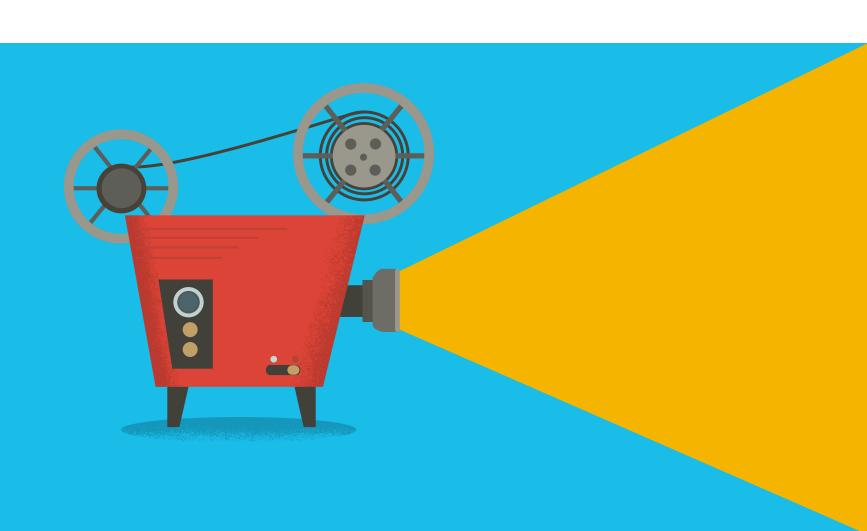


## **GOING TO THE MOVIES**

## The Micro-Moments Before Showtime



When you want to go to the movies, what do you do? Reach for a newspaper? Call your local theater? Odds are you simply pick up a mobile device—just as you do in hundreds of micro-moments throughout the day. In these I-want-to-go moments, millions of moviegoers (teens and young millennials especially) turn to Google and YouTube. Are you there in these moments that matter?

351/1+
hours of movie trailers
viewed on mobile on

SEARCHING BEFORE

SHOWTIME

56%

of searches related to movie tickets are from a mobile device<sup>2</sup> 41%

YouTube so far in 2015<sup>1</sup>

growth in mobile searches related to movie showtimes so far this year<sup>3</sup>

GOING TO
YOUTUBE FOR A
SNEAK PEEK



ESPECIALLY,
TEENS AND
YOUNG
MILLENNIALS

(AGES 13-24)

DIVING IN DEEPER WITH DIGITAL 81%

of moviegoers who watched trailers online did so on YouTube<sup>4</sup> 88%

increase in movie trailer views on mobile on YouTube YoY<sup>5</sup>

More than

HALF

agree they are more likely to watch a trailer or movie advertisement on YouTube than on TV<sup>6</sup> 69%

typically look at movie trailers on YouTube to decide which movie to see in theaters<sup>7</sup>

77% growth in watch time of "movie recap" videos

on YouTube8

## Common Google searches about big franchises<sup>9</sup>

"Inside Out Characters"

"How do I draw a *minion*"

"Where can I buy *minion* tic tacs"

"Where was *Jurassic World* filmed"

## SOURCING

- 1 Google Data, Jan. 1–June 30, 2015. Trailer views on YouTube worldwide on mobile devices. Classification was based on public data, such as headlines and tags of videos from U.S. studio channels in the movie category that contained "trailer," "teaser," and "TV spot" and may not account for every movie trailer on YouTube. Mobile devices include smartphones only.
- Google Search Data, Jan. 4–June 13, 2015, United States.
   Searches related to movie tickets using mobile devices.
   Mobile devices include all smartphones.
- 3 Google Search Data, January—June 2015 compared to the same period in 2014, United States. Searches related to movie showtimes using mobile devices. Mobile devices include all smartphones.
- include all smartphones.
  4 Google/Millward Brown Digital, "Moviegoer Decision Path," September 2014. Base: 18–64 moviegoers who have planned
- to see a movie in theater in the past six months (n=1,504).

  5 Google Data, Jan. 1–June 30, 2014 vs. Jan. 1–June 30, 2015. Trailers views on YouTube worldwide on mobile devices. Classification was based on public data, such as headlines and tags of videos from U.S. studio channels in the movie

category that contain "trailer," "teaser," and "TV spot," and may

- 6 Google/Ipsos, "Young Millennials and the Movies," June 2015, United States. n=4,014 (online population 13+, young millennial is defined as 13–24 moviegoer (n=710)). Fifty-four percent agree they are more likely to watch a trailer or movie advertisement on YouTube than on TV.
- United States. n=4,014 (online population 13+, young millennial is defined as 13-24 moviegoer (n=710)).

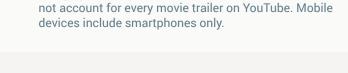
  8 YouTube Data across all devices, January-May 2015 vs.

Google/Ipsos, "Young Millennials and the Movies," June 2015,

January–May 2014. Classification was based on public data, such as headlines that contain "movie recap," and may not account for every movie recap available on YouTube.

9 Google Trends Search Data, June 1–June 25, 2015, United

States. Queries related to Minions, Jurassic World, and Inside Out movies across all devices.



think with Google