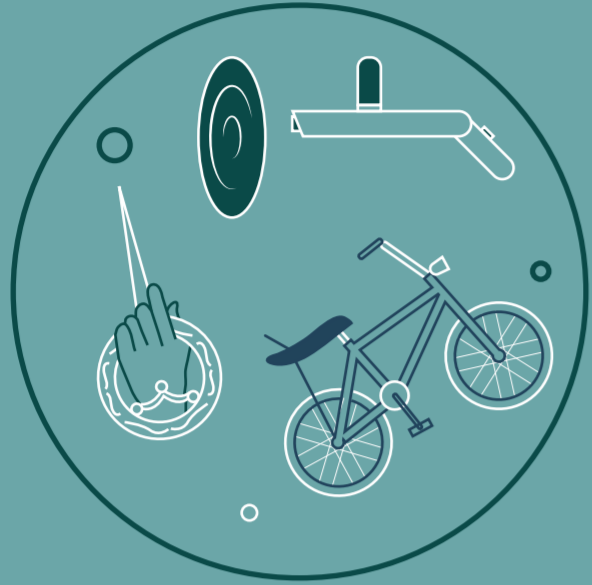


# WE SPOKE TO FANS

MCM LONDON COMICCON OCTOBER 2018

## MOST ANTICIPATED

### TV SHOW



1. GAME OF THRONES 31%
2. RICK AND MORTY 18%
3. STRANGER THINGS 13%

### FILM



1. CAPTAIN MARVEL 28%
2. FANTASTIC BEASTS 2 24%
3. AQUAMAN 9%

### GAME



1. KINGDOM HEARTS III 19%
2. POKÉMON: LET'S GO PIKACHU 19%
3. RESIDENT EVIL 2 11%

## FAVOURITES

23%

CHOSE TV AS THEIR FAVOURITE DEVICE TO VIEW CONTENT



1. TV 23%
2. LAPTOP 19%
3. PC 19%
4. MOBILE 18%
6. TABLET 12%
7. CONSOLE 9%

43%

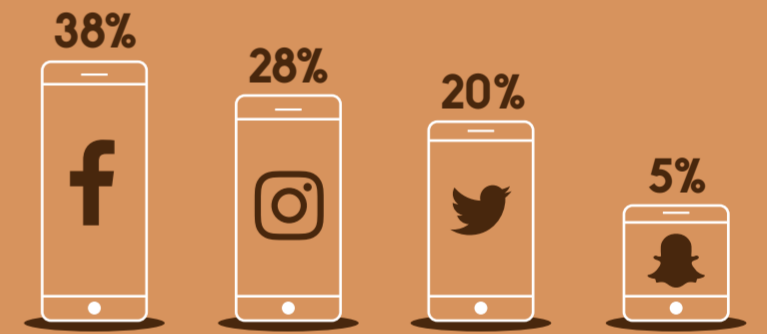
PREFERRED TO PLAY GAMES ON PLAYSTATION



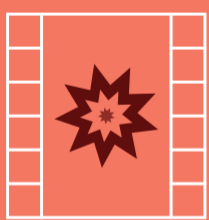
1. PLAYSTATION 43%
2. PC 30%
3. XBOX 14%

37%

SAID FACEBOOK WAS THEIR SOCIAL MEDIA NETWORK OF CHOICE



### FILM OR TV?



FILM 57%



TV 43%

### FAVOURITE WAY OF VIEWING CONTENT

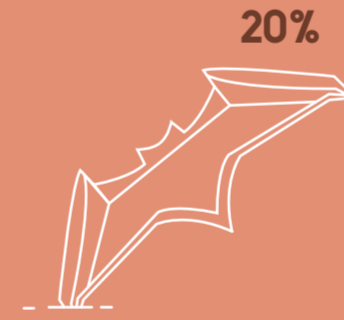


- STREAMING SUBSCRIPTION 63%
- TV ON DEMAND 19%
- LIVE TV 10%

### MARVEL OR DC?



MARVEL 80%



DC 20%

### TOP 3 STREAMING SERVICES



1. NETFLIX 77%
2. AMAZON 11%
3. CRUNCHROLL 3%

## WHO

### GENDER

58%



MALE

34%



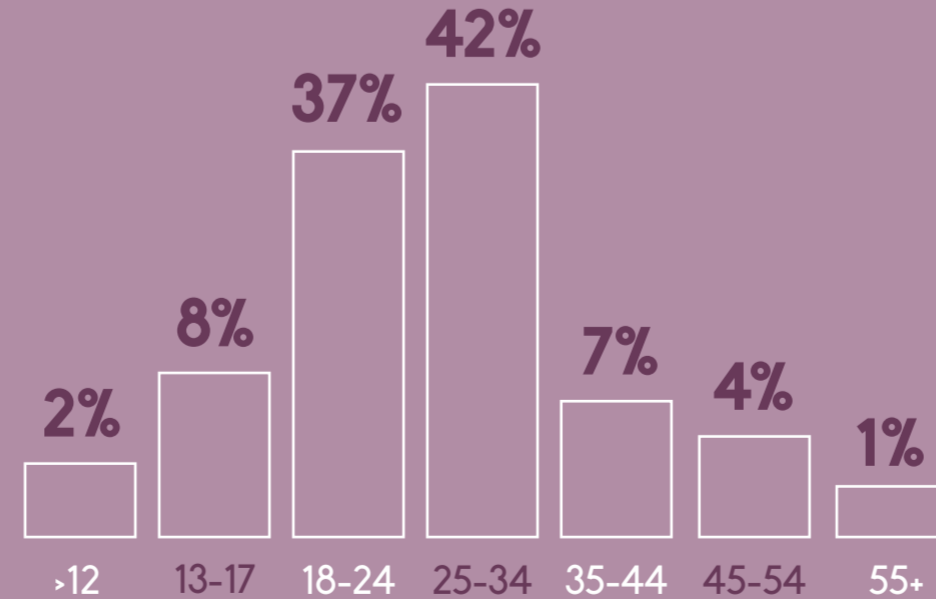
FEMALE

3%



TRANSGENDER

### AGE



DATA WAS COLLECTED BETWEEN 26 AND 28 OCTOBER 2018 FROM A SAMPLE OF 1,457 FANS AT MCM LONDON COMICCON WHICH SEES FANS GATHER OVER 3 DAYS TO CELEBRATE ALL THINGS POP CULTURE

CREATED BY

EXPERIENCE 12  
THE POP CULTURE MARKETING AGENCY