



MEDIA RELEASE

Aussies encouraged to unsubscribe from streaming their life away, and subscribe to real-life fun instead

New survey from Funlab finds Aussies are frustrated with streaming services and want more physical entertainment options

- *Aussies are spending almost 6 billion a year on subscription entertainment^[1]*
- *43% of Aussies^[2] are frustrated at how many different entertainment subscriptions they pay for in a month*
- *Two in five Aussies agree subscription-based TV is not good value for money, with 2.9 million strongly agreeing*
- *36% of Aussies agree watching subscription-based TV is not a good use of time*
- *5.8 million Aussies² say they have missed out on social events because they've chosen to watch subscription-based entertainment*
- *Half of Aussies (48%) agree they're sick of the main options for socialising being a pub or restaurant and more than half say they wish there was a sporting activity that everyone of all ages and abilities could enjoy together*
- *Almost half of Aussies (46%) say they would prefer socialising with friends by doing activities such as bowling, mini golf and arcading, as opposed to watching subscription-based programmes.*

7 March 2023 – Australasia's competitive socialising provider, Funlab, is encouraging Aussies to unsubscribe from the endless amounts of mindless entertainment platforms, and subscribe to real-life fun instead, with the launch of Funlab Fun Pass. Available now, the subscription gives members access to a world-of-fun across four incredible brands: Holey Moley, Strike Bowling, Archie Brothers Cirque Electriq, and B. Lucky & Sons.

Real-life entertainment has never been so affordable, or all encompassing, with bowling, mini golf, arcade games, laser tag, and karaoke all included in the subscription. With 70 activities for \$99 per month (Family Pass), or 24 activities for \$39 per month (Single Pass), mid-week fun has never been so easy.

The call follows new research commissioned by Funlab that shows Aussies are frustrated with current entertainment subscription platforms, want variety, and are missing out on real-life experiences because they're spending too much time bingeing.

Funlab CEO Michael Schreiber said: "Aussies are calling for a change in midweek entertainment, so, as Australasia's leading providers of fun, we wanted to answer those calls and help Aussies bring the fun back to their weekdays. We are seeing a huge increase in the desire for competitive socialising, as people want to experience something that isn't just sitting at a bar with friends, so we've created Fun Pass to encourage Aussies to enjoy mid-week fun, with an attractively priced subscription - instead of one that they mindlessly scroll through each night."

Aussies calling for change

On average, 35% of Aussies have three or more entertainment subscriptions^[3], 77% spend an hour or more per sitting watching subscriptions, and nearly half (44%) spend \$30 or more each month paying for subscriptions, equating to \$6 billion a year across the country.

However, Aussies are getting frustrated with traditional entertainment offerings, with nearly two in five agreeing that subscription-based TV entertainment is not good value for money, or a good use of time, and more than two in five (43%) admit they're frustrated at how many entertainment subscriptions they pay for in a month.

Despite the fact Aussies are wasting away hours watching TV, half (50%) claim they still find it hard to find time during the week for social events, and ironically, 5.8 million say they have missed out on social events because they've chosen to watch subscription-based entertainment instead, including one in five who say they have done so multiple times.

Four Worlds of Fun with Funlab Fun Pass

To further motivate Aussies to jump off the couch into real-life fun, Funlab is giving away 50 Fun Pass subscriptions¹. To go in the draw, all fun-seeking Aussies need to do is drop one virtual entertainment subscription they're not using, share proof on socials with the hashtag #subscribetofun, and they're in the draw for real-life fun instead.

The Fun Pass subscription answers Australian's calls by enabling people to spend weekdays bowling, arcading, and mini-golfing - in a bid to bring the fun back to weekdays and encourage social competitiveness.

Funlab CEO Michael Schreiber said Aussies feel limited when it comes to weekday entertainment and are looking for a wider range of activities to satiate their entertainment appetite.

"Our research shows that half of Aussies (48%) are sick of the main options for socialising being a pub or restaurant, more than half (55%) say they wish there was a sporting activity that everyone of all ages and abilities could enjoy together, and 46% say they would prefer socialising with friends by doing activities, such as bowling, mini golf, and arcading, as opposed to watching subscription-based programmes.

"So, we're answering Aussies' calls and giving them the chance to have some competitive mid-week fun, with activities, food and drinks all in one place. Instead of people being glued to the TV and watching people having fun, they can experience it in real life at our venues," Mr Schreiber said.

Fun Pass plans are available in rolling subscriptions (that can be cancelled anytime) for a Single or Family Pass. With \$900 worth of value (Single Pass) and \$2,500 worth of value (Family Pass), including a 15% discount for the paid in advance option, there's plenty of fun for the whole family.

The pass also allows members to have 10% off food and drinks and function bookings, and be the first to check out new Funlab concepts and venues at VIP events, and member exclusive offers and competitions.

¹ Competition entries for single passes only

“Our venues are suited for everyone and every occasion. From families that want to have some fun quality time with their kids, to a date night, a unique night out with friends, or just coming as an individual to break up your week. It’s time we bring fun back to weeknights, and get people experiencing real-life fun again,” Mr Schreiber said.

Unsubscribe from the patronising ‘are you watching’ prompt and subscribe to real-life fun instead here: www.subscribe.fun

-ENDS-

Survey:

YouGov Survey, Commissioned by Funlab, 4-9 January 2023, n= 1,024 aged 18 and older.

For further media enquiries, please contact:

Olivia Gould | 0401 165 053 | olivia.gould@thisismango.com.au
Shane D'Souza | 0421 080 073 | shane.dsouza@thisismango.com.au

About Funlab:

Funlab is Australia’s premiere creator of competitive socializing experiences.

From arcades, bowling alleys, mini-golf and much more, Funlab believes in taking familiar concepts and transforming them into immersive worlds of fun where people can connect in real life. Magnifying every small detail to create extraordinary experiences, Funlab operates 40 venues across 9 brands and over 2000 employees.

Notes to editors

Pricing:

Packages include a rolling subscription across 1 month or 3 months.

1 month:

- Single:
 - Cost: \$39 p/month
 - Value: \$900
 - Activities: 24
- Family
 - Cost: \$99 p/month
 - Value: \$2,500
 - Activities: 70

3 months:

- Single:
 - Cost: \$33 p/month
 - Value: \$900
 - Activities: 24 p/month
- Family:

- Cost: \$83
- Value: \$2,500
- Activities: 70 p/month

Timings:

- Fun Pass can be redeemed on Monday - Thursday and Sundays after 3pm.

^[1] YouGov Survey, Commissioned by Funlab, 4-9 January 2023, n= 1,024 aged 18 and older.

^[2] Subscribing to subscription-based entertainment

^[3] Subscriptions include the likes of Netflix, Binge, Disney, Hulu, Stan, Prime etc.