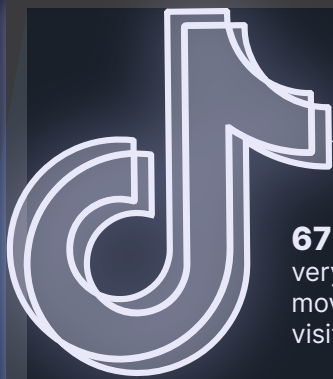


& BLOCKBUSTERS & NOTIFICATIONS:

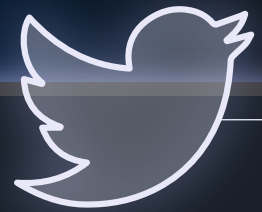
HOW MOVIES AND SOCIAL APPS COLLIDE

As movie theaters make a comeback, we leveraged MFour Studio's powerful blend of survey + behavior data to discover a link between theater enthusiasts and the apps they frequently use.



67% of consumers very likely to watch movies in a theater visit TikTok.

53% of consumers very likely to watch movies in a theater visit Snapchat.

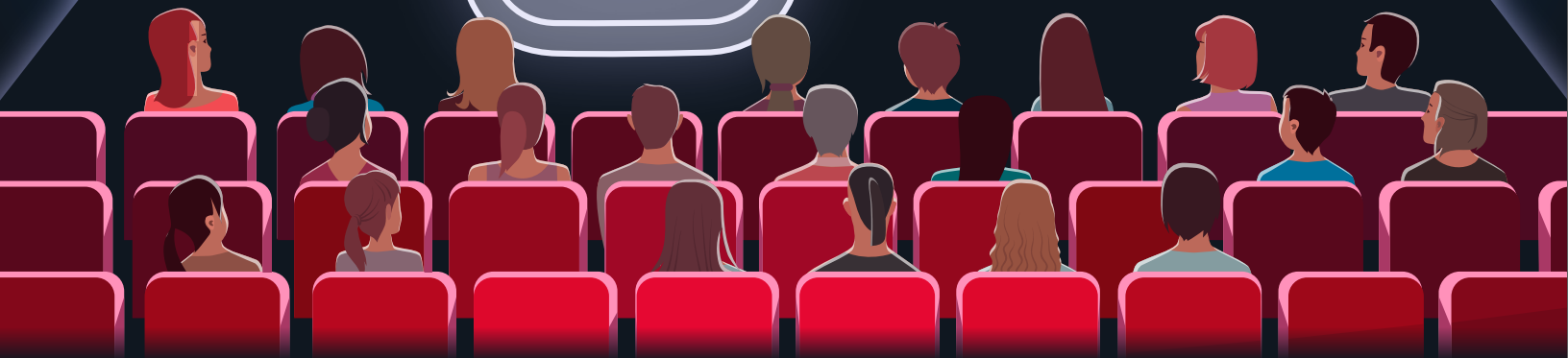


33% of consumers very likely to watch movies in a theater visit Twitter.

75% of consumers very likely to watch movies in a theater visit Instagram.



26% of consumers very likely to watch movies in a theater visit Reddit.



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Contact us now: solutions@mfour.com or call 714-754-1234.
Data witnessed July 2023.

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