

WE'RE THE CINEMAGOERS

Introducing 77% of the UK population



Cinemagoers are active, out and about, spending time with friends and family, hungry for new ideas and shared experiences. Old or young, they set aside time to indulge in their passions and have the disposable income to do so.

Just as each film tells its own story, a visit to the cinema means different things to different people. It might be a mate night or date night, a way to spend quality time as a family, or a means of accumulating social collateral. But what's for certain is that it's a medium like no other. A visit to the cinema is an appointment to view in the truest sense: it's researched, planned, anticipated and paid for. Most importantly though it's enjoyed. Film is a genuine passion point for this audience and cinema is the best way to indulge it.

Elsewhere screens continue to get smaller, but in the cinema they're getting bigger and better. It's an experience that can't be re-created anywhere else. Cinemagoers go to watch the film, but it stays with them because of the atmosphere, sheer size of screen and impact of the surround sound. Nothing can rival viewing the latest release, with likeminded people, in a darkened room. It's a powerful and emotive experience that involves the audience so they become part of the story.

"THERE IS NOTHING LIKE SITTING WITH YOUR POPCORN. YOU'VE GOT THE SHAKING OF THE SPEAKERS AND THE BLACK WHEN THE LIGHTS GO DOWN AND YOU KNOW THE FILM IS JUST ABOUT TO START"

Cinema is a social media in the most literal sense; it fuels real-life friendships and drives online conversations. Social media is part and parcel of the experience – meaning the fun (and opinions) can be shared with friends and family for days or weeks after.

But it's not all about the film. They visit the cinema to be entertained and engaged. They check out trailers online before, soak up the foyer atmosphere, and are in their seats to catch the ads. New advances in cinema technology mean it's even easier to catch the eye of this valuable audience and start a conversation.

FAST FACTS

Reach

- 77% of the UK population
- Increased from 64% in 2009
- 172m admissions per year

Frequency

- 6 visits per year

Demographics

- Male 49% / Female 51%
- ABC1: 58%
vs. 39% non - cinemagoers
- 16-34: 36%
vs. 31% national population
- Family income: £32k
vs. £30k UK average

Average group size

- 3.2

Gadgets & technology

- 76% Own a smartphone
vs. 47% non-cinemagoers
- 85% Heavy internet user
vs. 56% non-cinemagoers
- 59% Regularly use social media
vs. 30% non-cinemagoers

KEY CINEMA BEHAVIOUR

Pre-visit

- Cinema chain website
- Email booking confirmation
- Personal recommendation

Foyer

- Average foyer-time: 17 mins
- Foyer posters / standees
- Toilet posters
- Cinema leaflets / magazines
- Ticket backs

Activation ideas

- Mobile interaction
- NFC & QR technology
- Social media
- Offers & promotions
- Quizzes & competitions

Post cinema activities

- Go grocery / high street shopping
- Go for fast food / restaurant / coffee

SUMMARY

UNIVERSAL

Young or old there is something for everyone

AN OCCASION

Something you plan for and anticipate

IMMERSIVE

It takes you on a journey (no packing required)

SOCIAL

It's all about sharing stories

CREATES A 360° OPPORTUNITY FOR BRANDS

With touchpoints online, foyer, screen and post visit



digital cinema media

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Source: GB TGI 2015 Q2/ Rentrak Admissions/ CAA Film Monitor Coverage & Frequency 2014/ CAA FAME 2014