



## Global Cinema Federation Releases Data from its Most Recent Moviegoer Survey

*Results reinforce the meaningful, sustained value customers derive from cinema experiences, with high anticipation for upcoming 2026 releases and strong engagement among younger audiences, despite pressure resulting from reduced theatrical windows*

**April 8, 2026** – The Global Cinema Federation, whose members include the world’s top exhibitors and trade bodies, representing roughly 70% of global box office, today released results from its annual global moviegoer survey. The results offer an in-depth look at theatrical moviegoing consumption and engagement worldwide amid ongoing shifts in the media and entertainment landscape. Overall findings illustrate that customers derive significant value from global cinema experiences and are highly anticipating 2026’s compelling slate of upcoming releases. Results also reflect positive trends in younger moviegoer behavior as well as global industry pressure associated with shortened theatrical windows.

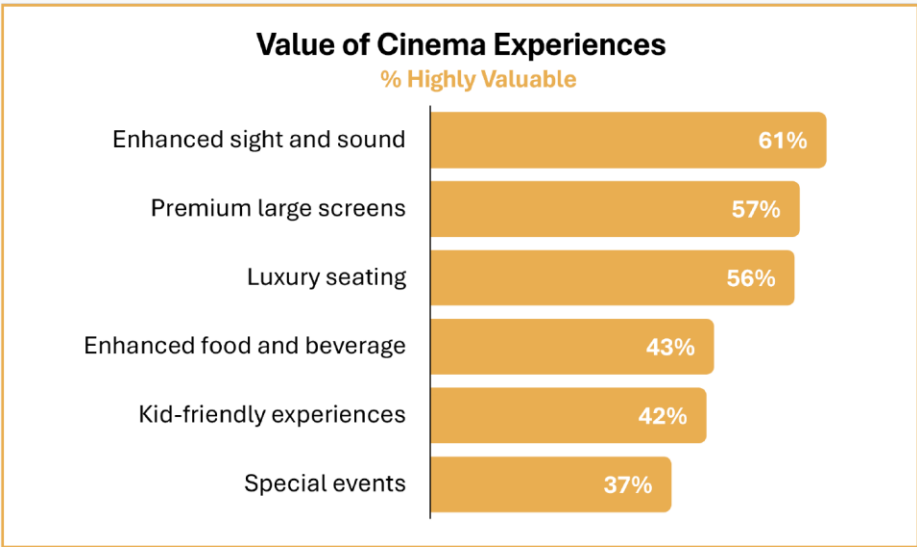
### Consumers continue to find significant value in big-screen cinema experiences with a high propensity to recommend them to others

Global movie theaters deliver captivating, shared entertainment that encourages strong word-of-mouth with 52% of customers stating they are highly likely to recommend cinema experiences to others. The emotional and social value of these experiences is also evident in the data, as nearly three-quarters of audiences (73%) say that going to the movies in theaters is important to their sense of wellbeing, with one-third describing it as very important. Furthermore, customers express an overwhelming preference for viewing movies in cinemas with only 7% of respondents preferring to watch films at home. These findings reinforce what the exhibition industry has long understood about the enduring appeal of moviegoing: global cinemas are meaningful cultural and communal epicenters that

**73%**  
of customers say that going to the cinema is important to their sense of wellbeing

offer consumers distinct value through opportunities to step away from daily pressures, become deeply immersed in compelling stories and connect with others.

Even amid heightened competition for consumer discretionary time, the cinema continues to stand out as a priority entertainment destination. The survey found that over the past six months, respondents' net change of watching movies in cinemas is 1.5 to 2 times more favorable than their shifts in other out-of-home leisure activities, including dining out, vacations, concerts and visiting other entertainment venues. Of note, customers express a strong affinity for experiences that differentiate cinemas, including premium amenities such as enhanced sight and sound technology, large screen formats and luxury seating, to name a few.

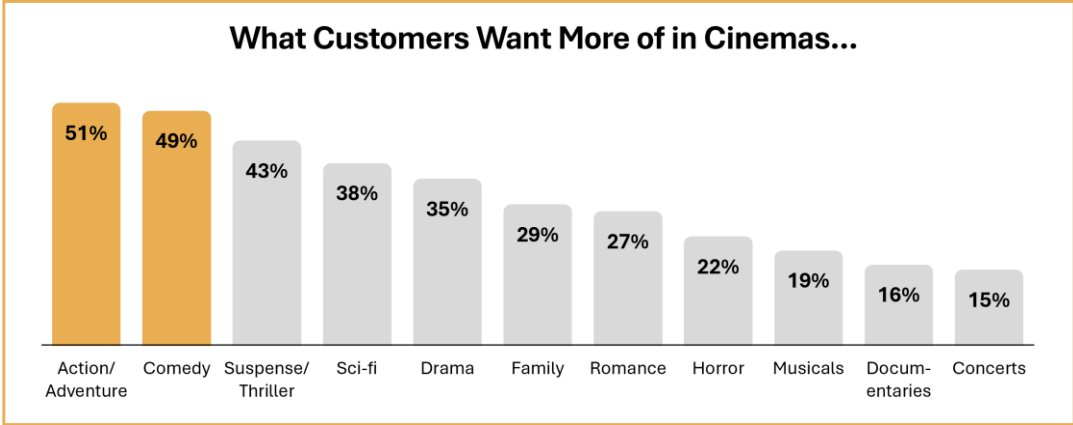


**Excitement for upcoming 2026 releases is high, supported by rising anticipation worldwide, and customers want more movies in cinemas**

**70%**  
**of customers indicate they're excited to see a movie in 2026**  
**+4% compared to last year**

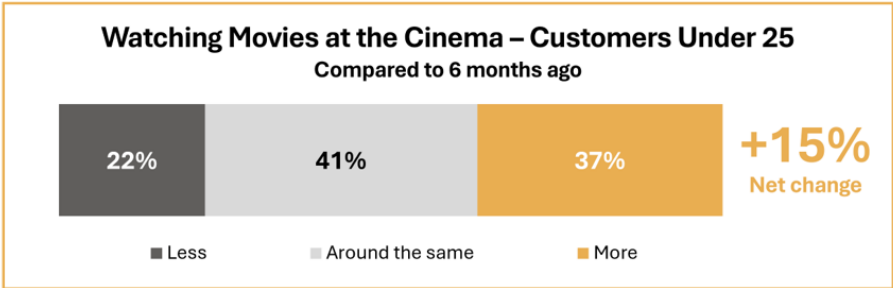
A compelling release calendar in 2026 is garnering considerable interest with 70% of customers indicating they are excited to see a film in cinemas this year. That response rate represents a four-point increase compared to last year's survey and reflects a growing enthusiasm for the breadth, scale and overall appeal of 2026's theatrical slate.

Furthermore, customers continue to express an increased desire for more films in theaters. Half of all respondents would like to see more action/adventure and comedy movies on the big screen, which are genres that have historically driven high levels of theatrical engagement with broad global appeal. Additionally, male audiences crave more science fiction content and female moviegoers are seeking more romance titles. Altogether, these insights reinforce the importance of a sufficiently robust and well-balanced film slate that serves a wide range of audience segments.



**Younger audiences continue to show outsized enthusiasm for theatrical moviegoing, with positive sustained growth trends**

Even with unprecedented access to on-demand digital viewing options at home, younger audiences are increasing their theatrical moviegoing consumption. In fact, 78% of customers under 25 years of age indicate they are watching more or the same number of movies at the cinema compared to 6 months ago, with a net overall increase of 15%.



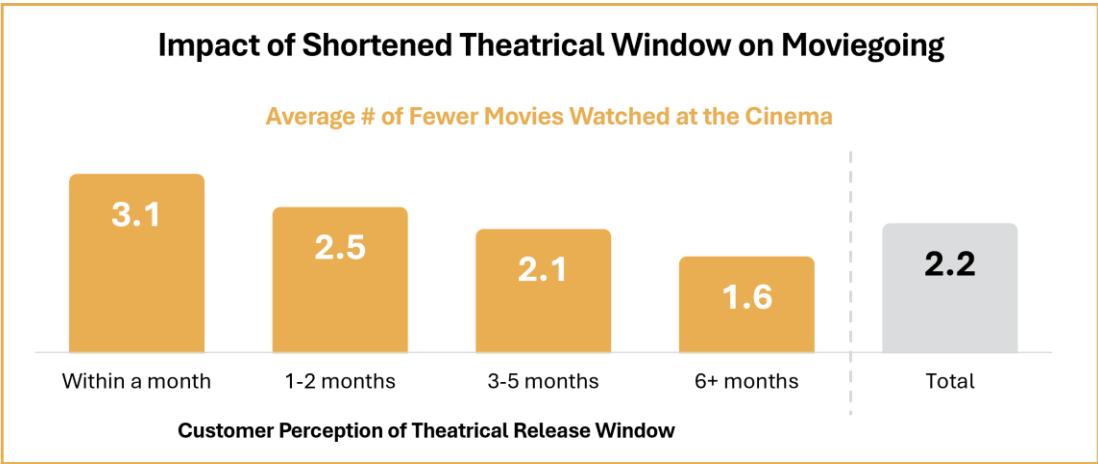
Moreover, in addition to highly valuing theatrical entertainment with an increasing level of consumption, younger audiences tend to be strong ambassadors of cinema experiences. A

significant 59% of customers under the age of 25 indicate they would highly recommend a movie theater experience to a friend or colleague. Collectively, the survey findings underscore how going to the cinema continues to meaningfully resonate with the next generation of consumers.

**59%**  
of customers under 25 highly recommend cinema experiences to others

### Despite sustained enthusiasm for cinema experiences, results indicate reduced theatrical windows are contributing to less moviegoing

In total, survey respondents say they are viewing considerably more movies at home and watching an average of 2.2 fewer movies in cinemas per year because they are available at home sooner than before. Results also highlight a relationship between changes in cinema visitation and perception of window length with meaningful variation across markets. In countries where theatrical windows remain longer and have experienced less contraction, such as Japan, France and Switzerland, stated impact on fewer visits to the cinema due to windows is less pronounced.



These findings reflect a global cinema environment characterized by an increasingly diverse set of viewing options and growing variation in theatrical availability across regions. As global viewing choices continue to evolve, improving the clarity, consistency and duration of theatrical windows remains an important consideration in supporting consumer moviegoing frequency and the long-term health of the global cinema ecosystem.

**About the Global Cinema Federation**

Formed in 2017, the Global Cinema Federation (GCF) advocates on behalf of cinema exhibitors worldwide, addressing policy, business, and technology priorities that support a healthy global cinema industry. The GCF represents the world's top 12 exhibition companies and two major international industry bodies, with support from 75 exhibition companies and 29 trade associations across the globe. Collectively, its members account for roughly 70% of the worldwide box office and work to ensure the long-term strength and accessibility of the theatrical experience. Learn more at [www.globalcinemafederation.org](http://www.globalcinemafederation.org)