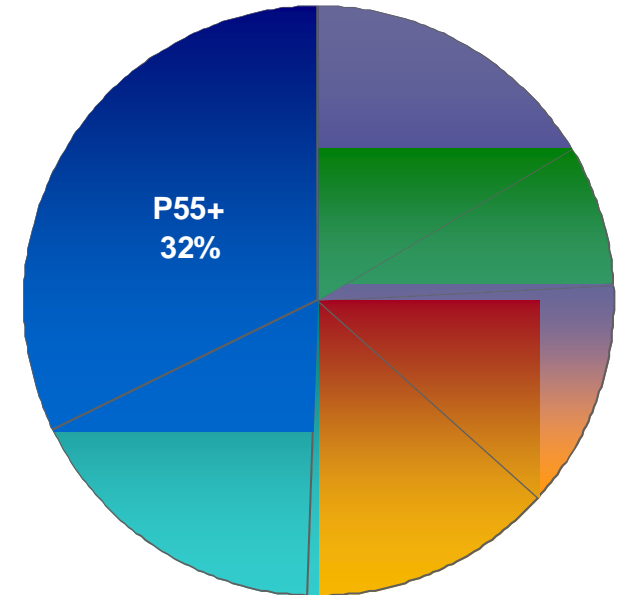
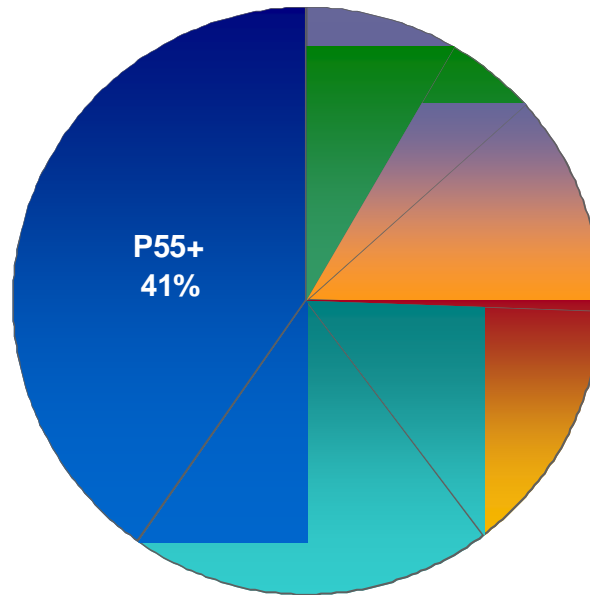
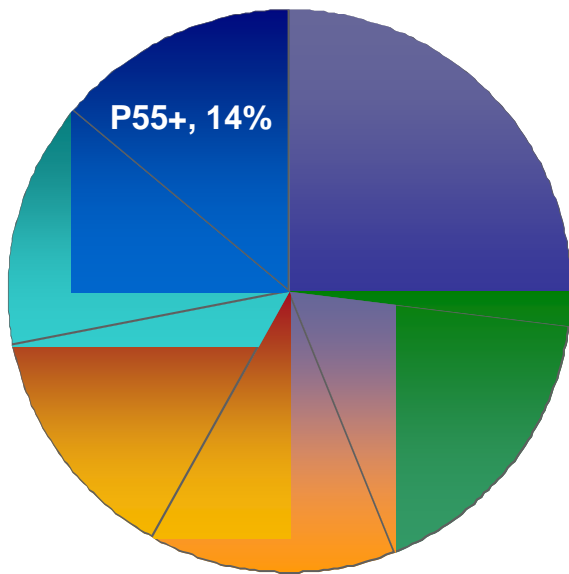
Cinema reaches a unique audience compared to broadcast  
Cable Networks with comparable Median Age to Cinema:  
ABC Family, E!, TBS, fx, Spike

Network	Median Age
Cinema	32.4
CW Prime	42.9
FOX Prime	47.6
NBC prime	51.3
ABC Prime	51.6
CBS Prime	55.5

# Cinema Audience Composition vs. Prime TV

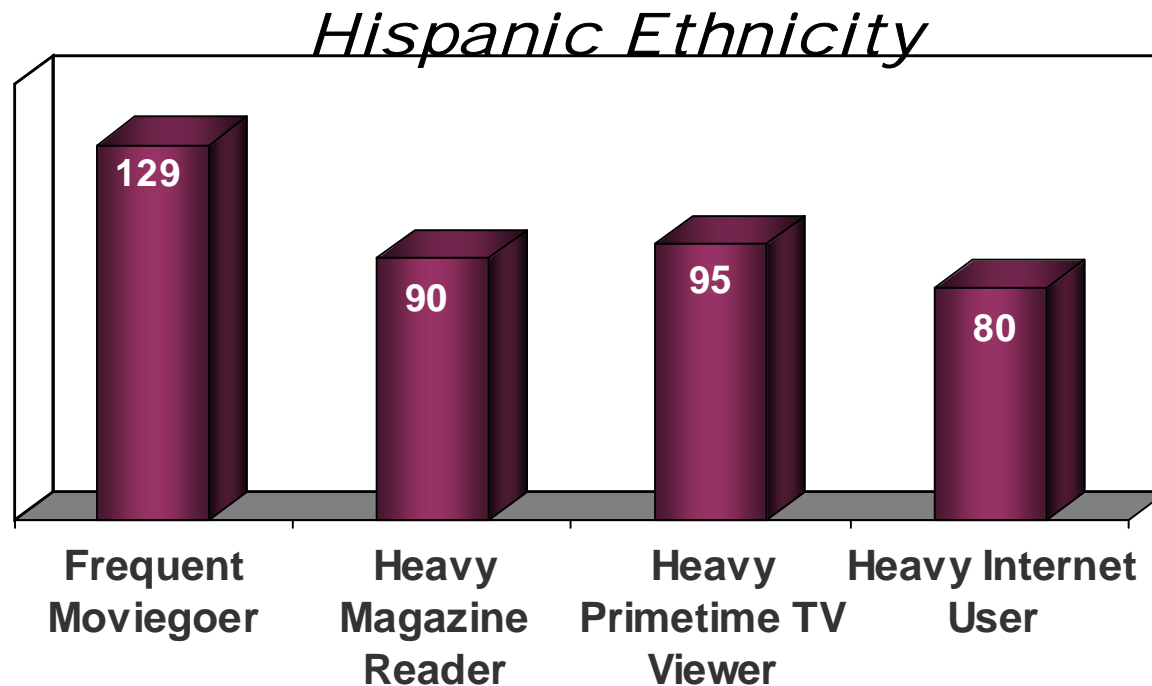
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## Cable Prime



# Hispanics Go to the Movies

Cinema reaches Hispanics more than other media—an important target to reach as their population has increased 42% since 2010



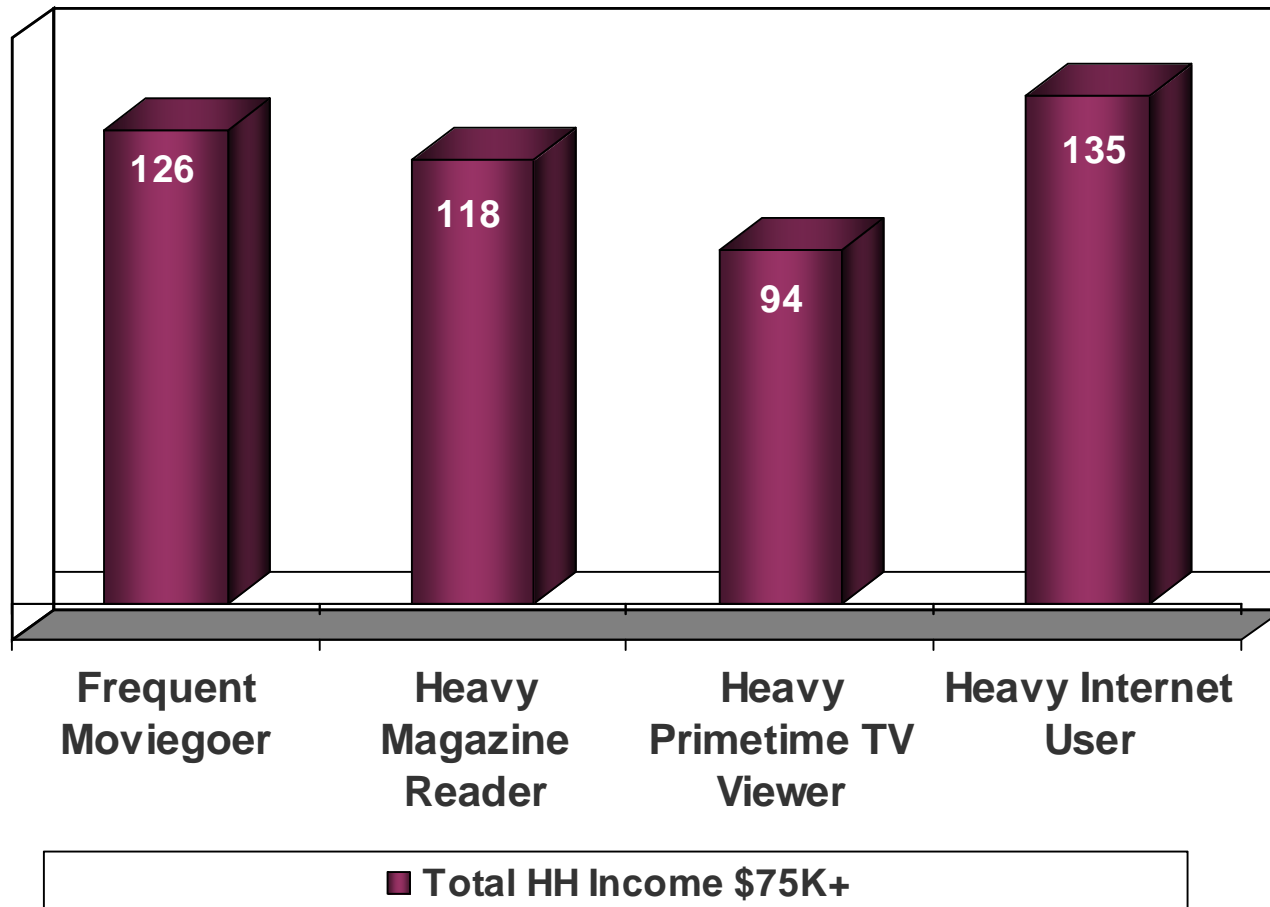
Index to Total U.S. Average (100 base)

5 Source: MRI Doublebase 2010, base A18+. July 2010 Advertising Age article: Hispanic Market Hits Tipping Point



# Moviegoers are Affluent

Moviegoers are more likely to have disposable income



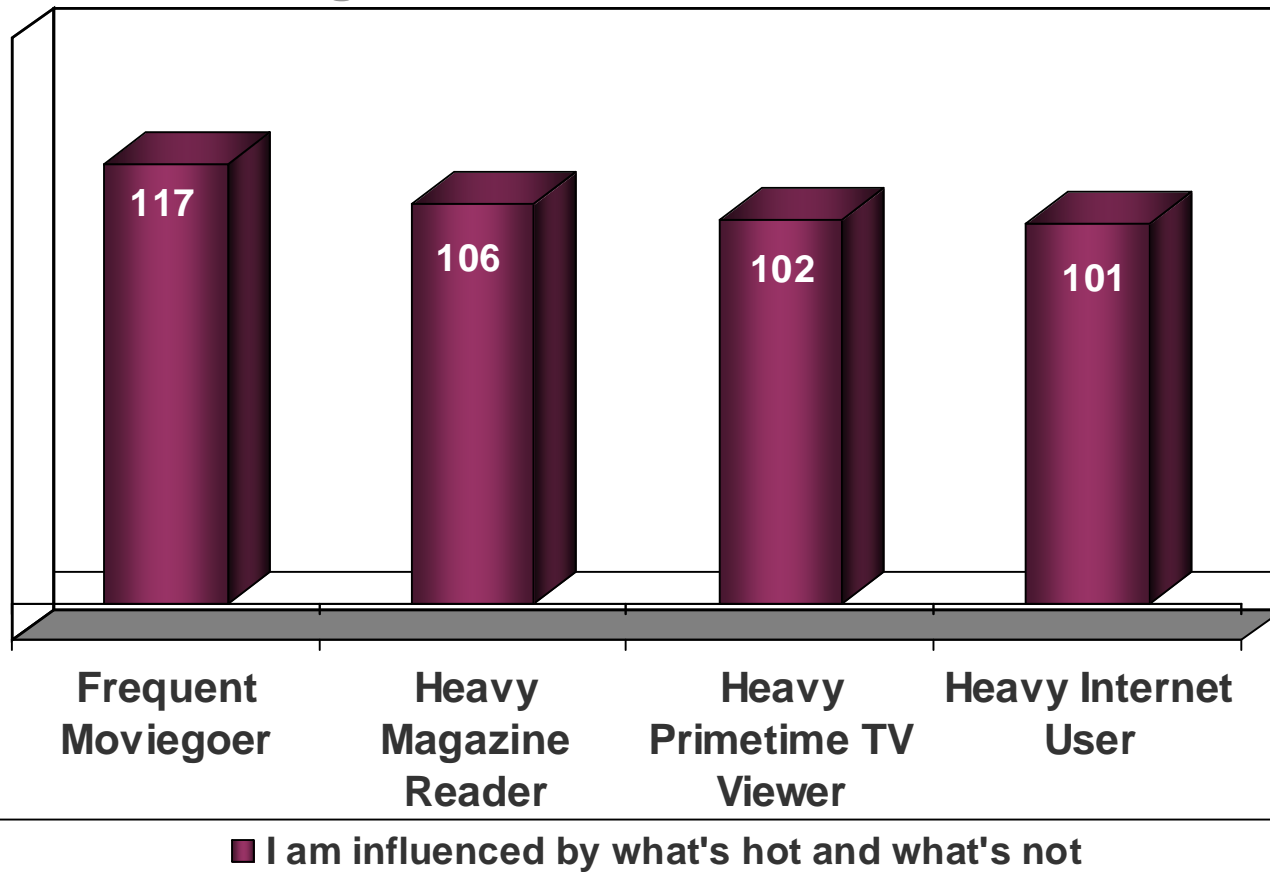
Index to Total U.S. Average (100 base)

6 Source: MRI Doublebase 2010, base A18+



# Moviegoers Follow The Trends

Moviegoers are “In the Know” consumers



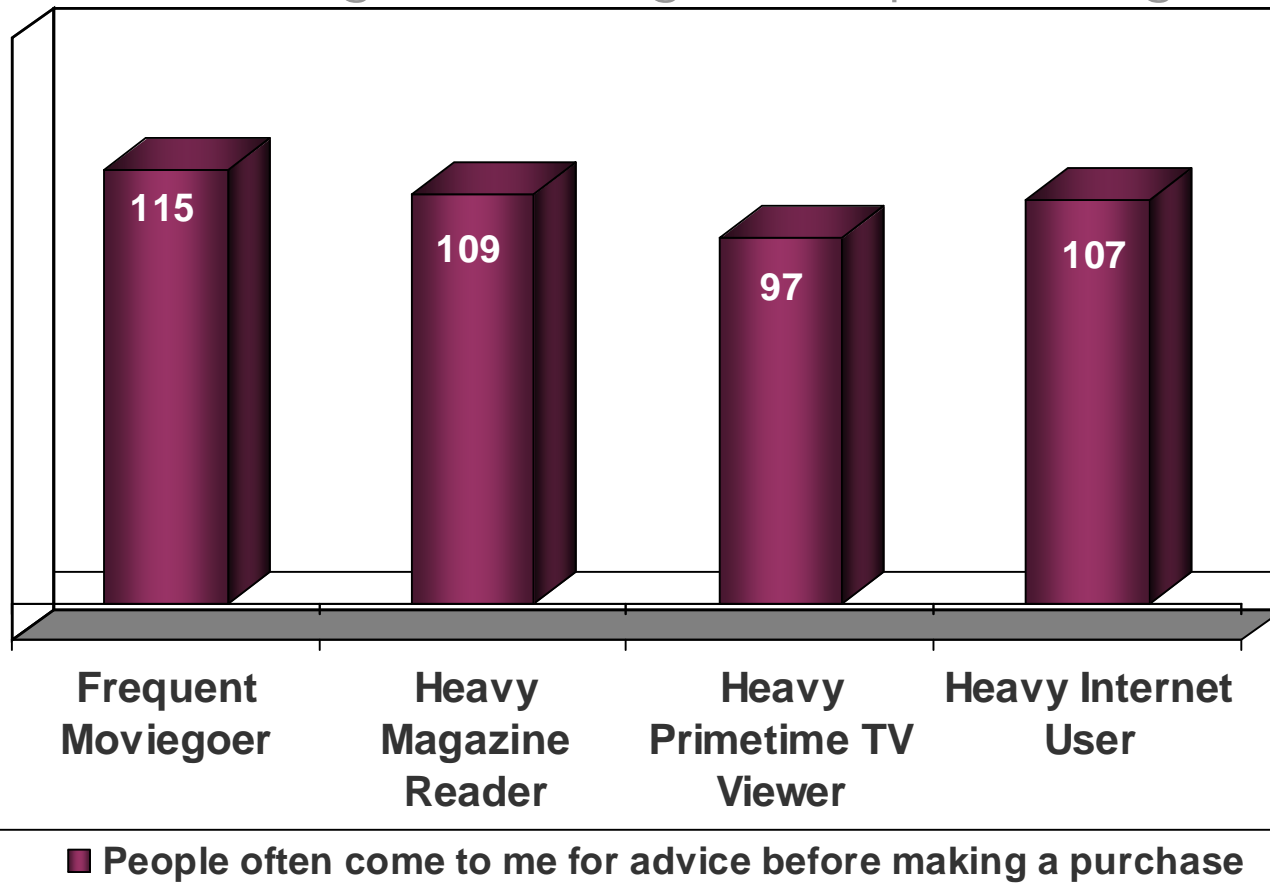
Index to Total U.S. Average (100 base)

<sup>7</sup> Source: MRI Doublebase 2010, base A18+. Agree mostly/somewhat with statement



# Moviegoers are Peer Leaders

Consumers go to moviegoers for purchasing advice



Index to Total U.S. Average (100 base)

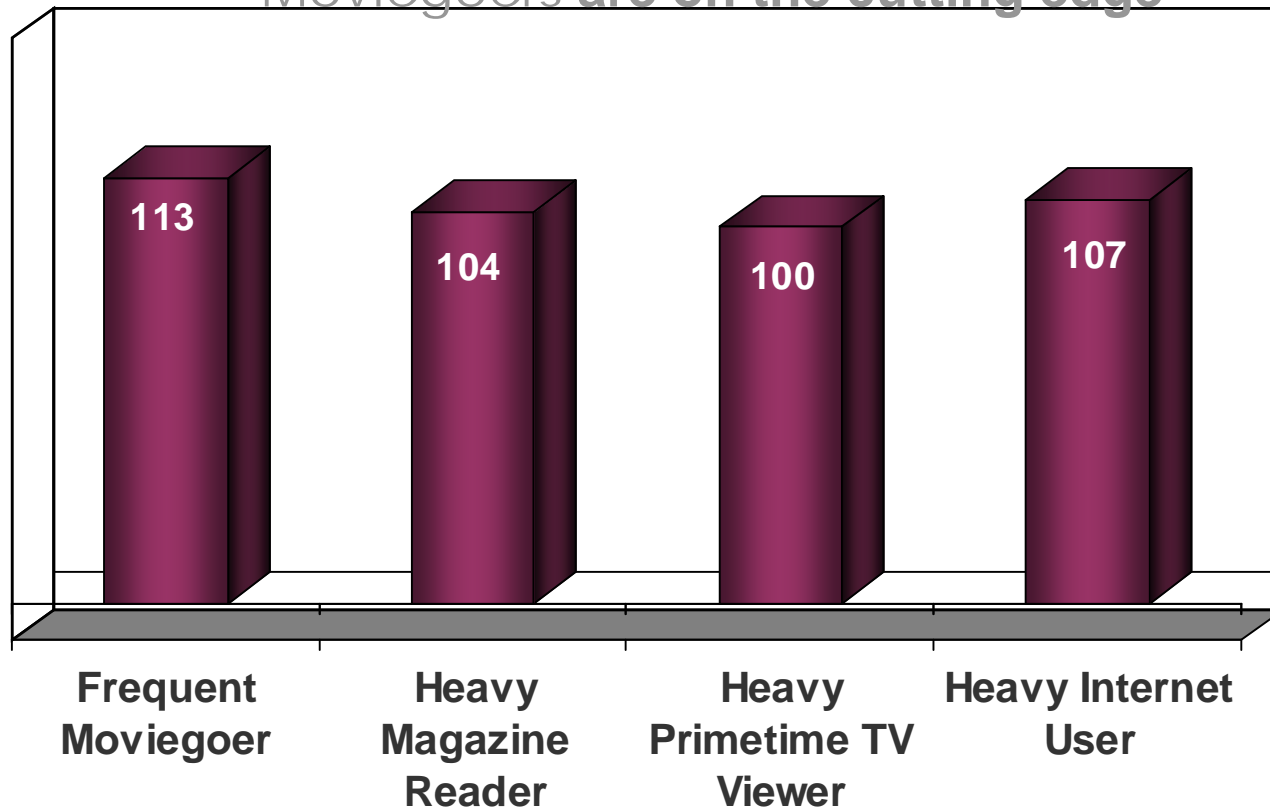
8 Source: MRI Doublebase 2010, base A18+. Agree mostly/somewhat with statement





# Moviegoers are Tech Savvy

Moviegoers are on the cutting edge



■ I prefer products that offer the latest in technology

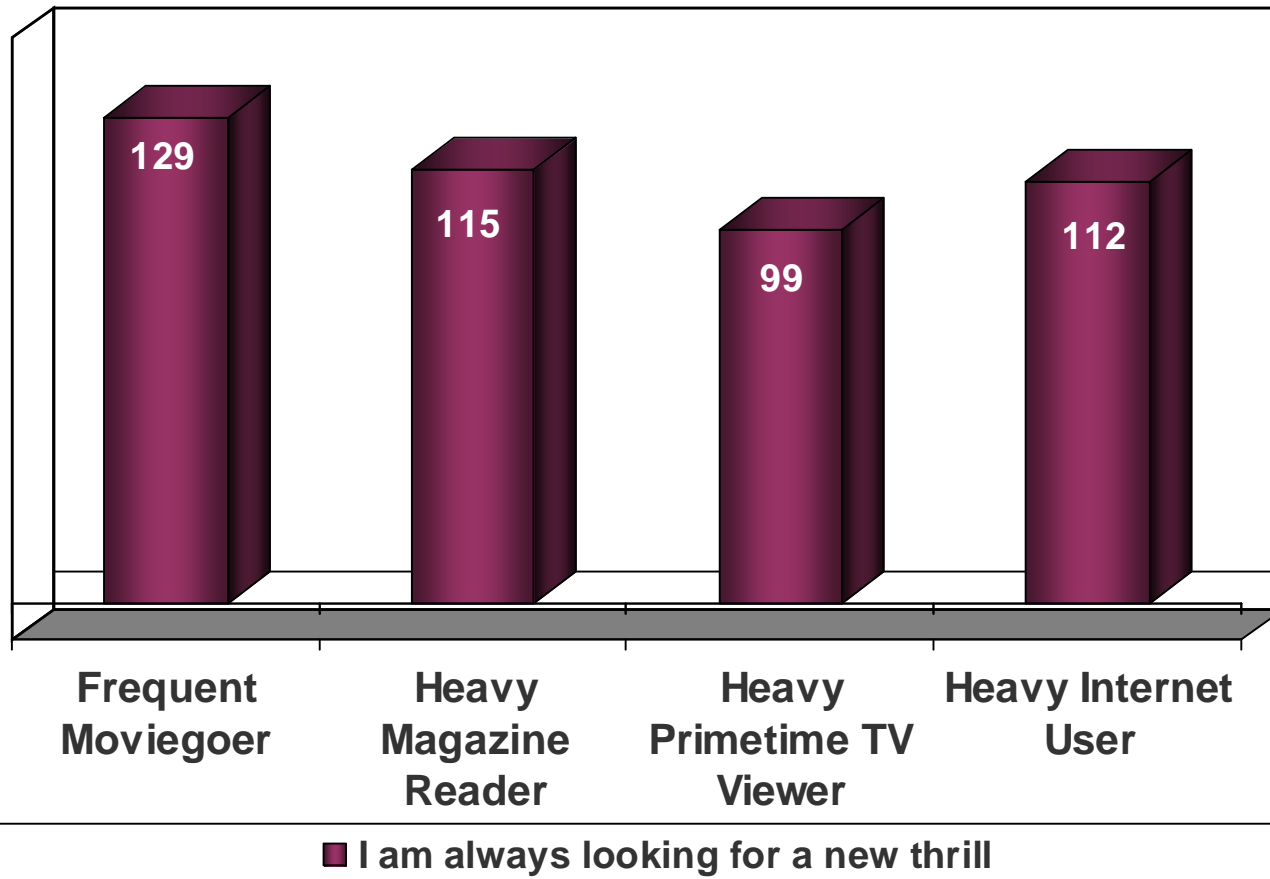
Index to Total U.S. Average (100 base)

9 Source: MRI Doublebase 2010, base A18+, Agree mostly/somewhat with statement



# Moviegoers are Adventurous

Moviegoers crave excitement in their lives



Index to Total U.S. Average (100 base)

10 Source: MRI Doublebase 2010, base A18+, Agree with the statement



# Conclusion

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- ▣ Cinema reaches a young, hard-to-reach audience that other media cannot capture
- ▣ Cinema delivers more Hispanics than traditional media sectors
- ▣ Moviegoers are affluent
- ▣ Psychographically, moviegoers are more likely to be:
  - ▣ In the Know
  - ▣ Peer leaders
  - ▣ Tech Savvy
  - ▣ Adventurous
  
- ▣ Please visit the CAC website (<http://www.cinemaadouncil.org/>) to download this presentation along with:
  - ▣ 2010 Emotional Attachment/Reallocation study
  - ▣ 2008 IMMI Study
  - ▣ 2007 Arbitron Advertising Study