



**Gustavson**  
**School of Business**  
 University of Victoria



<b>Entertainment - GBTI 2023</b>					
<b>Brand Name</b>	<b>Brand Trust Rank 2023</b>	<b>Brand Authenticity Rank 2023</b>	<b>Brand Ability Rank 2023</b>	<b>Brand Affinity Rank 2023</b>	<b>Brand Advocacy Rank 2023</b>
Cirque du Soleil	45	68	17	71	35
Cineplex	82	92	111	46	65
IMAX	226	278	200	327	150
Disney	304	321	200	218	136
Spotify	304	301	200	271	228
Crave TV	333	347	311	366	311
NETFLIX	380	366	237	385	221
iTunes	386	395	339	391	324