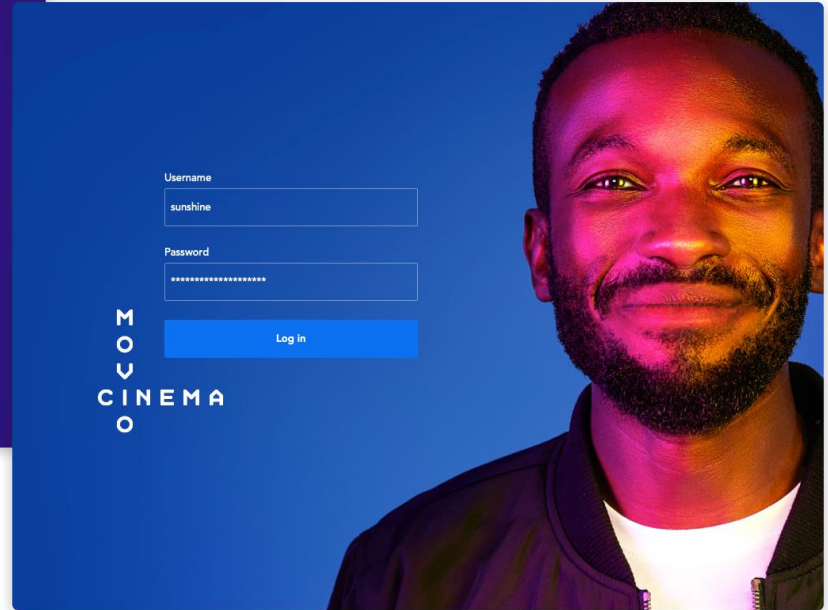
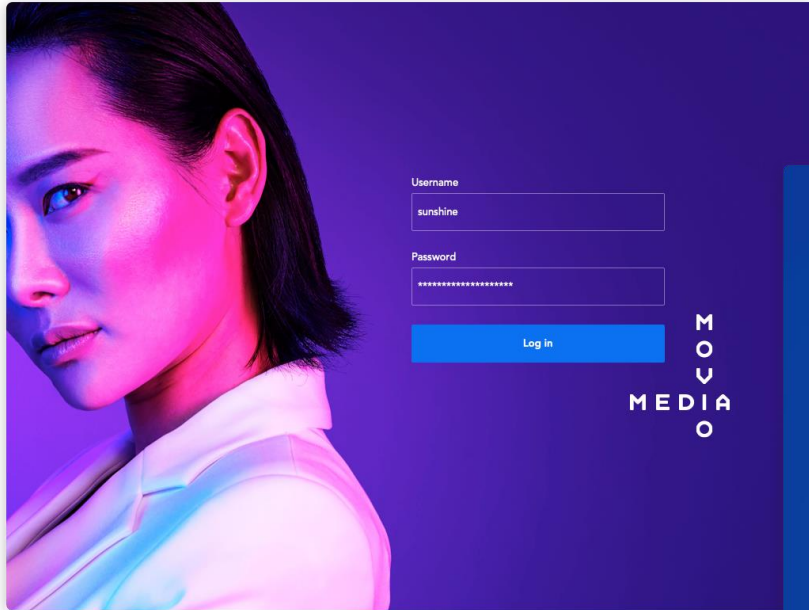


Audience Insights

—

Understanding the audiences
behind the box office results
for Event Cinema



Moviegoers

48.3 M

Transactions

1.5 B

Connections

9.2 B

Historic Data

8 yrs

Countries

59

Movie and Event Cinema Titles

7000+

Market
Footprint



Recap Top 10 Event Cinema Performances

2019 YTD*

UK

	Cume Revenue £	
1	Take That - Greatest Hits Live (Concert)	2,066,693
2	Andre Rieu's 2019 New Year Concert From Sydney (Concert)	1,933,752
3	All About Eve - NT Live 2019 (Theatre)	1,218,700
4	All My Sons - NT Live 2019 (Theatre)	1,019,261
5	Romeo And Juliet - ROH, London 2018/19 (Ballet)	717,505
6	Small Island - NT Live 2019 (Theatre)	708,443
7	La Traviata - ROH, London 2018/19 (Opera)	684,367
8	La Forza Del Destino - ROH, London 2018/19 (Opera)	660,088
9	Don Quixote - ROH, London 2018/19 (Ballet)	608,182
10	Love Yourself In Seoul - BTS World Tour 2019 (Concert)	570,633

US

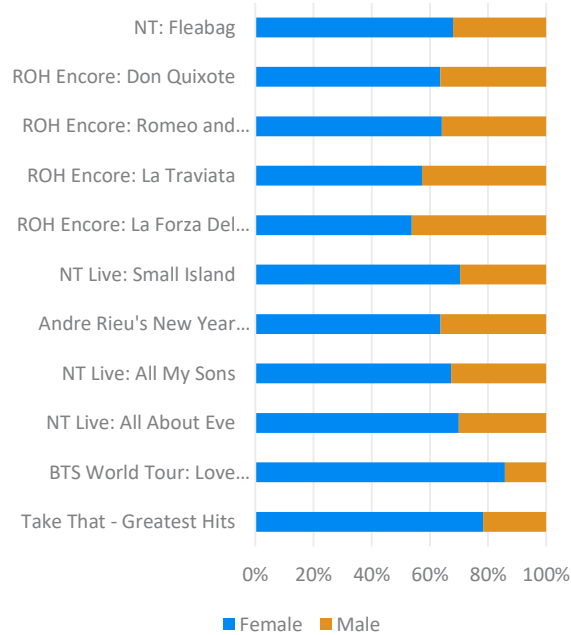
	Cume Revenue \$	
1	Bring The Soul: The Movie (Concert)	4,809,800
2	Bts World Tour Love Yourself In Seoul (Documentary)	3,941,914
3	Gone With The Wind 80th Anniversary (Classics)	2,200,000
4	TCM: The Wizard Of Oz 80th Anniversary (Classics)	2,104,547
5	Noah The Musical (Stage)	1,130,654
6	Kinky Boots The Musical (Stage)	1,006,632
7	Rush: Cinema Strangiato 2019 (Doc W/Concert)	948,537
8	Between Me And My Mind (Documentary)	776,813
9	Code Geass: Lelouch Of The Resurrection (Anime)	538,526
10	Andre Rieu's 2019 Maastricht Concert: Shall We Dance* (concert)	512,028

* Excluding Fleabag

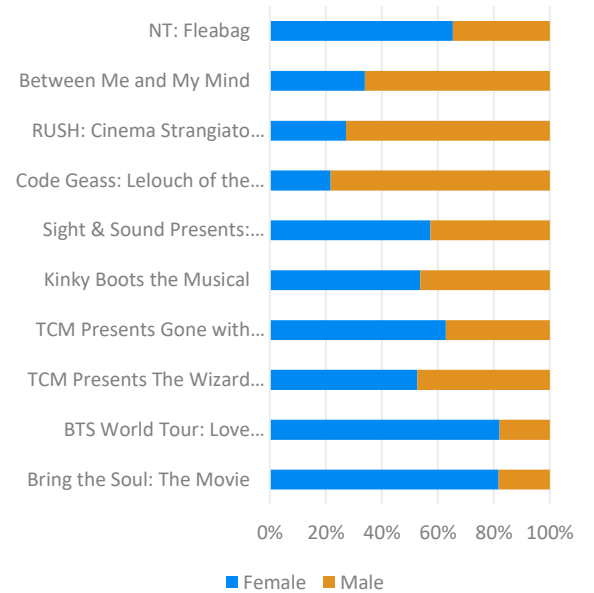
Gender Analysis

Female audience in the UK shows an overall higher percentage composition compared to the US audiences for top performing Event Cinema productions

UK



US

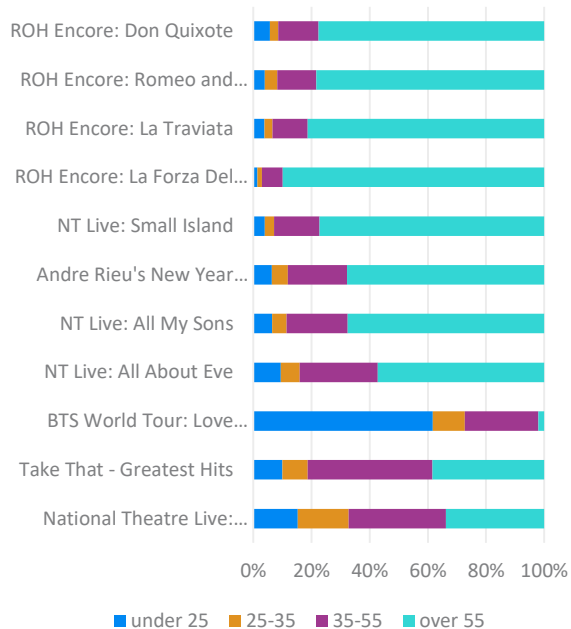


Age Analysis

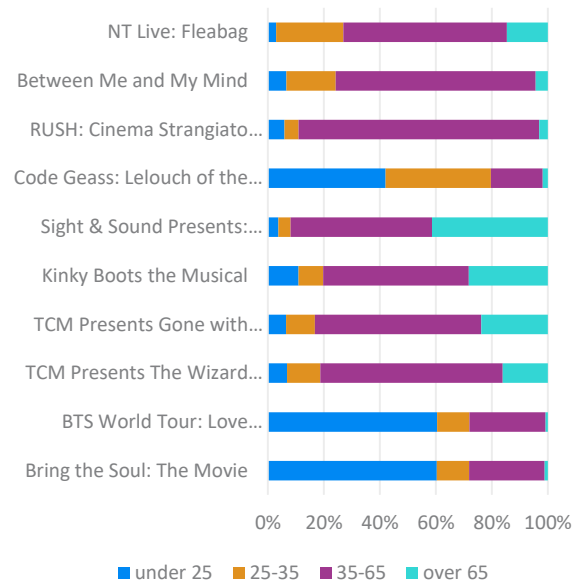
UK audiences over-index in older age categories, particularly with live theatre events

Live concerts attract a stronger audience under 25, across both the USA and UK

UK



US

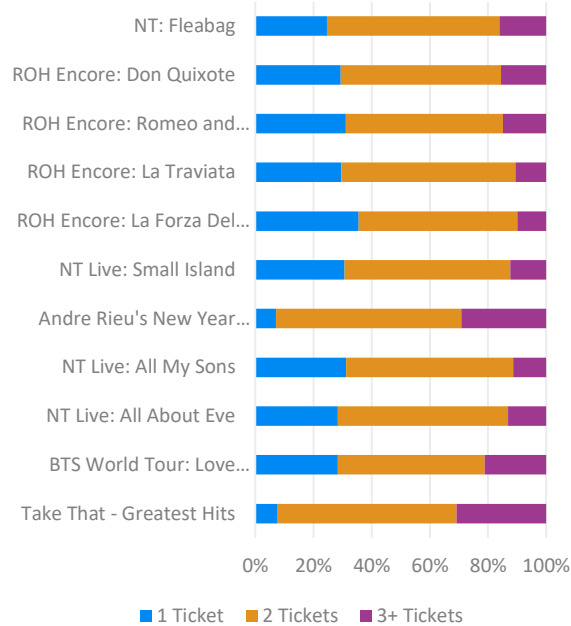


Ticket Purchase Habits

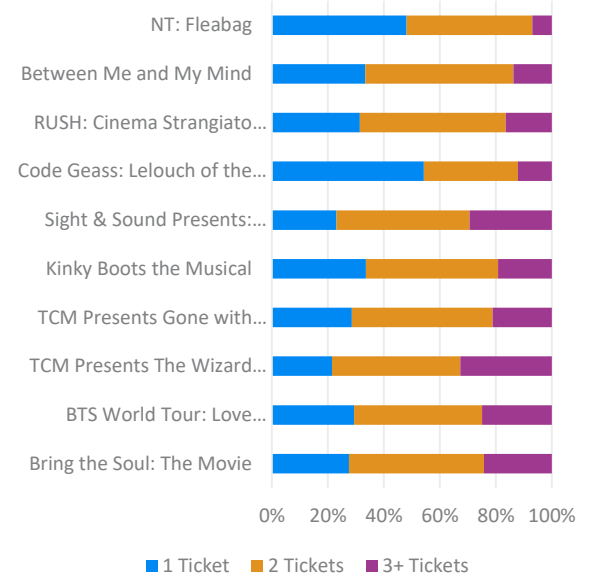
While most events attract pairs, there is an over-representation of solo ticket purchases across both the US and UK for Event Cinema releases.

While concerts are attracting group audiences, National Theatre, Opera and Anime productions are drawing individual purchasers.

UK



US

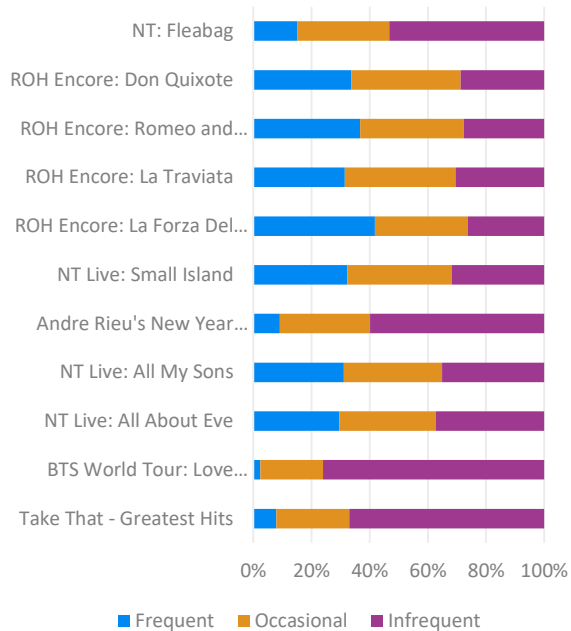


Audience Frequency

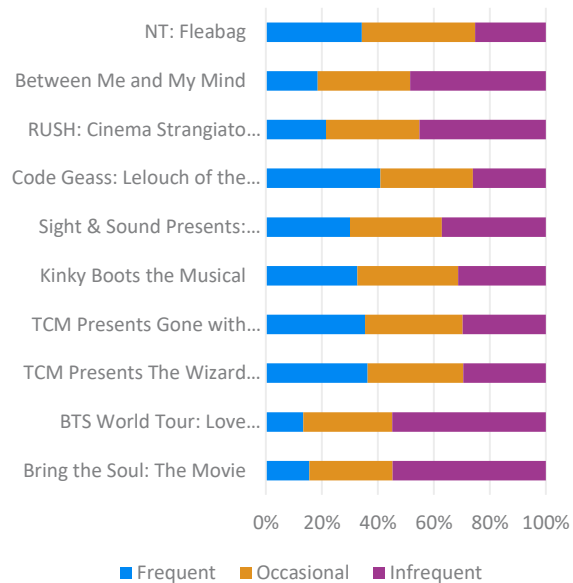
UK audiences attract an overall higher percentage of infrequent moviegoers compared with the US.

Frequent moviegoers seem to be linked with Opera and Live Theatre productions

UK



US



UK Audience Overlap

	BTS World Tour: Love Yourself In Seoul	Take That – Greatest Hits #1	Andre Rieu’s New Year Concert in Sydney #2	National Theatre Live: Fleabag
1	Burn The Stage: The Movie	Mamma Mia: Here We Go Again!	Downton Abbey	NT Live: All About Eve
2	Bring The Soul: The Movie	Bohemian Rhapsody	Take That – Greatest Hits	The Favourite
3	Avengers: Endgame	Downton Abbey	Fisherman’s Friends	NT Live: All My Sons
4	Spider-man: Far From Home	The Greatest Showman	Finding Your Feet	NT Live: Small Islands
5	Avengers: Infinity War	Everybody’s Talking About Jamie	Mamma Mia: Here We Go Again!	Three Billboards Outside Ebbing Missouri

Pop culture junkies

Mainstream and musical lovers

Discerning cinema-
goers

US Audience Overlap

	BTS World Tour: Love Yourself In Seoul #1	Bring The Soul #2	National Theatre Live: Fleabag
1	Burn The Stage: The Movie	BTS World Tour: Love Yourself In Seoul	Colette
2	Bring The Soul: The Movie	Burn The Stage: The Movie	Phantom Thread
3	Avengers: Endgame	Avengers: Endgame	Dope
4	Avengers: Infinity War	Avengers: Infinity War	The Disaster Artist
5	Spider-man: Far From Home	Black Panther	If Beale Street Could Talk

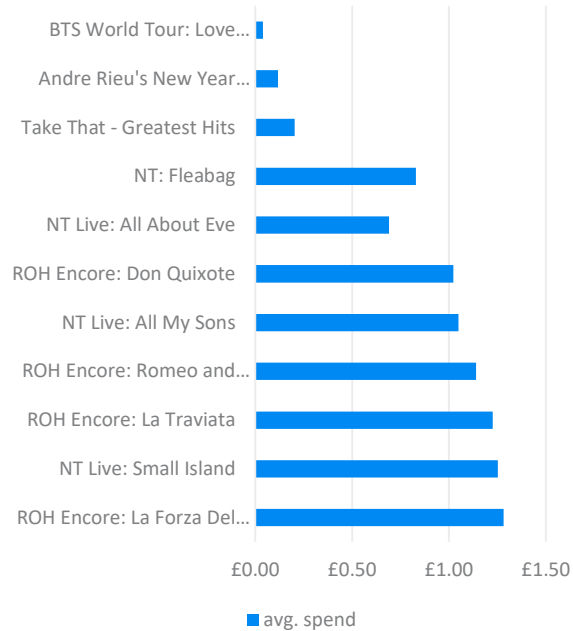
Pop culture junkies

Discerning cinema-
goers

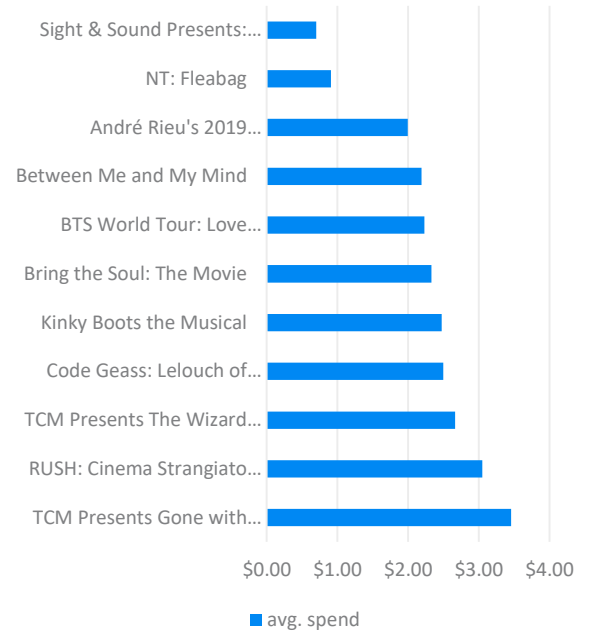
Food & Beverage Spending

US audiences spend more per admission across all Event Cinema productions, however this is most notable in classic film productions

UK



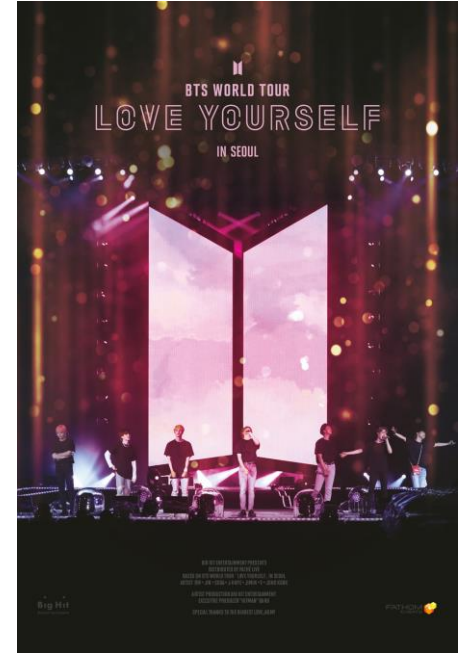
US



BTS World Tour

Comparison by region

	UK	US
Age: Under 25	62%	60%
Gender: Female	86%	82%
Frequency: Infrequent	76%	55%
Avg Food & Beverage Spending	£0.04	\$2.23



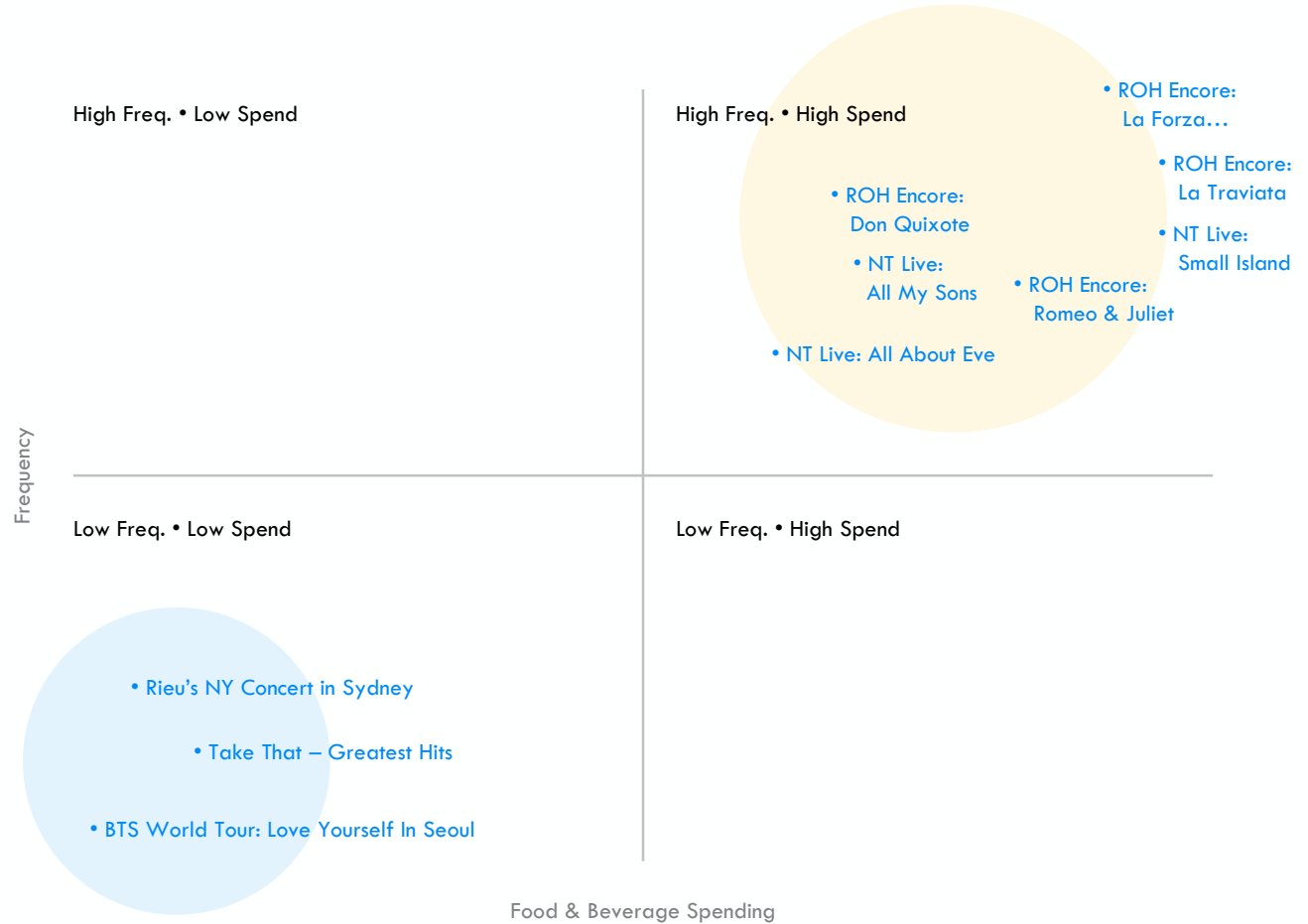
Fleabag

Comparison by region

	UK	US
Age: Over 35	67%	73%
Gender: Female	68%	65%
Frequency: Infrequent	53%	25%
Avg Food & Beverage Spending	£0.69	\$0.91



UK VALUE Quadrants



US VALUE Quadrants



Conclusions

- The top performing event cinema productions are attracting predominantly female audiences.
- The US has developed a stronger youth audience for Event Cinema, events such as the BTS world tour are helping.
- Theatre audiences (i.e. National Theatre) exhibit more cross-over attendance with major theatrical releases and are more frequent cinema-goers overall.
- The US over-indexes in food and beverage spending, with a direct correlation between classic films and concessions habits.
- The live-theatre and opera market in the UK is thriving.
- Brand association is potentially helping to foster high-value audiences (e.g. ROH and TCM)

Opportunities

- Trends in audience value should continue be tracked for each territory over time.
- Seeking out additional events that appeal to high-value segments, building upon the brand loyalty established.
- Introduce new, youth audiences to Event Cinema and to cinema in general.
- Counter-programming opportunities through greater understanding of audience make-up.
- Improved audience segmentation for marketing and digital activation.
- Building new 'rituals' for event cinema audiences – e.g. food and beverage as part of the experience.
- Continued cross-territory sharing of best practices and audience insights.
- Better understanding of the opportunity that exists for your cinema and for your audience.

MOVIO