

More blockbusters to draw cinema audiences in 2020

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New releases of *Fast & Furious 9*, *Top Gun: Maverick*, *Trolls World Tour*, *Wonder Woman 1984* and *Minions: The Rise of Gru* are just some of the blockbuster films set to attract more audiences to cinemas in 2020.

Val Morgan Managing Director, Guy Burbidge, said with cinemas delivering greater recall and resonance for audiences than any other AV channel, now is a better time than ever for marketers to invest in cinema advertising to build their brands.

“Cinema is known for attracting highly receptive and attentive audiences and recent findings from data and insights consultancy, Kantar, backs this up. In data aggregated from over 100 campaigns, cinema delivered greater top of mind awareness, or saliency, per dollar invested, than all 3 lead AV mediums; 2.6 times more than TV, 2.2 times more than video and 1.6 times more than social,” Mr Burbidge said.

“In 2019 we’ve seen significant box office audience growth, in particular the notoriously hard-to-reach under 30 demographic has grown at an impressive 10% YOY.”

With an incredible slate of content coming to the big screen in 2020, cinema is set to once again appeal to a wide range of demos. With Val Morgan’s audience-led solutions, brands will be well positioned to connect with the right audience, at the right time, whilst leveraging the greatest and most highly anticipated content in the world.”

In a further move into data, Val Morgan announced the expansion of its CineTAM audience measurement platform. When CineTAM launched in 2013, it broke new global ground and is still to this day, the most advanced cinema advertising measurement platform in the world.

Next year it will evolve into CineTAM Live, which will combine exhibitor ticket sales and de-personalised transactional data from a leading cinema loyalty programme, with insights from Roy Morgan’s Single Source database, to further enhance the platform.

“The update to CineTAM Live will provide our agency partners with easily accessible cinema audience data, including detailed demographic, product, attitudinal, helix and segmentation data in near real time. The benefits for campaign planning and optimisation will be significant.”

“We will also be aligning ourselves closer to TV around audience delivery and TARP equivalents to enable easier cross-media comparisons and analysis, something brand owners have been crying out for.” Mr Burbidge said.

CineTAM Live will be made available for agency partners in 2020 through a variety of formats including a dashboard, an API feed, or a standalone Asteroid dataset.

Strengthening Val Morgan’s commitment to transactional trust, Val Morgan will also make a move toward transparent campaign delivery reporting and third-party verification via Seedooh’s independent platform, from Q1 2020.

Major 2020 film releases include:

- Cats
- The Gentlemen
- 1917
- Bad Boys for Life

- Bombshell
- Dolittle
- Like a Boss
- Birds of Prey: And the Fantabulous Emancipation of One Harley Quinn
- The King's Man
- Sonic the Hedgehog
- Miss Fisher and the Crypt of Tears
- Peter Rabbit 2: The Runaway
- A Quiet Place Part II
- Trolls World Tour
- Mulan
- No Time To Die
- Black Widow
- SCOOB!
- Fast & Furious 9
- Wonder Woman: 1984
- Minions: The Rise of Gru
- Soul
- Top Gun: Maverick
- The Spongebob Movie: Sponge on the Run
- Tenet
- Jungle Cruise
- The Eternals
- Coming to America Sequel
- Uncharted
- The Croods 2

- ENDS -

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About Val Morgan: Val Morgan is an industry leader delivering premium, highly attentive audiences across Cinema, Outdoor and Digital platforms. Located throughout Australia and New Zealand, Val Morgan provides a 100% digital, full-screen, advertising solution for brands looking to connect with engaged and active consumers. The Val Morgan network comprises of over 14,000 location-based digital advertising screens in cinema, retail, petro-convenience and fitness locations, and offers digital publishing opportunities via *The Latch* and *Fandom* - the world's largest entertainment fan site.
