

Immersive experience keeps cinema ahead of the game

- 6.5% growth in cinema audiences so far in 2020
- Easter school holiday forecasts looking strong
- Cinema is the place to build brands and connect with hard-to reach youth audiences

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As the battle for eyeballs continues to rage across an increasingly fragmented AV media market, Cinema is one medium that is proving highly resistant to disruption. Audiences are up 6.5%¹ in 2020 with the sector recording a staggering 26%¹ growth in the notoriously difficult to reach 14-24 age demographic, according to research from Val Morgan's CineTAM audience measurement tool.

Managing Director of Val Morgan Cinema, Guy Burbidge, attributes cinema's continued strong performance to the social and immersive nature of cinema, as well as a strong slate of quality content with even greater breadth and depth than 2019 - a near record breaking year.

"Cinema is one of the last places that offers a truly immersive experience. With little or no distractions, it is a medium that can hold an audience's undivided attention while they're with the people they care about most," Mr Burbidge said.

"While many advertisers still see cinema as a traditional channel, the reality is that few channels have undergone such a significant revolution in recent times. Cinemas continue to invest in larger, better quality screens, superior sound quality, powered recliner seats and improved food and beverage offers. They're no longer simply a place to watch a movie – they've become a complete entertainment experience," Mr Burbidge said.

With Easter school holidays looming - a period that typically enjoys a massive 48%² uplift in audiences – family titles will continue to drive cinema's growth trajectory. Upcoming releases including *Peter Rabbit 2*, *Mulan* and the 25th instalment of the Bond franchise *No Time to Die* are anticipated to blow 2019's Easter admission figures of 4.8M² out of the water.

"While the quality of movie releases this year has been particularly strong, cinema has always attracted highly attentive audiences and driven great results for brands - and the research backs this up. Kantar Millward Brown data³ aggregated from over 100 campaigns demonstrates that cinema delivers greater top of mind awareness per dollar invested, than all three lead AV mediums: 2.6 times more than TV; 2.2 times more than online video; and 1.6 times more than social."

"For brands aspiring to meaningfully connect with an audience of scale, cinema represents a unique opportunity, and smart advertisers are seeking to leverage that advantage. Cinema is no longer a 'nice-to-have' on the schedule, it is a must buy." Mr Burbidge said.

Val Morgan offers over 2000 screens at 300 locations across Australia and New Zealand with more than 2 million people visiting their local cinema every week.

- ENDS -

¹ Source: CineTAM Jan 2020 vs Jan 2019

² Source: CineTAM 2019

³ Source: Kantar Millward Brown - Ad Reaction

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v a l m o r g a n

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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.
