

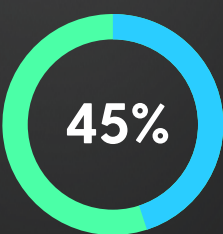
# Understanding Evolving Media Audiences in Real-Time



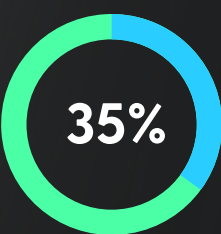
We used the Toluna Start platform, the world's first end-to-end, real-time consumer intelligence platform, to understand consumer habits in the ever-evolving entertainment sector. We surveyed 1,229 respondents in the U.S. in November 2021.



## Moviegoers missed movie theaters



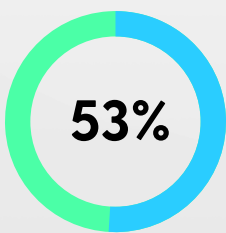
missed theaters a lot when they were closed



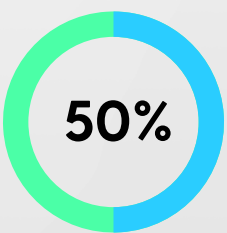
expect to go more often in the next three months

## What's bringing them back?

### Why in-person over home?



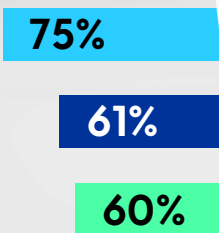
viewing movies on the big screen



sound quality



### Which genres are better in theaters?

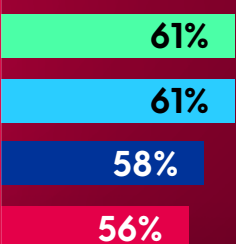


- Action/Adventure
- Sci-Fi/Fantasy
- Horror

## Streaming wars wage on in 2022

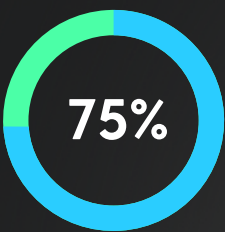
### What makes people invest in a show?

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

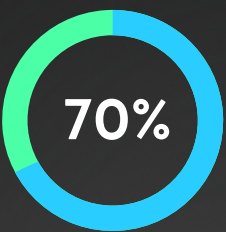


## What will win over streamers?

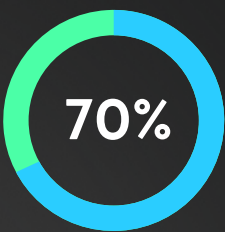
Besides quality content, what do consumers consider when selecting a streaming service?



value for the money



at least one show they love



making it easy to find new shows to watch

