



For immediate release

09.03.2023 How Cinemas Can Find Box Office Boosts From Oscars® Nominations

Auckland, New Zealand, 9 March 2023 - Ahead of the Oscars® next week, Movio, the global leader in marketing data analytics and campaign management solutions for the cinema industry, has revealed insights from their proprietary Research console, showcasing audience insights that cinemas can leverage for greater box office returns as they seek to return these nominated movies to the big screen.

Powered by near real-time ticket purchase data of millions of moviegoers, Movio Research provides an unrivalled picture of moviegoing audiences. For these insights, Movio analysed the audiences and comp titles for Best Picture nominees, including *The Banshees of Inisherin*, *Tár*, and *Everything, Everywhere, All At Once*.

Some key findings include that *Everything, Everywhere, All At Once* had a more diverse audience than most of its fellow nominees for Best Picture, with Latinx and Asian audiences overperforming by 2% and 6% respectively above Movio's average movie benchmarks. This highlights the fact that more diverse representation can influence the audience of films.

The Banshees of Inisherin performed well with Frequent* and Very Frequent* moviegoers, and over-indexed with older moviegoers, with more than a third (37%) of the audience aged over 65, and more than half (58%) over 55. With such a clear-cut audience thus far, *Banshees* has plenty of room to expand and draw in younger audiences. Even the brackets of ages 45-54 and 35-44 are 3% and 5% below their benchmarks respectively and could be marketed to in order to widen the audience for the film.

Like *Banshees*, *Tár* is likewise over-indexing with a Frequent and Very Frequent audiences, and has proven to have particularly high single-ticket purchases, with nearly 60% of attendees being single-ticket, triple the benchmark of 20%. *Tár* similarly over-indexed with older audiences, with moviegoers aged 55+ making up 55% of the audience. A small spike of attendees in the 25-34 age bracket also reached the benchmark for the average film (15%).

Although centred around a strong female lead, *Tár* attracted a predominantly (60%) male audience. Targeting a slightly younger audience of the 35-44 bracket, as well as all genders and audiences that have seen other Cate Blanchett led films, should be a strong addition to cinemas' marketing.

"Movio's insights empower cinemas with the industry's most comprehensive demographic, behavioural and box office insights. From these insights, cinemas can identify new audience segments to target which will help them to connect moviegoers with their ideal movies. Predicting future theatrical performances has always been challenging and Movio has proven that the most accurate indicator of future movie attendance is a moviegoer's historic behaviour," says Sarah Lewthwaite, Movio CEO.

Additional insights, including data on other Best Picture nominated titles such as *Avatar: The Way of Water* and *The Fabelmans* can be found at [Movio's website](#).

-ENDS-

Media contact

Kate Ford
kate.ford@vista.co
+64 (0) 28 4300 866

**Comparable titles (or comp titles) are other movies used for direct comparison to a particular chosen title. Movio's Similarity Algorithm, seen in action in our Research Console, can instantly identify similar movies to a chosen title using audience overlap, ranking them from greatest audience overlap to the least.*

**Movio's benchmarks are based on the average moviegoing audience across all movies and genres. Unless stated otherwise, when Movio mentions a benchmark, this means what the average moviegoing audience looks like.*

**Frequency is based on moviegoers' six-month session count. Members with < 2 sessions in the past six months are considered Infrequent, 2-5 sessions are considered Occasional, 6-25 sessions are considered Frequent, and 26+ sessions are considered Very Frequent.*

OSCAR®, OSCARS®, ACADEMY AWARDS®, ACADEMY AWARD®, A.M.P.A.S.® AND OSCAR NIGHT® are registered trademarks, and the OSCAR statuette is a registered trademark and copyrighted property, of the Academy of Motion Picture Arts and Sciences.

About Movio

Movio is the global leader in marketing data analytics and campaign management solutions, revolutionizing the way the film industry interacts with moviegoers. Movio is the world's most comprehensive source of moviegoer data and has products designed specifically with the challenges of movie marketing in mind. Movie lovers at heart, it's our mission to connect everyone with their ideal movie. Movio is a company of Vista Group International Ltd (NZX & ASX: VGL).

www.movio.co
[LinkedIn](#)