



# LONDON MAY 2025

110K  
ATTENDEES



10% UP YOY



4M+

WEB VIEWS  
(33% UP YOY)



1.9M+

APP VIEWS  
(34% UP YOY)

85K+

SCAVENGER  
HUNT VIEWS



361K

FAN HUB ENGAGEMENTS  
(13% UP YOY)



2.9BN

MEDIA  
IMPRESSIONS  
(56% UP YOY)



200K+

EMAIL SUBS  
(13% UP YOY)



2.3M

INSTAGRAM  
VIDEO VIEWS



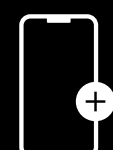
1.14M

FACEBOOK &  
X (TWITTER)  
IMPRESSIONS



175K

TIKTOK VIEWS



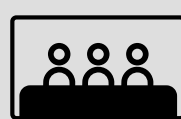
471K

TOTAL SOCIAL  
FOLLOWING  
(6% UP YOY)



900+

PRESS & INDUSTRY  
(20% UP YOY)



730+

CREATORS  
AND INFLUENCERS  
(15% UP YOY)



330+

ARTIST ALLEY  
CREATORS (20% UP YOY)



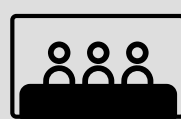
30

AUTHORS IN  
WRITERS BLOCK  
(60% UP YOY)



440

EXHIBITORS &  
RETAILERS (23% UP YOY)



25+

STAGES &  
PERFORMANCE AREAS



400+

PANELS & WORKSHOPS  
(11% UP YOY)

## DEMOGRAPHICS

### AGE

(PREFER NOT  
TO ANSWER: 2%)

41%

MILLENNIALS

34%

GEN-Z

20%

GEN-X

### EARNINGS

(PREFER NOT  
TO ANSWER: 35%)

24%

UP TO £35K

30%

£36K-75K

12%

£75K+

### GENDER

(PREFER NOT  
TO ANSWER: 4%)

39%

FEMALE

47%

MALE

10%

NON-BINARY

## REASONS TO ATTEND

- 1 COSPLAY
- 2 SHOPPING/  
EXHIBITORS
- 3 ARTIST ALLEY
- 4 TOYS/  
COLLECTIBLES
- 5 CELEBRITY GUESTS

31%

OF FANS SPEND MORE THAN THEY BUDGET FOR

48%

OF FANS SAID THEY'RE MORE LIKELY TO USE A  
PRODUCT OR SERVICE FROM AN EXHIBITOR OR  
SPONSOR SEEN AT MCM COMIC CON

75%

ARE RETURNING MCM COMIC CON FANS

88%

MOBILE APP AWARENESS