

The Entertainment Economy

Our readers want all things entertainment, whether that's going out or staying in.

From restaurant reviews, to the latest top TV and streaming content, the Entertainment Pack trusts our top critic reviews to fill their days and nights.

Who are they?*

- Their favourite pastime is playing video games
- They think interactive TV services are a good idea
- They enjoy seeing films at the cinema more than on TV

Making change happen

- 65% have discussed Diversity and Inclusion issues with other people
- 60% have donated money to ethical causes
- 63% are changing their behaviours because of Diversity and Inclusion issues



Top overlapping audience[¶]



Home and garden



Style conscious



Football fans



Health and fitness enthusiasts



Fashionistas



Top brands

sky NETFLIX Spotify



9 Million[‡]
Made up of

- Going out
- Staying in



54%
Female



45
Mean age



65%
ABC1[§]



Getting it right with the Entertainment Pack

Socially aware and looking for brands that mirror their beliefs.

Top categories: streaming services, tickets, health and beauty

Contextual placements[†]



Lifestyle



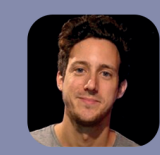
Culture



Going Out



Eating Out



Jacob Stolworthy



Annabel Nugent

Scale up each audience pack to increase reach, or zoom in to increase efficiency – **flexible targeting** that's driven by our machine learning software using first party

Sources:
 * TGI - Telmar - Top Indexing statements against Times, Telegraph and Guardian (pre-pandemic 2019).
 †. Adobe Analytics - June 2021 - UK Users only.
 ‡. Permutive - 30 days. April 2021. UK Users only..
 §. PamCo - 2021
 ¶. Permutive - 30 days. July 2021. UK Users only.