Starcom SMG

DATAiNTELLIGENCE

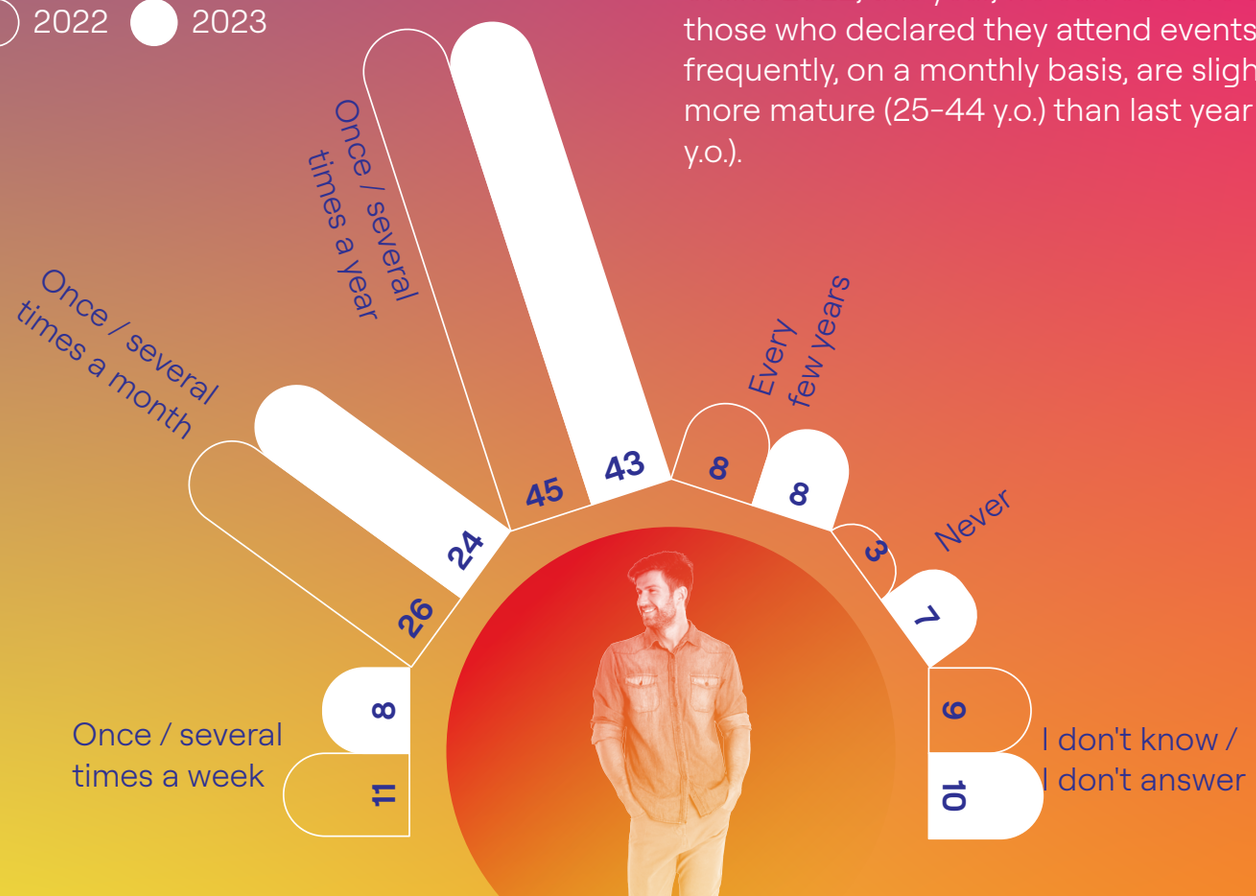
HUMANGRAPHEXPERIENCE

EVENTS BEHAVIOR in 2023

General Event Attendance

Events Attendance Frequency

% 2022 2023

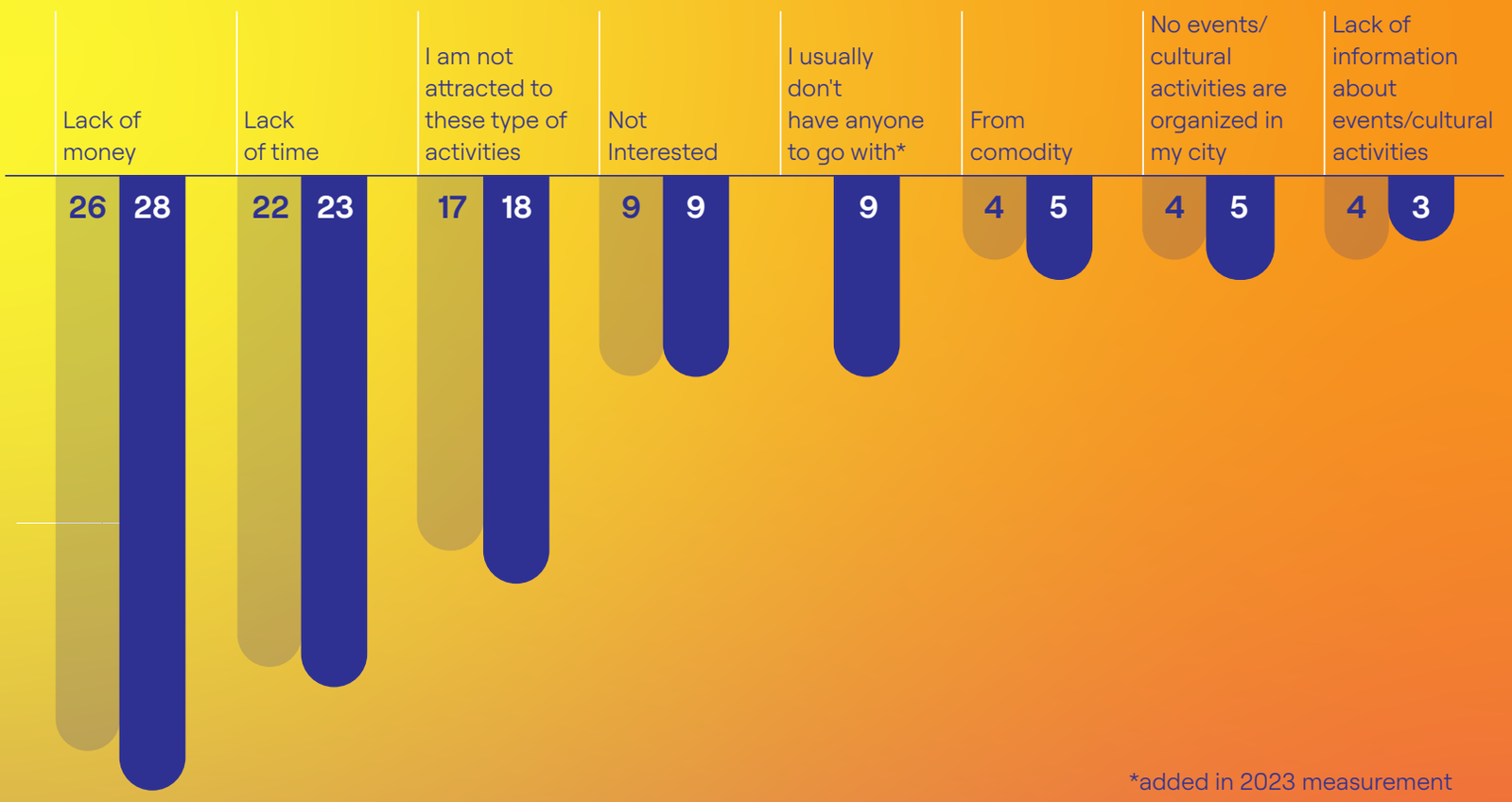


- Most Romanians from urban areas stated that they attend events at least once per year, regardless of the event type.
- Unlike 2022, this year, we can observe that those who declared they attend events more frequently, on a monthly basis, are slightly more mature (25-44 y.o.) than last year (18-34 y.o.).

Barriers In Attending Events

% 2022 2023

→ Lack of money and time remain the main barriers when it comes to events participation among Romanians from urban areas.



*added in 2023 measurement

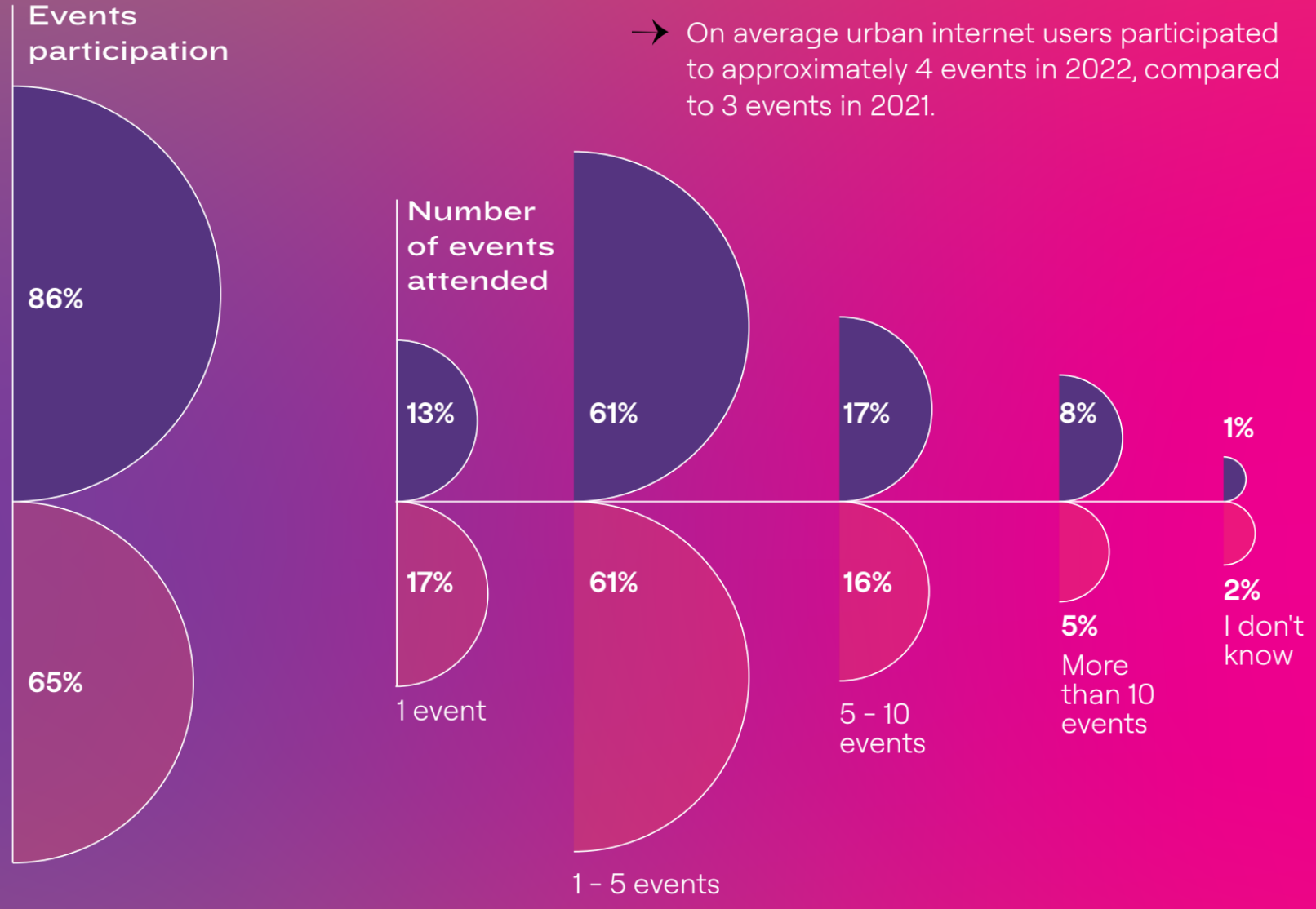
Past Events Attended

Events Participation Trend

2022 2021

→ By 2022, the pandemic had receded from people's minds, leading to a significant increase in event participation. As data shows, 8 out of 10 people took part in events in 2022, which marks a notable rise compared to 2021, when many people were still hesitant to attend events due to the pandemic. Notably, these attendees were to a higher extent young people, aged 18-24 years old (92%).

→ On average urban internet users participated to approximately 4 events in 2022, compared to 3 events in 2021.

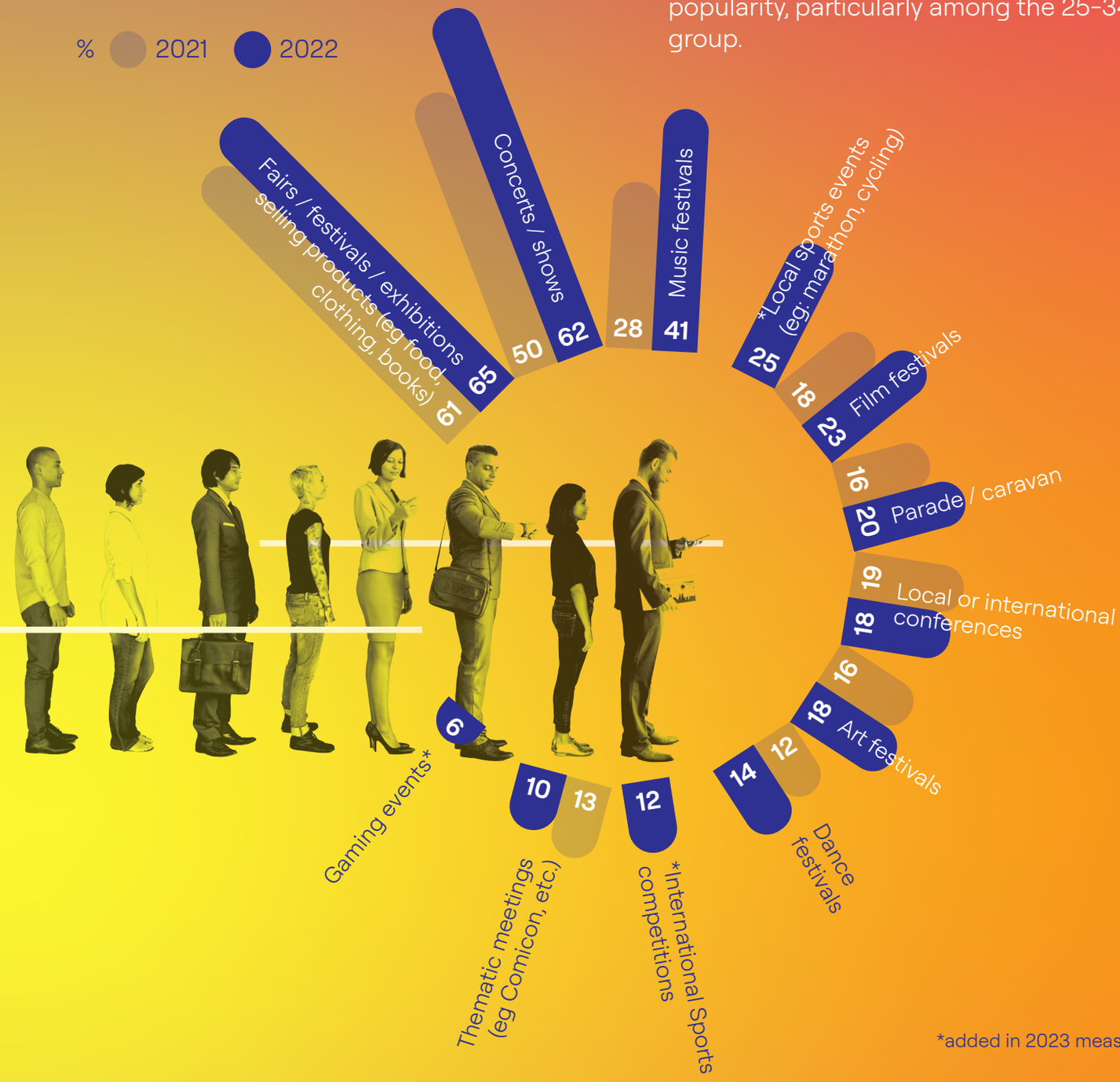


Types of Events Attended 2021 vs 2022

→ Once again in 2022, fairs, festivals, and exhibitions that involved selling products were the events that attracted the most attendees, mirroring the previous year.

→ Concerts and shows remained a popular form of entertainment in 2022, with an increase in the number of attendees (6 out of 10) compared to the previous year (5 out of 10). Generation Z (18-24 y.o.) showed a greater interest in attending concerts and shows in 2022, compared to the previous year when most attendees were aged between 35-44 years old.

→ There was a significant increase in interest for music festivals in 2022, with attendance raising to 41% compared to 28% in the previous year. Film festivals have also gained popularity, particularly among the 25-34 age group.



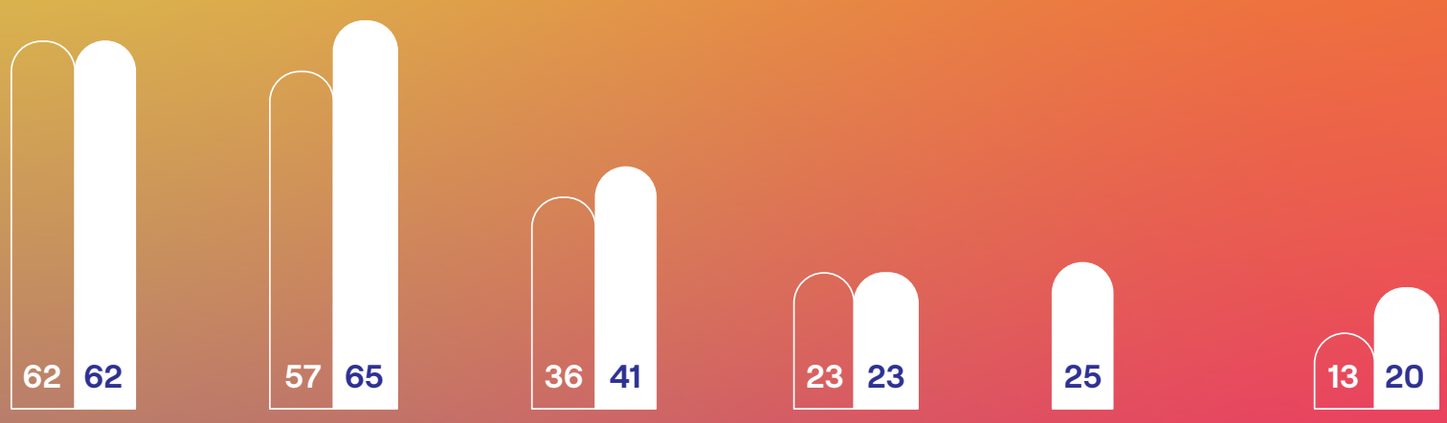
*added in 2023 measurement

Planned vs attended events in 2022

% Planned Attended

→ Overall, it seems that in 2022 people have attended more events than they had initially planned for the year.

→ The data indicated significantly higher attendance scores across most event types, with fairs/exhibition registering the highest conversion rate.



Concerts / shows	Fairs / festivals / exhibitions selling products (eg food, clothing, books)	Music festivals	Film festivals	*Local sports events (eg: marathon, cycling)	Parade / caravan
11 18	12 18	12	8 14	7 10	6
Art festivals	Local or international conferences	*International Sports competitions	Dance festivals	Thematic meetings (eg Comicon, etc.)	*Gaming events

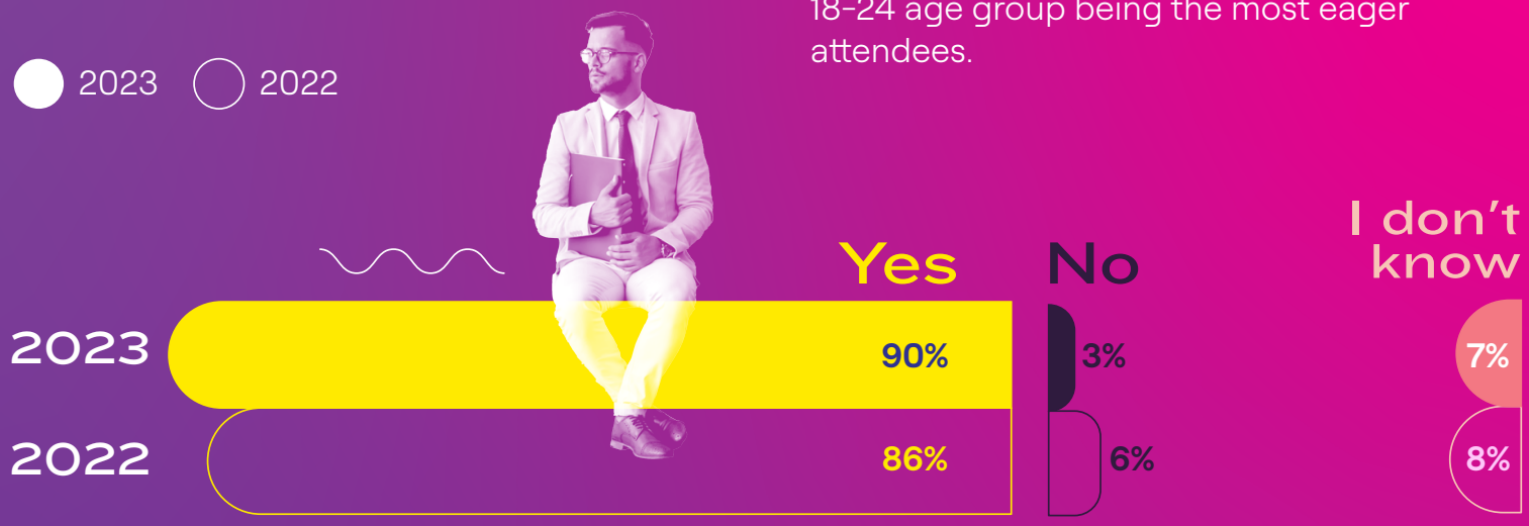
*added in 2023 measurement

Planned Events Attendance

Planned Events 2022 vs 2023

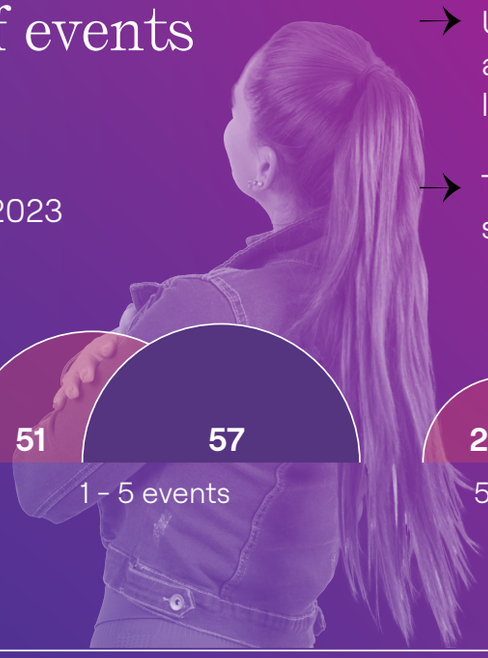
2023 2022

→ Event attendance intention is on the rise in 2023; 9 out of 10 urban internet users plan to attend at least one event this year, with the 18-24 age group being the most eager attendees.



Number of events planned

% 2022 2023



- Urban internet users plan to attend on average about 5 events, similar intention with last year.
- The increase interest among mature segments (45+) is maintained in 2023.

	2022	2023
1 event	7	9
1 - 5 events	51	57
5 - 10 events	22	20
More than 10 events	13	11
I don't know	7	3

Types of events planned

- Concerts/shows, fairs and music festivals remain the main type of events planned for 2023 as well. Music festivals continue to be the preferred event type among the younger generations (18-34 y.o.).
- It appears that Street Food Festival and Bookfest are the top fairs/exhibitions that people intend to attend this year.
- Among all type of festivals, Neversea and Untold are the most highly anticipated. In terms of film festivals, Tiff is expected to draw the biggest crowd.

% 2022 2023

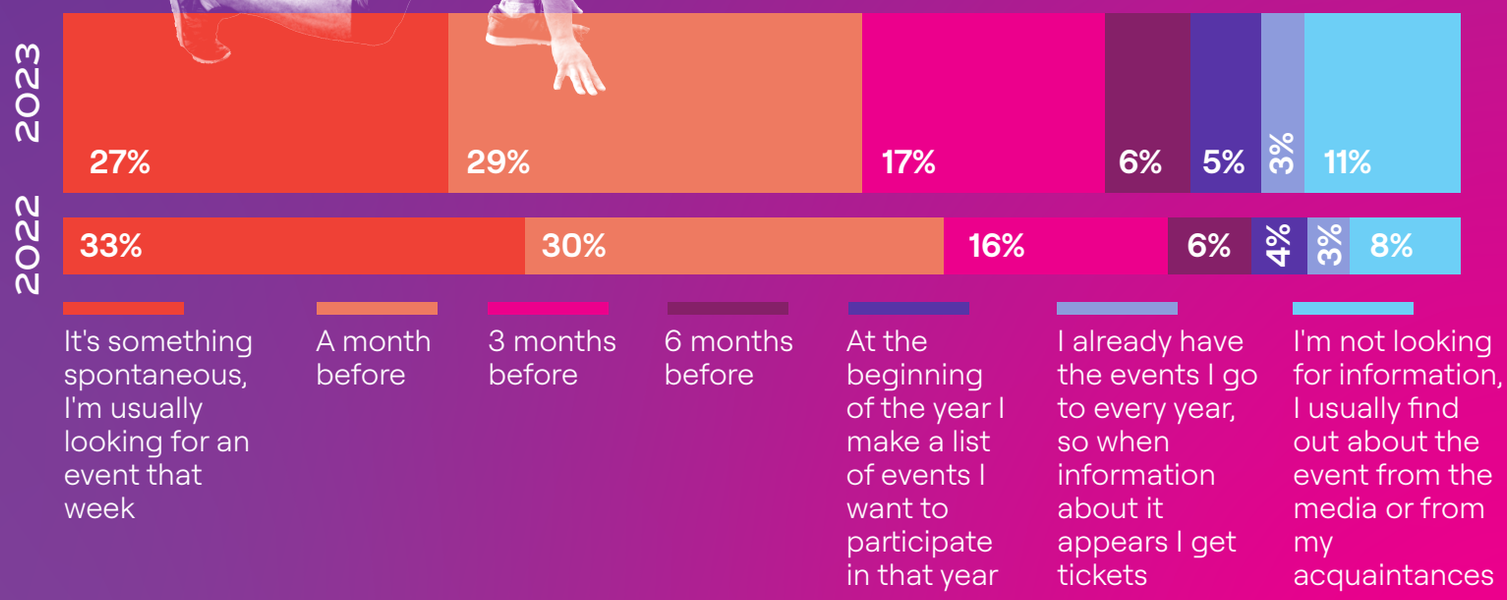
	2022	2023
Concerts / shows	62	60
Fairs / festivals / exhibitions selling products (eg food, clothing, books)	57	51
Music festivals	36	37
Film festivals	23	21
*Local sports events (eg: marathon, cycling)	16	
Parade / caravan	13	14
Art festivals	11	11
Local or international conferences	12	9
*International Sports competitions	9	
Dance festivals	8	9
Thematic meetings (eg Comicon, etc.)	7	5
Gaming events		4

*added in 2023 measurement

Start Point for Planning Events

→ The majority of urban internet users are now more likely to research or plan their event attendance a month in advance.

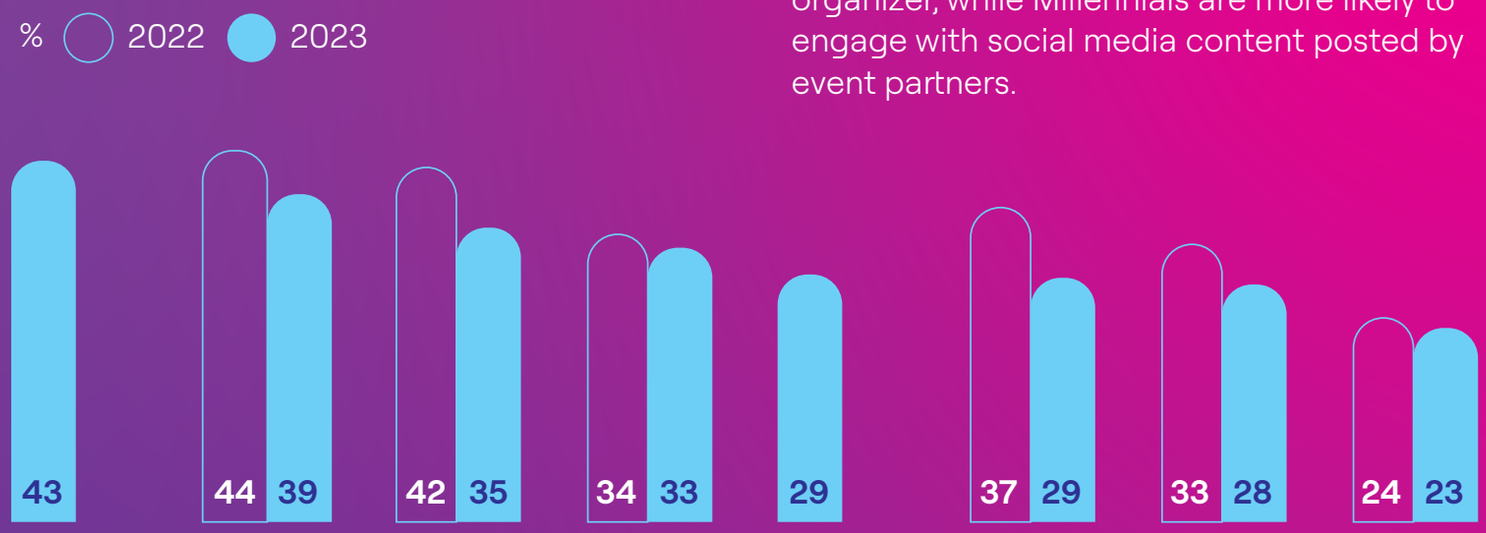
→ Fewer people are opting for last-minute decisions to search and attend events during the same week, compared to last year.

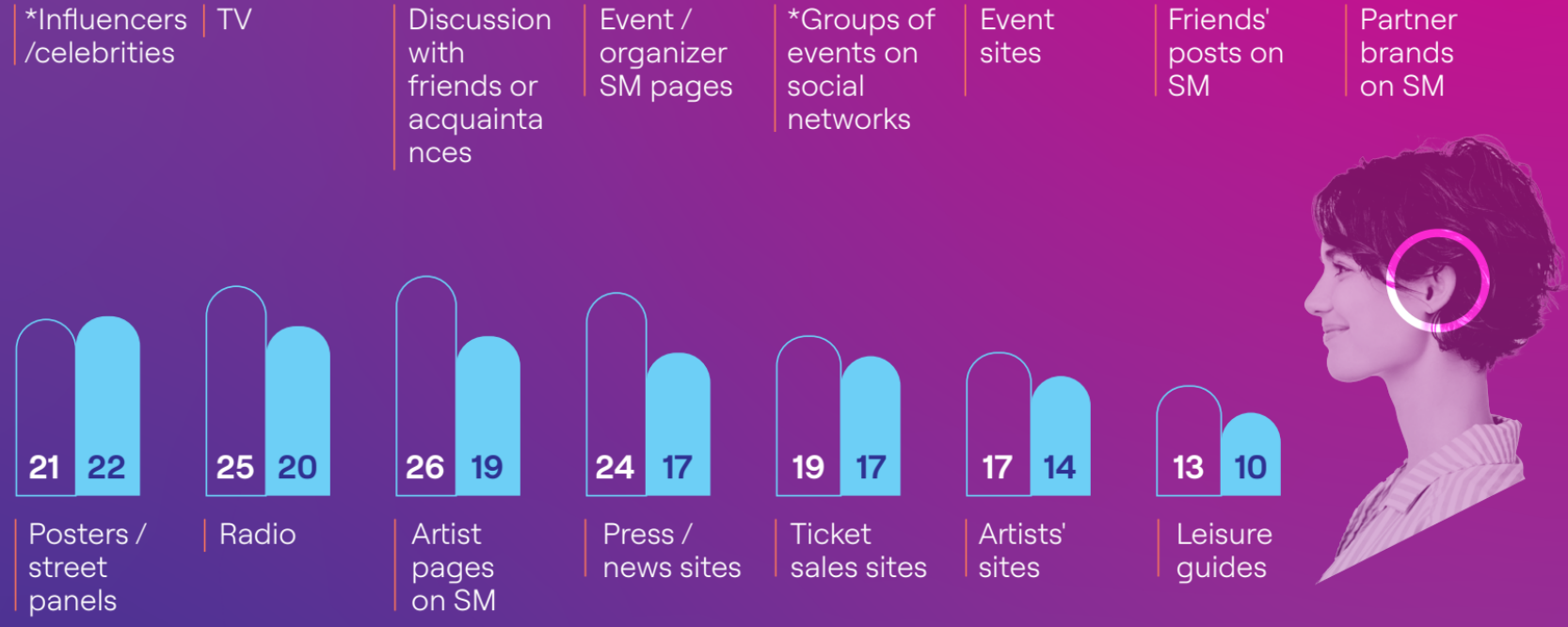


Main Sources of Information about Events

→ According to the data, influencers and celebrities on social media are the primary source of information for urban internet users regarding the events they plan to attend in 2023.

→ TV is still a relevant source of information for events especially for people over 35 years old, but Gen Z and Millennials mostly rely on Social Media, though differently. Gen Z tends to follow influencers and celebrities, as well as social media pages of the event or organizer, while Millennials are more likely to engage with social media content posted by event partners.

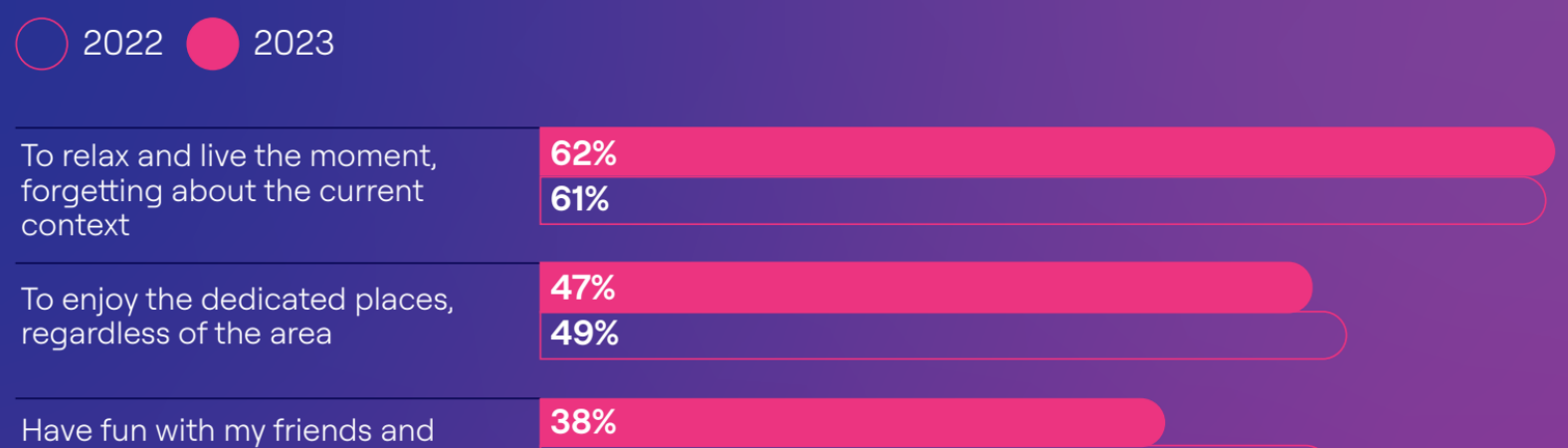




*added in 2023 measurement

Most Awaited Festival Experiences

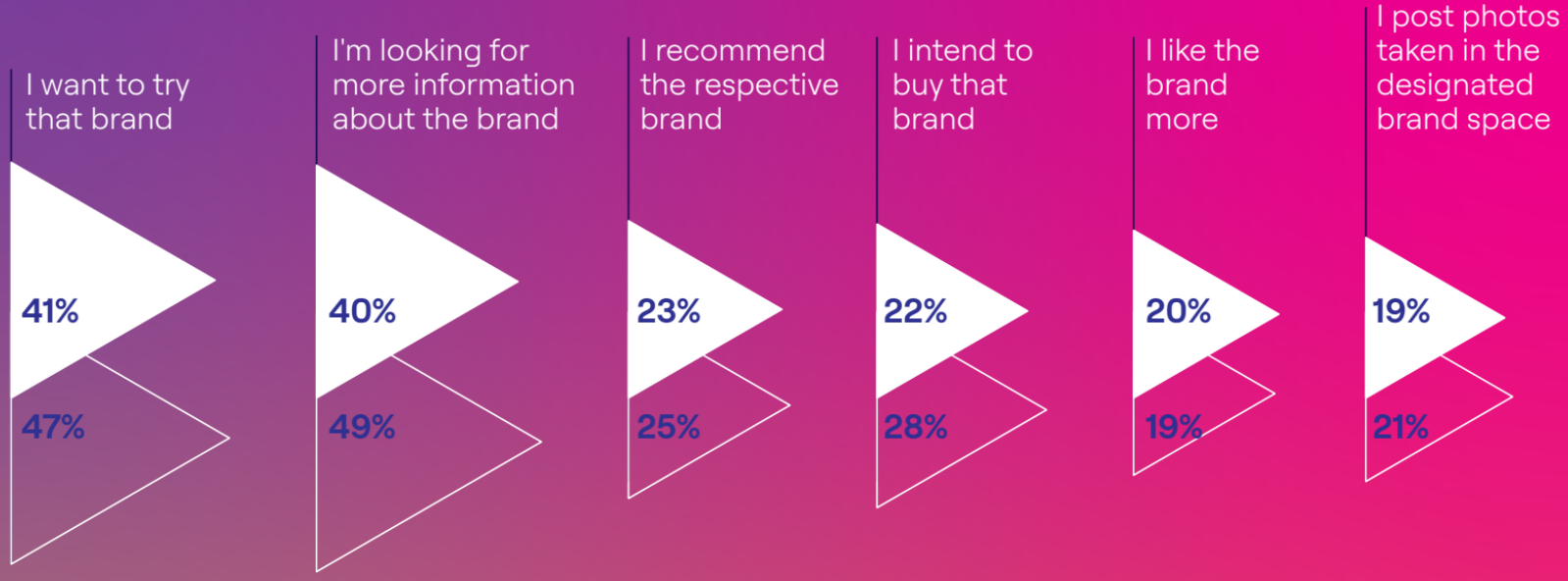
- Same as last year, 6 out of 10 urban internet users are looking forward to relaxing and living the moment during the festivals planned for this year.
- It seems that people are focusing more on the present moment rather than dwelling on opportunities they may have lost during the pandemic. People are increasingly enthusiastic about the experiences that are unique to festivals, such as interacting with artists or influencers/celebrities.
- Mature segments (55+) remain interested in spoiling themselves with good food, but in 2023 they are also showing eagerness to participate in brand activations, which was a preference of Gen Z last year.
- This year, young people's (18-24 y.o.), interests revolve around singing and dancing with their favorite artists, having fun with friends, and simply enjoying the atmosphere of events.



Main Actions after Seeing a Brand Involved in an Event/Cultural Activity

- This year people appear to be showing less interest in taking immediate action after seeing a brand involved in an event or cultural activity, focusing more on the event experience.
- Despite the decreasing trend, it is worth noting that brand involvement remains most effective in building consideration, especially among the young people (18-24 y.o.) along with arousing curiosity, especially among the more mature segments (45+ y.o.).
- Generation Z (18-24 y.o.) continues to be enthusiastic about sharing photos with the brand on social media.
- Brand involvement builds loyalty through recommendations for those aged 35-44 years old (vs. 25-44 y.o. last year).

◯ 2022 ● 2023



We can deliver even more!

MORE INSIGHTS AT REQUEST

Key considerations in choosing events
- Main criteria for event selection
- Key aspects of event organization

Most expected events
- Local sport events
- Culinary, book and fashion fairs/ exhibitions
- Local or international conferences
- Music, film, dance, art festivals
- Most appreciated products/services categories presence within events

Deep dive on festivals
- After check-in actions
- Specially designed spaces

DEEP DIVE ON SEGMENTS

ON REQUEST

Demographical:

- Gender
- Age
- Marital status
- Children
- Education
- Income

*If interested, some of the demographics can be merged

Ask for details from consumer@starcomww.com