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CINEMA & THE CITIES THE ROLE OF EXPERIENCE IN ENTERTAINMENT

STUDY REPORT



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CINEMA & THE CITIES

Cinema going, habits and expectations: study results and analysis

It is 2017 and humans have never had so many opportunities to entertain themselves.

The choices are seemingly endless. Yet they continue to expand as more new entertainment platforms, networks and software come out every year.

We spend our lives in front of screens of all sizes. But still for some of us, nothing beats the cinema.

- So what really drives us to go into a dark room and watch a story told in pictures?
- Are we looking to feel a certain way when we do?
- How and why does going to the cinema remain such a priceless experience?

This is what we sought to answer through a survey conducted in 7 major cities: Berlin, Istanbul, London, Madrid, Moscow, Paris and Rome.



METHODOLOGY OVERVIEW

**2,125 FILM LOVERS
WERE INTERVIEWED IN 7 MAJOR CITIES:**



BERLIN

304 



ISTANBUL

304 



LONDON

304 



MADRID

302 



MOSCOW

304 



PARIS

303 



ROME

304 

A non-random sample was used:
people living in an urban area
who have seen at least one film in the cinema
over the past 6 months.



Surveys were conducted online
from 24 April to 3 May 2017.

FAVOURITE CULTURAL ACTIVITIES ACCORDING TO RESPONDENTS

PREFERRED CULTURAL ACTIVITIES:



1

TRAVEL



2

FOOD



3

CINEMA



4

READING



5

CONCERTS



6

EXHIBITS

The sample's top 3 activities were travelling, going out to eat and going to the cinema.

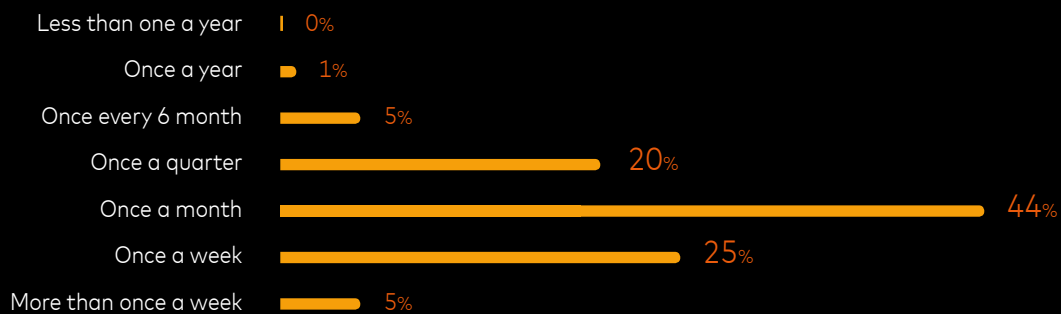
Cinema was the 3rd favourite cultural activity in all cities surveyed except Rome and Paris, where it came in 2nd – ahead of dining out.

With the exception of Berlin, where musical performances were almost as popular as the cinema, the other cities almost all ranked concerts and exhibits 5th and 6th.

Reading held a relatively stable position across all cities, generally right behind cinema.

GOING TO THE CINEMA: A REGULAR PRACTICE

HOW OFTEN DO YOU GO TO THE CINEMA?



These urban populations still go the cinema regularly:
64% of respondents said they go between once a week and once a month.

Roma is the city with the most regular filmgoers,
with 41% saying they go to the cinema once a week or more.

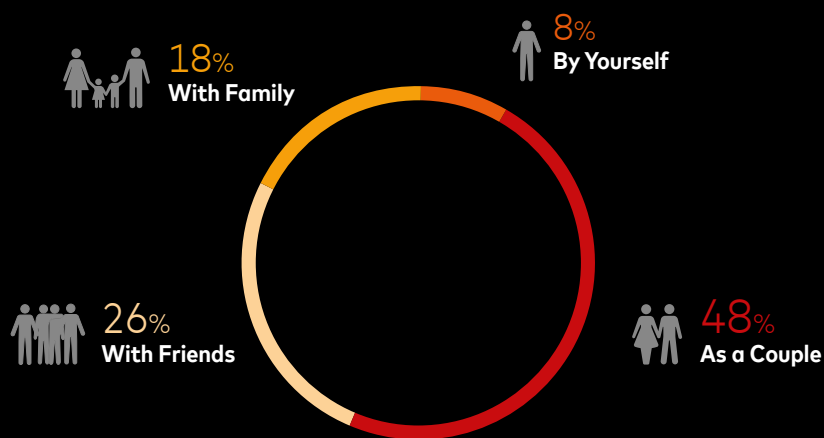
Paris and Moscow come next, with 38%. However,
when we consider the share of respondents going to
the cinema more than once a week,
Paris ranks first, with 8% of its inhabitants declaring doing so.

Madrid and Istanbul showed comparable results,
with Istanbul slightly ahead on monthly film-watching
with 51%, versus 45% for Madrid.

Berlin and London were the cities with the least regular filmgoers,
with 46% and 38% respectively saying they go to the cinema once a quarter or less.

A SOCIAL ACTIVITY

WHEN YOU GO TO THE CINEMA YOU PREFER TO GO...



Filmgoers especially like to go to the cinema with their plus-ones: in city after city, seeing a film as a couple was always preferred over the other options.

Madrid was the city with the most votes for going to the movies as a couple, with 59% of the sample.

Across the board, going to the cinema was primarily seen as a social activity, whether with friends or family.

Going as a family earned the highest score in Moscow, with 31% of the sample, and the lowest scores in Paris and Berlin (13%).

On the other hand, Istanbul and Berlin came out way ahead in going with friends, with 39% for Istanbul and 35% for Berlin.

Note that Paris was where solo viewing earned the most votes: 17% of the sample said they preferred going to the cinema alone.

ALL THE FEELS

WHAT ARE YOU LOOKING FOR WHEN YOU GO TO THE CINEMA?

(Top 3 ranking based on the following options:
To cry – To laugh – To scream – To be surprised – To dream – To think)



1
TO
LAUGH



2
TO BE
SURPRISED



3
TO
DREAM

No matter the city, when asked how they wanted to feel when they went to the cinema, respondents gave virtually the same answers and the same ranking.

Laughing was the most important,
followed closely in most cities by being surprised.

The #3 spot was a bit more disputed. Moscow, Madrid, Rome and Berlin wanted to dream, but Paris, Istanbul and London would rather think.

FAVOURITE GENRES

WHAT IS YOUR FAVOURITE MOVIE GENRE? RANKING (ACROSS ALL 7 CITIES)



1

COMEDY



2

ACTION & ADVENTURE



3

DRAMA



4

ROMANTIC COMEDY



5

SCIENCE FICTION



6

HORROR

Comedy is clearly THE favourite film genre of the cinephiles surveyed.

This result aligns with the question about what filmgoers are looking for when they head to the cinema.

Two cities stand out, however, in their genre preferences:

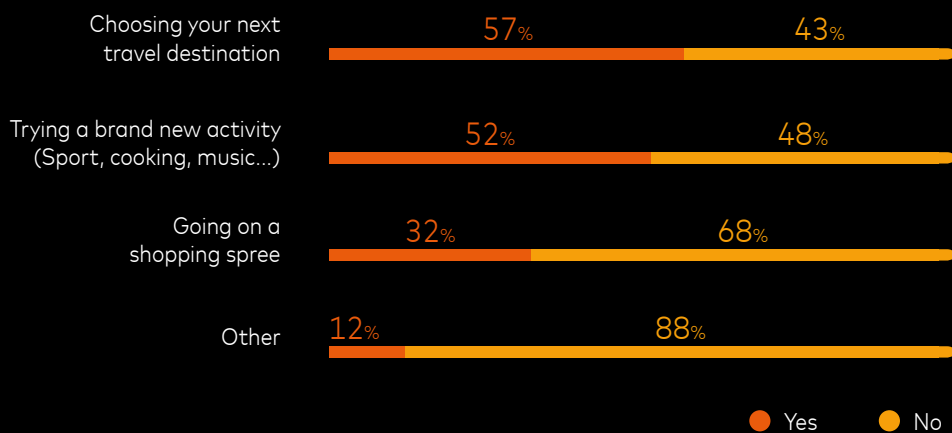
- London put drama first.
- Istanbul put sci-fi on top.

In Rome, Madrid, Paris and Berlin, action flicks were deemed the second most favourite genre.

Moscow filmgoers put rom-coms second, which was the best score the genre earned in any city.

A FILM'S INFLUENCE

DID A MOVIE EVER INFLUENCE YOU TO...?



A film's ability to influence people's actions turned up interesting results that varied by city.

The area where films had the most influence was in choosing a travel destination. Audiences in Moscow and Istanbul reported they were the most susceptible to this idea.

The same two cities also earned very similar scores for trying a brand new activity after seeing a movie.

Broadly speaking, while the majority of the sample said a film could potentially influence their choice of destination, the idea of films having a real, tangible influence on their behaviour did not hold much sway with those surveyed.

THE PREFERRED CONTEXT TO ENJOY A MOVIE

WHERE DO YOU PREFER WATCHING MOVIES?

(Top 3 ranking based on the following options:
In a cinema in an outdoor cinema – at home – on a plane
on a mobile device somewhere – other)



1
IN A
CINEMA



2
AT
HOME



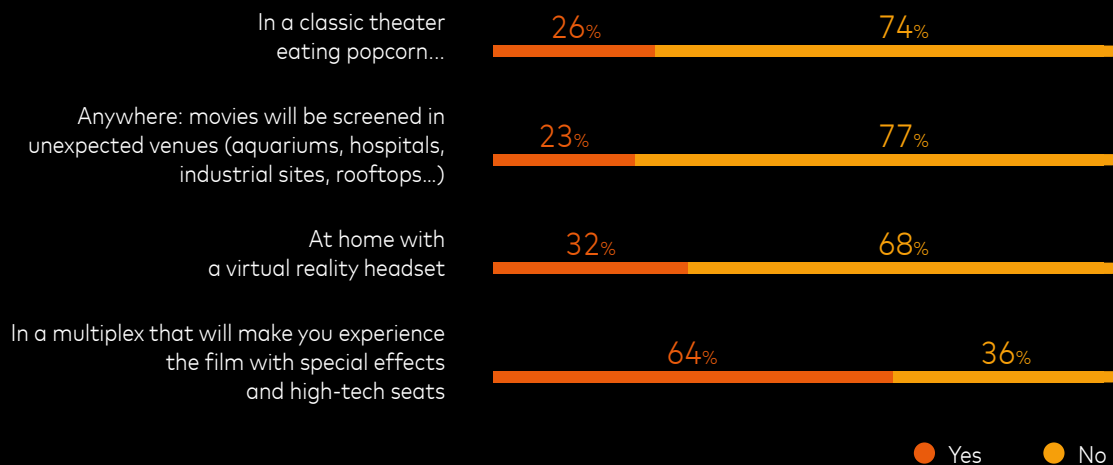
3
IN AN OUTDOOR
CINEMA

When asked where they enjoy watching a movie, the preferred way to experience it was the dark room of a cinema, no matter the city. At home came second in all cities, an outdoor cinema third in most of them.

In three specific cities, respondents declared enjoying a movie in a context of mobility rather than in an outdoor cinema: in Istanbul and Moscow the third preferred context to watch a movie was on a mobile device somewhere; in Paris it was on a plane.

THE CINEMA OF THE FUTURE

WHERE DO YOU SEE YOURSELF WATCHING A MOVIE IN 10 YEARS?



When respondents projected themselves 10 years into the future, their film-watching expectations were relatively consistent. There was a consensus around a more technically advanced experience – in cinemas.

Regardless of the city in question, 64% of those surveyed subscribed to the idea of a multiplex outfitted for some sort of augmented experience.

Beyond that consensus, a distinction emerged between certain cities such as Paris and London, attached to more traditional screening conditions, and Berlin and Istanbul, which seemed to aspire to the idea of the cinema-as-event, with screenings in unexpected public places.

The theme of virtual reality and wearing a headset to watch a film at home came in second in every city.