



**MOTIVATE VAL MORGAN
PRESENTS**

**THE
BIG SCREEN
BRIEF
GOAT**

**YOUR INSIDER GUIDE TO BLOCKBUSTERS THAT
YOUR BRAND CANNOT MISS ADVERTISING BESIDE**





THE UNDERDOG EVERYONE ROOTS FOR

Every generation gets the sports hero they need.

Sony Pictures Animation's entry into sports storytelling: a basketball underdog built for theatrical scale, designed to fill seats and hold attention.

The story is universal—belief, ambition, taking your shot—but the context is specific.

Sports animation works when it taps into something aspirational. And right now, basketball culture is embedded in how young audiences see themselves.

Original IP from Sony Pictures

the studio that reinvented
Spider-Man for a new
generation

Sports meets spectacle

high-energy action
engineered for the
big screen

Cross-generational design

families book together, youth
return with friends, repeat
visits extend the window

RIGHT FILM. RIGHT AUDIENCE. RIGHT TIME.

GOAT doesn't arrive into a vacuum. It lands in a region where sports participation is exploding and cinema is the preferred destination for families and youth seeking shared experiences.

The Regional Insight

Basketball participation in the UAE has grown 400% in five years. Saudi Arabia has increased sports participation from 13% to 48% since 2016. Over 1,000 youth are enrolled in NBA development programs across the Middle East. The UAE now ranks as having the highest sports engagement globally.

Sources: ESPN (October 2025), Atlantic Council (February 2025), YouGov 2023

The Cinema Insight

Animation attracts the region's most valuable audiences: under-35s, families, groups. Successful family films run 6-8 weeks with sustained attendance as word-of-mouth builds. They select premium formats. They make cinema a deliberate choice.

Sources: MVM CineMeasure



A GENRE THAT DELIVERS – EVERY TIME

Young audiences choose content that connects to their passions. Animation does this better than any other genre—it builds communities, drives repeat visits, extends theatrical runs.

Cinema serves as a central gathering place that delivers the most desirable content and community for these passionate audiences—this creates many opportunities for brands.

When brands align with what audiences actually care about, they see stronger consideration and preference, Horizon Futures 2025.

From 2022 to 2025, animation delivered a billion-dollar global box office title every year



Zootropolis 2

2025

Worldwide BO: **\$1.7 billion***

UAE Performance: **601k+**
Admissions*

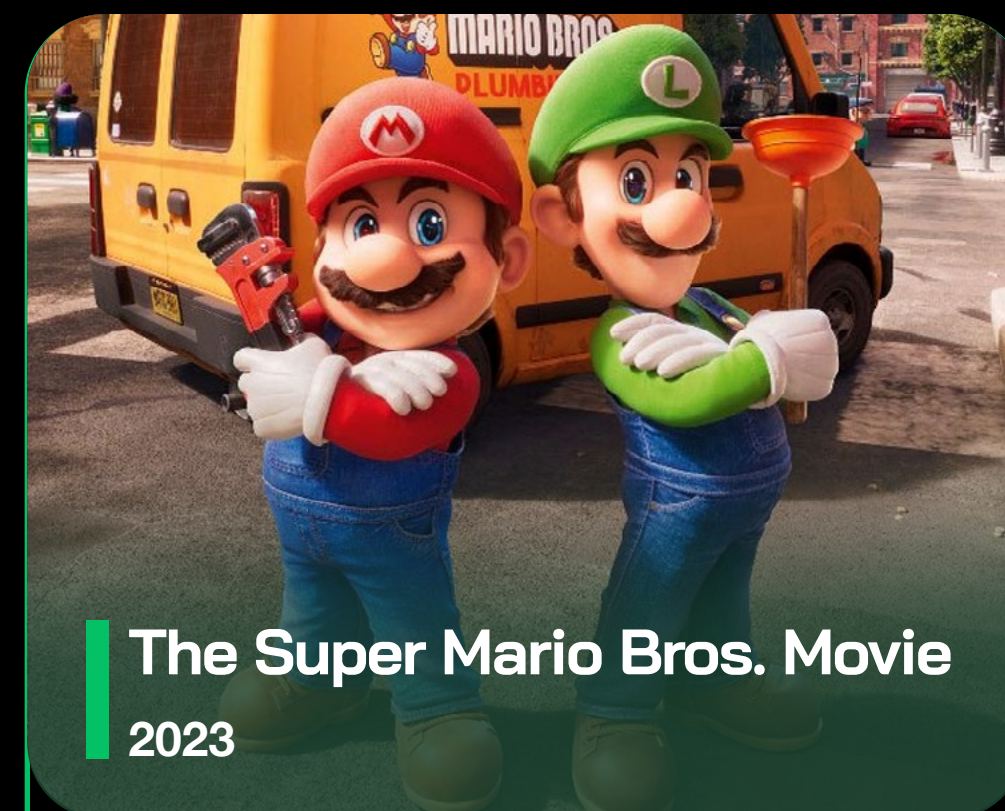


Inside Out 2

2024

Worldwide BO: **\$1.6 billion**

UAE Performance: **587k+**
Admissions/**22** weeks



The Super Mario Bros. Movie

2023

Worldwide BO: **\$1.36 billion**

UAE Performance: **489k+**
Admissions/**22** weeks



Minions: The Rise of Gru

2022

Worldwide BO: **\$940 Million**

UAE Performance: **463k+**
Admissions/**23** weeks

*Currently running

SHOW UP IN THE CLUTCH

Cinema does something no other medium can deliver: guaranteed, undivided attention at the moment of highest anticipation. No scrolling. No skipping. No second screen. Just one message and a sound system that makes the room shake.



**Full-screen,
full-attention**

Cinema creative at full power

**Immersive by
design**

Sensory experience drives recall

**Shared social
energy**

Collective energy extends reach

**The anticipation
window**

Audiences primed for your message

MOTIVATE VAL MORGAN ADVANTAGE



Largest Regional Network

Premium theaters across GCC, Egypt, and Lebanon.



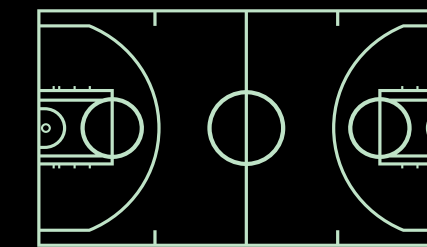
Proven Track Record

Automotive. Tourism. Retail. Real Estate. We've delivered.



Hyper-targeted Screens

Motivate Val Morgan enables planners to target by demographics and income groups



Comprehensive Analytics

Proprietary planning tools. Real audience data. Post-campaign proof



THANK YOU

