

The Future of Cinema: The Changing and Diverse Audience

National Association of Concessionaires

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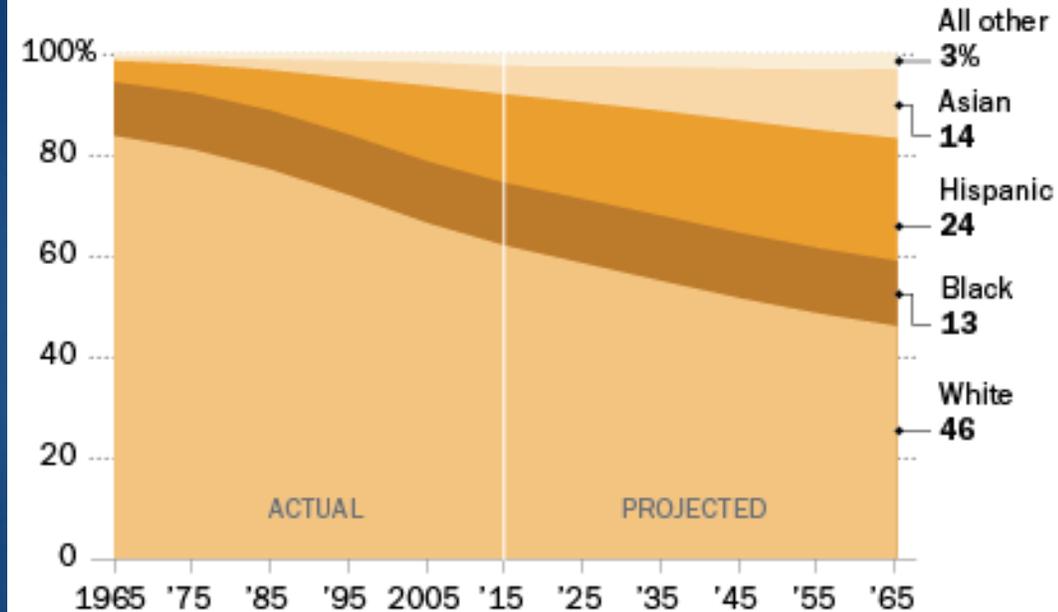
JULY 31, 2019



Changing Face of Consumers

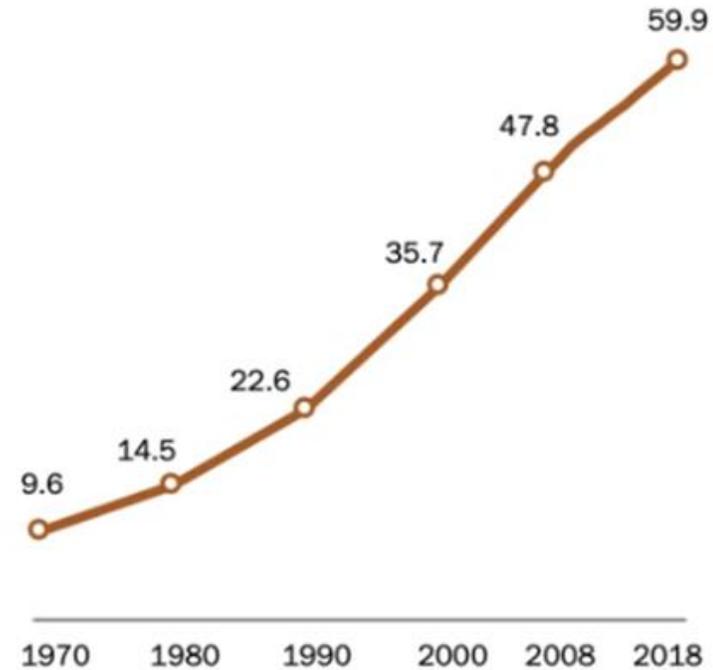
The changing face of America, 1965–2065

% of the total population



U.S. Hispanic population reached nearly 60 million in 2018

In millions

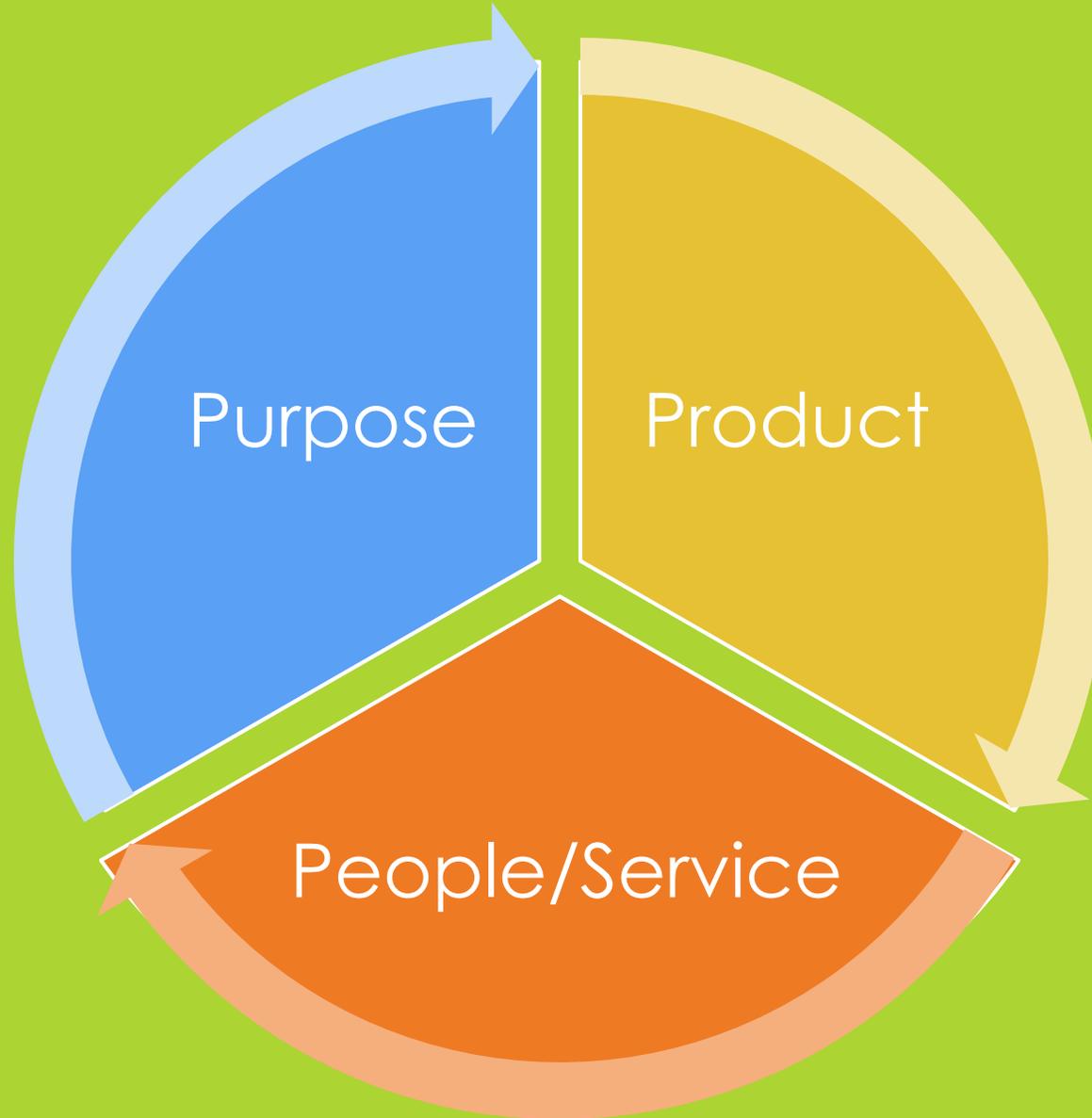


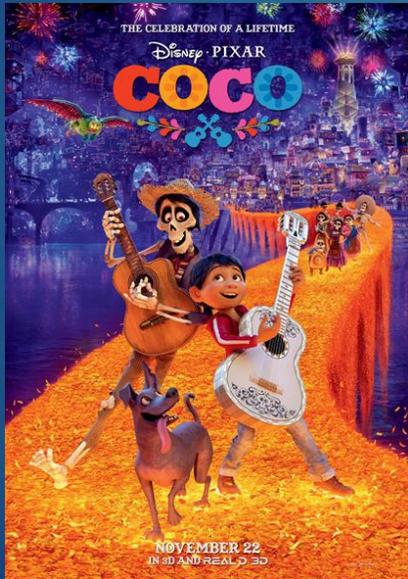
Frequent Moviegoers

- ▶ Age: 25-39 (Millennials)
- ▶ Ethnicity: Caucasian and Hispanic
- ▶ Gender: Skewed Female (51%)



FORWARD FOCUS





KEY LEARNING

- ▶ Starts Internal
- ▶ Priority
- ▶ Risks and Rewards
- ▶ Measure Results
- ▶ Celebrate Success

In Closing

“Understanding the impact of diversity is not about being politically correct. It is good business practice for business survival,
in our industry –
more so - now than ever.”