

# A Profile of European Film Viewers

European Commission Study EAC/08/2012  
Ref. Ares (2012) 701765 – 12/06/2012

[http://ec.europa.eu/culture/library/index\\_en.htm#\\_years=\\_2014#\\_doctype=study](http://ec.europa.eu/culture/library/index_en.htm#_years=_2014#_doctype=study)

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# Consumer survey

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4,608 Europeans 4-50 y.o.

from Es, De, Fr, It, Pl, GB + Cr, Dk, Li, Ro

*demographics* (age, gender, education, etc.)

*equipment* (devices, telco/media/film services)

*habits* (entertainment, film consumption)

*editorial preferences* (genre, theme, origin, titles)

*marketing preferences* (distribution and promotion)

*opinion* (open questions, prospective proposals)

# Film database

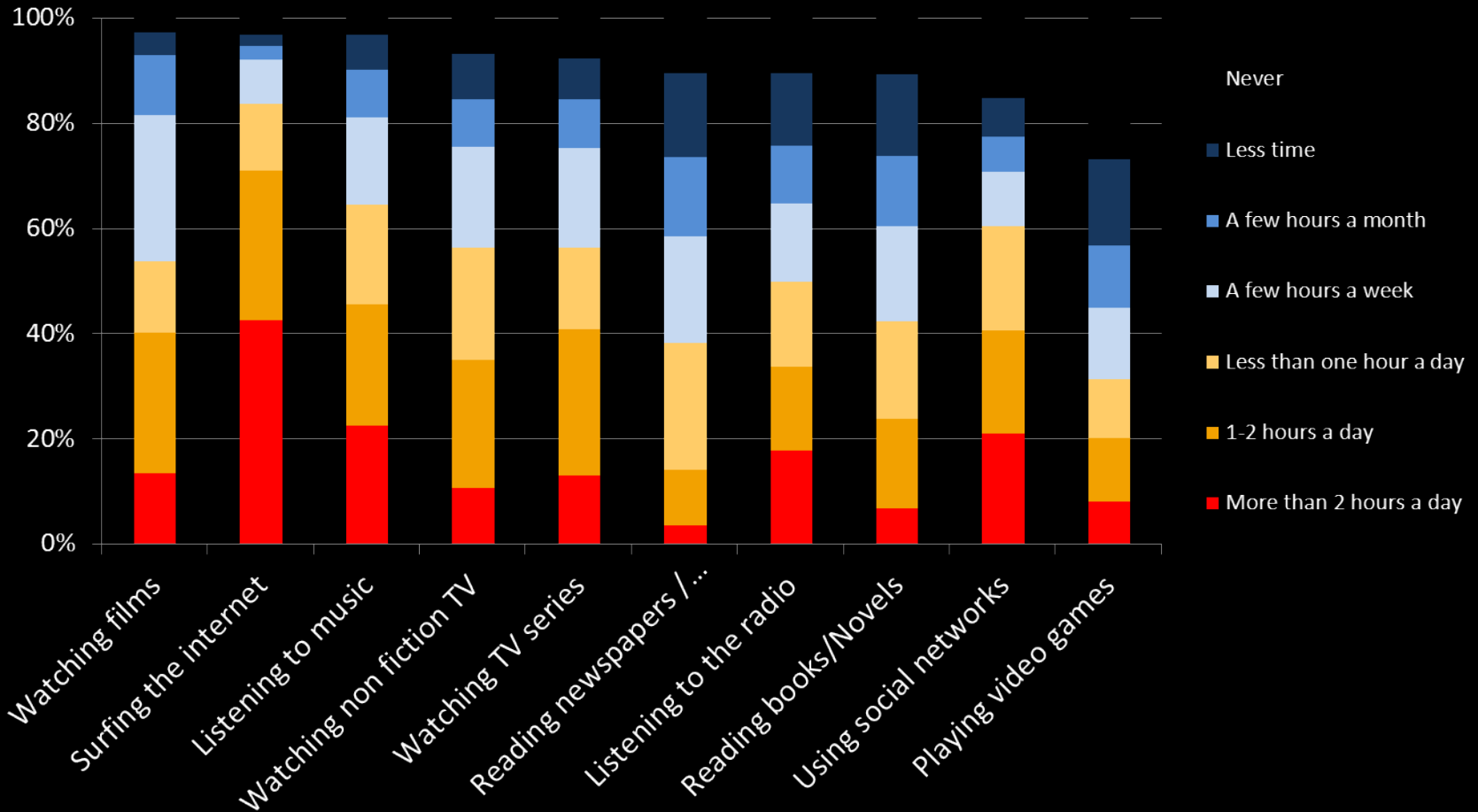
*National (6)*  
*European (20)*  
*US Studio (6)*

*BO hits - arthouse*  
*recent - old*

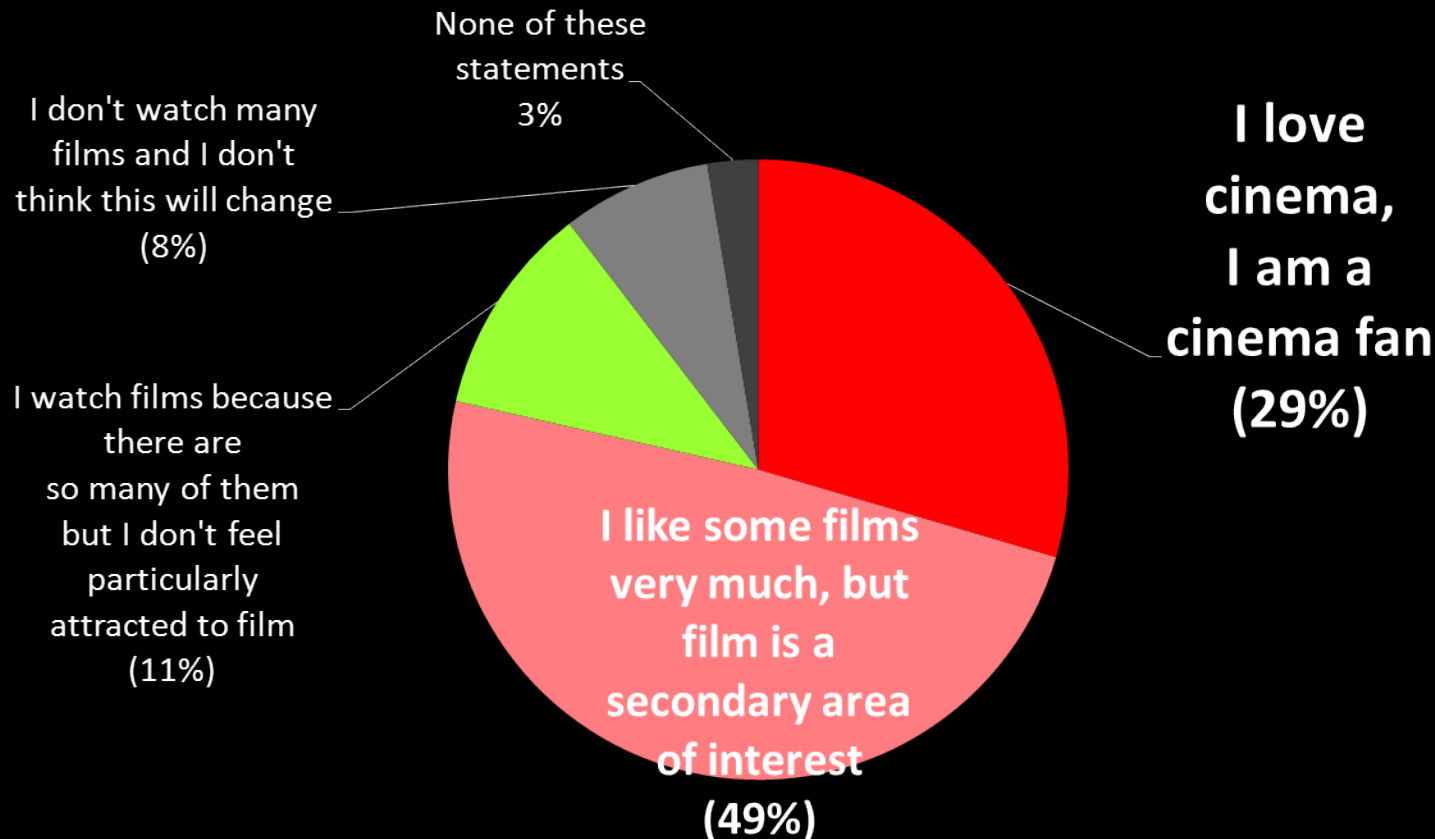


# Survey Facts

# Film most widespread medium

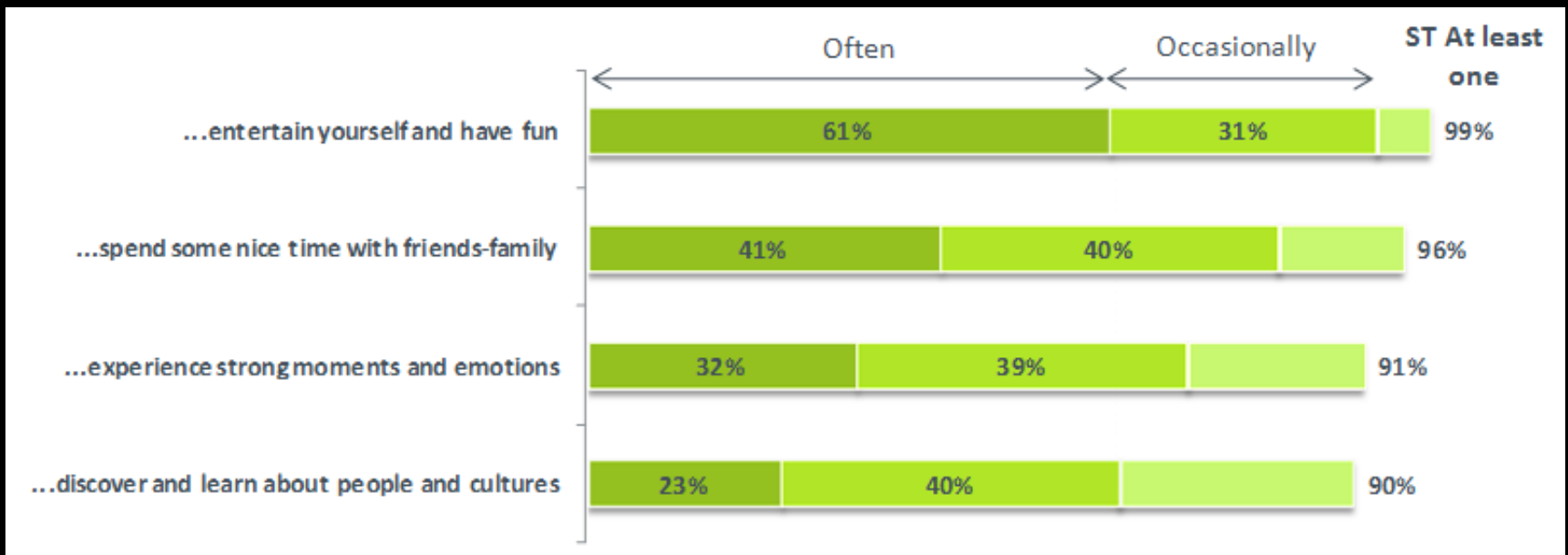


# 29% film fans, 49% film likers

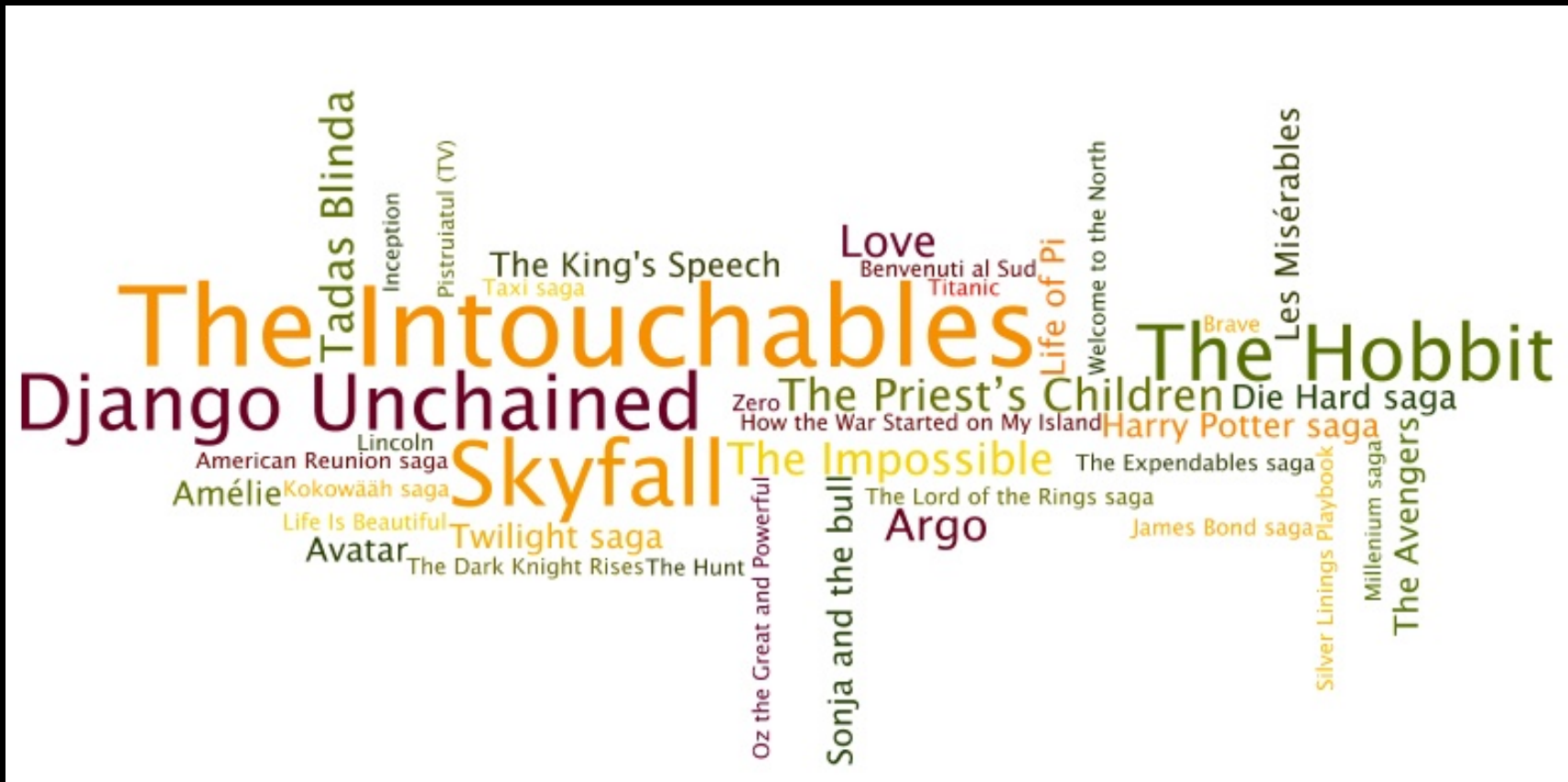


# Film a social entertainment time

- 99% watch films to 'entertain themselves and have fun'
- 96% to 'spend some nice time with family or friends'

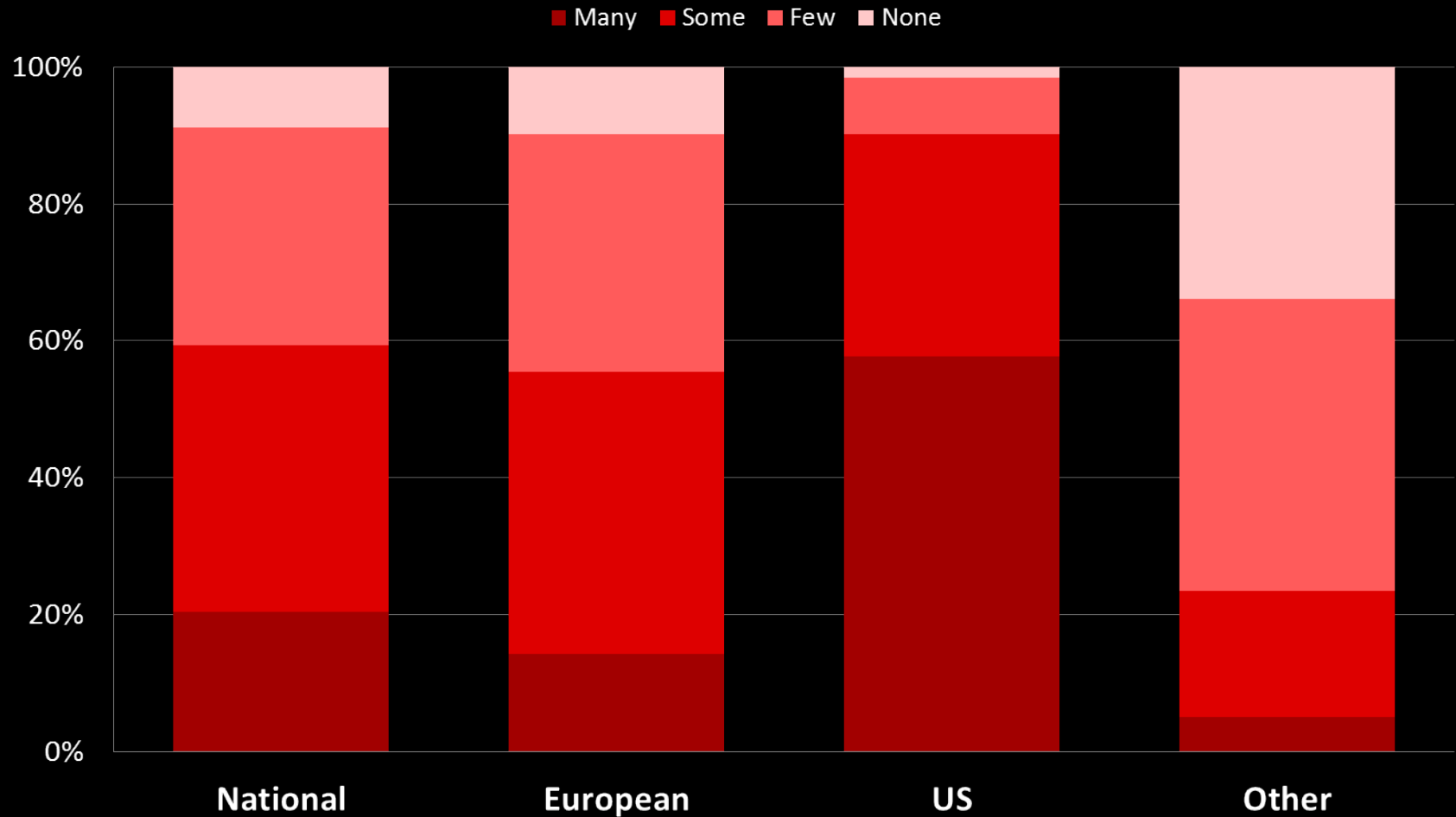


# Top-of-mind 3 preferred films

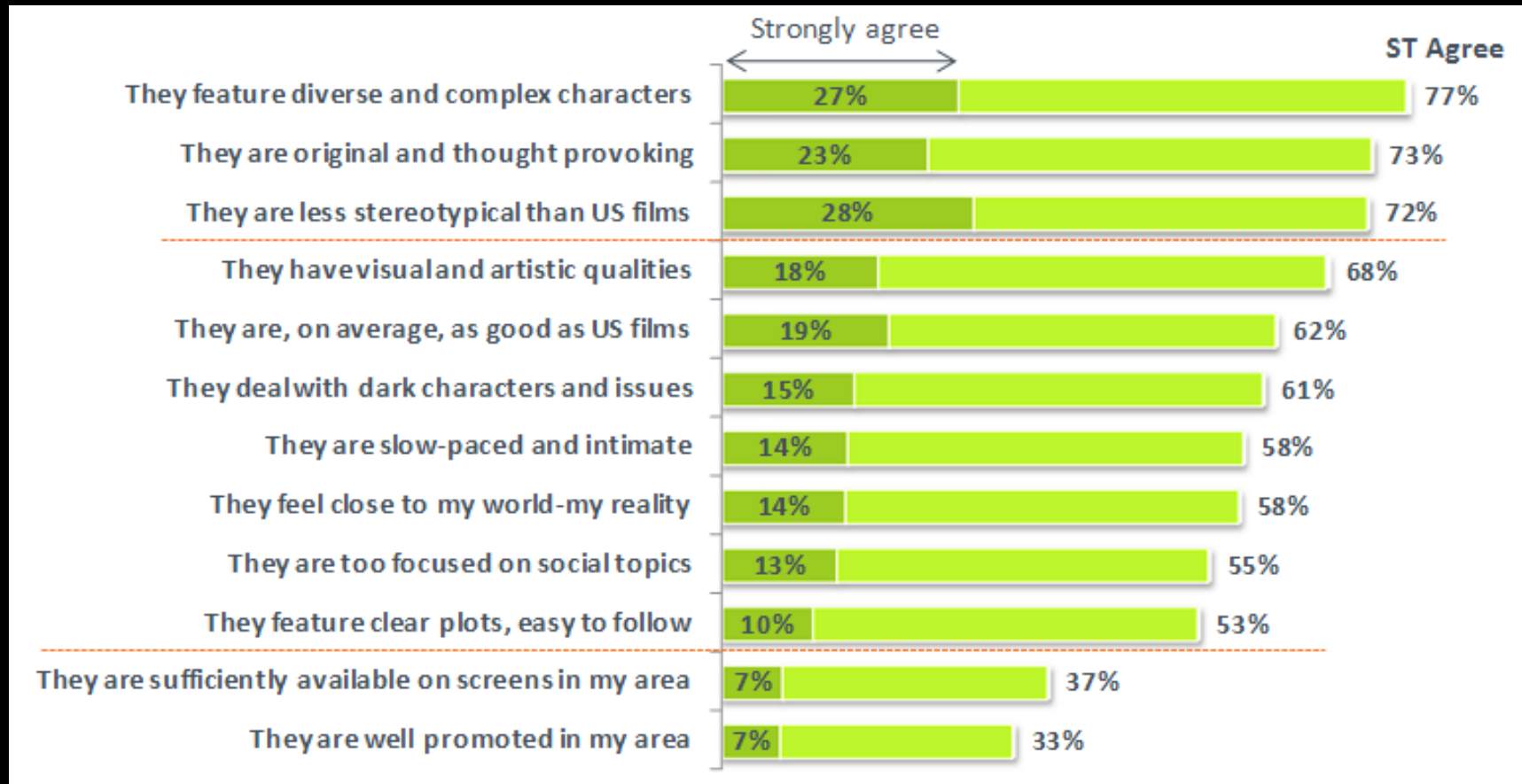




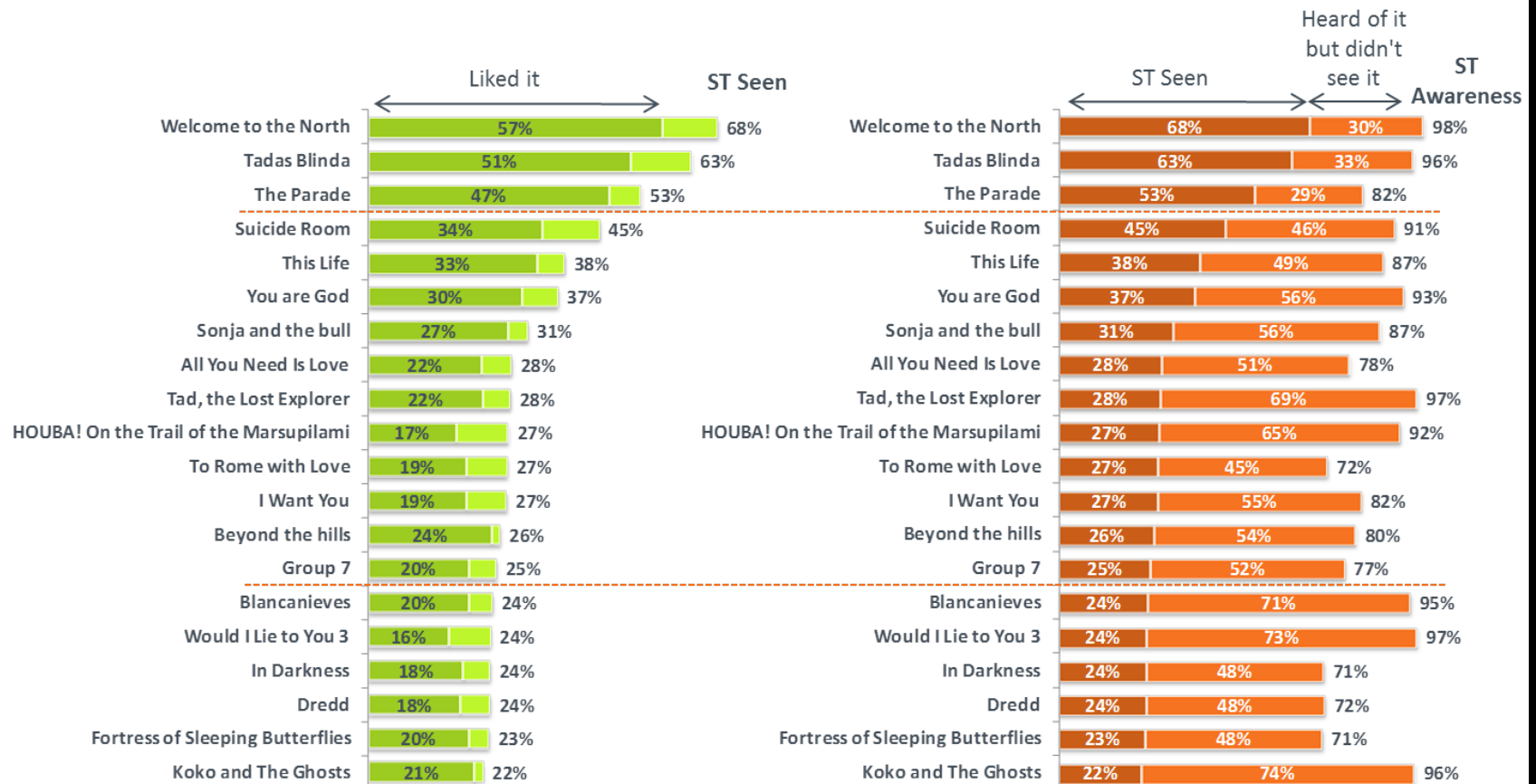
# US films the most watched



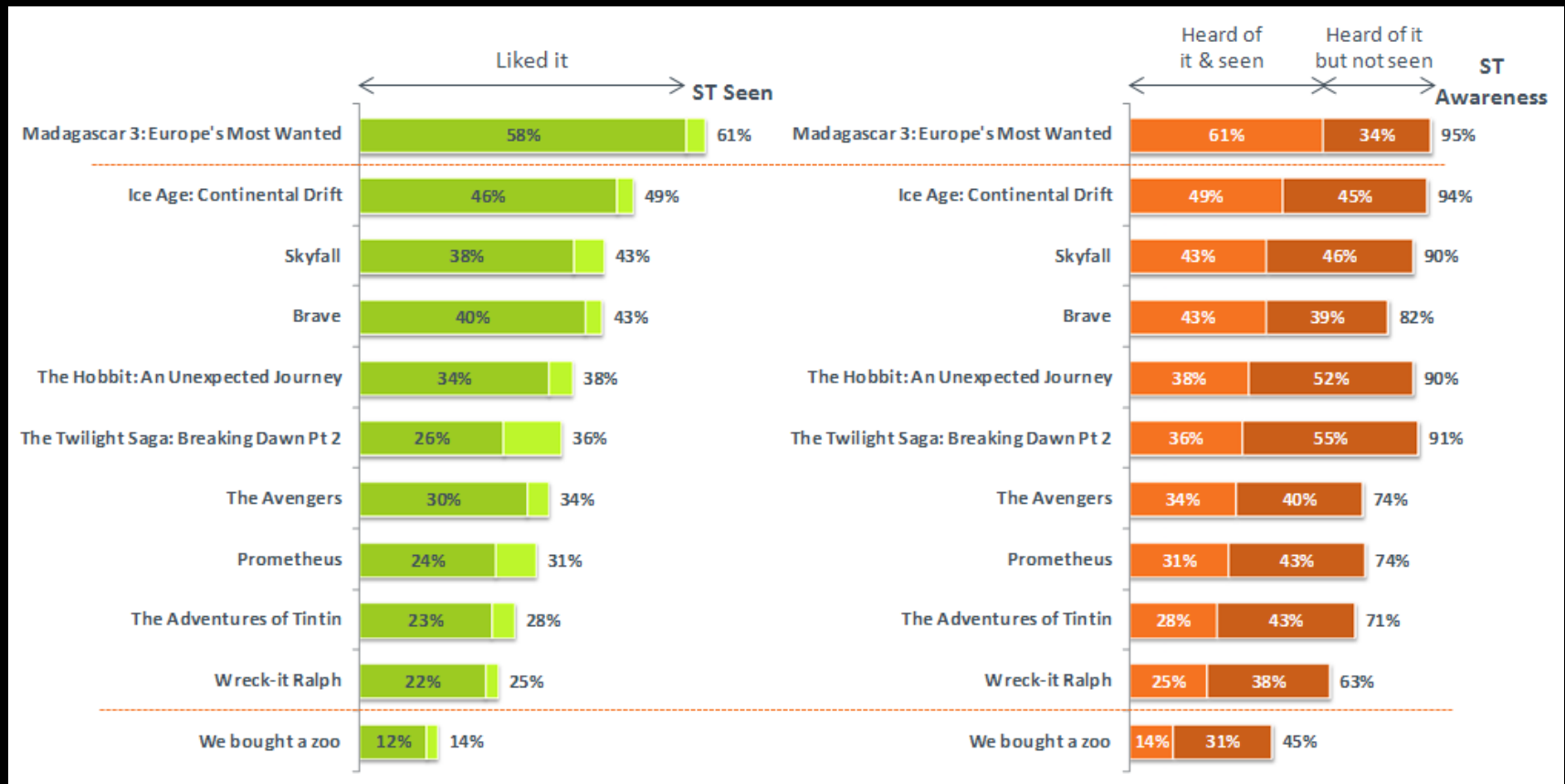
# EU film: distribution and promo!



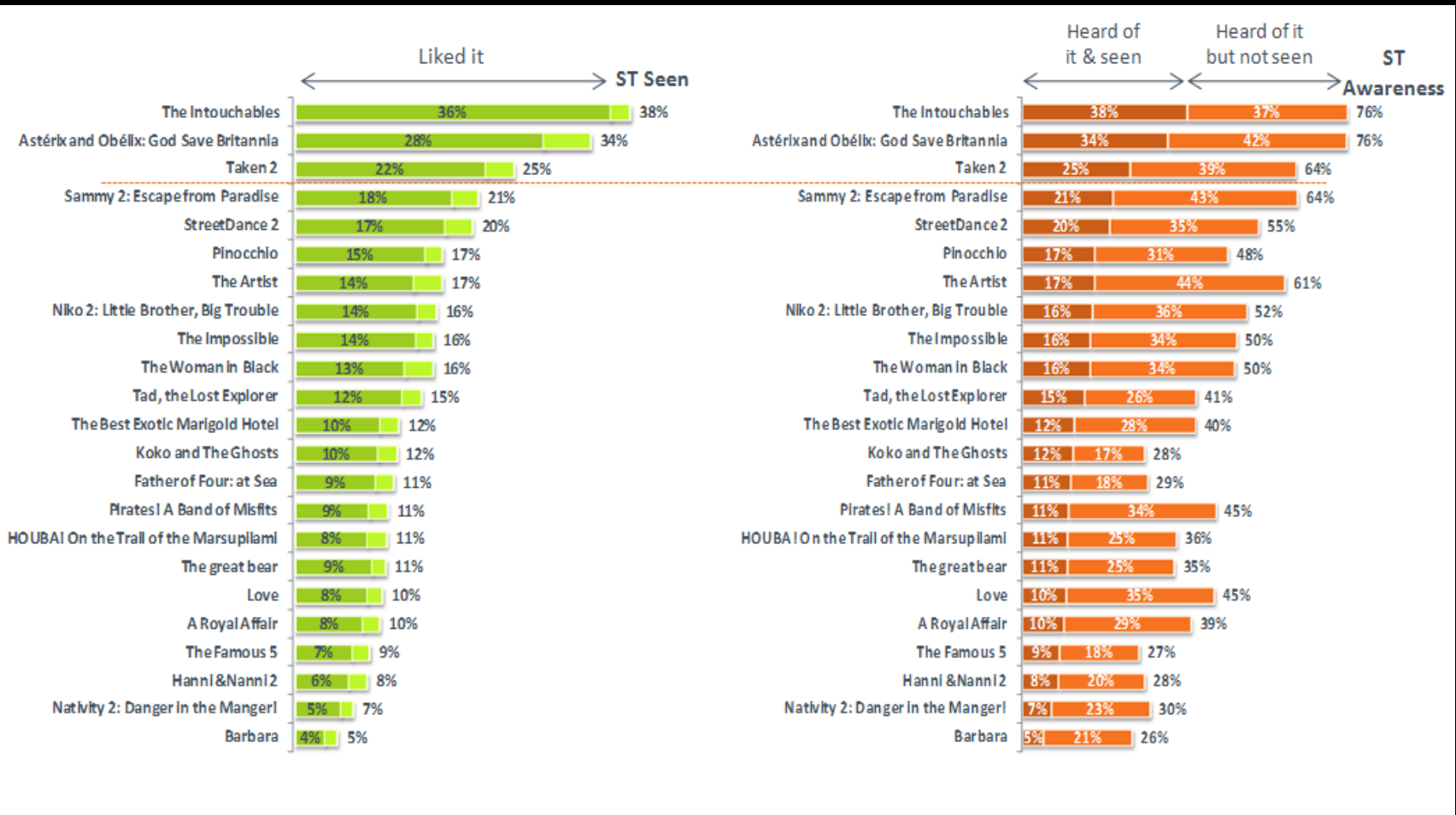
# National films heard-seen-liked



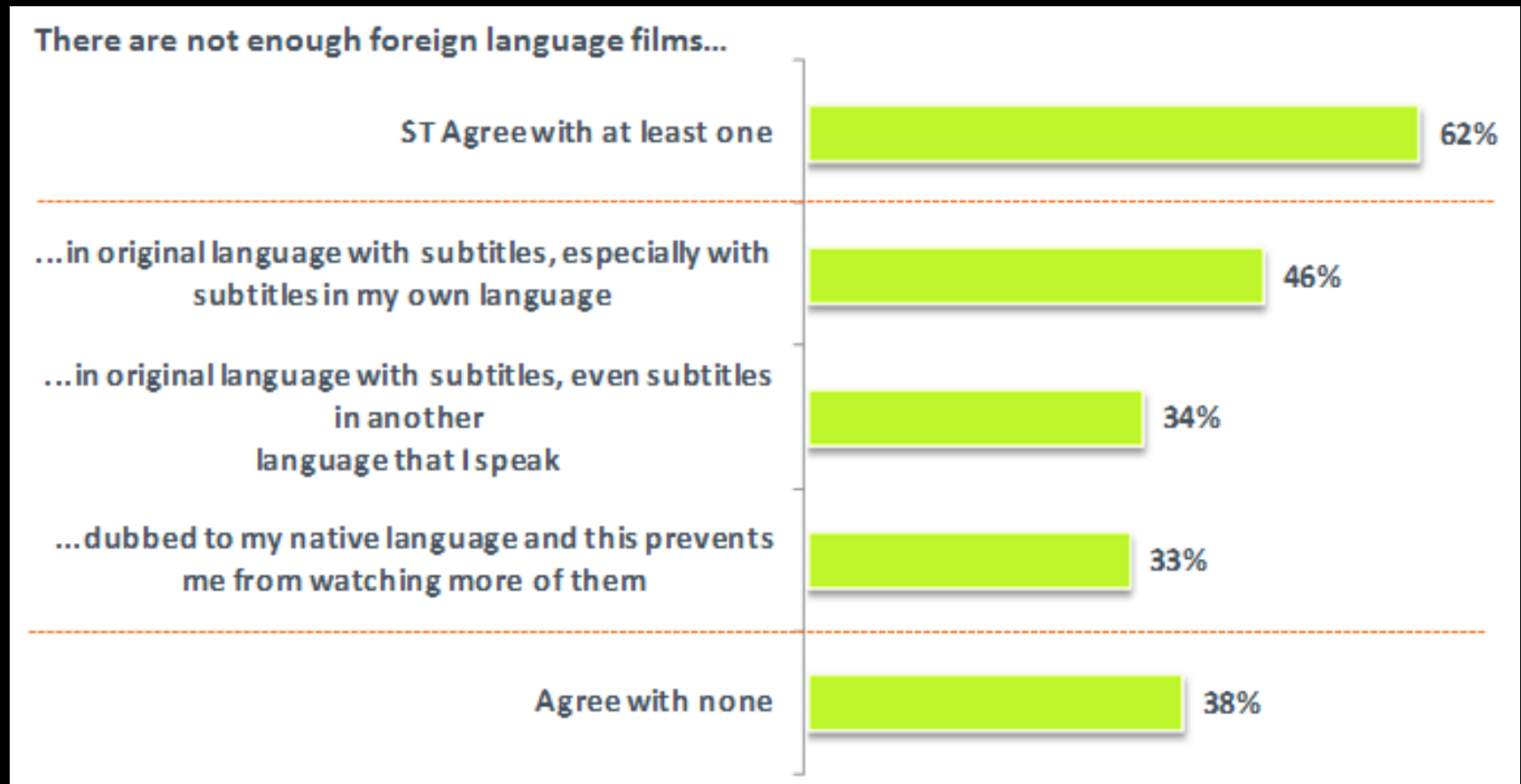
# US films heard-seen-liked



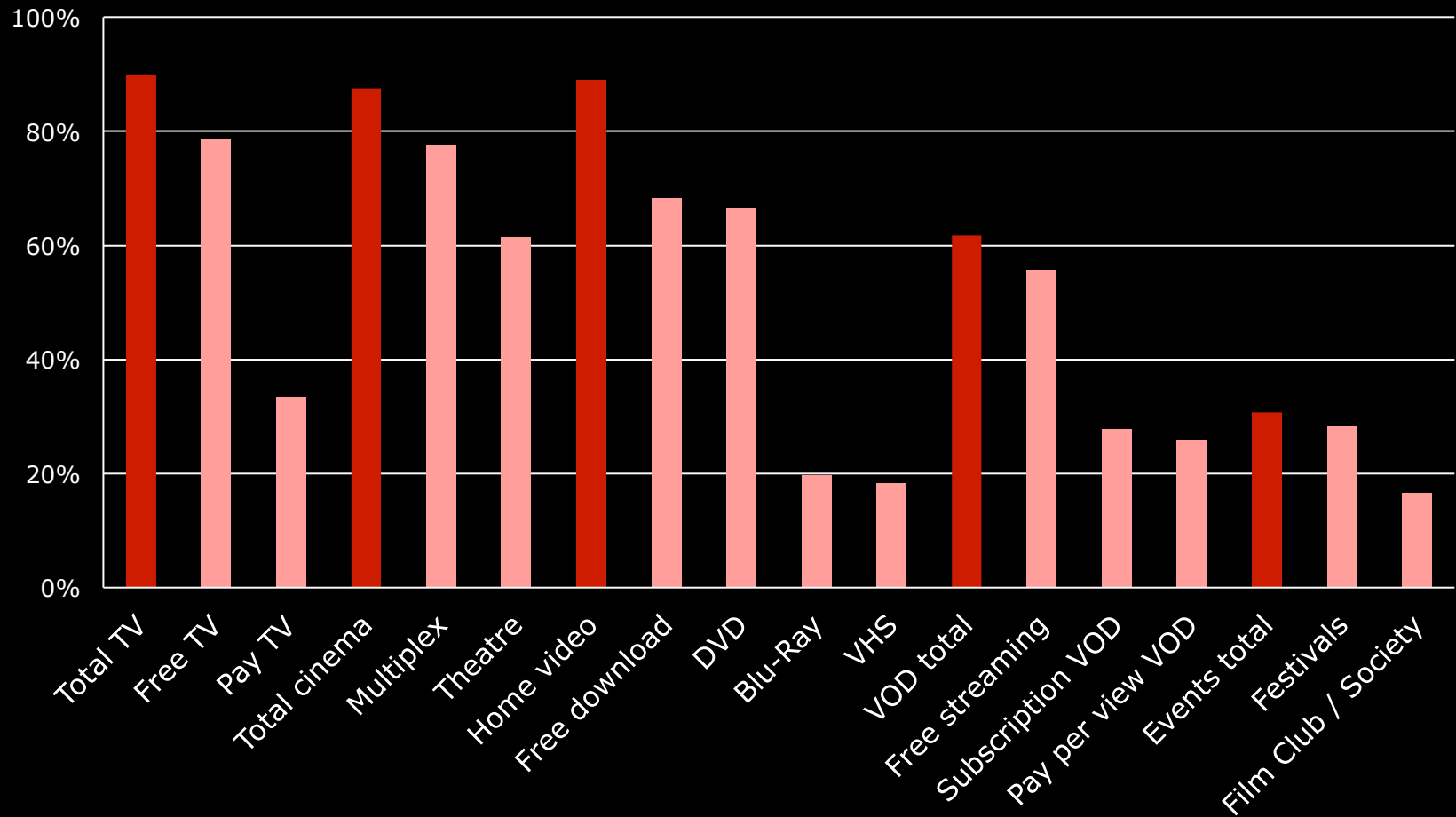
# EU films heard-seen-liked



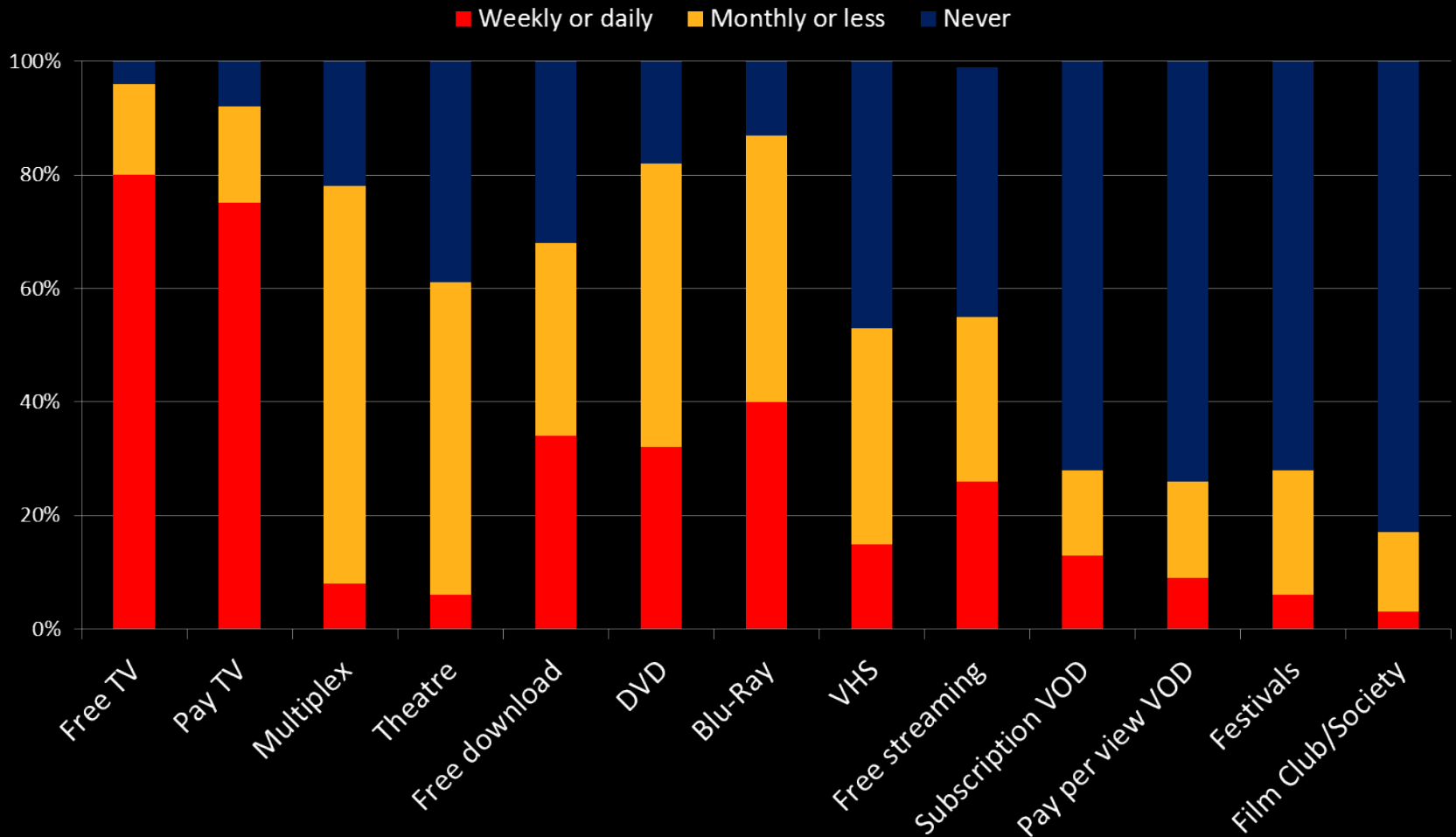
# Need for dubbing/subtitling



# Platforms used to watch films



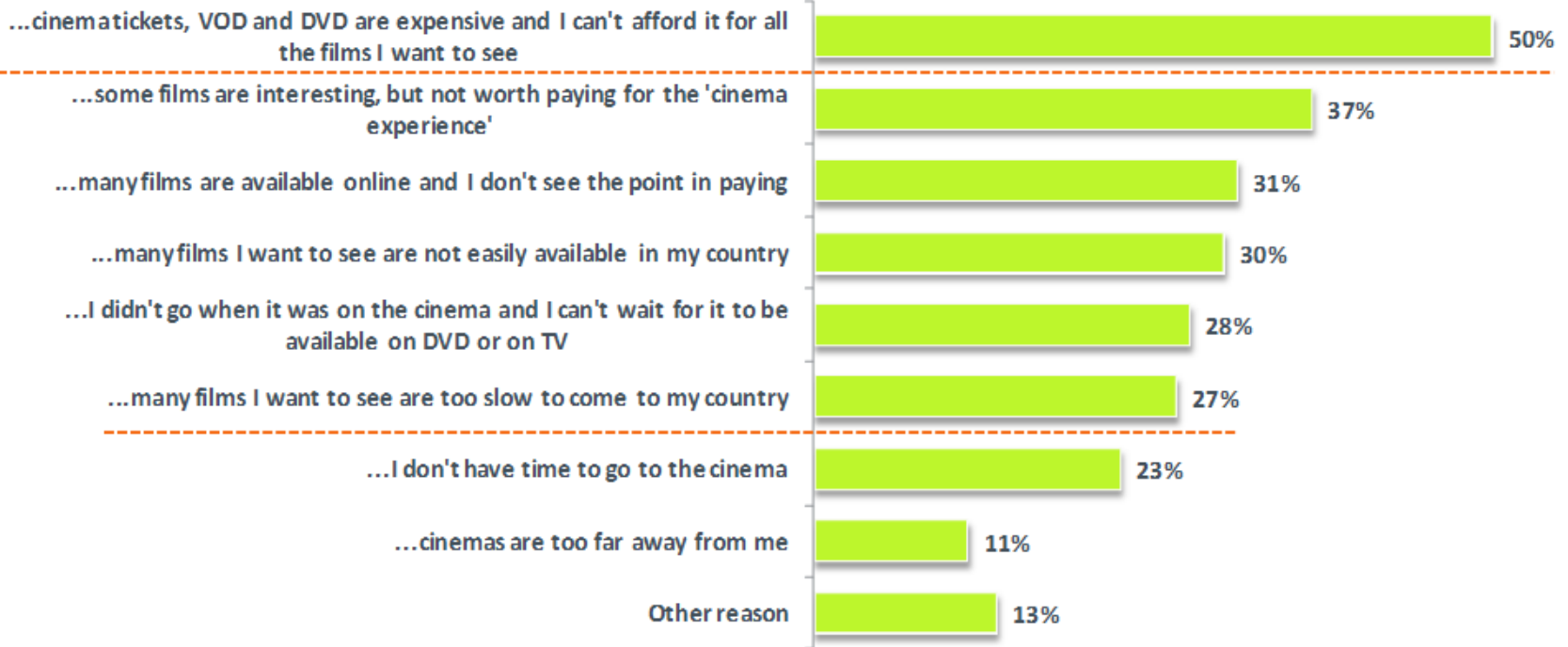
# Platforms frequency of use





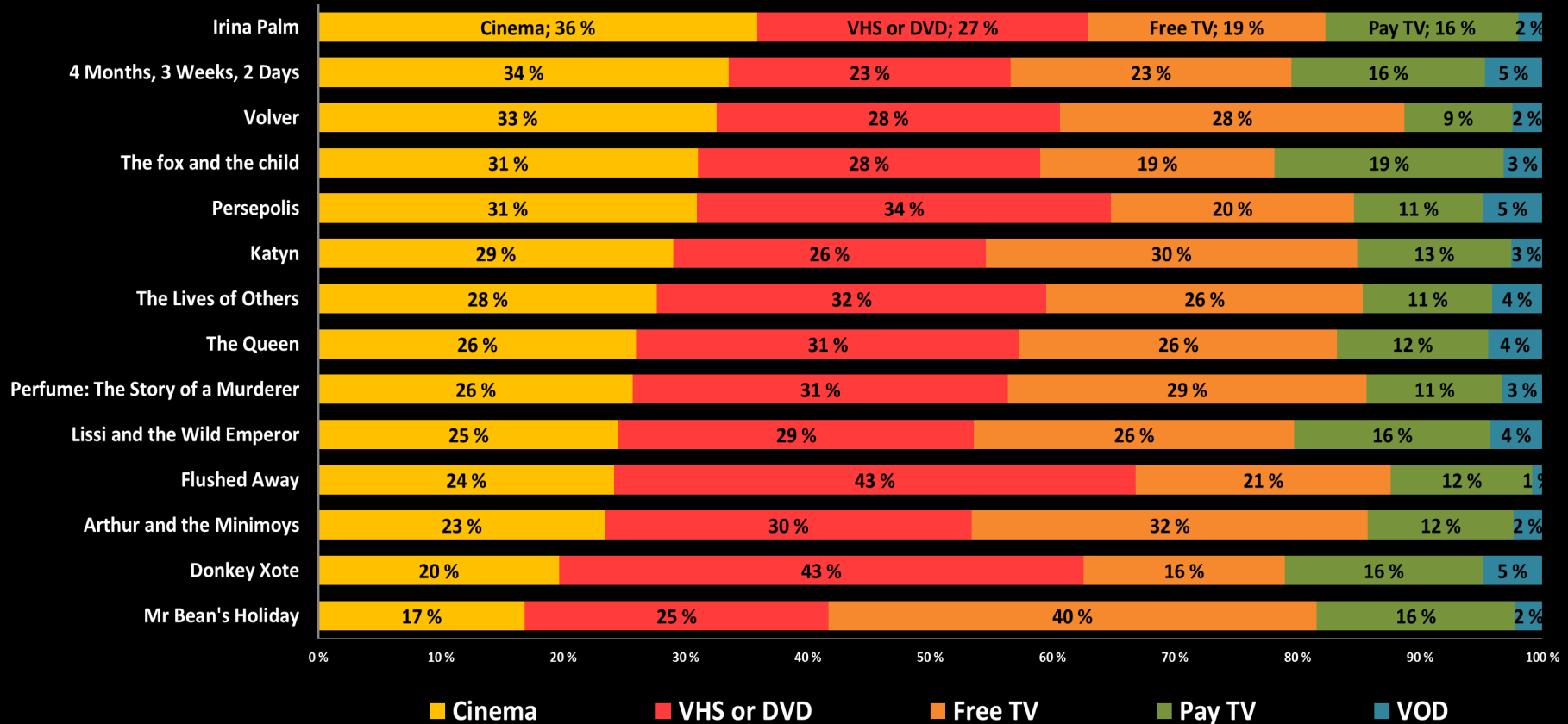
# Reasons for free downloads

## I do it because...



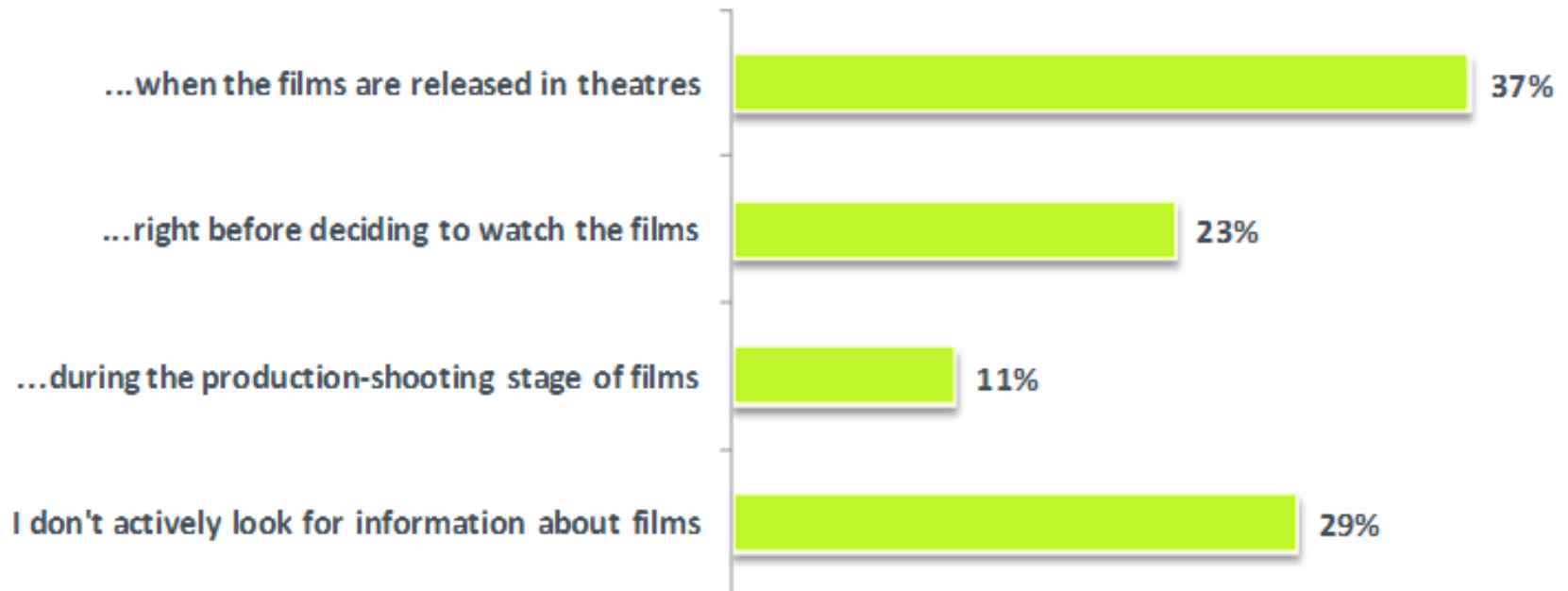
# Platforms per film (1<sup>st</sup> screening)

European films from 5 years ago - On which platform

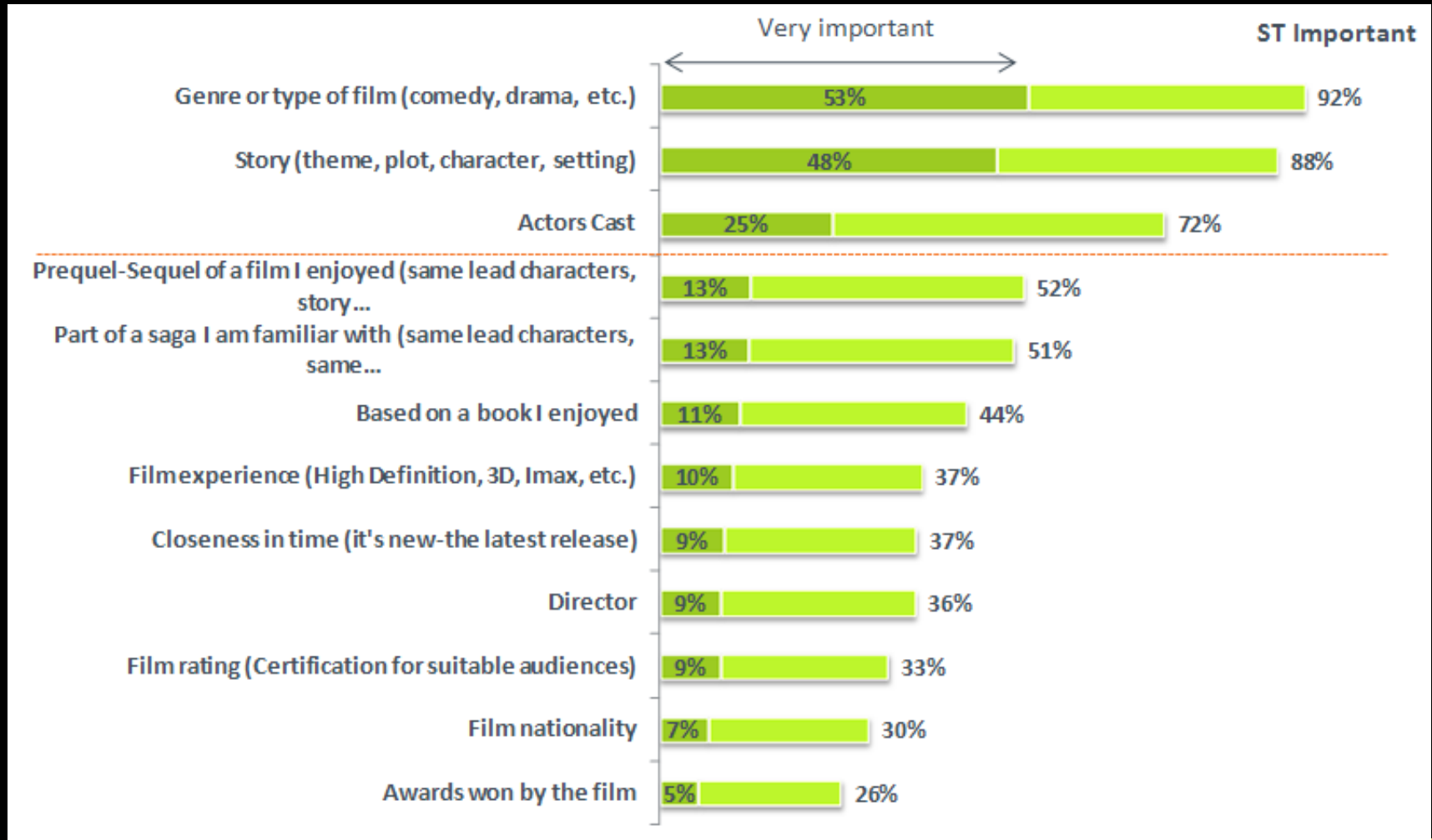


# Starting to research film

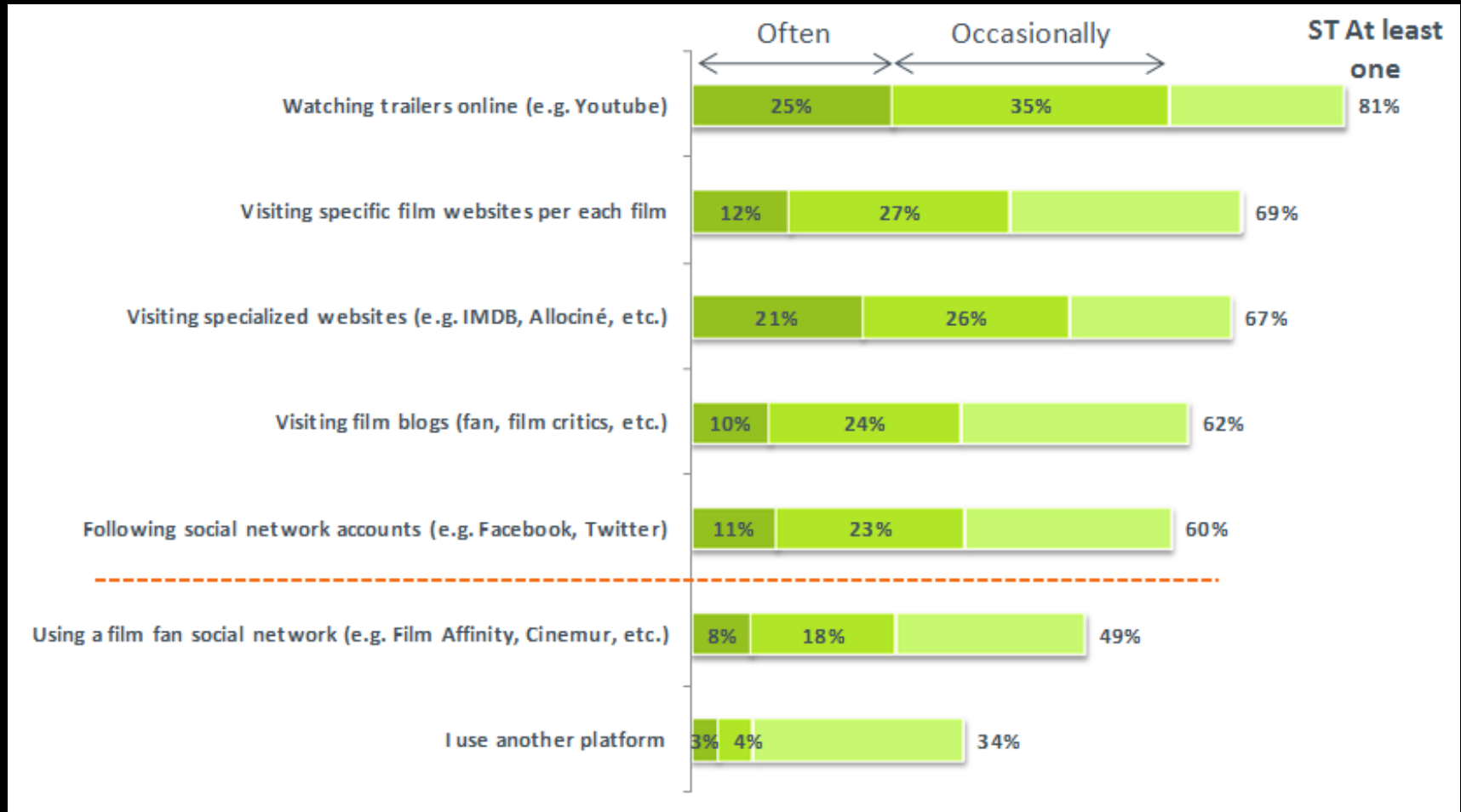
## I look for information...



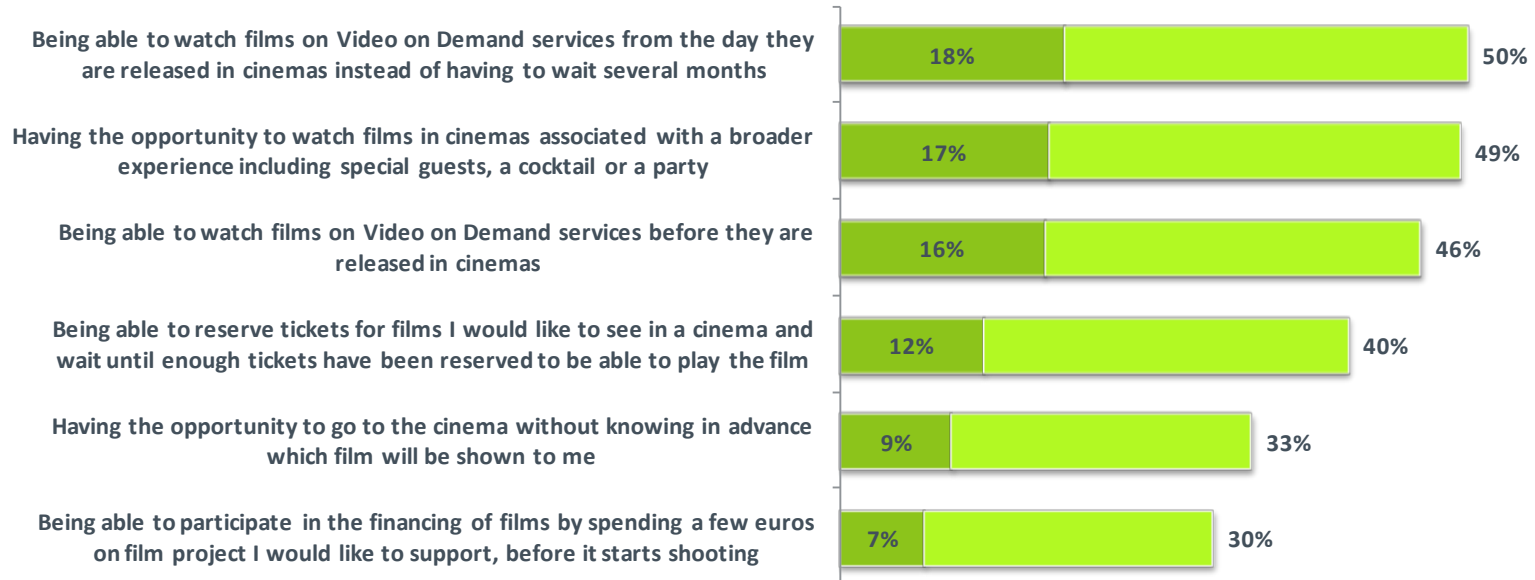
# Criteria to choose films



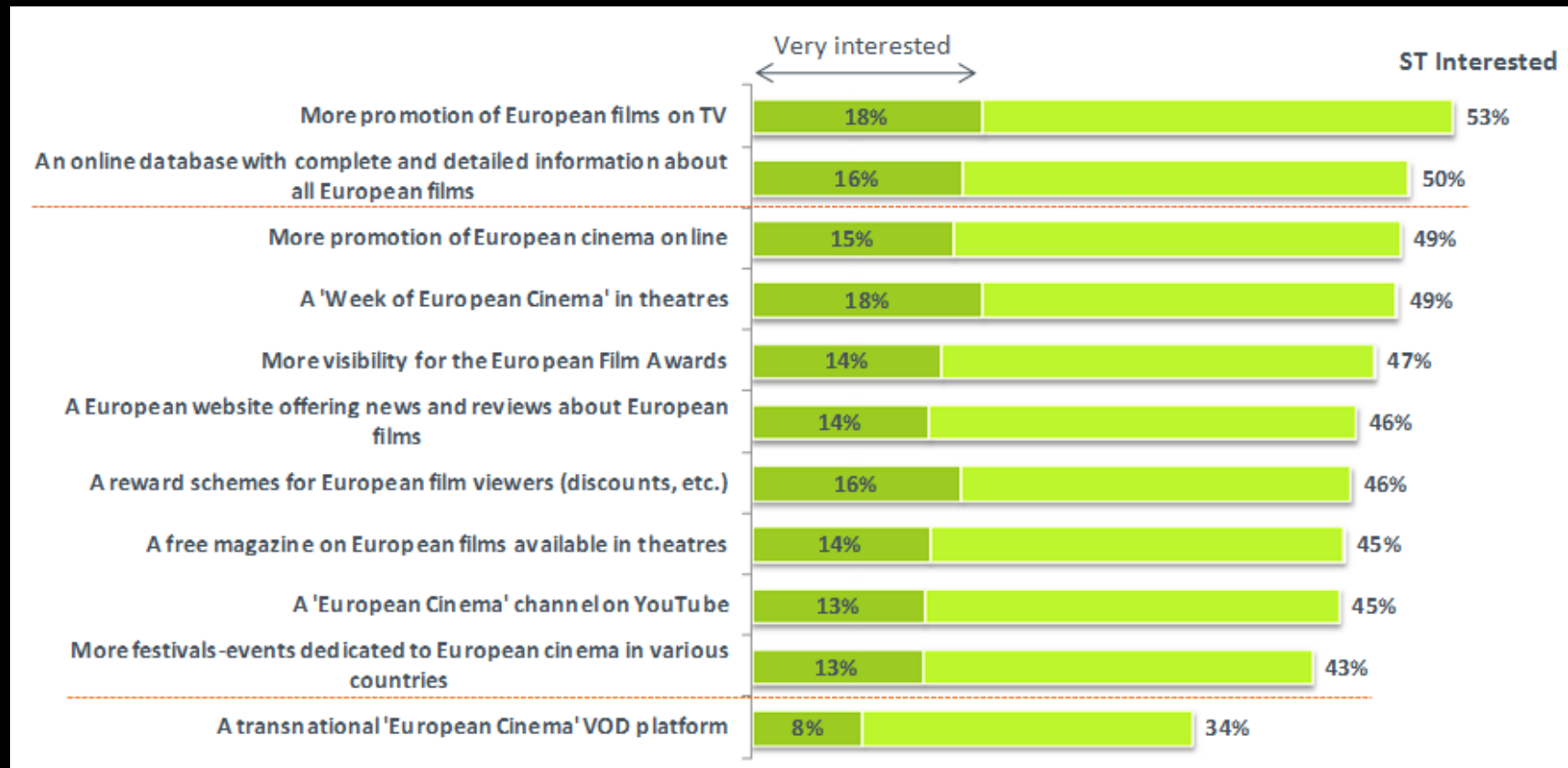
# Online sources for film



# Interest in marketing innovation



# Interest in European initiatives



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# Viewer profiles

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- **MOVIE ADDICTS (24%):**  
young tech savvy urban people (digital natives), watch and like all sorts of films
- **MOVIE SELECTIVES (22%):**  
well educated working middle-aged adults, especially like European films



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- **HIT GRAZERS (21%):**  
young women who will go for a film that “speaks” to them incl. European
- **MOVIE INDIFFERENTS (16%):**  
hard to get them interested in films at all, watch some commercial films though

# Discussion

# Marketing strategies...

	Objective	Content	Distribution	Promotion	Price
Movie addicts	heavy-users, ambassadors	diverse	online, easy, fast, cheap	engaging, online, social, buzzy	cost-efficient
Movie selectives	heavy-users, loyal supporters	distinctive	theatre, DVD, PPV	informative, self- service, online, deep	club
Blockbuster lovers	light-users, likers	commercial	multiplex, TV, online	mind-blowing, mainstream, online	affordable
Hit grazers	medium-users, friends	accessible	online, TV	human, online, social, radio, TV	cheap
Movie indifferent	light-users, discoverers	blockbuster	TV	mind-blowing, mainstream	free

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## *promotion*

social networks for viral-early buzz,  
information websites for search and selection

Thank you!