IAB and InMobi Present:

Mobile and the Movies:

Mobile Screens' Impact

on the BIG Screen

Released October 2, 2012

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Key Findings

- **Men are more likely than women to use mobile data for key movie-related activities.**

- **Mobile is very important to regular movie goers. 70% have used their mobile at least once in the past 6 months, and 30% use their mobile most or all the time when they pick a movie.**

- **Most consumers who watch movie trailers on their mobile device are willing to watch an ad before the trailer.**

- **Consumers of all ages use mobiles to help pick movies, but younger consumers do so more intensively.**

- **Attitudes toward mobile data use in the theater are fairly permissive during pre-trailer ads, but please, don't use your phone during the show.**
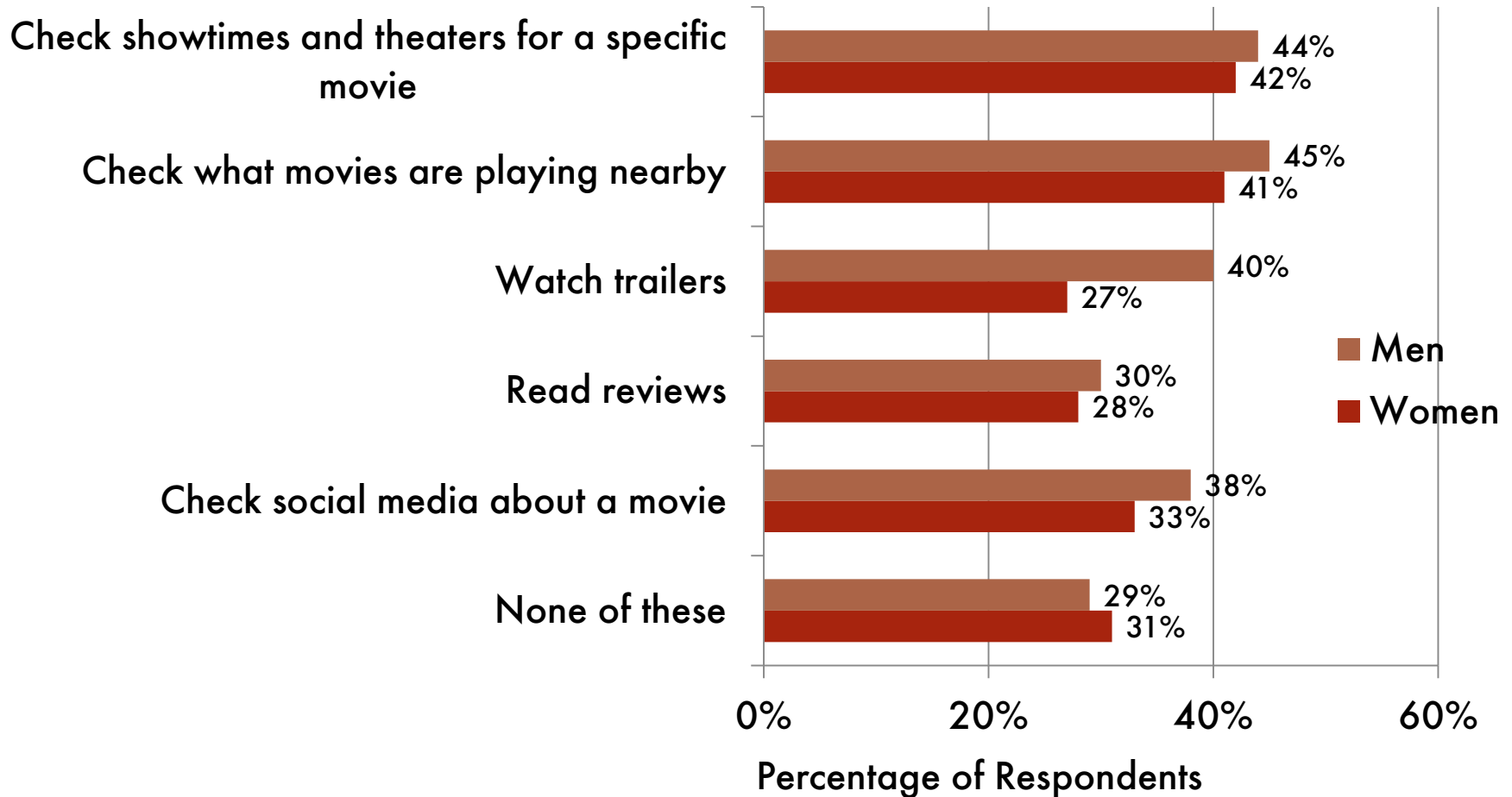
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Gender Differences

- **71% of male and 69% of female respondents used their mobile device to help them when picking a movie.**

  - Male respondents were much more likely than female to watch trailers (40% as compared to 27%).
  - Male respondents were somewhat more likely than females to check social media to see what friends think of a movie (38% versus 33%).

- **Women were much more likely to say that texting was okay than men, before, after, and even during a movie.**

Men More Likely than Women to Use Mobiles to Pick Movies

Check showtimes and theaters for a specific movie — Men 44%, Women 42%

Check what movies are playing nearby — Men 45%, Women 41%

Watch trailers — Men 40%, Women 27%

Read reviews — Men 30%, Women 28%

Check social media about a movie — Men 38%, Women 33%

None of these — Men 29%, Women 31%

Men
Women

Percentage of Respondents

Q: In the past 6 months, have you done any of the following on your mobile device when picking a movie to watch in theaters? (Please check all that apply)

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Regular Moviegoers

- **We split survey respondents based on how often they see movies in a theater.**
  - 31% of respondents see a movie monthly or more frequently; we define that group as "regular moviegoers."
  - 48% of respondents were "infrequent moviegoers," for whom mobile is much less important to movie decisions.
  - 21% of respondents said they do not go to the movies in theaters at all
- **30% of regular moviegoers say they use the mobile internet when picking a movie to see "always" or "most of the time."**
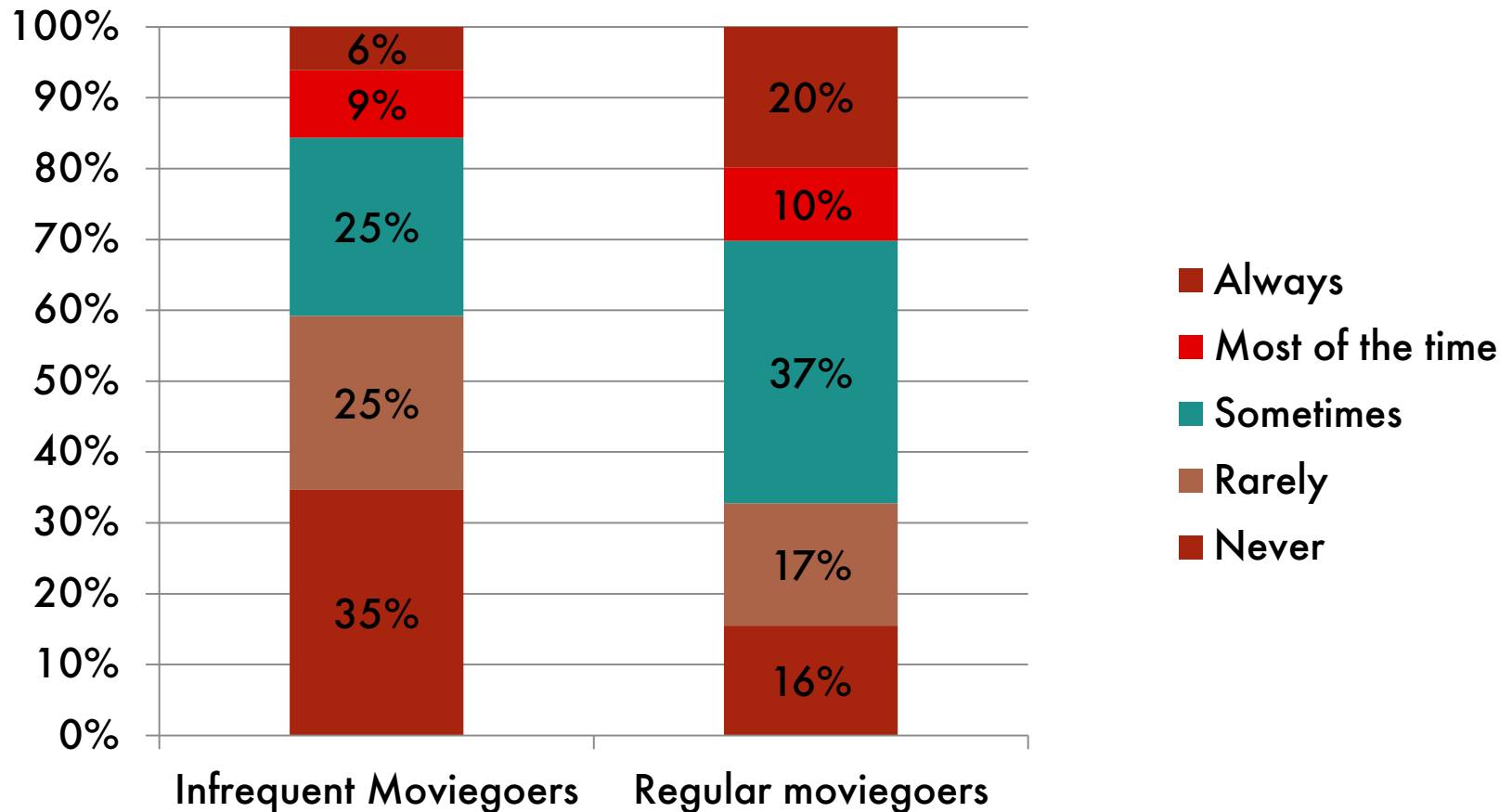
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Regular Moviegoers (Continued)

- **Regular moviegoers were much more likely to buy tickets via their mobile device: 24% said they'd done so in the past six months, versus only 7% of infrequent moviegoers.**

- **19% of regular moviegoers have used social media to "check in" at a movie or theater in the past six months, versus only 7% of infrequent moviegoers.**

- **Use of virtual, on-device tickets remains in its infancy. Only 5% of regular moviegoers report using a virtual ticket instead of a paper ticket in the past six months.**

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Regular Moviegoers Rely on Mobile When Picking a Movie

100%

	Infrequent Moviegoers	Regular moviegoers
Always	6%	20%
Most of the time	9%	10%
Sometimes	25%	37%
Rarely	25%	17%
Never	35%	16%

Legend:
- ■ Always
- ■ Most of the time
- ■ Sometimes
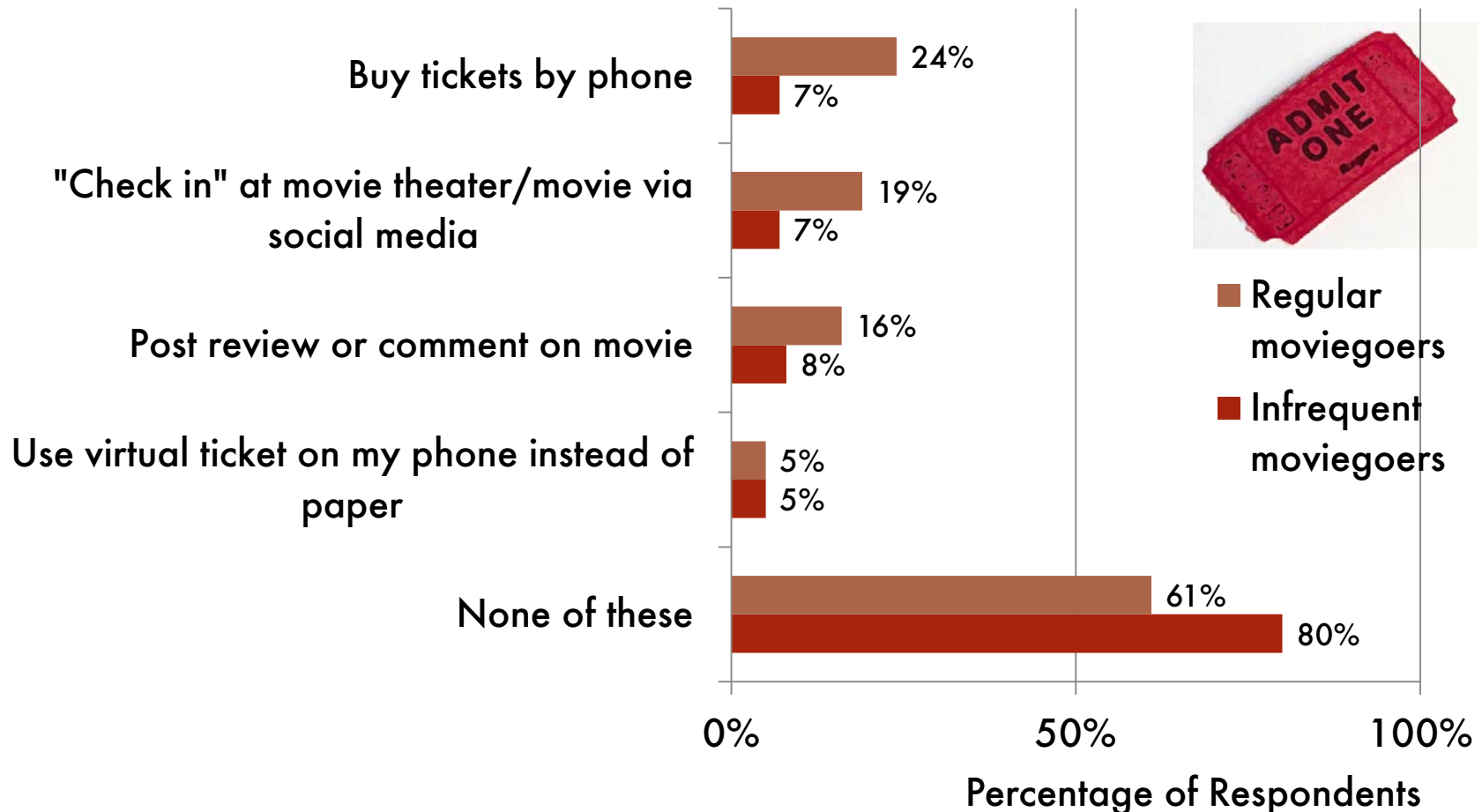- ■ Rarely
- ■ Never

Q: How often do you use the mobile web and/or apps on your mobile device to help pick a movie to see?

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Regular Moviegoers Inclined to Mobile Movie Activities

Check showtimes and theaters for a specific movie — Regular moviegoers: 59%, Infrequent moviegoers: 47%

Check what movies are playing nearby — Regular moviegoers: 59%, Infrequent moviegoers: 46%

Read reviews — Regular moviegoers: 45%, Infrequent moviegoers: 25%

Watch trailers — Regular moviegoers: 41%, Infrequent moviegoers: 31%

Check social media about a movie — Regular moviegoers: 35%, Infrequent moviegoers: 34%

None of these — Regular moviegoers: 17%, Infrequent moviegoers: 29%

Legend: Regular moviegoers, Infrequent moviegoers
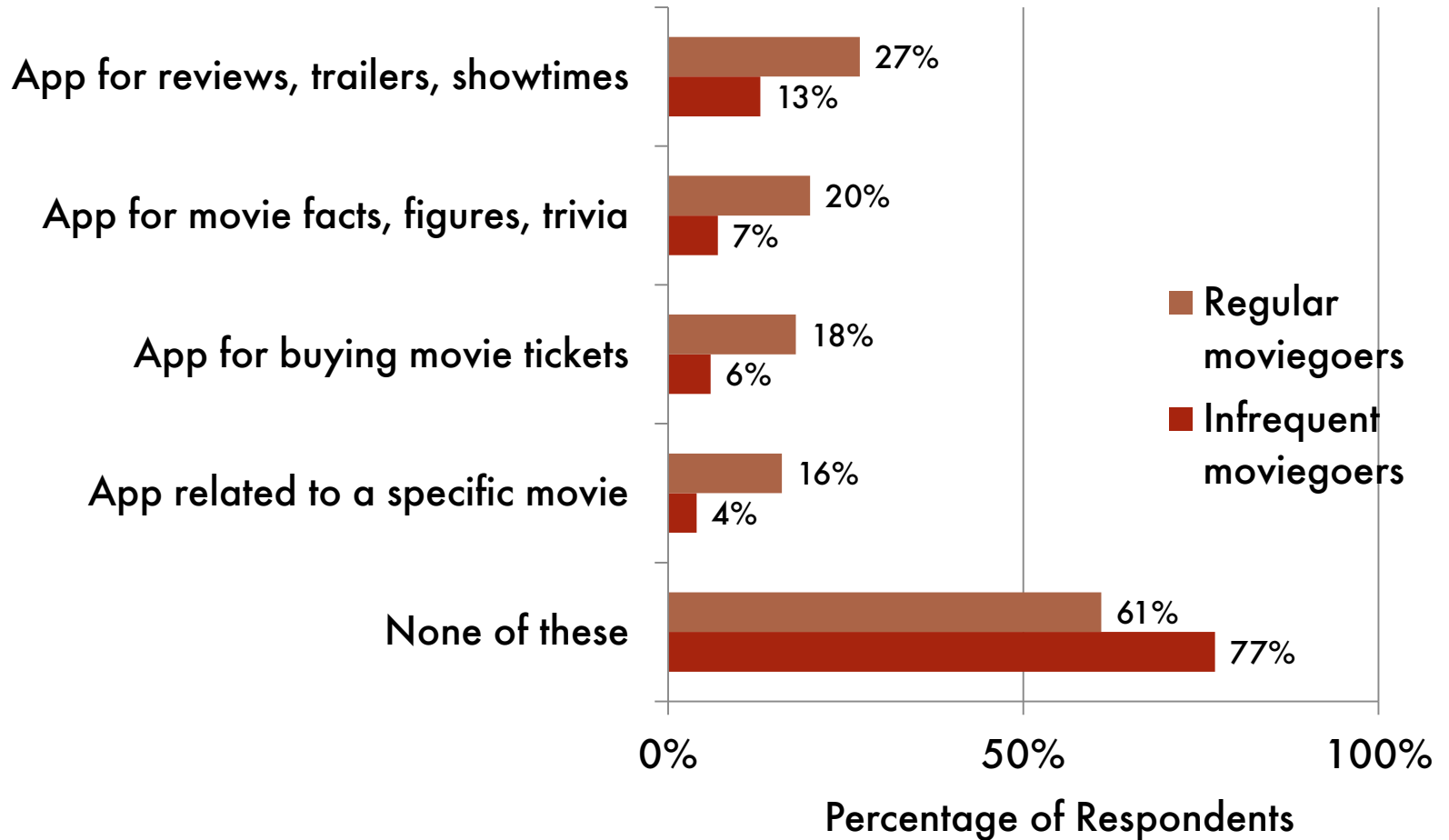
Percentage of Respondents (0% – 50% – 100%)

Q: In the past 6 months, have you done any of the following on your mobile device when picking a movie to watch in theaters? (Please check all that apply)

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Other Mobile Movie Activities of Regular Moviegoers

Buy tickets by phone — 24% (Regular moviegoers), 7% (Infrequent moviegoers)

"Check in" at movie theater/movie via social media — 19% (Regular moviegoers), 7% (Infrequent moviegoers)

Post review or comment on movie — 16% (Regular moviegoers), 8% (Infrequent moviegoers)

Use virtual ticket on my phone instead of paper — 5% (Regular moviegoers), 5% (Infrequent moviegoers)

None of these — 61% (Regular moviegoers), 80% (Infrequent moviegoers)

Legend:
- Regular moviegoers
- Infrequent moviegoers

Percentage of Respondents

Q: In the past 6 months, have you done any of the following on your mobile device when going to the movies? (Please check all that apply)

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# Movie-Related App Ownership of Regular Moviegoers

App for reviews, trailers, showtimes — 27% / 13%

App for movie facts, figures, trivia — 20% / 7%

App for buying movie tickets — 18% / 6%

App related to a specific movie — 16% / 4%

None of these — 61% / 77%

Legend: Regular moviegoers / Infrequent moviegoers

Percentage of Respondents (0% — 50% — 100%)

Q: Have you downloaded any of the following types of apps to your mobile device?

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Mobile Trailers

- **About 31% of all respondents (40% of men, 27% of women) said they've watched a trailer on their mobile device in the last 6 months.**

- **Of trailer viewers, 61% have viewed an ad before seeing a mobile trailer**

- **Male trailer-viewers were much more likely than female trailer-viewers to have watched an ad to see a mobile trailer**

- **We usually think of trailers as ads, but if people are willing to watch an ad to see a trailer, does that make trailers more content than ad?**

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Respondents Have Watched Ads Before Mobile Trailers
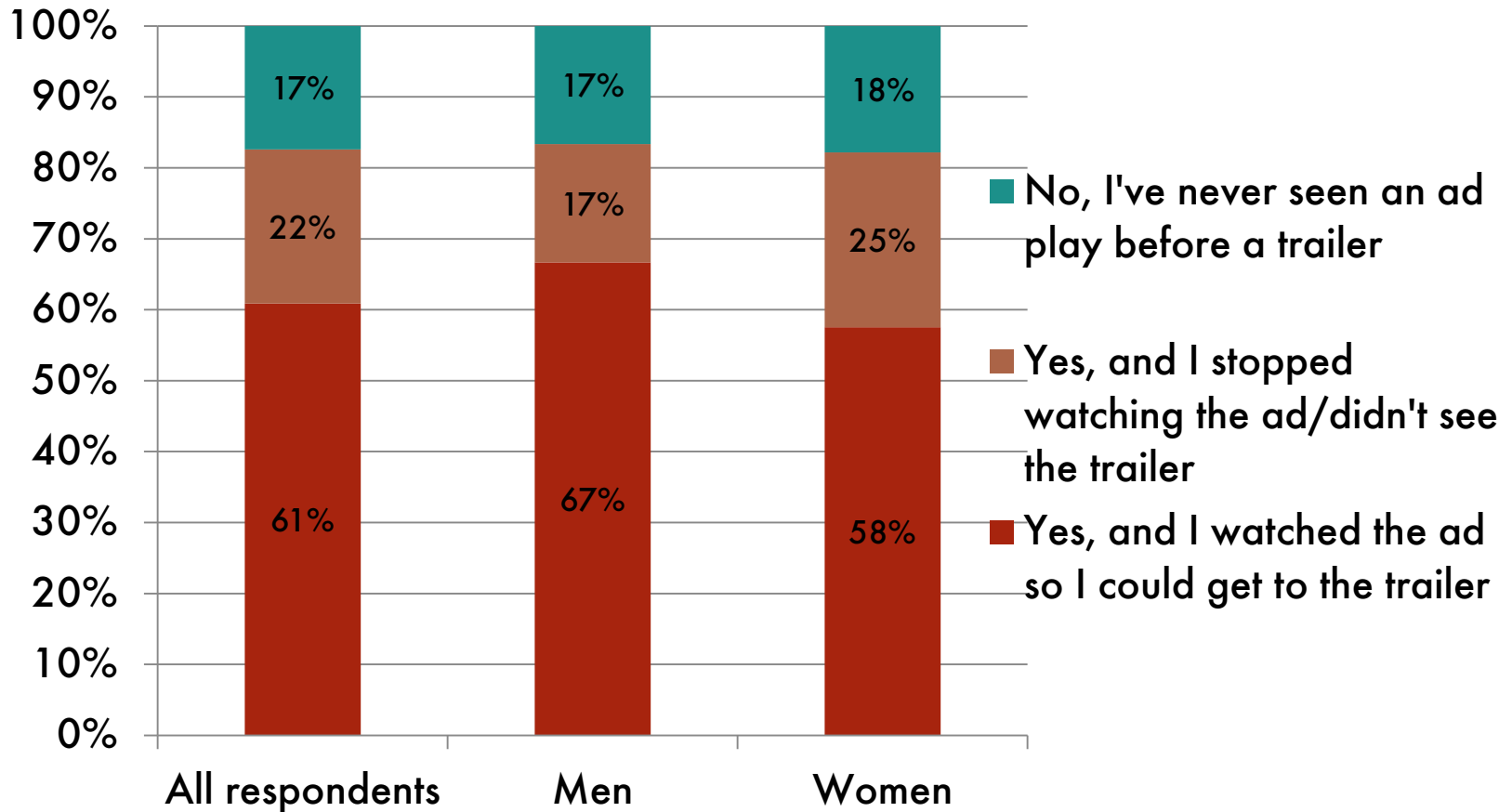
Q: When watching a trailer on your mobile device, have you ever seen a commercial or advertisement play before the trailer starts?
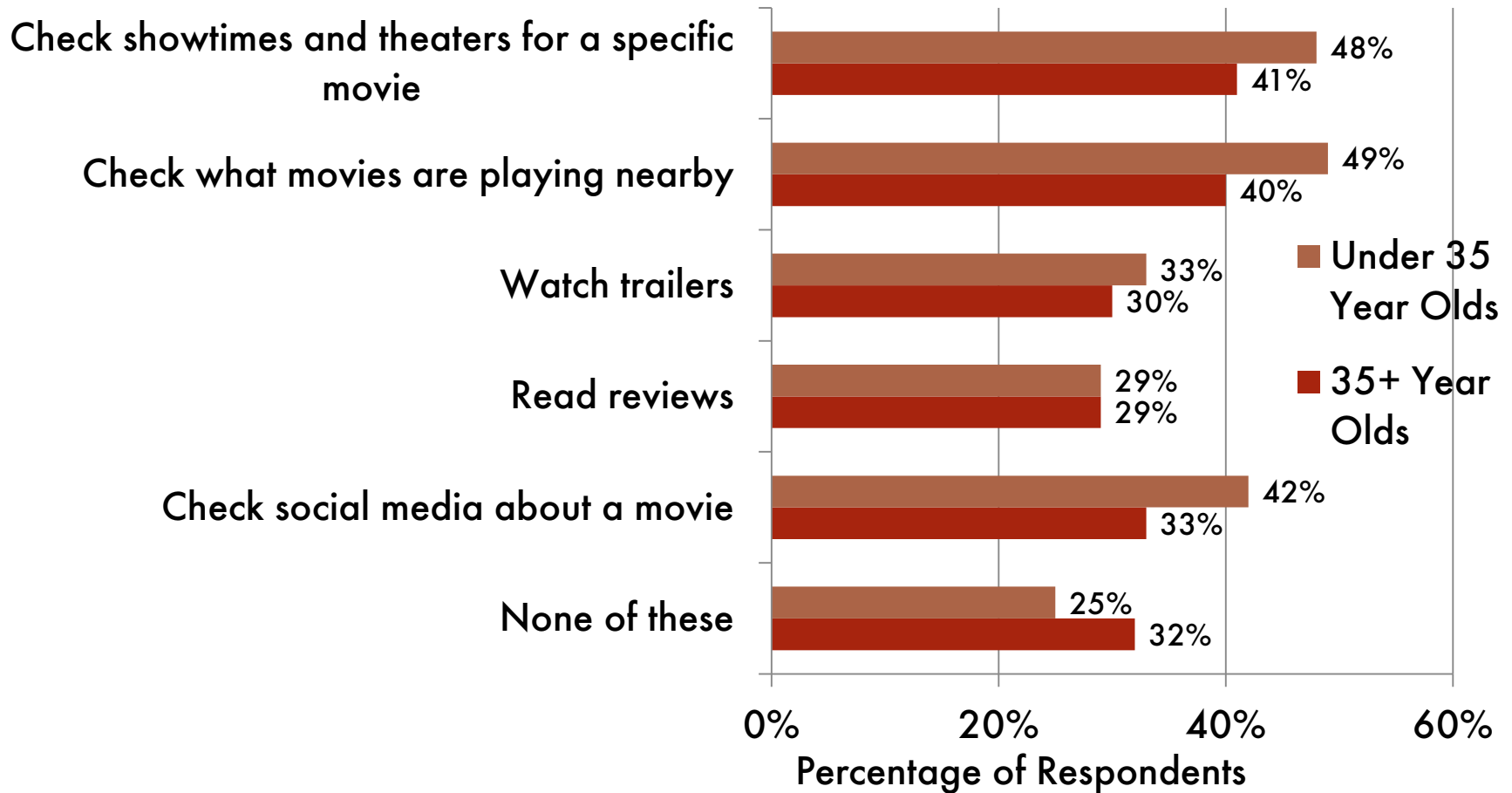
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Age Differences

- **Use of mobile to pick a movie cuts across age lines. 75% of respondents under 35 years old use their mobile device to help pick a movie, as compared with 68% of consumers 35 or older.**

- **Social media and movies is one area of substantial difference between younger and older respondents.**

  - 42% of under-35s checked social media to see what friends thought of a movie, vs. 33% of 35+ year old respondents.

  - 17% of under-35s posted a review or comment about a movie on social media, vs. 8% of 35+ respondents.

  - 16% of under-35s used social media to "check in" at a movie or theater, vs. 8% of 35+ year old respondents.
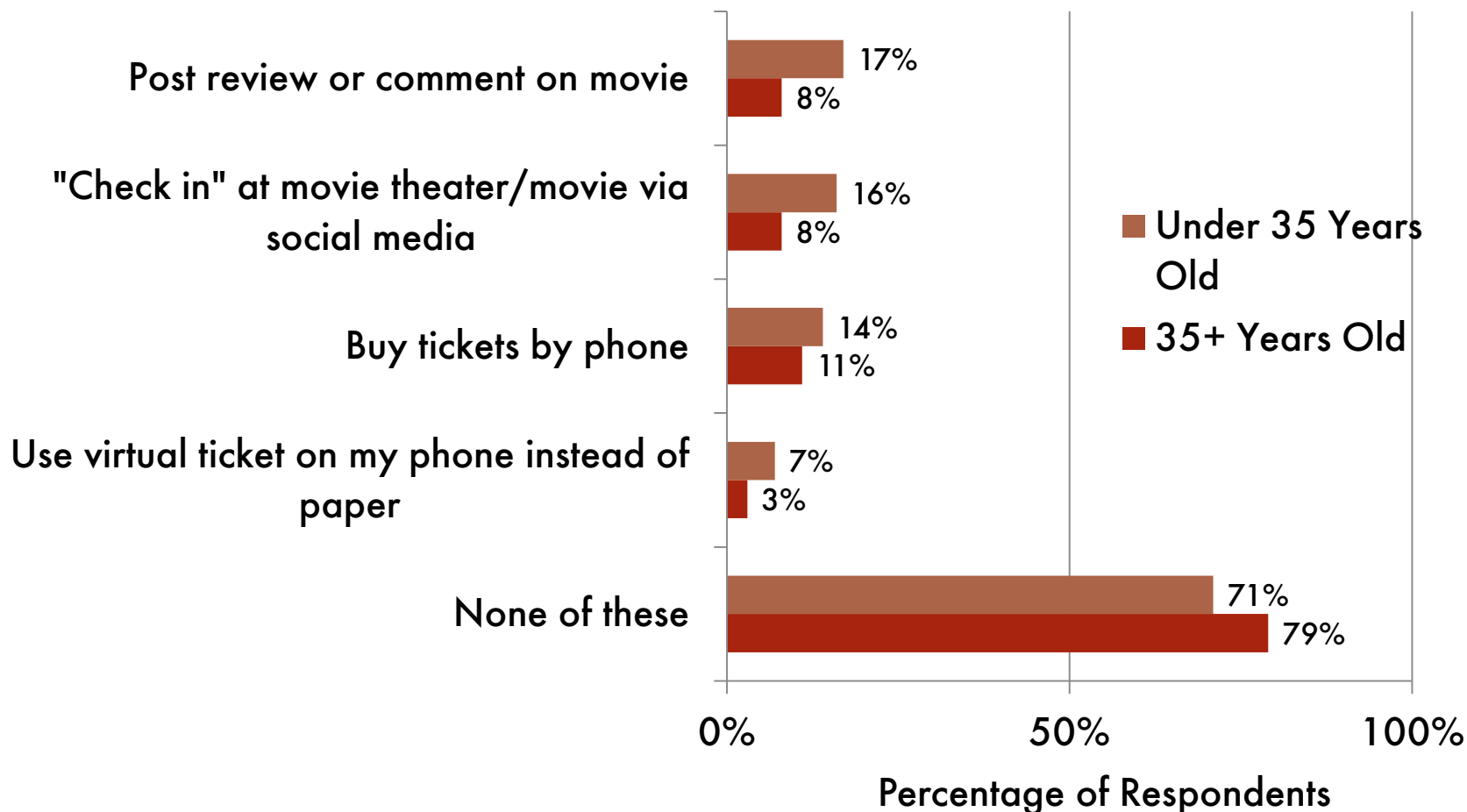
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Using Mobile For Movie Planning, By Age

	Under 35 Year Olds	35+ Year Olds
Check showtimes and theaters for a specific movie	48%	41%
Check what movies are playing nearby	49%	40%
Watch trailers	33%	30%
Read reviews	29%	29%
Check social media about a movie	42%	33%
None of these	25%	32%

Percentage of Respondents

Q: In the past 6 months, have you done any of the following on your mobile device when picking a movie to watch in theaters? (Please check all that apply)

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Younger Respondents More Inclined to Social & Commercial Activities

Post review or comment on movie
- Under 35 Years Old: 17%
- 35+ Years Old: 8%

"Check in" at movie theater/movie via social media
- Under 35 Years Old: 16%
- 35+ Years Old: 8%

Buy tickets by phone
- Under 35 Years Old: 14%
- 35+ Years Old: 11%

Use virtual ticket on my phone instead of paper
- Under 35 Years Old: 7%
- 35+ Years Old: 3%

None of these
- Under 35 Years Old: 71%
- 35+ Years Old: 79%

Legend: ■ Under 35 Years Old ■ 35+ Years Old
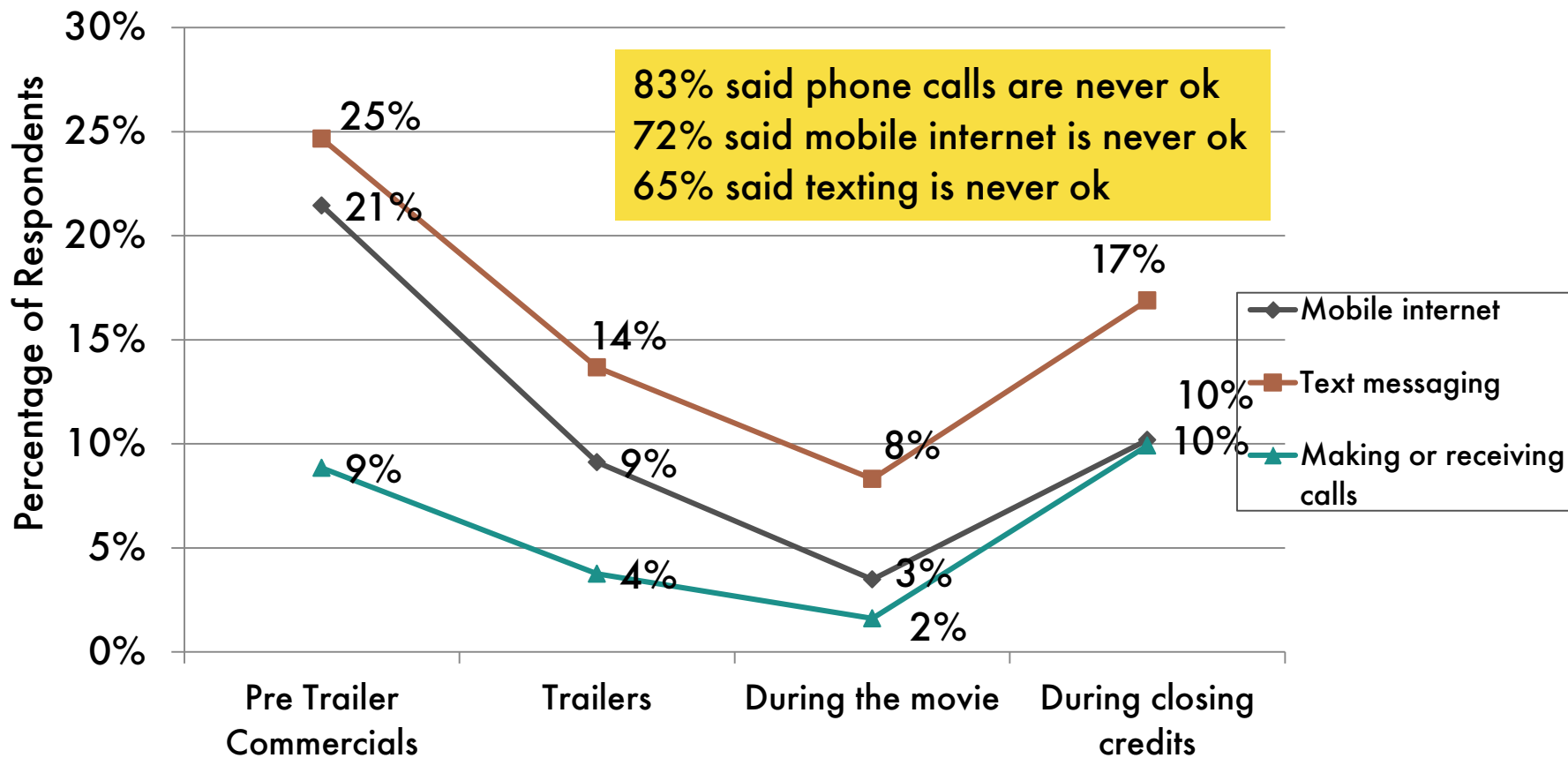
X-axis: 0% 50% 100% — Percentage of Respondents

Q: In the past 6 months, have you done any of the following on your mobile device when going to the movies? (Please check all that apply)

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Mobile Movie Etiquette

- We asked respondents about 3 mobile activities at the movies: surfing the internet, texting, and talking on the phone.

- Mobile internet use is acceptable during pre-trailer ads according to 21% of respondents. Acceptability drops off after that. This acceptance creates an interesting multiscreen opportunity for in-theater advertising.

- 25% of respondents feel it's ok to text during pre-trailer commercials; as compared to 14% during the trailers themselves, and 17% during closing credits.

- What about during the movie? Of our respondents, 3% said it was okay to surf the mobile internet during a movie; 8% thought it was okay to text, and 2% said it was okay to make or receive calls during a movie.

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Mobile Movie Etiquette: Data Use During Pre-Trailer Ads is Deemed OK

83% said phone calls are never ok
72% said mobile internet is never ok
65% said texting is never ok

Legend:
- Mobile internet
- Text messaging
- Making or receiving calls

Y-axis: Percentage of Respondents (0% – 30%)

X-axis categories: Pre Trailer Commercials | Trailers | During the movie | During closing credits

Data values:
- Pre Trailer Commercials: 25%, 21%, 9%
- Trailers: 14%, 9%, 4%
- During the movie: 8%, 3%, 2%
- During closing credits: 17%, 10%, 10%

Q: In your opinion, when watching a movie in theaters when is it OK to use a phone for making/receiving calls? (Please select all that apply)

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Survey Methodology

The IAB and InMobi conducted an on device survey among 373 US mobile data users in August and September 2012. The survey was distributed on InMobi's mobile advertising network, and data is representative of all major platforms in the US market, including Android and iOS.

About the IAB

The Interactive Advertising Bureau (IAB) is comprised of more than 500 leading media and technology companies that are responsible for selling 86% of online advertising in the United States. On behalf of its members, the IAB is dedicated to the growth of the interactive advertising marketplace, of interactive's share of total marketing spend, and of its members' share of total marketing spend. The IAB educates marketers, agencies, media companies and the wider business community about the value of interactive advertising. Working with its member companies, the IAB evaluates and recommends standards and practices and fields critical research on interactive advertising. Founded in 1996, the IAB is headquartered in New York City with a Public Policy office in Washington, D.C. For more information, please visit www.iab.net.

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About InMobi

InMobi is an innovative mobile technology company that enables the world's leading brands, developers, and publishers to engage global consumers. InMobi builds mobile-first technology platforms that leverage advances in big-data, user behavior, andcloud-based architectures to simplify advertising. Agencies and advertisersleverage InMobi platforms to create HTML5 rich media ads and engage 578M consumers across 165 countries. Developers and premium publishers use InMobi platforms to acquire and monetize their mobile apps and their mobile websites across the globe. With offices across all five continents, InMobi provides global reach with local service and support. InMobi is venture-backed by investors including: SoftBank, Kleiner Perkins Caufield & Byers and Sherpalo Ventures.

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