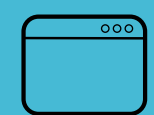




MCM BIRMINGHAM 2025 RECAP

54K+
ATTENDEES



1.4M

WEB VIEWS
(60% UP)



580K+

APP VIEWS
(75% UP)



464M

MEDIA
IMPRESSIONS



33K

EMAIL SUBS



2.3M

INSTA
VIEWS



281K

FACEBOOK &
X (TWITTER)
IMPRESSIONS



106K

TIKTOK VIEWS



981K

VIDEO VIEWS



450+

CREATORS
AND INFLUENCERS

42%

OF CREATORS
ATTEND TO BUY POP CULTURE
PRODUCTS



95+

INDUSTRY
PROFESSIONALS



60+

PLAYABLE GAMES
& INDIES



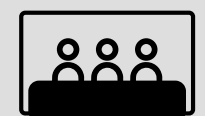
150+

ARTIST ALLEY
CREATORS



650+

EXHIBITORS &
RETAILERS



8

STAGES &
PERFORMANCE AREAS



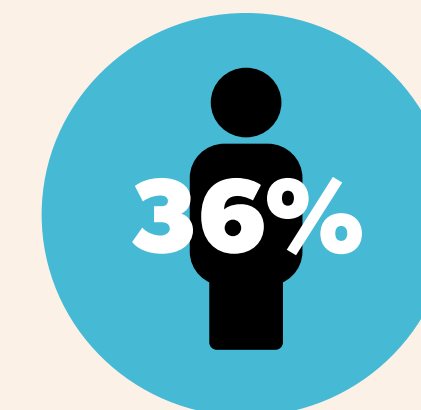
190+

PANELS
& WORKSHOPS

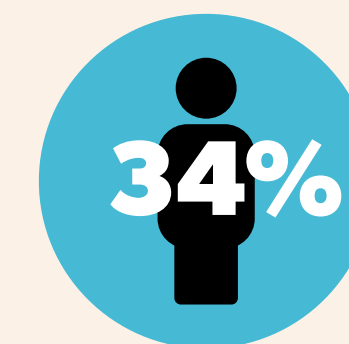
DEMOGRAPHICS

AGE

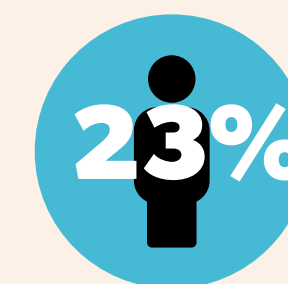
(PREFER NOT
TO ANSWER: 5%)



MILLENNIALS



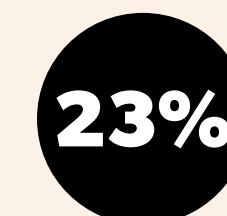
GEN-Z



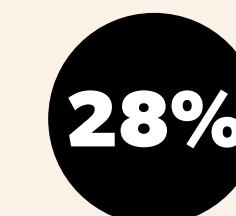
GEN-X

EARNINGS

(PREFER NOT
TO ANSWER: 37%)



UP TO £35K



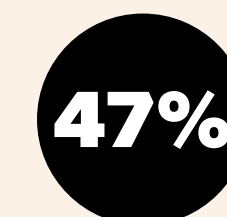
£35K-75K



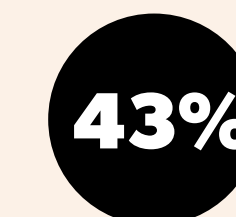
£75K+

GENDER

(PREFER NOT
TO ANSWER: 4%)



FEMALE



MALE



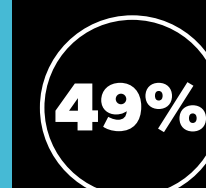
NON-BINARY

TOP 5 THINGS FANS WANT TO SEE MORE OF

- 1 COLLECTIBLES & TOYS
- 2 COSPLAY & MAKE-UP
- 3 CONSOLE & PC GAMING
- 4 FILM, TV & STREAMING
- 5 ANIME/MANGA

TOP 5 REASONS TO ATTEND

- 1 COSPLAY
- 2 SHOPPING
- 3 ARTIST ALLEY AND COMIC CREATORS
- 4 COLLECTIBLES & TOYS
- 5 TIME WITH FRIENDS AND THE MCM COMMUNITY



OF FANS SPEND £100+ AT THE SHOW



ATTENDED WITH CHILDREN



ARE RETURNING MCM FANS



ALSO ATTEND MCM LONDON