Impact of Filming on
Cultural Affinity & Tourism

Viewers of Maxton Hall

INTELLIGENT INSIGHTS. BOLD DECISIONS.

LONDON | LOS ANGELES | SAN FRANCISCO | SINGAPORE

Maxton Hall title viewers are more likely to purchase German products

Viewers of Maxton Hall are more likely *(extremely or somewhat likely)* to purchase German products as compared to 'Made in Germany' content non-viewers.

73%
(2.8x)

'MADE IN GERMANY' NON-VIEWERS: **26%**

German travel & tourism are positively perceived by Maxton Hall viewers

Viewing Maxton Hall increases interest *(extremely or very interested)* to visit Germany in the future as compared to non-viewership of 'Made in Germany' content.

61%
(1.7x)

'MADE IN GERMANY' NON-VIEWERS: **35%**

> In Japan, travelers searched "Hanover" 50 percent more often than 14 days before the (Maxton Hall) began, Expedia announced. In the U.S. and Australia, the online travel agency registered a 15 percent increase in searches. Among people from France, Switzerland and Spain, demand rose nearly 500 percent.
>
> - STERN MAGAZINE (GERMANY)

Maxton Hall viewers are more interested to learn about German history

Viewers of Maxton Hall are more interested *(extremely or very interested)* to learn about German history as compared to non-viewers of 'Made in Germany' content.

71%
(1.6x)

'MADE IN GERMANY' NON-VIEWERS: **45%**

Viewing Maxton Hall sparks higher interest in German arts
(cultural festivals, music & literature)

Viewing Maxton Hall increases interest in German arts as compared to non-viewership of 'Made in Germany' content.

37%
(1.5x)

'MADE IN GERMANY' NON-VIEWERS: **25%**

> The show that had the most impact on my view of Germany is Maxton Hall.
>
> - FEMALE, 25 YEARS OLD, UK
> 'MADE IN GERMANY' CONTENT VIEWER