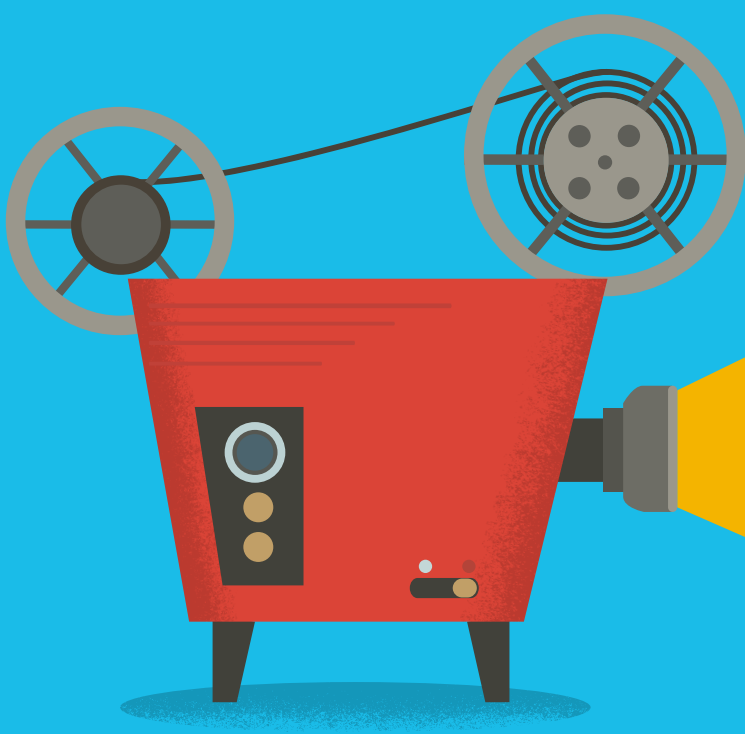




GOING TO THE MOVIES

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?

35M+

hours of movie trailers viewed on mobile on YouTube so far in 2015¹



SEARCHING BEFORE SHOWTIME

56%

of searches related to movie tickets are from a mobile device²

41%

growth in mobile searches related to movie showtimes so far this year³



GOING TO YOUTUBE FOR A SNEAK PEEK



ESPECIALLY, TEENS AND YOUNG MILLENNIALS (AGES 13–24)

81%

of moviegoers who watched trailers online did so on YouTube⁴

88%

increase in movie trailer views on mobile on YouTube YoY⁵

More than HALF

agree they are more likely to watch a trailer or movie advertisement on YouTube than on TV⁶

69%

typically look at movie trailers on YouTube to decide which movie to see in theaters⁷



DIVING IN DEEPER WITH DIGITAL

77%

growth in watch time of “movie recap” videos on YouTube⁸

Common Google searches about big franchises⁹

- “*Inside Out* Characters”
- “How do I draw a *minion*”
- “Where can I buy *minion* tic tacs”
- “Where was *Jurassic World* filmed”

SOURCING

- 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.
- 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.
- 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).
- 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 not account for every movie trailer on YouTube. Mobile devices include smartphones only.
- 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.
- 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)).
- 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.
- Google Trends Search Data, June 1–June 25, 2015, United States. Queries related to Minions, Jurassic World, and Inside Out movies across all devices.