THE TRUTH ABOUT ENTERTAINMENT
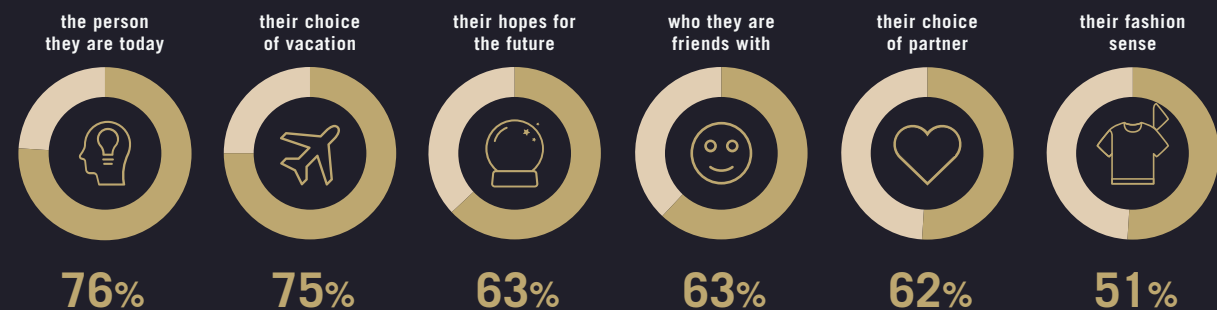
1. ENTERTAINMENT IS FUNDAMENTAL TO HUMAN IDENTITY

% OF AMERICANS WHO SAY ENTERTAINMENT HAS INFLUENCED...

the person they are today	their choice of vacation	their hopes for the future	who they are friends with	their choice of partner	their fashion sense
76%	75%	63%	63%	62%	51%

No wonder **69%** of Millennials say that services like Netflix and Spotify know them better than their friends!

2. ENTERTAINMENT SUPPORTS OVERALL HUMAN WELLNESS

"Entertainment is what I, and most people, really live for."

-- Bernhard, 54, Houston

93% of Americans see entertainment as essential to health and happiness.

92% of Americans say they think of entertainment as a fundamental human need.
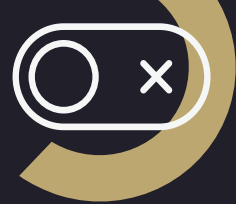
60% of people say they have a go-to source for entertainment when they feel low.

52% of people use entertainment to switch off.

Entertainment stimulates the pleasure and reward centres of the brain which are very central not only to humanity but throughout evolution, this is what had driven all species.

-- Dr. Valorie Salimpoor, Neuroscientist, Baycrest Health Sciences

3. HUMANS CRAVE MORE ENTERTAINMENT

2 IN 5 PEOPLE CAN'T REMEMBER THE LAST TIME THEY WENT TO A LIVE SHOW.

69% of Americans agree that the world would be a better place if people went to live entertainment more often.

50% of Americans say they regularly feel under-stimulated by their environment.

44% say they rarely ever feel entertained these days.

61% of 18-24-year-olds say they feel bored a lot of the time.

4. THERE IS A CLEAR DEFICIENCY OF LIVE ENTERTAINMENT

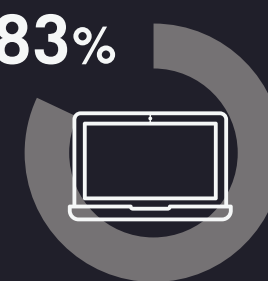### IDEAL VS. ACTUAL DIETS

IDEAL	ACTUAL
WATCH **12** LIVE SPORTING MATCHES IN A YEAR	WATCH **5** LIVE SPORTING MATCHES IN A YEAR
GO TO **5** COMEDY SHOWS A YEAR	GO TO **1** COMEDY SHOW A YEAR
GO TO **8** LIVE MUSIC CONCERTS EVERY YEAR	GO TO **2** LIVE MUSIC CONCERTS EVERY YEAR
GO TO A CASINO **7** TIMES EVERY YEAR	GO TO A CASINO **3** TIMES EVERY YEAR
WATCH **21** HOURS OF TV EVERY WEEK	WATCH **20** HOURS OF TV EVERY WEEK

IF FORCED TO CHOOSE BETWEEN LIVE AND DIGITAL...

66% of Americans say that they would be willing to get rid of all online entertainment (including YouTube, Netflix, and Spotify) in order to save live entertainment.

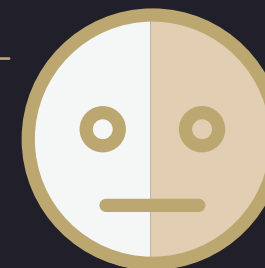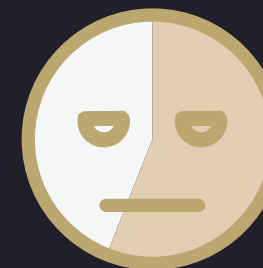**73%** of Millennials feel that the world would be a better place if people went to live entertainment more often.

83% of people say we spend too long looking at screens.

5. LIVE ENTERTAINMENT TRENDS

1. ONLINE SPARKS MORE LIVE DEMAND

45% of Americans were first introduced to an act online and then went to see them live.

2. MILLENNIALS CRAVE LIVE AS A DIGITAL ANTIDOTE

75% of Millennials say that the more time they spend on a screen, the more they crave live experiences.

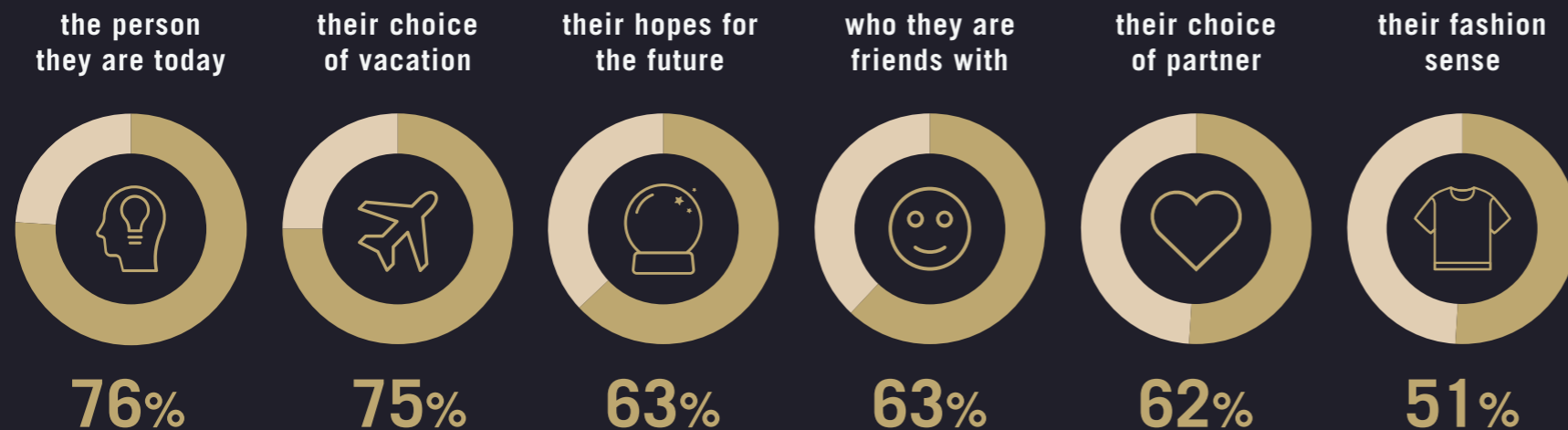### 3. AUGMENTED REALITY TO ALTERNATIVE REALITY

53% of people prefer entertainment that transports them to fantasy.

ENTERTAINMENT IS FUNDAMENTAL TO HUMAN IDENTITY

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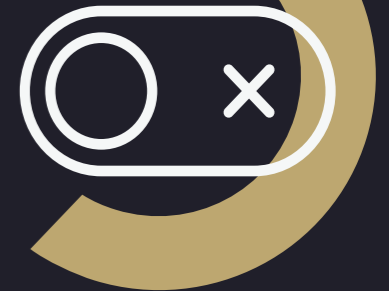
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INTERNATIONAL®

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ACTUAL

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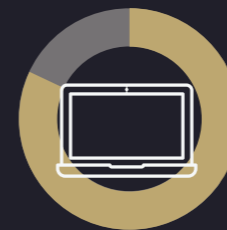## *IF FORCED TO CHOOSE BETWEEN LIVE AND DIGITAL...*

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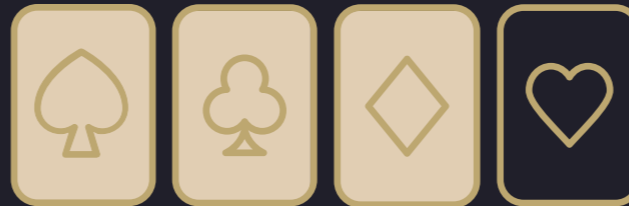
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MGM Resort International *Truth About Entertainment* 2017 research study.