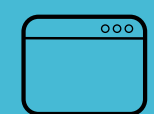




# MCM BIRMINGHAM 2024 RECAP

# 40K ATTENDEES



**856K+**  
WEB VIEWS



**331K+**  
APP VIEWS



**121K**  
FAN HUB  
ENGAGEMENTS  
**NEW FOR 2024!**



**95%**  
**of fans**  
WANT THE FAN HUB  
TO RETURN



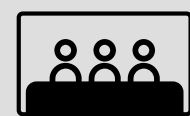
**152M**  
MEDIA  
IMPRESSIONS



**40K**  
EMAIL SUBS



**120+**  
INDUSTRY  
PROFESSIONALS



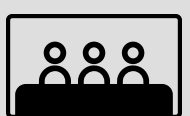
**400+**  
CREATORS  
AND INFLUENCERS



**120**  
ARTIST ALLEY  
CREATORS



**220+**  
EXHIBITORS &  
RETAILERS



**10**  
STAGES &  
PERFORMANCE AREAS

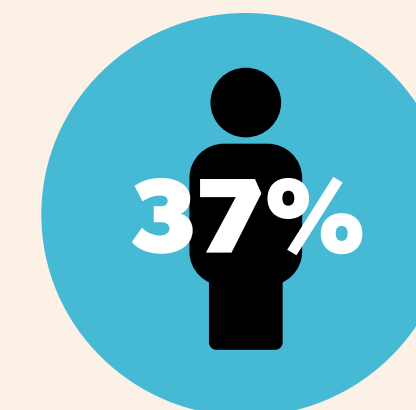


**150+**  
PANELS  
& WORKSHOPS

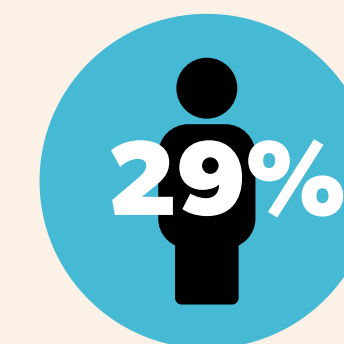
## DEMOGRAPHICS

### AGE

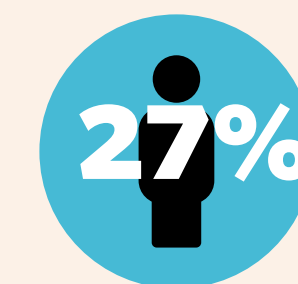
(PREFER NOT  
TO ANSWER: 3%)



MILLENNIALS



GEN-Z



GEN-X

### EARNINGS

(PREFER NOT  
TO ANSWER: 37%)



UP TO £35K



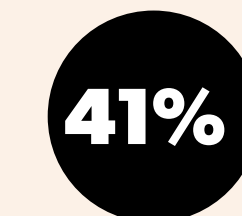
£35K-75K



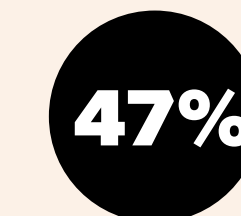
£75K+

### GENDER

(PREFER NOT  
TO ANSWER: 4%)



FEMALE



MALE



NON-BINARY

## TOP 5 EXHIBITORS & SPONSORS FANS WOULD LIKE TO SEE AT MCM

- 1 COLLECTIBLES & TOYS
- 2 CONSOLE & PC GAMING
- 3 COSPLAY & MAKE-UP
- 4 FILM, TV AND STREAMING STUDIOS
- 5 APPAREL



OF FANS SPEND £100+ ON THE SHOW FLOOR



ATTENDED WITH CHILDREN



ARE RETURNING MCM COMIC CON FANS



ALSO ATTEND MCM LONDON



**865K**  
INSTA  
IMPRESSIONS



**431K**  
FACEBOOK &  
X (TWITTER)  
IMPRESSIONS



**84K**  
TIKTOK VIEWS



**674K**  
VIDEO VIEWS