

# WE SPOKE TO FANS

MCM LONDON COMICCON MAY 2019

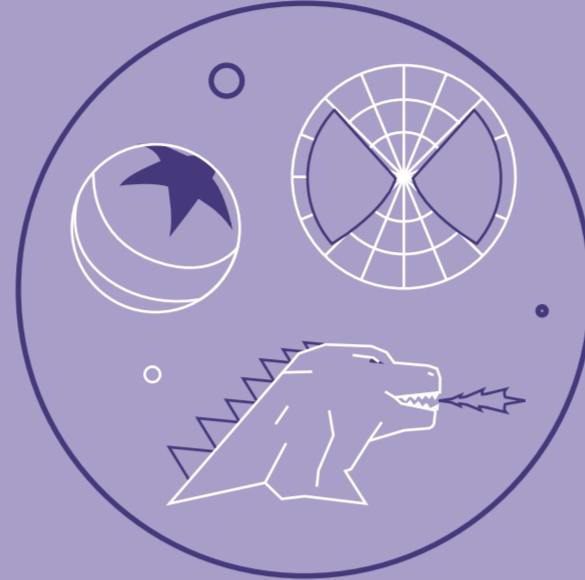
## MOST ANTICIPATED

### TV SHOW



1. STRANGER THINGS 31%
2. LUCIFER 14%
3. BLACK MIRROR 11%

### FILM



1. SPIDER-MAN: FAR FROM HOME 41%
2. TOY STORY 4 8.3%
3. GODZILLA 7.8%

### GAME



1. STAR WARS JEDI: FALLEN ORDER 38%
2. BORDERLANDS 3 17%
3. LIFE IS STRANGE 2 11%

## FAVOURITES

47%

CHOSE TV AS THEIR FAVOURITE DEVICE TO VIEW CONTENT



1. TV 47%
2. LAPTOP 34%
3. MOBILE 19%

41%

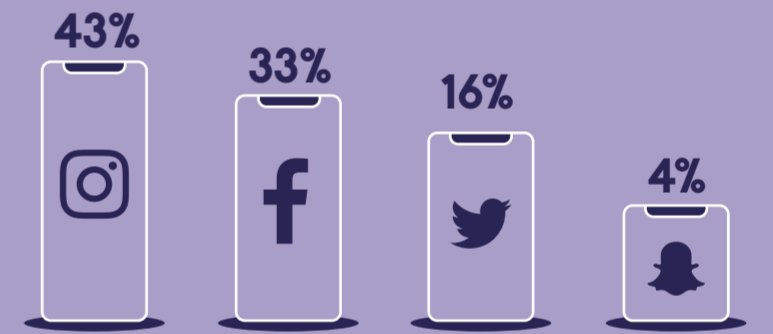
PREFERRED TO PLAY GAMES ON PLAYSTATION



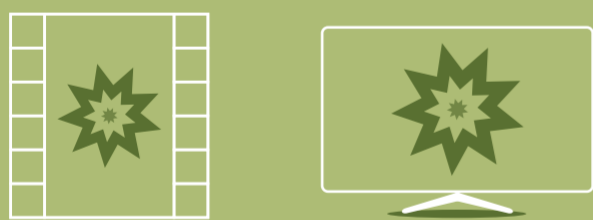
1. PLAYSTATION 41%
2. PC 24%
3. XBOX 17%
4. MOBILE 10%

43%

SAID INSTAGRAM WAS THEIR SOCIAL MEDIA NETWORK OF CHOICE



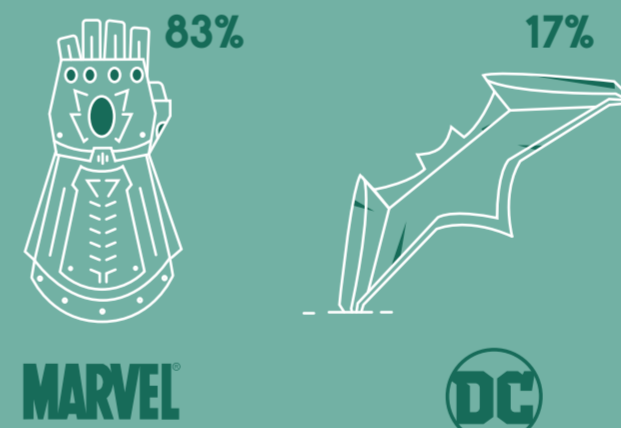
### FILM OR TV?



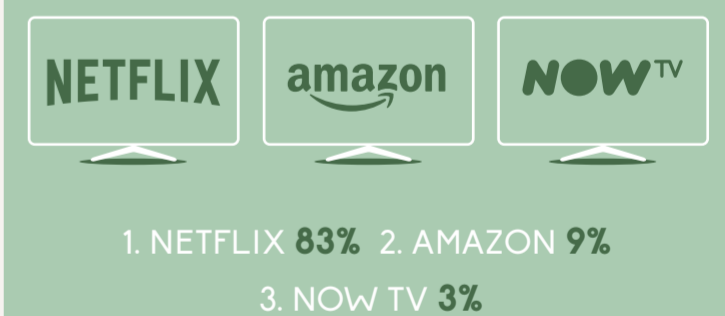
### FAVOURITE WAY OF VIEWING CONTENT



### MARVEL OR DC?

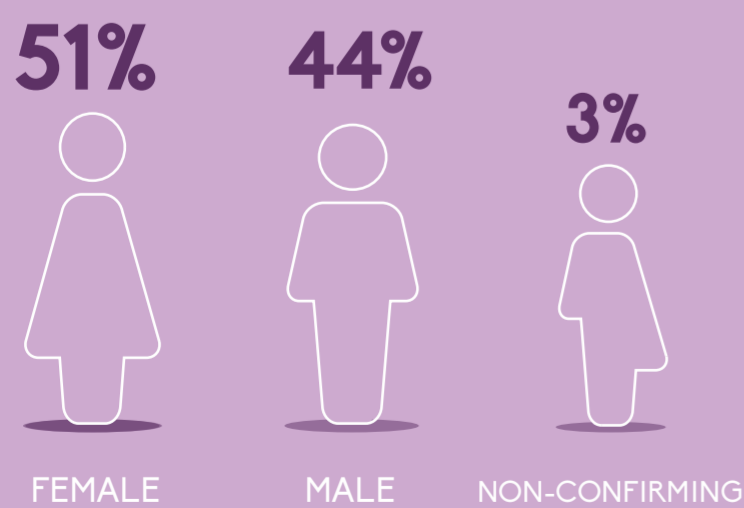


### TOP 3 STREAMING SERVICES

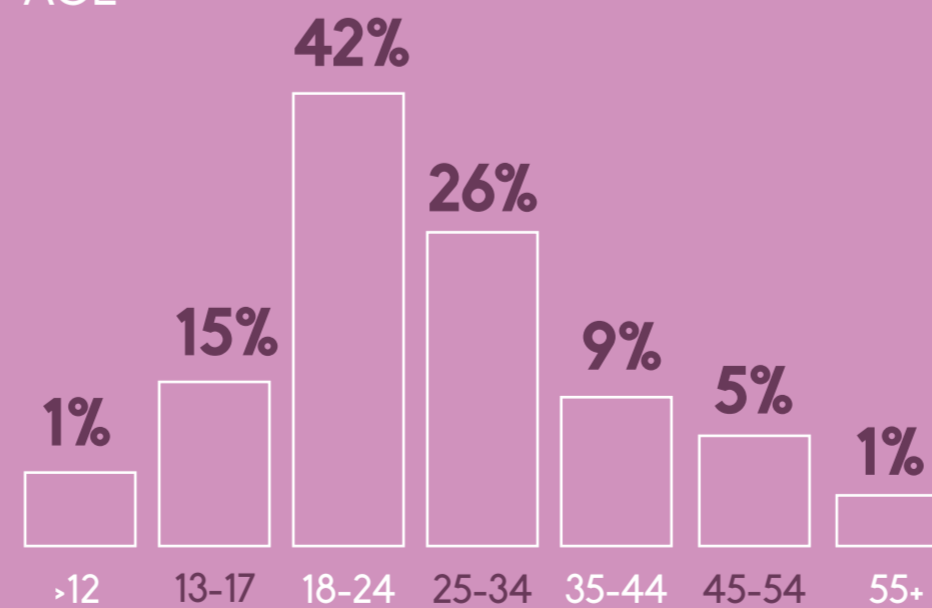


## WHO

### GENDER



### AGE



DATA WAS COLLECTED BETWEEN 24 AND 26 MAY 2019 FROM A SAMPLE OF 1,167 FANS AT MCM LONDON COMICCON WHICH SEES FANS GATHER OVER 3 DAYS TO CELEBRATE ALL THINGS POP CULTURE

CREATED BY



# TV SHOW

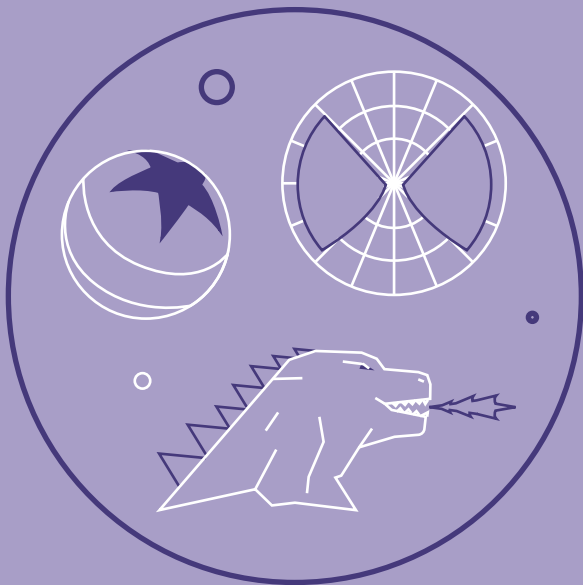


1. STRANGER THINGS **31%**

2. LUCIFER **14%**

3. BLACK MIRROR **11%**

# FILM



1. SPIDER-MAN: FAR FROM HOME **41%**

2. TOY STORY 4 **8.3%**

3. GODZILLA **7.8%**

# GAME



1. STAR WARS JEDI: FALLEN ORDER **38%**
2. BORDERLANDS 3 **17%**
3. LIFE IS STRANGE 2 **11%**

# 47%

CHOSE TV AS THEIR FAVOURITE  
DEVICE TO VIEW CONTENT



1. TV **47%** 2. LAPTOP **34%** 3. MOBILE **19%**

# 41%

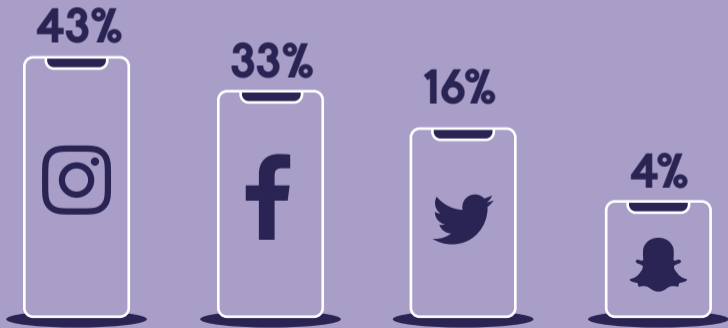
## PREFERRED TO PLAY GAMES ON PLAYSTATION



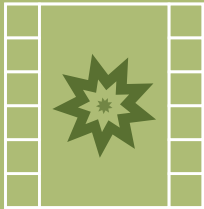
1. PLAYSTATION **41%** 2. PC **24%** 3. XBOX **17%**  
4. MOBILE **10%**

# 43%

SAID INSTAGRAM WAS THEIR SOCIAL MEDIA NETWORK OF CHOICE



# FILM OR TV?



FILM **63%**



TV **37%**



# FAVOURITE WAY OF VIEWING CONTENT



STREAMING  
SUBSCRIPTION

**62%**



TV ON DEMAND

**20%**



LIVE TV

**7%**

# MARVEL OR DC?



83%

**MARVEL**<sup>®</sup>



17%



# TOP 3 STREAMING SERVICES



1. NETFLIX **83%** 2. AMAZON **9%**

3. NOW TV **3%**

# GENDER

**51%**



FEMALE

**44%**



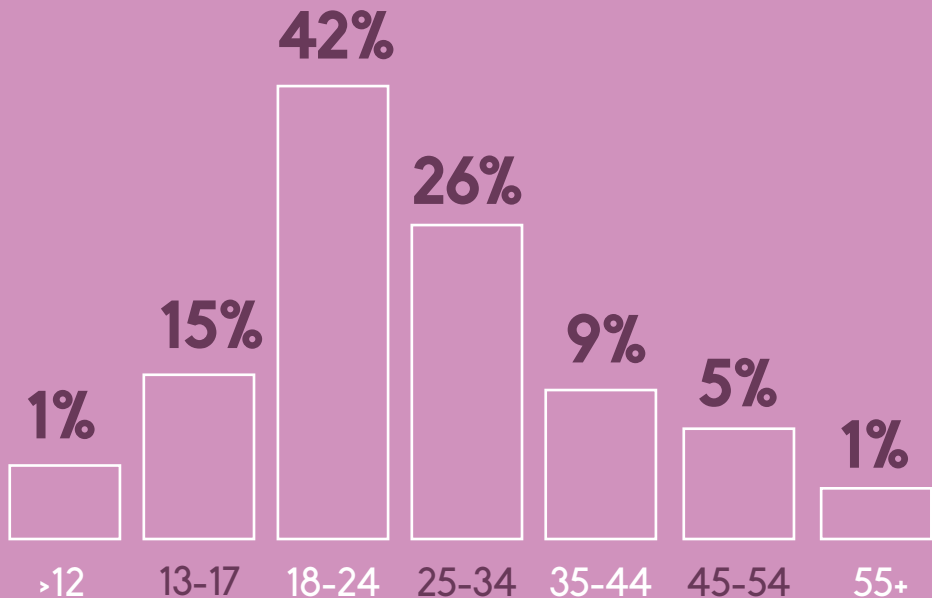
MALE

**3%**



NON-CONFIRMING

# AGE





DATA WAS COLLECTED BETWEEN 24 AND 26 MAY 2019  
FROM A SAMPLE OF 1,167 FANS AT MCM LONDON COMICCON  
WHICH SEES FANS GATHER OVER 3 DAYS TO CELEBRATE ALL  
THINGS POP CULTURE

