

Research shows entertainment banners impact box office revenues

NEW YORK, US: A recent joint study from MediaMind and comScore provides insights into ad effectiveness and user behaviour in entertainment verticals.



MediaMind, a leading independent provider of digital solutions and comScore, Inc, a leader in measuring the digital world, recently released *Dwelling on Entertainment*, a joint study that examines how online marketing influences modern consumer behaviour in the entertainment vertical.

The research, which was presented at the iMedia Entertainment Summit in late June 2010, shows that entertainment consumption continues to be one of the most popular activities on the Web. According to comScore Media Metrix, entertainment sites reached 99% of the US population in May 2010. Visitors also displayed strong engagement with these sites, with an average Internet user frequenting the entertainment site category 21 times during the month while spending 12% of their online time consuming entertainment-related content.

An analysis of billions of impressions from MediaMind shows that a higher share of consumers spend time with entertainment ads compared to any other vertical. Of those who spend meaningful time with ads, the vast majority - 95% - completed the experience on-banner without clicking through to the advertiser site. The data further reveals that entertainment ads with video performed significantly better than those without video.

'It's imperative to deliver and measure a full brand experience...'

"Entertainment marketing gives consumers an immediate opportunity to keep up with pop culture," said Gal Trifon, CEO and co-founder at MediaMind. "As clicks become increasingly irrelevant in entertainment verticals, it's imperative to deliver and measure a full brand experience wherever the users choose to engage with the brand."

The research also shows the link between box office revenues and engagement with online display ads. A statistical modelling of comScore's AdEffx Action Lift shows that online activity is linked to offline sales and movies' gross revenues. "A user's behaviour is tied directly with the user experience," said Erin Hunter, comScore executive vice president. "This new study provides important insights for advertisers looking to increase brand awareness and take the necessary steps to plan a smarter campaign that will result in a stronger ROI."

[*Dwelling on Entertainment, the full study.*](#)

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