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?

35M+ hours of movie trailers viewed on mobile on YouTube so far in 2015

56% of searches related to movie tickets are from a mobile device

41% growth in mobile searches related to movie showtimes so far this year

81% of moviegoers who watched trailers online did so on YouTube

88% increase in movie trailer views on mobile on YouTube YoY

More than HALF agree they are more likely to watch a trailer or movie advertisement on YouTube than on TV

69% typically look at movie trailers on YouTube to decide which movie to see in theaters

77% growth in watch time of “movie recap” videos on YouTube

Common Google searches about big franchises

“Inside Out Characters”

“How do I draw a minion”

“When can I buy minion tic tacs”

“Where was Jurassic World filmed”

Sources:
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 contain “trailer,” “teaser,” and “TV spot” and may not account for every movie trailer on YouTube. Mobile devices include smartphones only.
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. 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 contain “trailer,” “teaser,” and “TV spot,” and may not account for every movie trailer on YouTube. Mobile devices include smartphones only.
6. Google/Kantar, “Young Millennials and the Movies,” June 2015, United States. 18–49 four-person household population. Young millennial is defined as 13–24 moviegoer. Fifty-four percent agree they are more likely to watch a trailer or movie advertisement on YouTube than on TV.
7. Google/Kantar, “Young Millennials and the Movies,” June 2015, United States. 18–49 four-person household population. Young millennial is defined as 13–24 moviegoer.
8. YouTube Data across all devices, January–May 2015 vs. 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.