

LIGHTS...CAMERA... AUDIO!



Picture that iconic moment from *Jaws*, where the pulse-quickenning presence of bloodthirsty sharks in the water is amplified by the haunting **da duh da duh dun dun dun** soundtrack. Now, reimagine that gripping scene overlaid with the cheerful melody of an ice cream truck's jingle. It loses its edge, right?

Audio has a profound and undeniable power to move us as human beings, both physically and emotionally. In the realm of promoting feature films, studios and networks are entrusted with a narrow window—typically two to two-and-a-half minutes—to capture their audience, **and 50% of that effort is audio.**

In April of 2024, we surveyed hundreds of consumers to understand just **how impactful audio is as it relates to films, film trailers, soundtracks, and more.** The results were nothing short of eye-opening, underscoring the increasing need for studios and production companies to invest in testing the audio that they choose to represent their films in order to increase the attractiveness, resonance, and overall experience between their target audience and their content. The below is what we uncovered.

DA DUH
DA DUH
DUN DUN
DUN DUN



90%

of consumers will **want to see a movie if they enjoy the music** on its soundtrack.



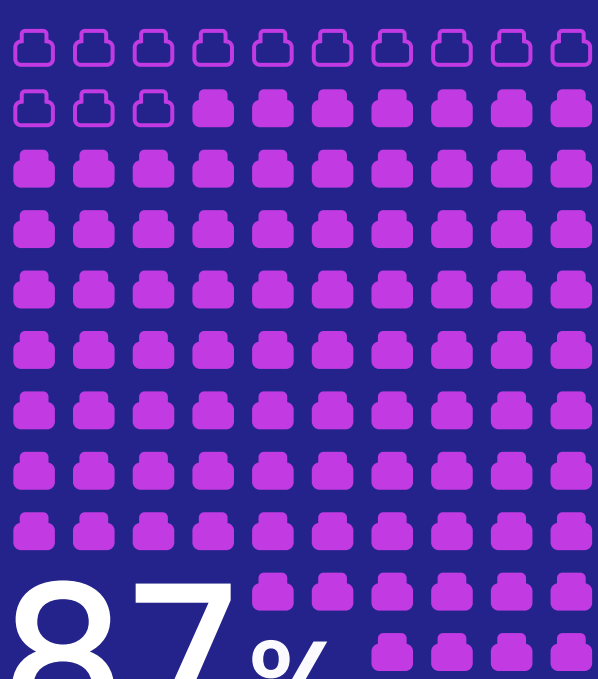
83%

of consumers said that if they **recognize the music** that plays in a movie trailer, they will be **more likely to see** the movie.



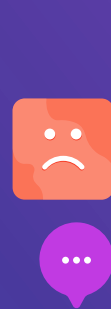
82%

of consumers will **seek out a movie's soundtrack** to listen to if they found a movie enjoyable.



87%

of consumers are more likely to see a movie if they like the music that plays in its **promotional trailer.**

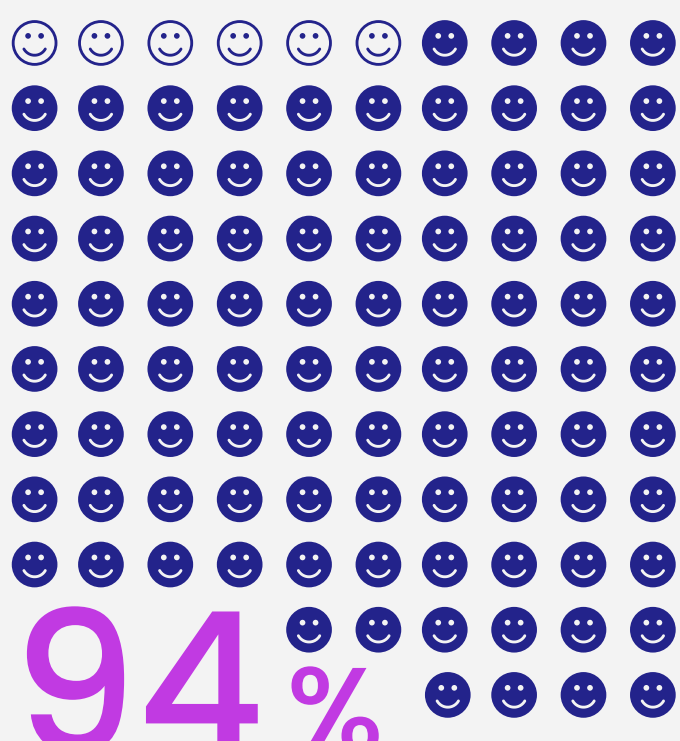


72%

of consumers said that the songs that are chosen for a **movie soundtrack** have a **direct impact on how they feel about the brands** that are portrayed within a movie.

93%

of consumers said that the music playing in the **background of a movie scene** has a **direct impact on how they feel** about what they are watching on screen.



94%

of consumers said that if a soundtrack is from a **genre of music** that they enjoy listening to, they will **enjoy the movie even more.**

85%

A staggering 85% of consumers prefer an intimate movie-watching experience, **wearing headphones while watching from home.**

80%

of consumers said that they enjoy **watching movies with family and friends.**



The Bottom Line

As demonstrated in the *Jaws* scenario above, **audio matters.**

What you choose as the background to your films and trailers can make or break your audience's experience, and can also open (or close!) a world of possibilities in terms of related engagement opportunities, including soundtracks, adaptations, podcasts, etc.

In order to be 100% sure that the background music you're choosing is not only right for your content but for your intended audience and their experience, **an investment in audio testing and optimization is critical.**

If you're interested in learning more about Veritonic's audio creative testing, brand lift, and attribution capabilities, contact sales@veritonic.com or visit www.veritonic.com.

SOURCE: VERITONIC, APRIL 2024

Methodology: Data based on an analysis of online survey responses conducted by Veritonic of hundreds of individuals in the U.S. who reported listening to podcasts at least once per month, & recall seeing both a movie and a movie trailer within the last month. For more information, contact marketing@veritonic.com