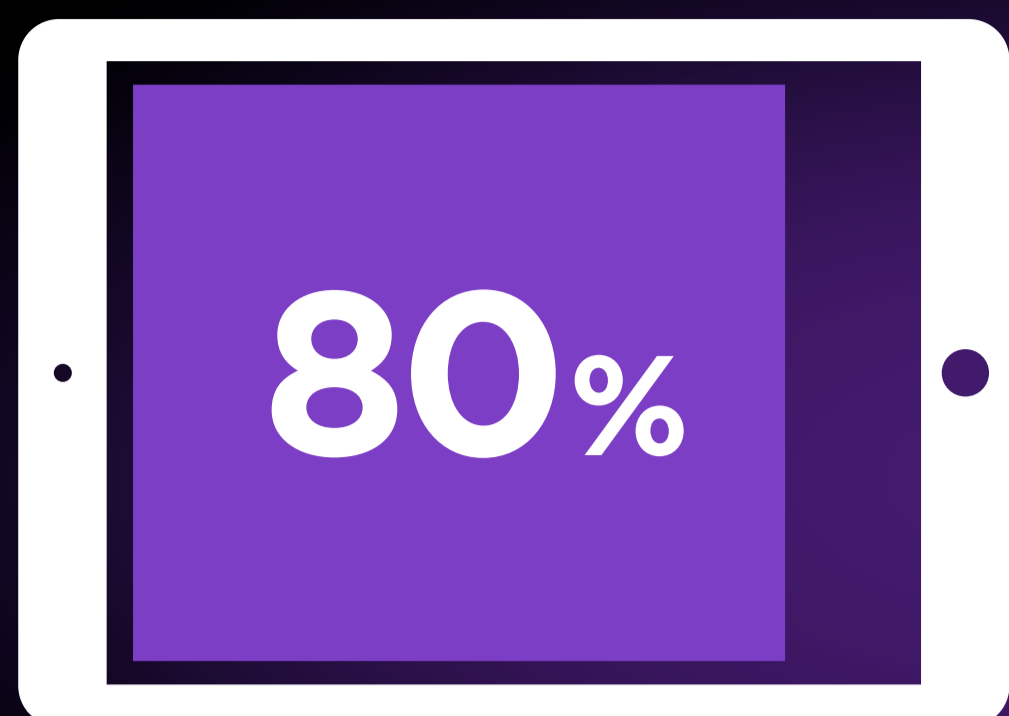


# Binge Appeal

Tribeca Film Festival®, experts in film and TV, and VISINE®, the ultimate accessory for the must-screen lifestyle, explored binge-watching in an eye-opening survey. Did you know that...

## BINGE-WATCHERS ARE SUPER SOCIAL



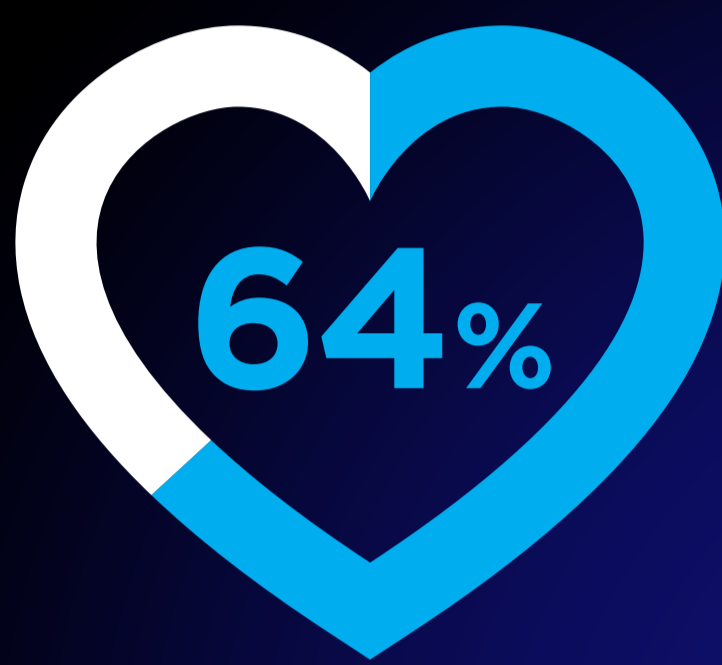
of frequent binge-watchers find it easy to make new friends



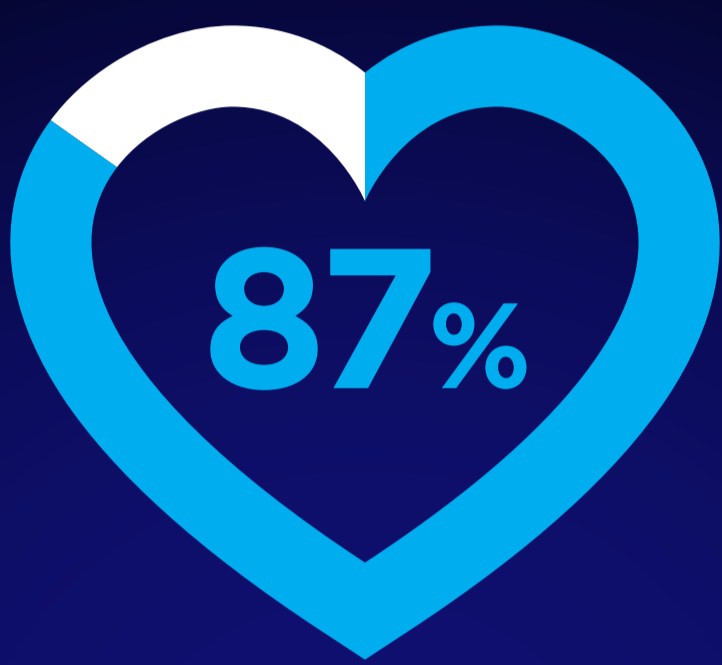
71%

of binge-watchers frequently watch multiple hours with one or more other people

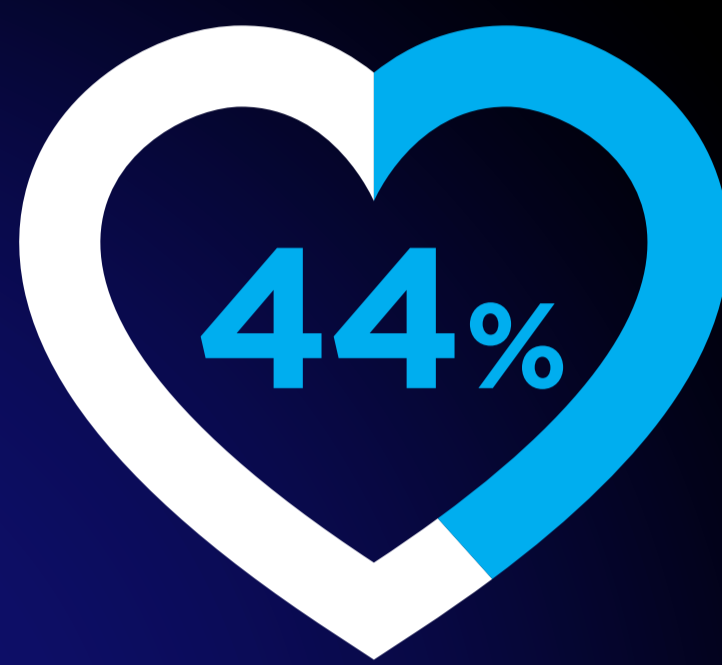
## BINGE-WATCHING IS A RELATIONSHIP-BUILDER



of people in relationships think binge-watching is a great way to bond with their sweetheart



of frequent binge-watchers believe they spend more time with their significant others than the average couple



of single people would rather date someone who's up to speed on the latest TV and movies than someone who's not



### RECONNECT USING THE REMOTE

**46%** of people in relationships would accept an apology in the form of choosing what to binge-watch after a squabble with their significant other

## BINGE-WATCHERS STAY UP-TO-DATE AND IN THE LOOP



of frequent binge-watchers are usually first in their social circle to try new tech gadgets



of employed people have watched a TV show just to join in on watercooler talk at work

## BUT UNFORTUNATELY...

**37%** of binge-watchers confess their eyes frequently get dry or irritated when they marathon

**42%** of binge-watchers who experienced dry eyes say they've cut a marathon short from eye discomfort



## EYE-DEAL TIPS TO #SCREENON

Tribeca Film Festival's curators, the original binge-watchers, take care of their eyes and you should too. VISINE®, a screen lover's must-have accessory, keeps eyes refreshed. Other Tribeca tips include:

WATCH ON THE BIGGEST SCREEN POSSIBLE

VIEW WITH A PAL OR TWO



COMEDIES ARE BEST TO BINGE-WATCH

TRIBECA

#SCREENON

