

# UNDERSTANDING + INSPIRING MOVIEGOING

NBCUniversal



# WHAT WE'LL DISCUSS TODAY

Today's evolved media landscape

Who are today's moviegoers?

What inspires them to go to the movies?

What's the most effective way to reach them?

# The Video Landscape

is more fragmented  
than ever  
Making audience  
engagement harder  
than ever



Linear



Digital



Mobile



Cross-platform



4M+  
Advertisers<sup>1</sup>



16+  
Media Types<sup>1</sup>



10K+  
Media Properties<sup>1</sup>



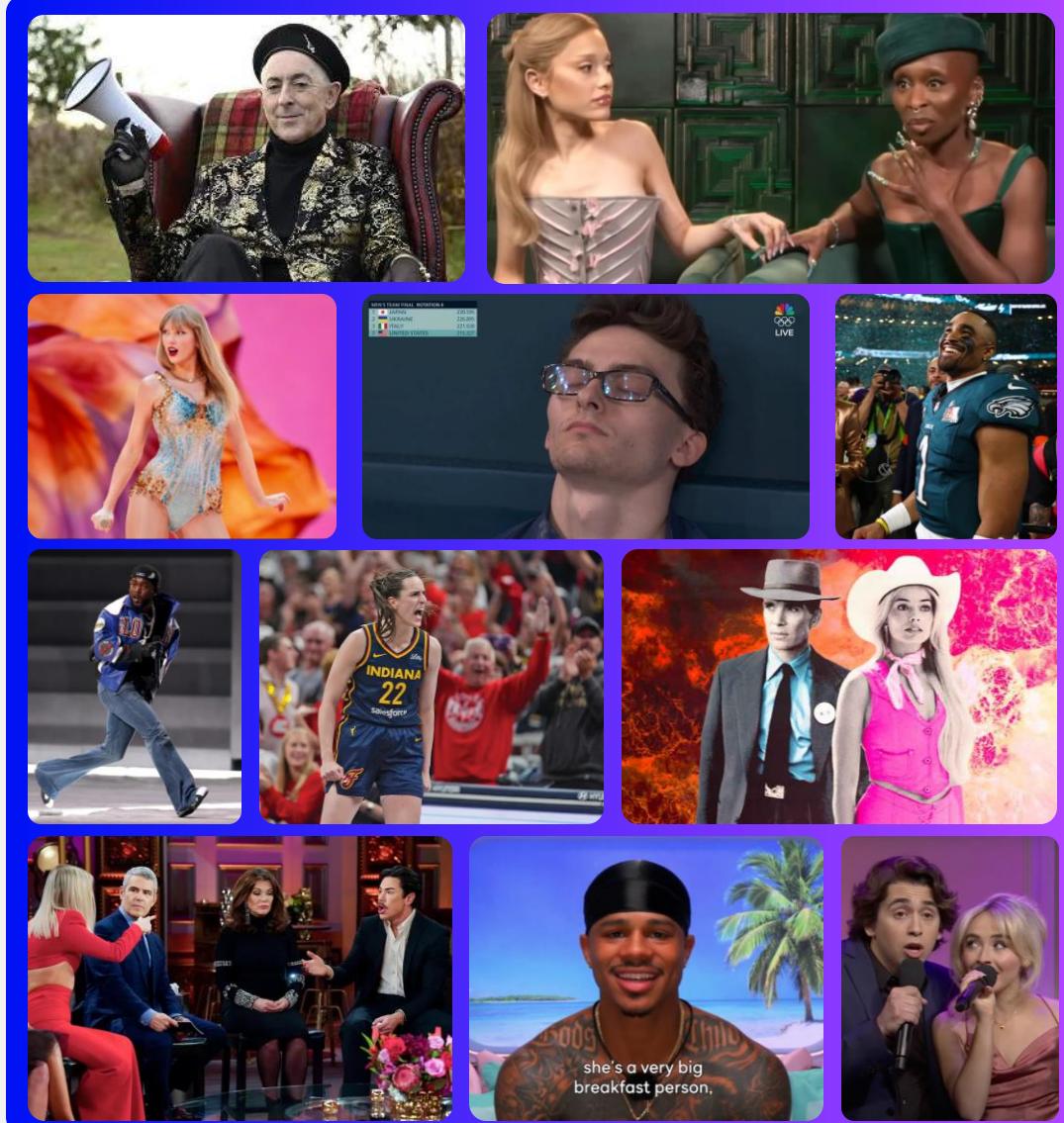
7 hrs  
Spend on screens daily  
by U.S. consumers<sup>2</sup>



47 sec  
Average attention span<sup>2</sup>



85%  
Of ads are seen for less  
than 2.5 sec<sup>2</sup>



While marketing strategies need to evolve,  
***Big Events & Cultural Moments***  
still provide immediate, mass reach & engagement in a world of fragmentation

Most-watched  
non-Olympic hockey game on record



Most-watched  
NBC Primetime Special in 5 years



#1 reality show  
on all streaming platforms

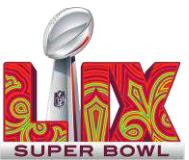


Most-watched  
Super Bowl ever



We Know Studios  
Still Leverage  
Big Events To  
Deliver Awareness  
*In Short Windows*

Super Bowl LIX (2025)

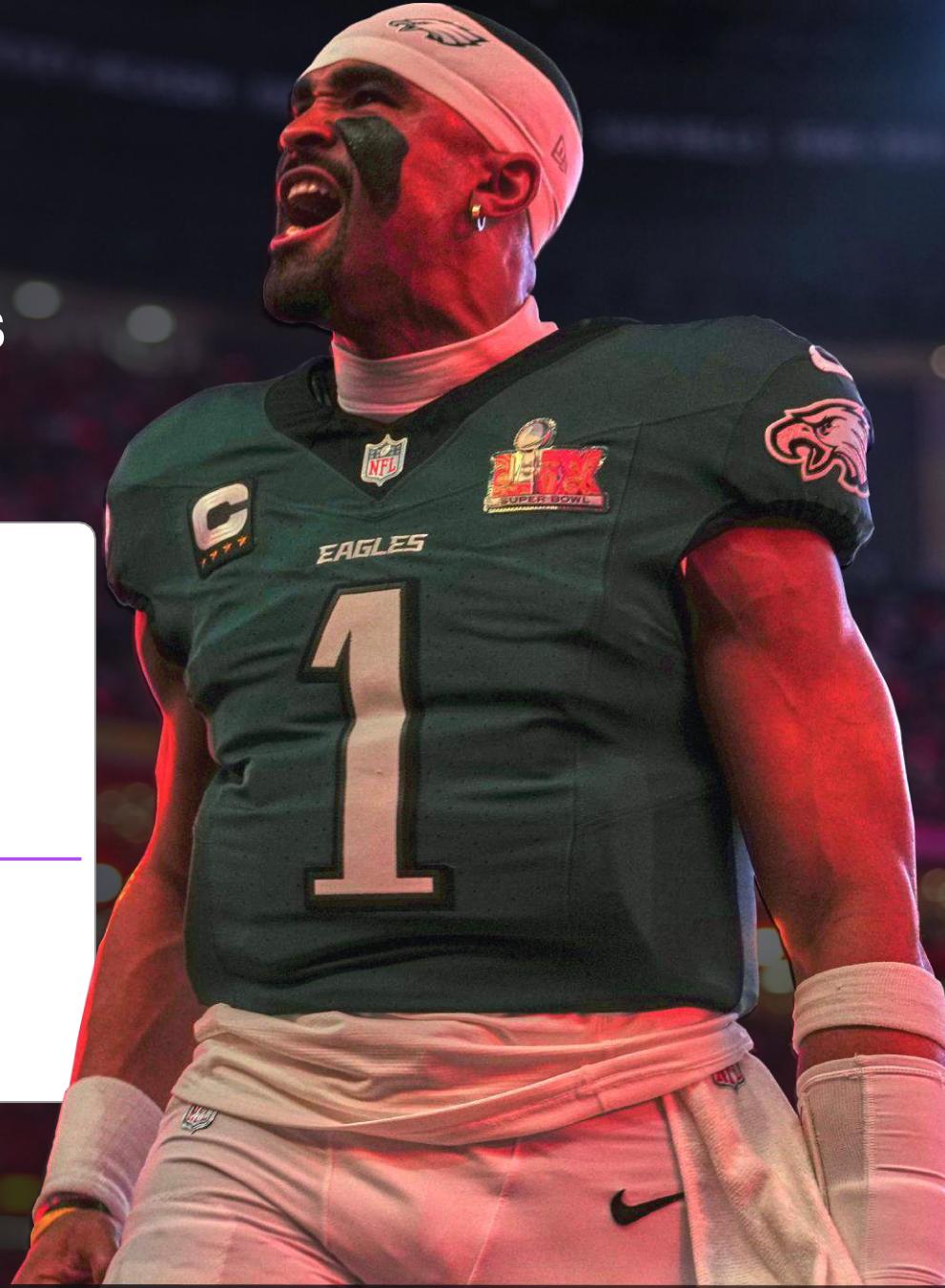
3   
S U P E R B O W L

Film Trailers Aired in the Big Game

  
DREAMWORKS  
DRAGON

  
M E G A N  
2.0

  
M A R V E L S T U D I O S  
T H U N D E R B O L T S \*



But moviegoers  
also need **to be  
reached in  
everyday moments  
to meet them  
wherever they are**



How can Studios partner with NBCU to make the most of  
**big events + always on?**

Understand what drives  
moviegoers + moviegoing behaviors



# Present-day Moviegoers Are:



Gender Neutral

**51%**

of moviegoers are male, 47% are female, and 2% are



Young

**65%**

of moviegoers are A45 or younger, Millennials (A25-44) have the highest share of any generation (43%)<sup>1</sup>



Parents

**63%**

of moviegoers in the U.S. are parents, and nearly half (48%) of Americans go to theaters with children<sup>1</sup>



Multicultural

**~6/10**

of surveyed moviegoers identify as Hispanic or Black, with 42% describing themselves as Latinx/Hispanic and 18% as Black/African American<sup>1</sup>



# But How & Where Are Priority Audiences Consuming Media?

## Media Behaviors<sup>1</sup>

Strong preference for digital channels – expect to avg. 8hrs on digital media alone by 2025



TV most popular device across all ages, while younger audiences prefer smartphones



Hispanic viewers engage the most with streaming - **51% of their time** per week on streaming apps<sup>5</sup>



## Discovery Sources

Social media – 74% of Gen Z uses social media daily for news<sup>2</sup>



Traditional media still has a valuable role – 54% of moviegoers rely on TV to learn about movies in theaters<sup>4</sup>



Creators / Influencers – 39% of adults U30 regularly get their news from influencers



# Key Tactics To Motivate Today's Moviegoer To Take Action

## Message Closer to Release on Preferred Channels<sup>1</sup>

**48%**

of Hispanic moviegoers & 45% of Gen Z learn about new films within one week of seeing them<sup>1</sup>

**75%**

of Gen Zs say social media is a key information source for purchases<sup>3</sup>

## Maximize Hype & FOMO<sup>2</sup>

**42%**

of Gen Z moviegoers are more interested in seeing a new movie in theaters if it features actors they like

**38%**

of Gen Alpha moviegoers become interested in seeing a new movie if their friends are talking about it

## Leverage Premium Content & Authentic Voices

**89%**

of marketers report positive ROI from sponsorships<sup>4</sup>

**64%**

of consumers say when a brand partners with their favorite influencers, they're more willing to make a purchase<sup>5</sup>

## **How can Studios partner with NBCU to reach audiences + inspire moviegoing?**

Leverage contextual audience segments to  
tap into audiences' interests & culture



# Reaching Moviegoers With NBCU

Their  
**Profile**

**Moviegoers**  
Interest Households



# 75.3M

**NBCU Cross-platform  
HH Reach**

87% Reach of HH in Target

## NBCU Moviegoers by Age

A18-34 | **28M** (38%)

A18-44 | **43M** (57%)

## NBCU Moviegoers by Income

\$100K+ | **27M** (39%)

\$125K+ | **22M** (32%)

Their  
**Culture**

What NBCU Moviegoers are watching by  
reach index



What NBCU Moviegoers are most interested in by  
overlap reach



Sources: NBCU Reach and Content Watched based on NBCU in-house audience insights utilizing 1P/3P data, analysis pulled as of 10.2.25 for 1Q25, Crossplatform. Base: HH, Target Audiences: This audience is comprised of individuals who attend movies on a regular basis using data sources from predictive, statistical analysis based on mobile devices at a movie theater location. See notes section for additional sourcing details. What Are They Watching? Based on index (precision) or scale (reach) in 1Q25. Limited to programs with 1%+ Reach Only. What are they interested in? Audience segments with 92%+ of NBCU overlap reach only

# Reaching Adults 18-34 With NBCU

Their  
**Profile**

## Adults 18-34

Demo Households



# 35.2M

NBCU Cross-platform  
HH Reach

74% Reach of HH in Target

### NBCU A18-34 by Gender

A18-34 | **28M (38%)**

A18-44 | **43M (57%)**

### NBCU A18-34 by Income

\$100K+ | **18M (52%)**

\$125K+ | **14M (41%)**

Their  
**Culture**

What NBCU Adults 18-34 are watching by  
reach index



What NBCU Adults 18-34 are most interested in by  
overlap reach



Sources: NBCU Reach and Content Watched based on NBCU in-house audience insights utilizing 1P/3P data, analysis pulled as of 10.2.25 for 1Q25, Crossplatform. Base: HH, Target Audiences: This audience is comprised of individuals who attend movies on a regular basis using data sources from predictive, statistical analysis based on mobile devices at a movie theater location. See notes section for additional sourcing details. What Are They Watching? Based on index (precision) or scale (reach) in 1Q25. Limited to programs with 1%+ Reach Only. What are they interested in? Audience segments with 92%+ of NBCU overlap reach only

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