

KEY GENDER: **MEN**
KEY AGE GROUP: **16-34**

SEGMENT COMPARISON.

SAME DEMO, DIFFERENT BEHAVIOURS



VALUES AND CHARACTER:

Risk Taker, Adventurous

Money Driven, Easily swayed by other's opinions

THEY ARE INTERESTED IN:

Adventure/Extreme Sports and Gaming

Theatre, Urban Art and Fashion

WANT BRANDS TO BE:

Bold and Funny

Young and Exclusive

ONLINE CONTENT:

Gaming, Automotive & Vehicles

Travel, Real Estate

THEY CARE ABOUT:

Freedom of Speech

Human Rights

ENJOY LISTENING TO:

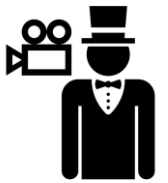
Dubstep, Drum'N'Bass, EDM

Jazz, Disco, Dance



Martial Arts (e.g. UFC) Fans

2.5mil
Fans of Martial
Arts (e.g. UFC)



Art-House Film Fans

1.1mil
Those who are
fans of watching
Independent or
Arthouse movies

11% are also Arthouse Film Fans

25% are also Martial Arts Fans