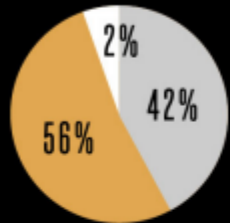


WE SPOKE TO OVER

96,000

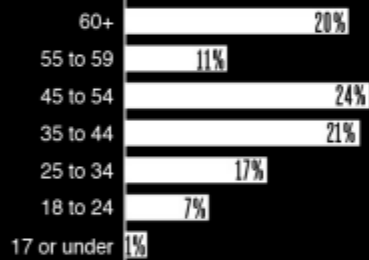
CINEMA-GOERS



● Female ● Male

● Non-binary, prefer not to say or self-describe

AGE

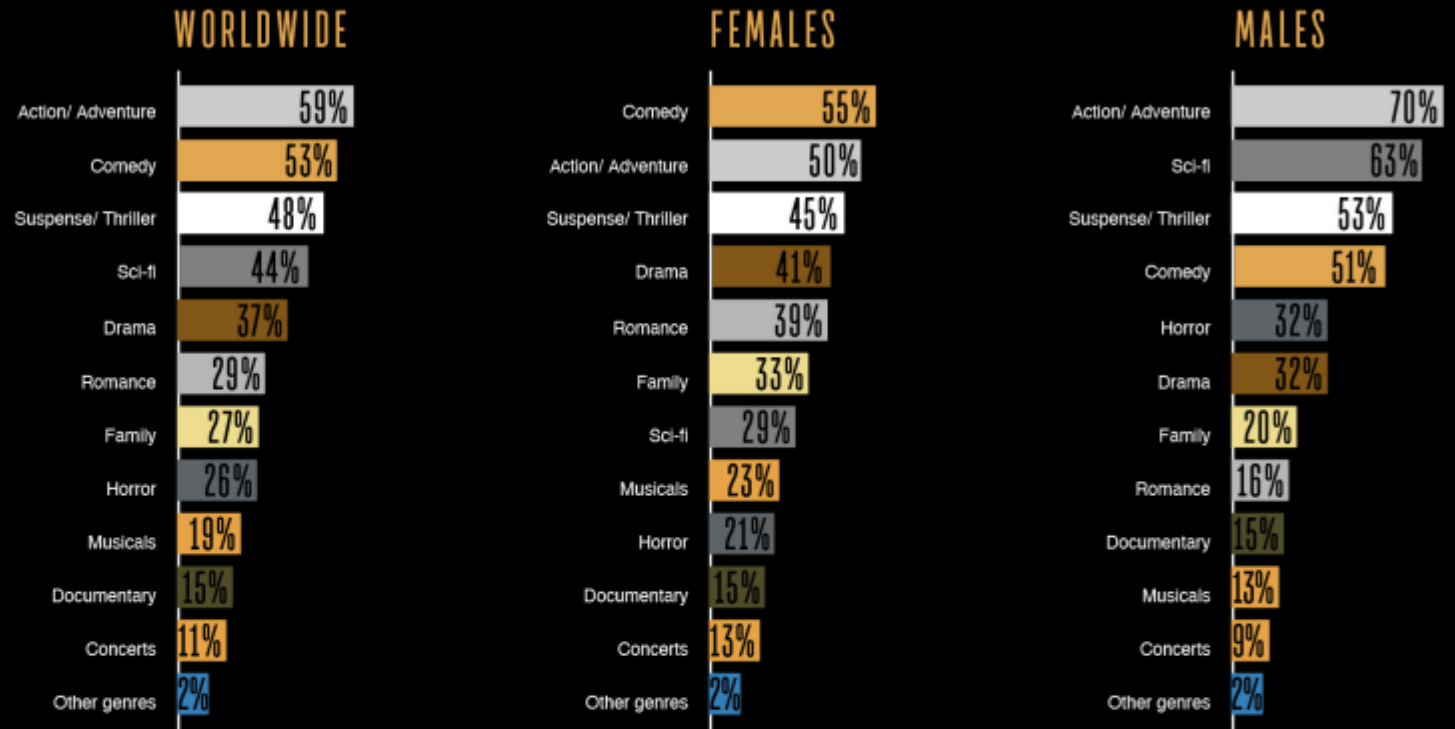


LOCATION



*Responses have been weighted to ensure appropriate population representation.

CUSTOMERS WERE ASKED WHAT FILM GENRES THEY WISHED THERE WERE MORE OF IN CINEMAS...



*Estimated wide major domestic and international releases as of 9 December 2024: 2 comedies, 3 romance, 3 drama and 25 action/adventure.

OPPORTUNITY TO BETTER MEET MOVIE-GOER DEMAND FOR COMEDY, DRAMA OR ROMANCE

RESPONDENTS LARGELY PREFER TO WATCH MOVIES IN CINEMA

5% OF RESPONDENTS PREFER TO WAIT TO WATCH MOVIES ON STREAMING

'FILM APPEAL' IS ONE OF THE BIGGEST BARRIERS TO VISITING THE CINEMA

*Film appeal was the 2nd highest barrier of cinemas visitation.

The Global Cinema Federation (GCF) represents global cinema exhibition and was created to address major issues and support a healthy global cinema industry. Source: Online survey conducted between August - October 2024. GCF members globally were invited to participate in a study to track sentiment of cinema-goers. This infographic contains a top line summary of key survey results.

