

# 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)



Film Trailers Aired in the Big Game



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, a analysis pulled as of 10.2.25 for 1 Q25, 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 1 Q25. 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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