Understanding Evolving Media Audiences in Real-Time

We used the Toluna Start platform, the world's first end-to-end, real-time consumer intelligence platform, to understand consumer habits in the ever-evolving entertainment sector. We surveyed 1,229 respondents in the U.S. in November 2021.

Moviegoers missed movie theaters

45% missed theaters a lot when they were closed
35% expect to go more often in the next three months

What’s bringing them back?

Why in-person over home?

53% viewing movies on the big screen
50% sound quality

Which genres are better in theaters?

<table>
<thead>
<tr>
<th>Genre</th>
<th>Action/Adventure</th>
<th>Sci-Fi/Fantasy</th>
<th>Horror</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage</td>
<td>75%</td>
<td>61%</td>
<td>60%</td>
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</tbody>
</table>

Streaming wars wage on in 2022

What makes people invest in a show?

believable plot twists
continuous, seamless stories
a resolution by the end of the series
something to root for

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<tr>
<th>Element</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>believable plot twists</td>
<td>41%</td>
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<td>continuous, seamless stories</td>
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<tr>
<td>a resolution by the end of the series</td>
<td>54%</td>
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What will win over streamers?

Besides quality content, what do consumers consider when selecting a streaming service?

75% value for the money
70% at least one show they love
70% making it easy to find new shows to watch

41% Disney
41% HBO
54% Netflix
54% Hulu