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KNOWLEDGE

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# UNDERSTANDING EGYPTIAN CINEMA GOERS



Hi...



# General Lifestyle

● Daily Habits & Interests

# CINEMA HABITS



- The **typical day** in the consumer's life **is quite mundane** involving the **routinely chores & errands**. Either be it going to university for studies, moms hoping from lessons to activities with their kids, or dads/moms going about their work duties.
- During the week, **youth further enjoy the pleasure of going out with their friends** be it sitting in a traditional café, walking around, playing sports/cards, sit on the Corniche, hanging out at home, etc.
  - Also, enjoy **investing in areas of self development** such as; extra courses to enhance skills for career goals or playing sports for fitness & pleasure,
- **Nighttime and weekends** is the **peak of relaxation and down time**. They get to enjoy **individual pleasures and hobbies** before calling it a night. Favorite pass times during these hours are **watching TV and browsing/chatting/ streaming/ downloading from the internet**.

# GENERAL LIFESTYLE

- Within **the weekend we see common habits** that are made up for from the long week; catching up with **sleep**, spending time with **family**, watching **TV**, browsing **online**, etc.
- Nevertheless, it's **a chance for them to spice up their lives** a bit by trying to **break the daily routine** by seizing the opportunity to carry on different activities:



## Travel

The weekend is the best time to pay a visit to bigger cities such as Cairo/ Alex for a more pleasurable experience.



## Shopping

This is the time where they have time to go to the malls & shops and have a excuse to spend more due to weekly break.



## Outings

More planned and of a different nature than those taking part of their weekday lifestyle.



## Media Pass Time

Watching TV, browsing the internet and constant pleasure both during weekends & Weekdays.

Going to theaters & cinemas are more towards weekend planned outings.



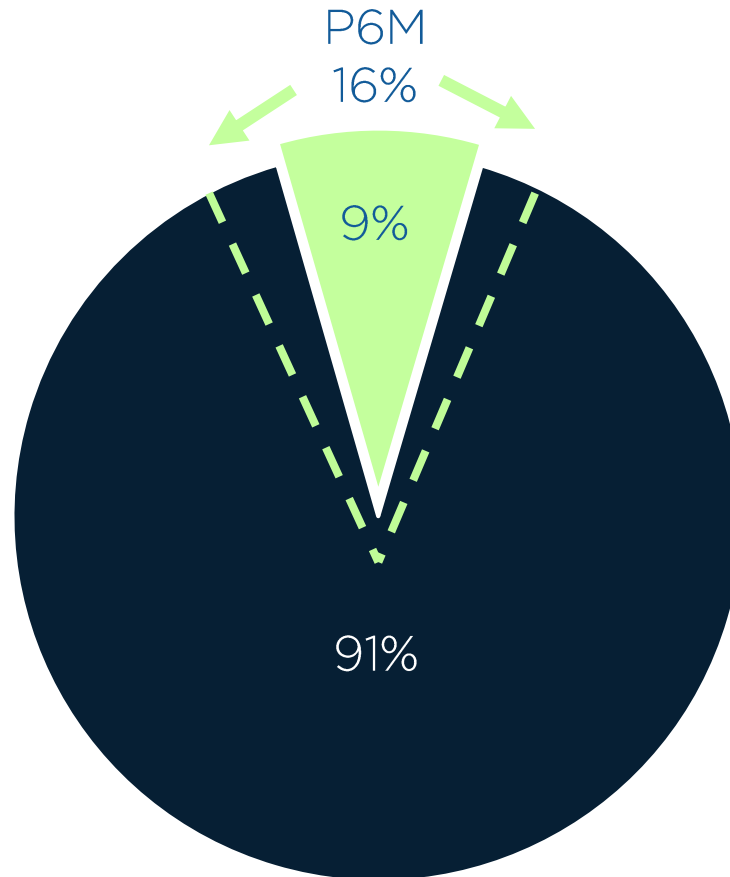
# CINEMA SPECIFIC

Let us tell you more...

# SIZING THE CINEMA GOERS

Cinema goers are defined within the middle to upper socio-economic classes as those who have been to a movie theater in the past 3 and 6 months.

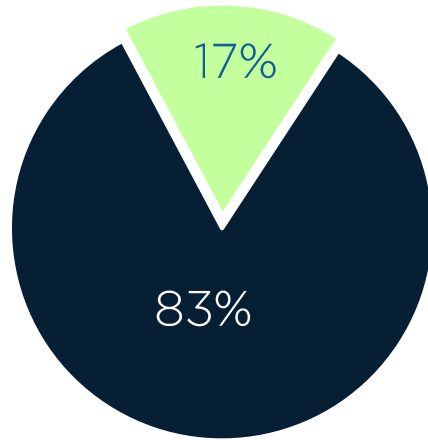
Non cinema goers make the majority of the population at 91% of those contacted did not visit a cinema in the past 3 months – it dropped to 86% in the past 6 months.



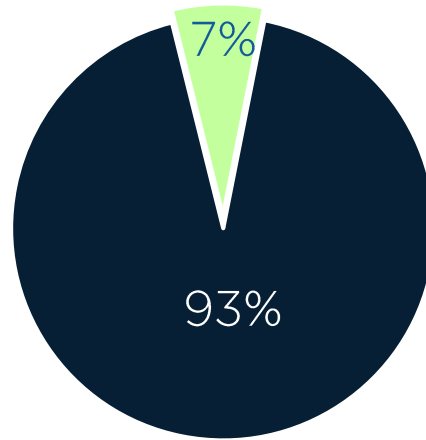
Cinema goers in the past 3 months constitute a minor 9% of those contacted – it increased to 14% in the past 6 months

# SIZING THE CINEMA GOERS

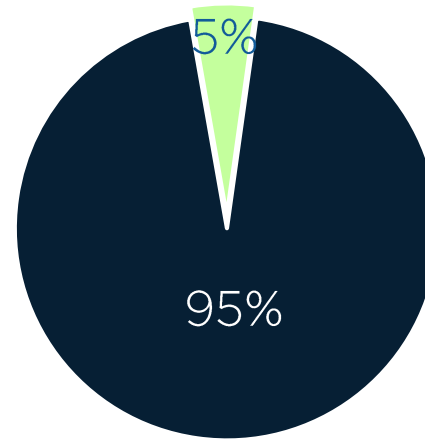
Alex and Cairo lead the across regions, of cinema goers in the past 3 months with almost 20% penetration, while Upper Egypt and Delta has significantly less number of cinema goers at around 5%.



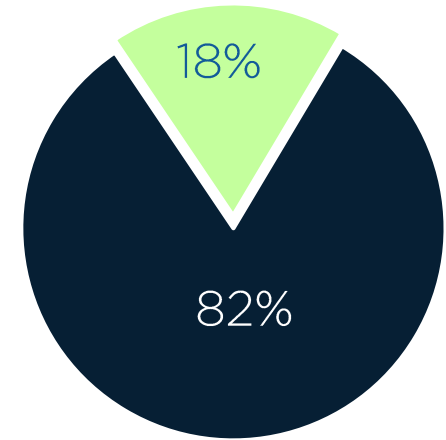
Cairo



Delta



Upper Egypt



Alex

*Across qualitative groups*

It has become a financial burden after price increases as other expenses are added to the ticket, Going to the cinema is not happening as much as it used to.



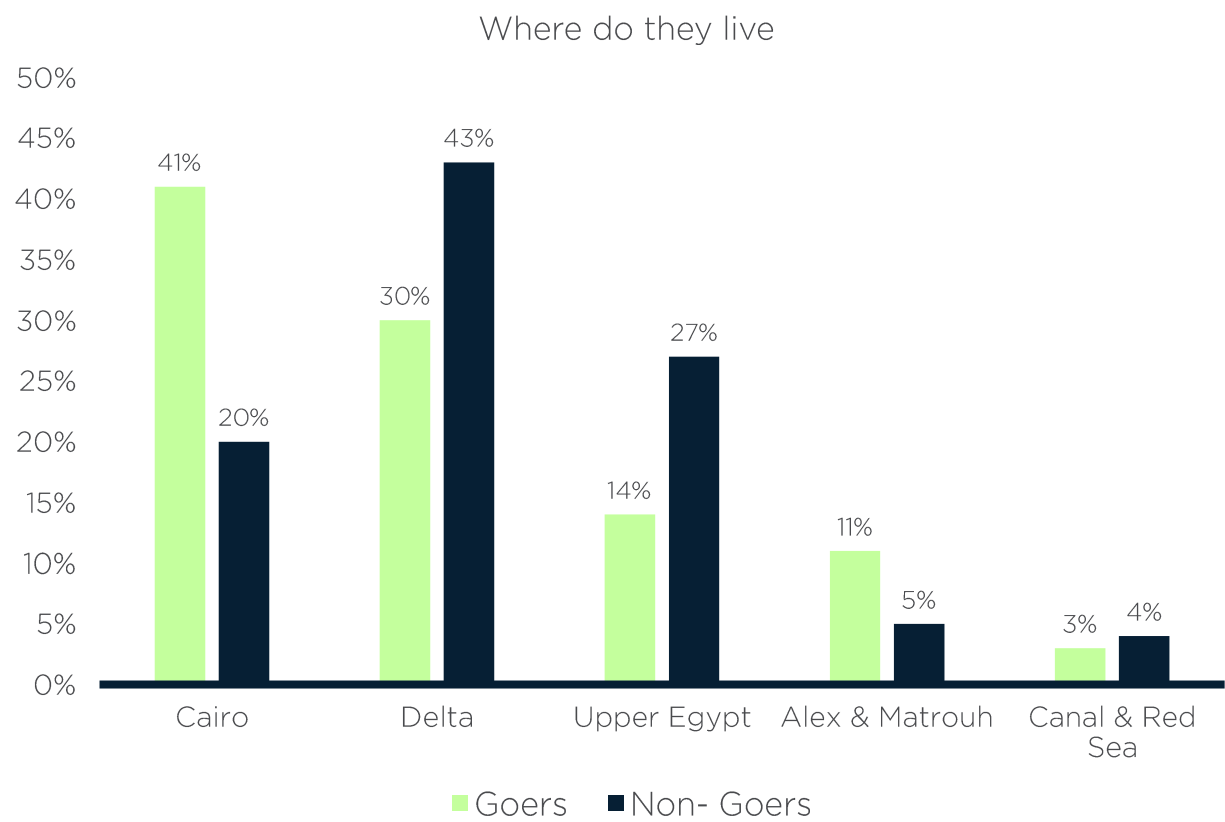


# PROFILING

● Let us tell you more...

# REGIONAL PROFILE

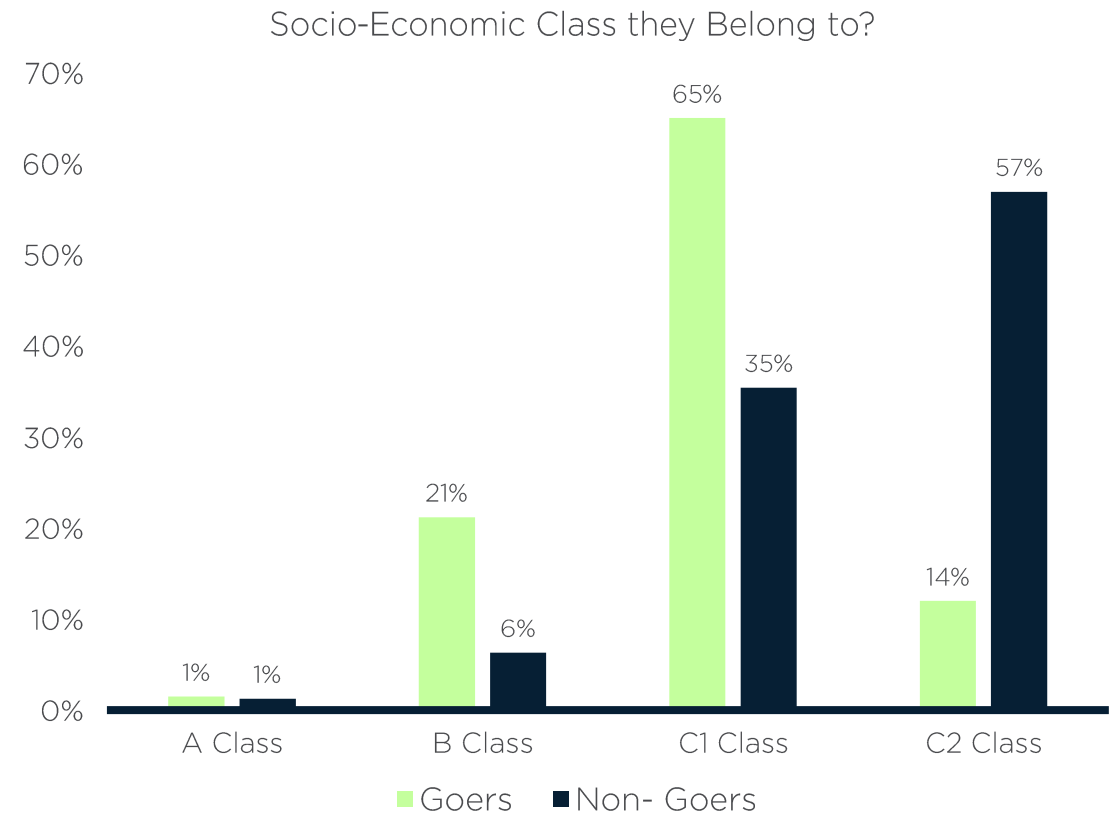
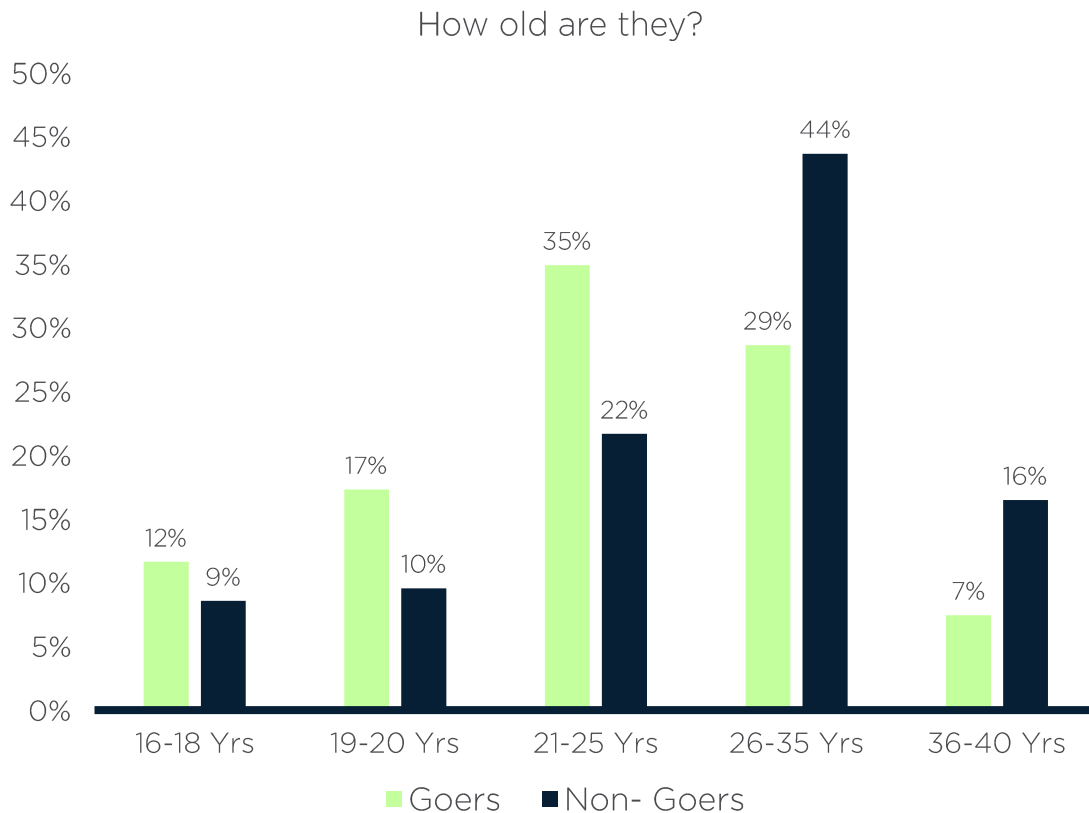
40% of cinema goers reside in Greater Cairo, as more theaters are available to them, Delta follows closely at 30% and the rest are between Upper Egypt and Alex. Non-Goers are more in Delta and Upper Egypt.



Governorate	Goers	Non Goers
Cairo	30%	14%
Giza	11%	8%
Helwan	1%	1%
Alex	12%	5%
Qalyubia	7%	5%
Gharbya	5%	6%
Beheira	4%	7%
Kafr ElSheikh	1%	3%
Menofia	3%	4%
Dakahlia	5%	7%
Sharkia	3%	7%
Demietta	1%	2%
Suez	0%	1%
Ismalia	1%	2%
Port Said	1%	1%
Beni Suef	1%	3%
Fayoum	2%	3%
Menia	4%	4%
Assyut	1%	5%
Suhag	1%	5%
Luxor	1%	1%
Qena	1%	4%
Aswan	1%	2%
Red Sea	1%	1%

# DEMOGRAPHIC PROFILE

Majority of cinema goers are between the ages of 21-35 yrs belonging to C1 socio-economic class, while non-goers are somewhat older in age and are more into C2 SEC.



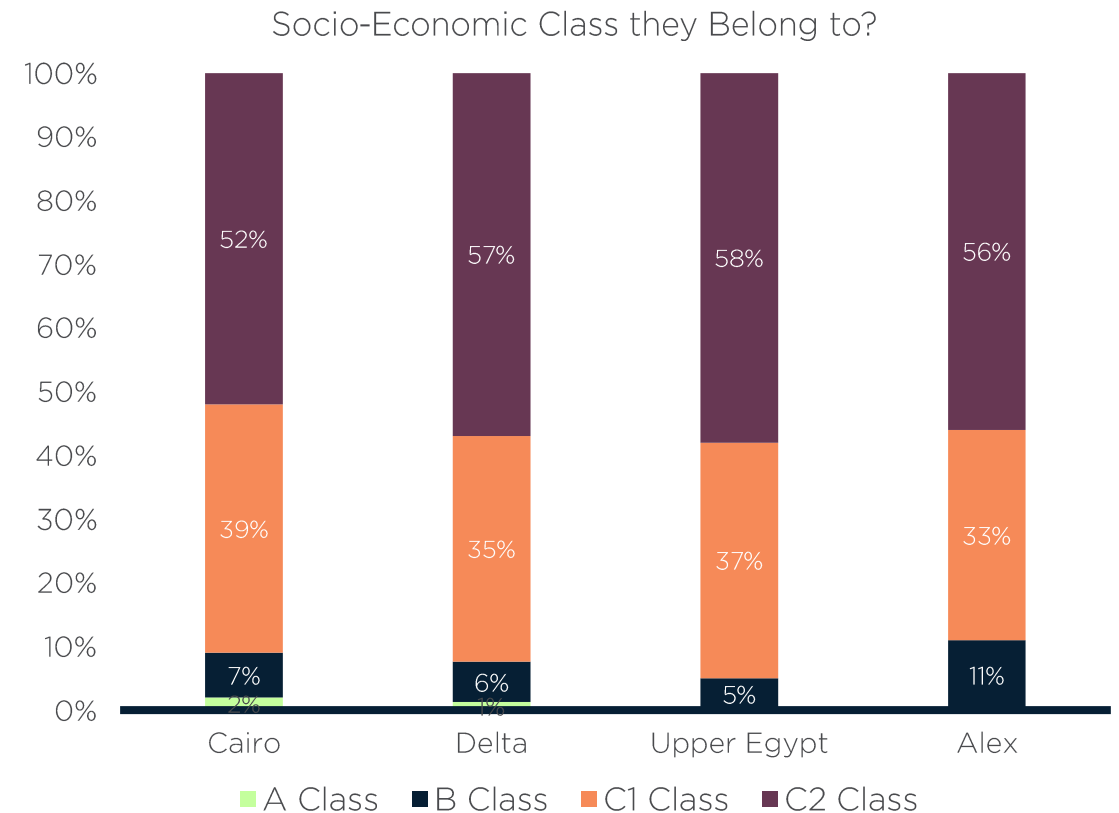
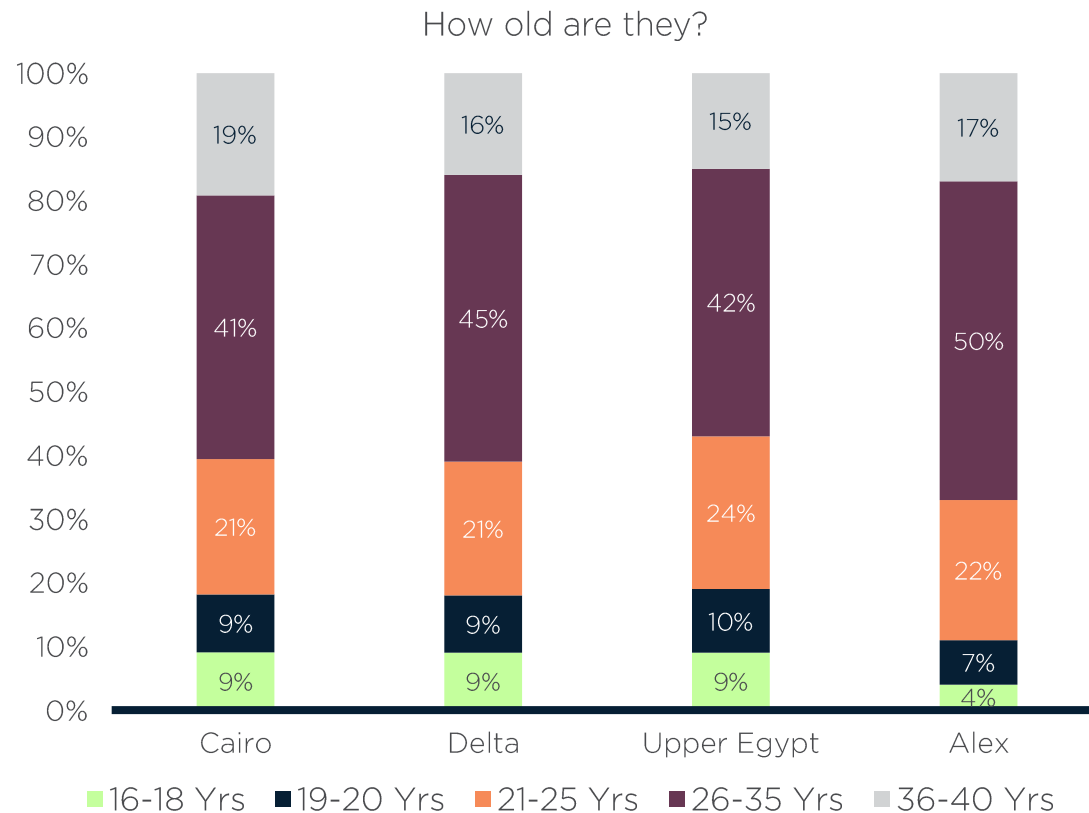


# NON GOERS

Let us tell you more...

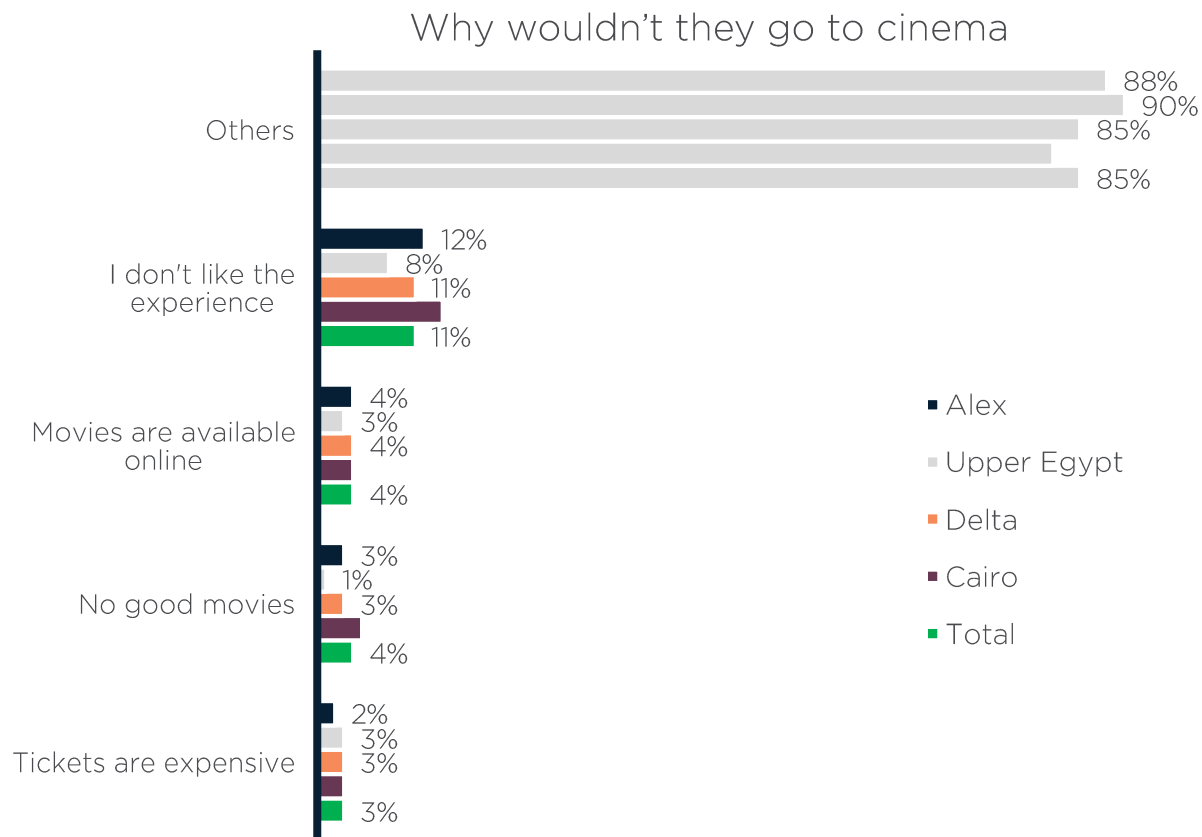
# PROFILE BY REGION

Majority of cinema goers are between the ages of 21-35 yrs belonging to C1 socio-economic class, while non-goers are somewhat older in age and are more into C2 SEC.



# REASONS NOT TO GO

The majority of non-cinema goers mentioned personal reasons such as being busy, accepting - expensive tickets, no good movies and movies being available online are minimal at 4% each.



Other reasons were mentioned were being busy in life, and no cinema theater close by.

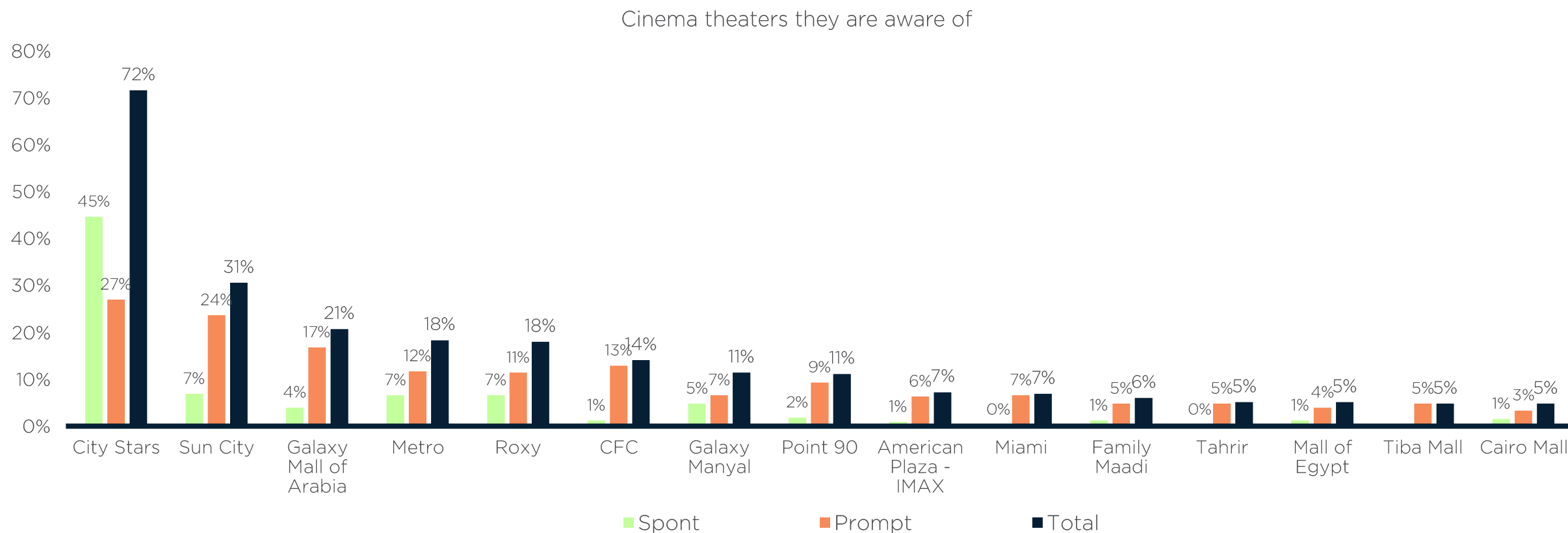


# AWARENESS OF THEATERS

Let us tell you more...

# THEATERS AWARENESS - CAIRO

City stars has the highest awareness levels among Cairo residents – Sun city is a distant second – Galaxy (Mall of Arabia), Metro, Roxy and CFC follow, rest have low levels of awareness.

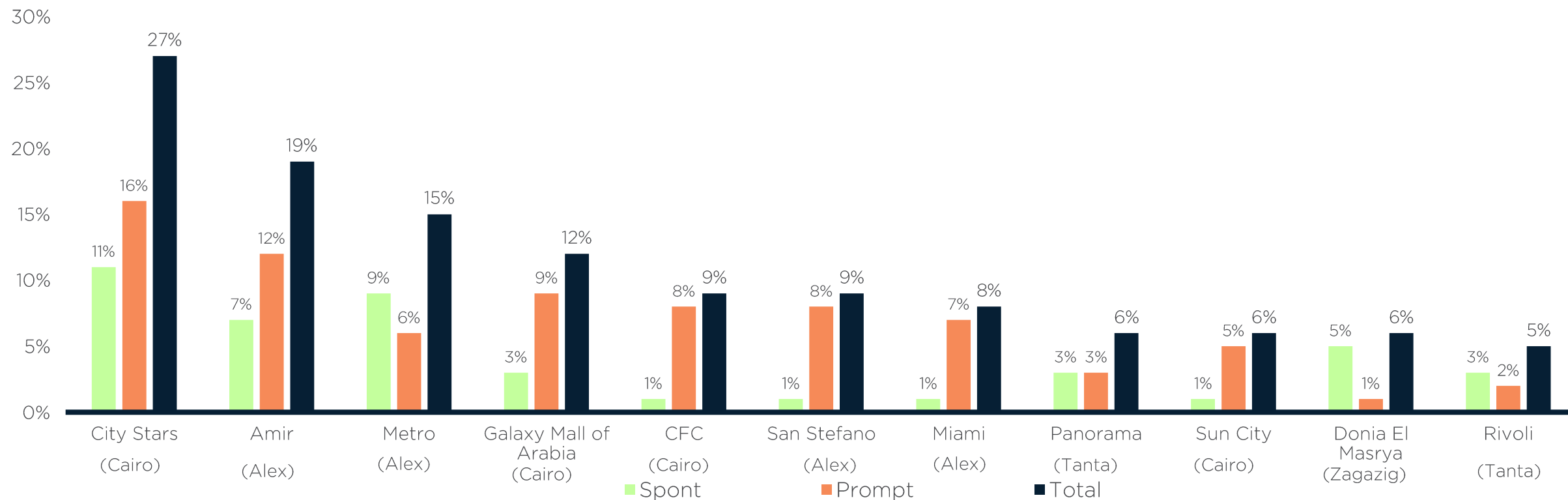




# THEATERS AWARENESS - DELTA

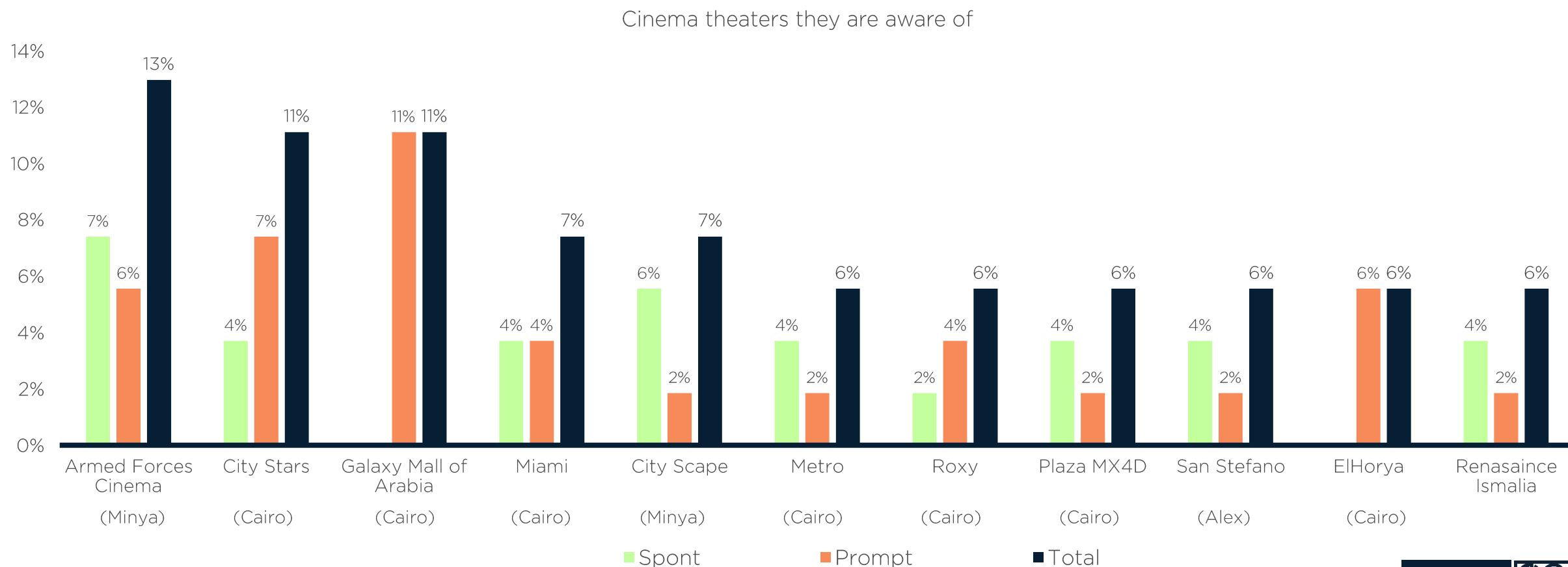
City Stars also tops the awareness measure among Delta residents, Metro and Galaxy (Mall of Arabia) follow. Alex cinemas - San Stefano and Amir are low compared to City stars,

Cinema theaters they are aware of



# THEATERS AWARENESS - UE

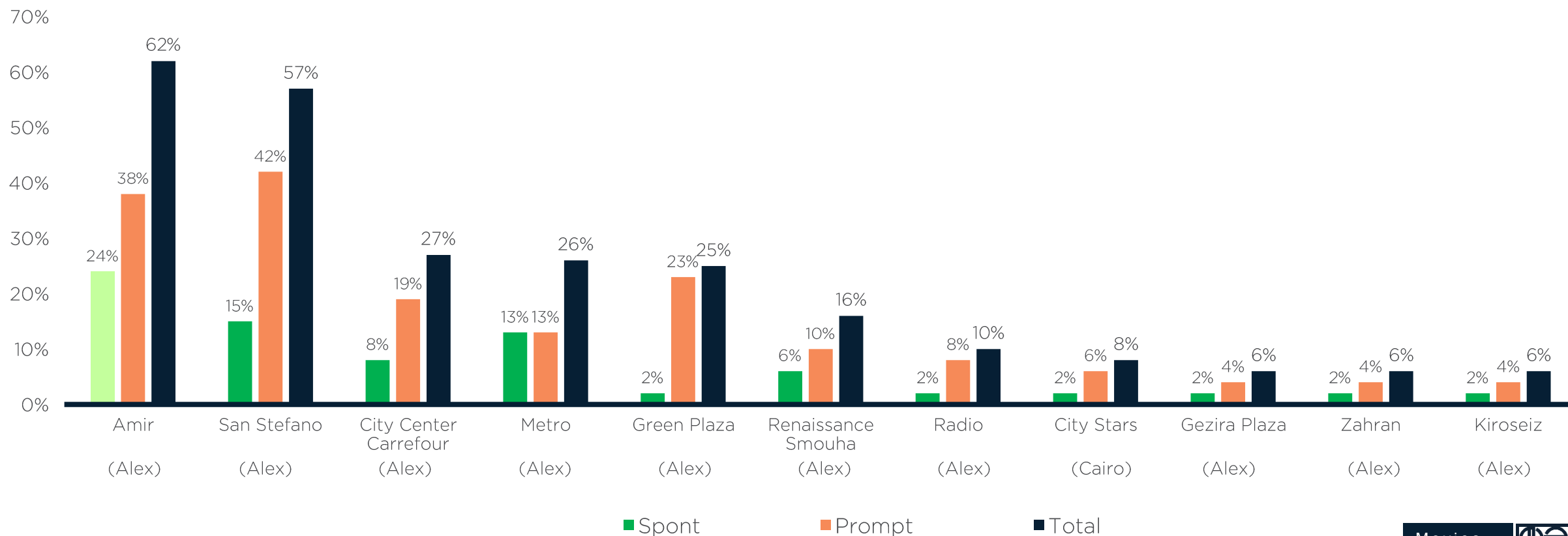
Very low levels of awareness of theaters among UE residents – Armed Forces cinemas tops the list at 13% total awareness.



# THEATERS AWARENESS - ALEX

San Stefano leads followed by El Amir + Amir at the top of list (some confusion between both) Careffour, Metro and Green Plaza have considerable awareness as well.

Cinema theaters they are aware of





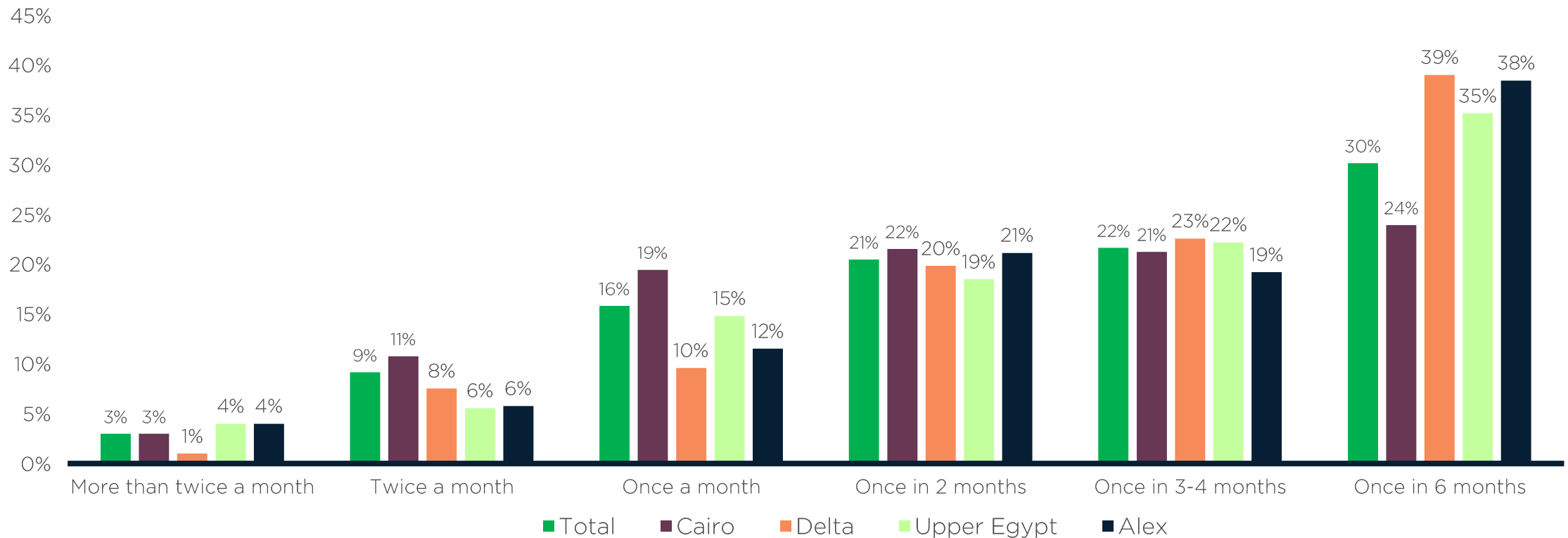
# GOING TO CINEMAS

● Let us tell you more...

# GOING TO CINEMA THEATERS

The majority of cinema goers visits theaters once in every 6 months – very low incidence of visiting a movie theater more than once a month. Cairo cinema goers show a higher tendency to go to cinemas in one month or less.

How often to they visit a movie theater?



# CINEMA HABITS

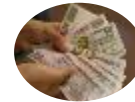
- Going to the movies is a favorite pass time that has decreased in frequency due to price changes.
- They are still maintaining same habits & venues as before as considered to be an occasional treat that needs to be done right to achieve optimum experience.



Frequency:




Location:



Budget:



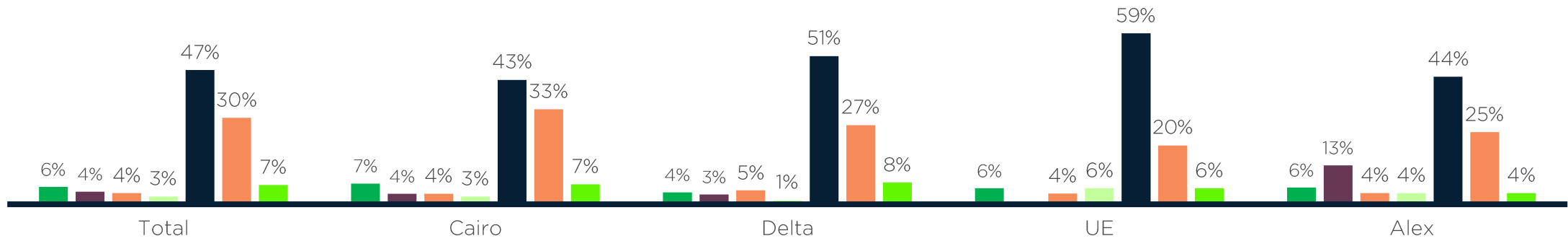
Types:

- 
- Before price increase visit was on a weekly/ biweekly basis.
  - After price increase once every 2/3 months.
  - With some twice a year
  - Occasions/ Holidays → Eid, summer, winter break, Sham El Neseem etc..
  - When new movies are launched.
  - When travel to bigger cities.

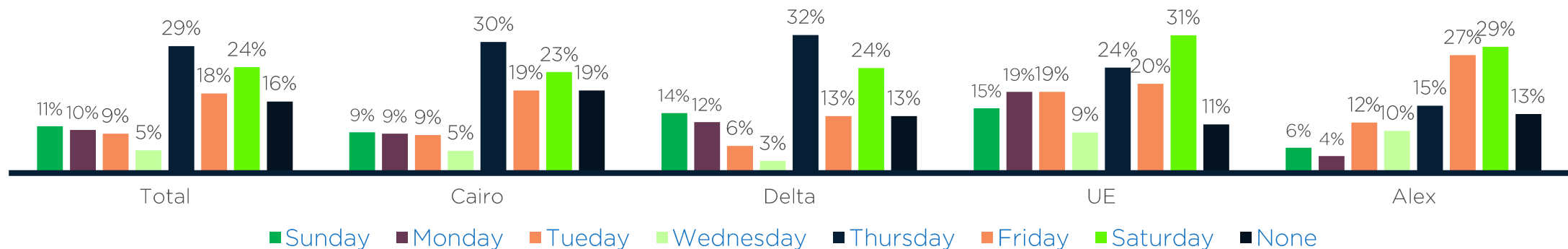
# GOING TO CINEMA THEATERS

Thursdays and Fridays are the most popular for visiting cinemas across regions – some mentions of Saturdays as well when asked about other days within the week that they visit cinemas on.

Day that you visit cinema the most

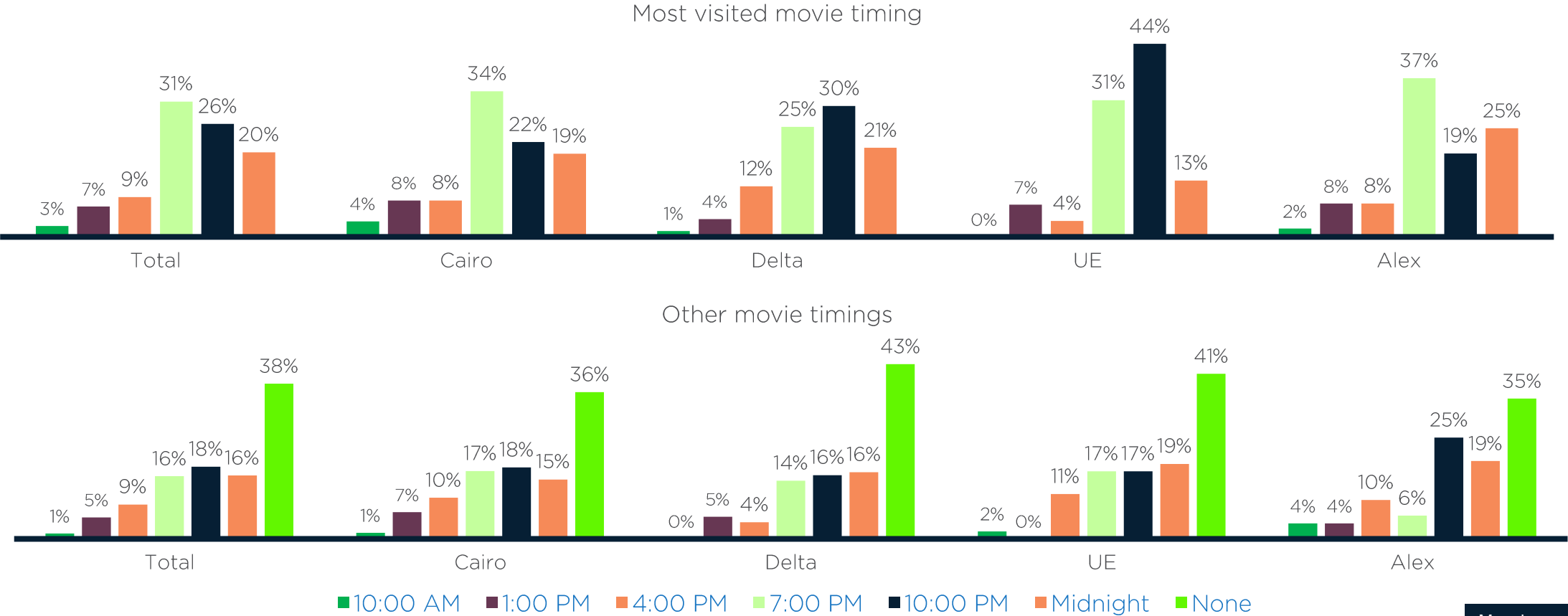


Other days you visit cinemas



# GOING TO CINEMA THEATERS

7:00 PM is the most popular timing in Cairo and Alex – Delta and upper Egypt prefer midnight.





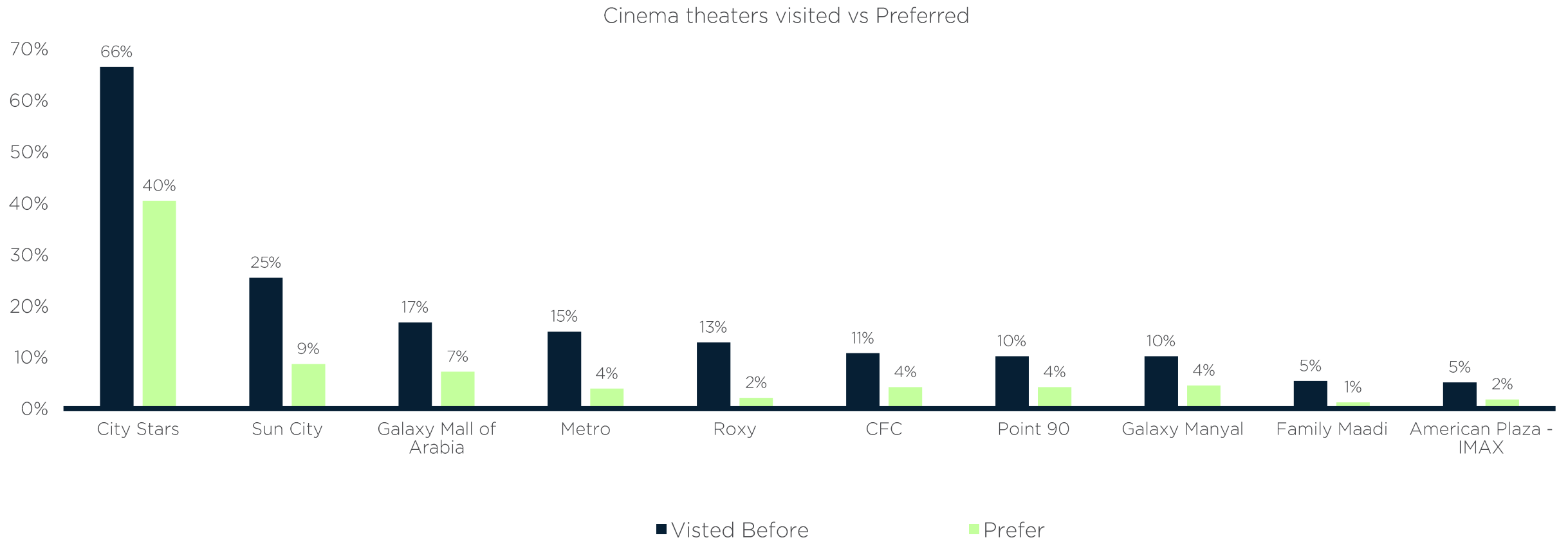


# MOVIE THEATERS

Let us tell you more...

# THEATERS VISITED/PREFER (CAIRO RESIDENTS)

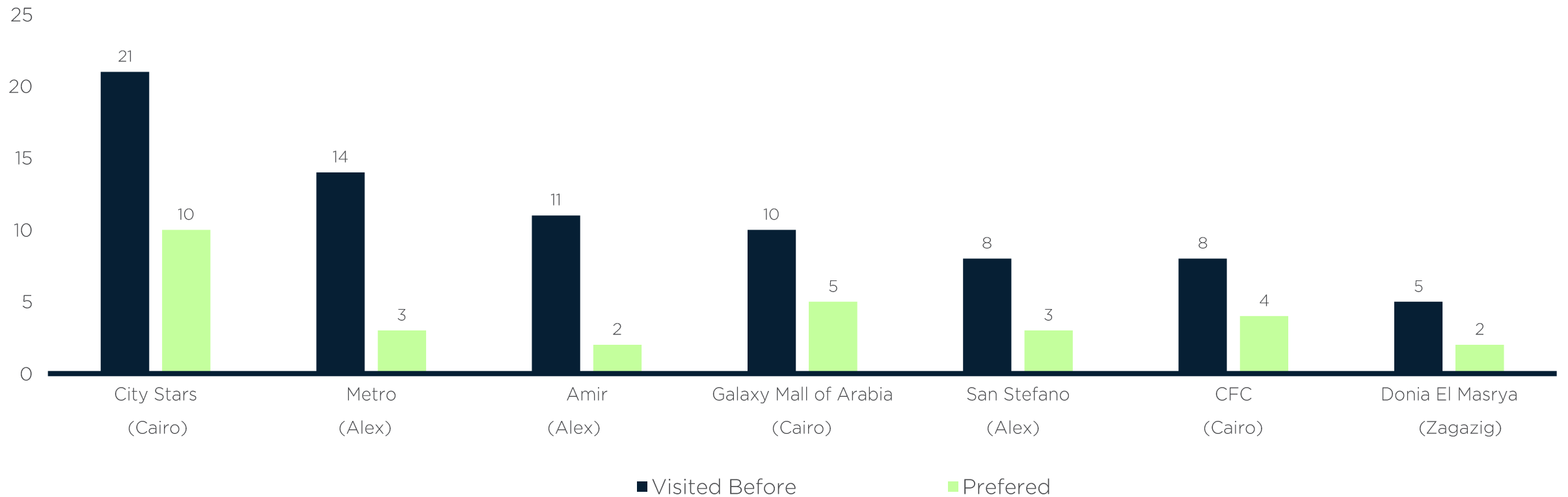
City stars tops the visited and preferred cinema theaters among Cairo residents.



# THEATERS VISITED/PREFER (DELTA RESIDENTS)

Similarly Delta residents also prefer City stars.

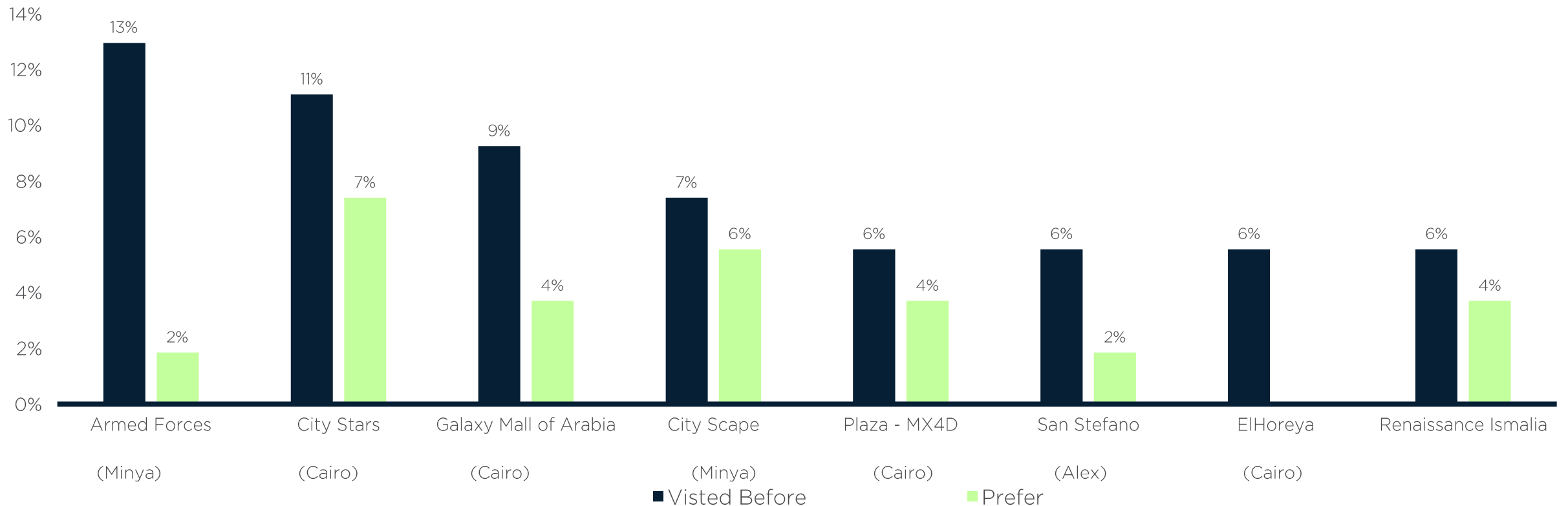
Cinema theaters visited vs Preferred



# THEATERS VISITED/PREFER (UE RESIDENTS)

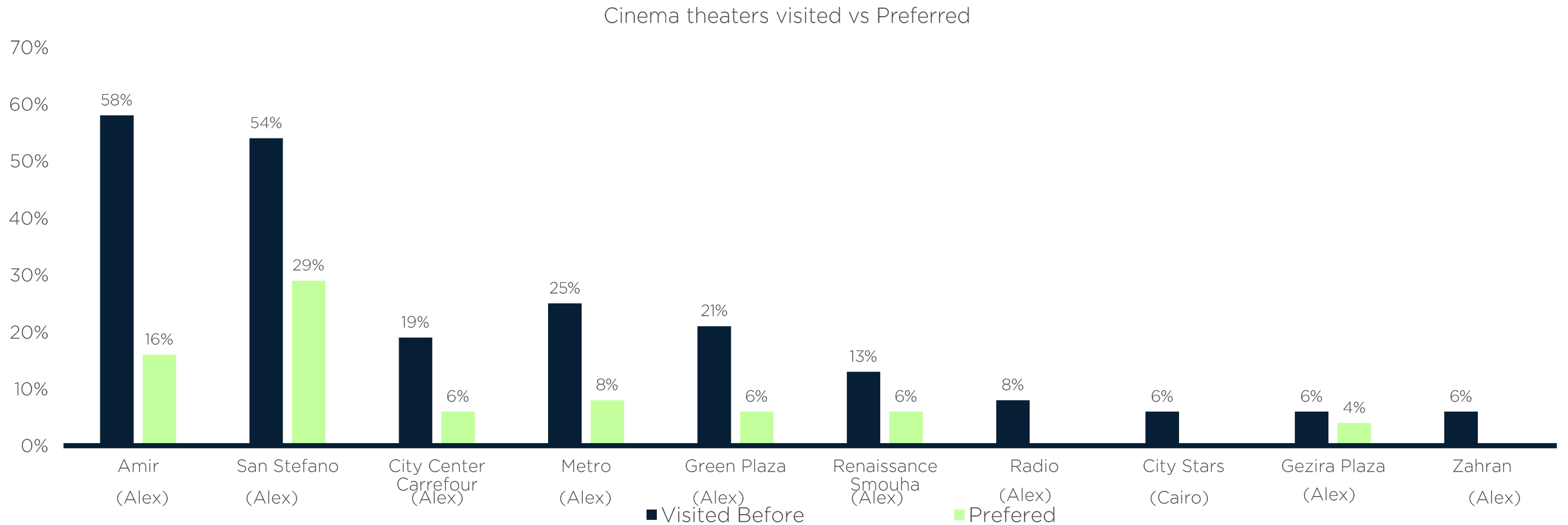
Armed forces cinema top the visited cinema theaters, however city stars remain the most preferred.

Cinema theaters visited vs Preferred



# THEATERS VISITED/PREFER (ALEX RESIDENTS)

Alex residents prefer San Stefano, Amir and Metro cinemas .



# CINEMA HABITS

- Going to the movies is a **favorite pass time** that has **decreased in frequency due to price changes**.
- They are still **maintaining same habits & venues as before** as considered to be an **occasional treat** that needs to be done right to **achieve optimum experience**.



Frequency:



Location:



Budget:

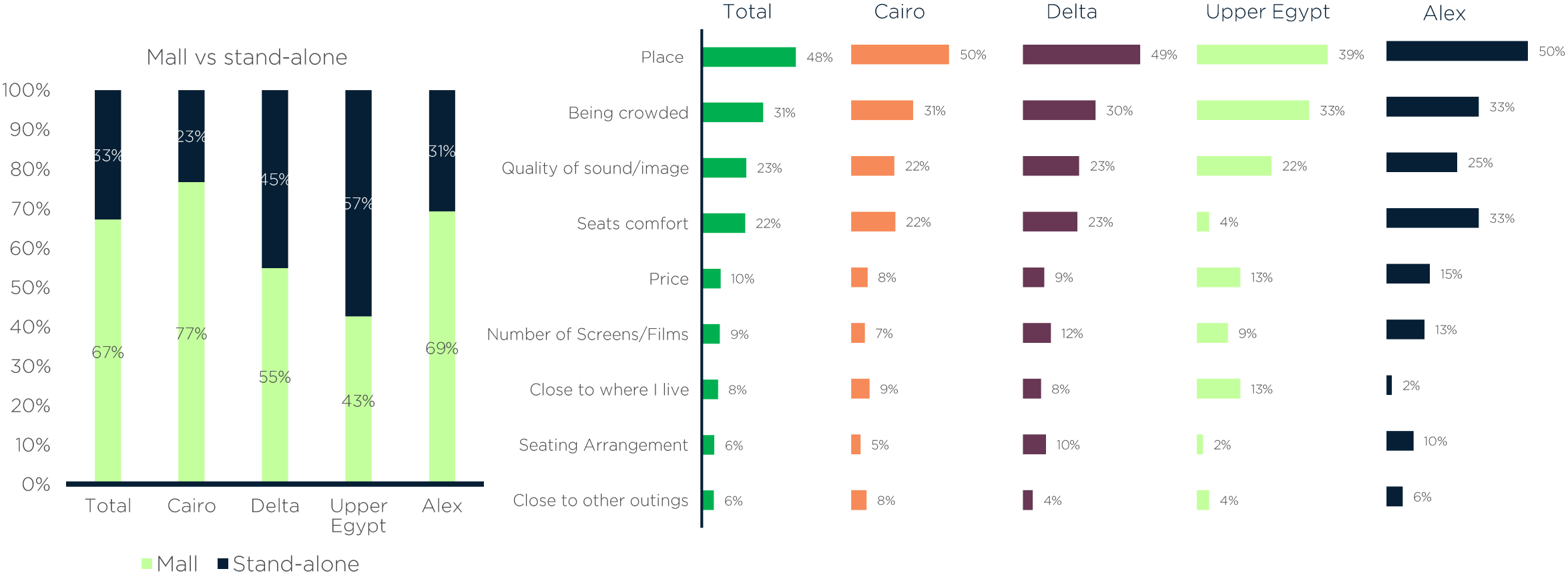


Types:

- Within **malls** where it's more secure.
- **Venues in strategic locations**, near home or outing.
- **Cinema Venues within each city**→
  - **Menya**→ City Scape Mall, Military
  - **Port Said**→ Crown, Noris, New Opera, El Botros, Misr, Sun Mall, Rio, Al Ahly
  - **Tanta**→ Panorama, Rivoli, El Nahas, Misr, Amber, Amir
  - **Domyat**→ Hassan st., Safway, El Lesan, **Ras Sidr** in local cafes.
  - **Assuit** → Cinema Club, Cultural center, Cultural Palace, Saudi Towers, Fena.
  - **Alex**→ Carrefour, Green Plaza, St Stefano, Mall Deeb (Roushdy), Light City, Marsellia (inside compound), Sun Raid, Zahran Somooaha, Renaissance, Metro, Roayl, Cairo Seas.
  - **Cairo** → City Stars, Americana PlazA

# CHOOSING A CINEMA THEATER

Cinemas within malls are more preferred except in Upper Egypt (for the lack of malls there), the place itself and being crowded are the key factors considered when choosing a venue.



# CINEMA HABITS

- Going to the movies is a favorite pass time that has decreased in frequency due to price changes.
- They are still maintaining same habits & venues as before as considered to be an occasional treat that needs to be done right to achieve optimum experience.



Frequency:




Location:



Budget:



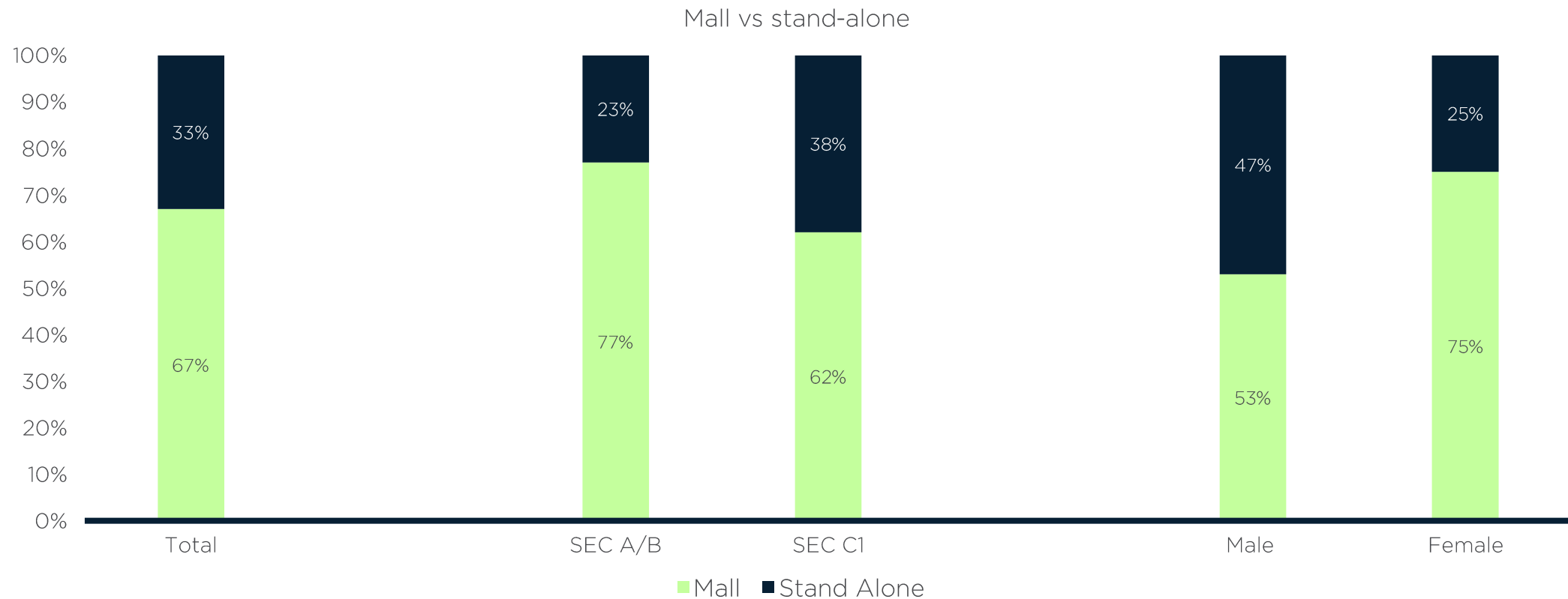
Types:

- 
- Normal movie viewing in a typical theater.
  - 3D→ use glasses on a 3D screen as part of being in the movie (more with animations & foreign movies)
  - D Box→ chair moves along with dynamics, as if inside the movie.
  - I Box→ same as D Box without chair moving
  - 7D/9D→ short films; more of mocks rather than actual movies.



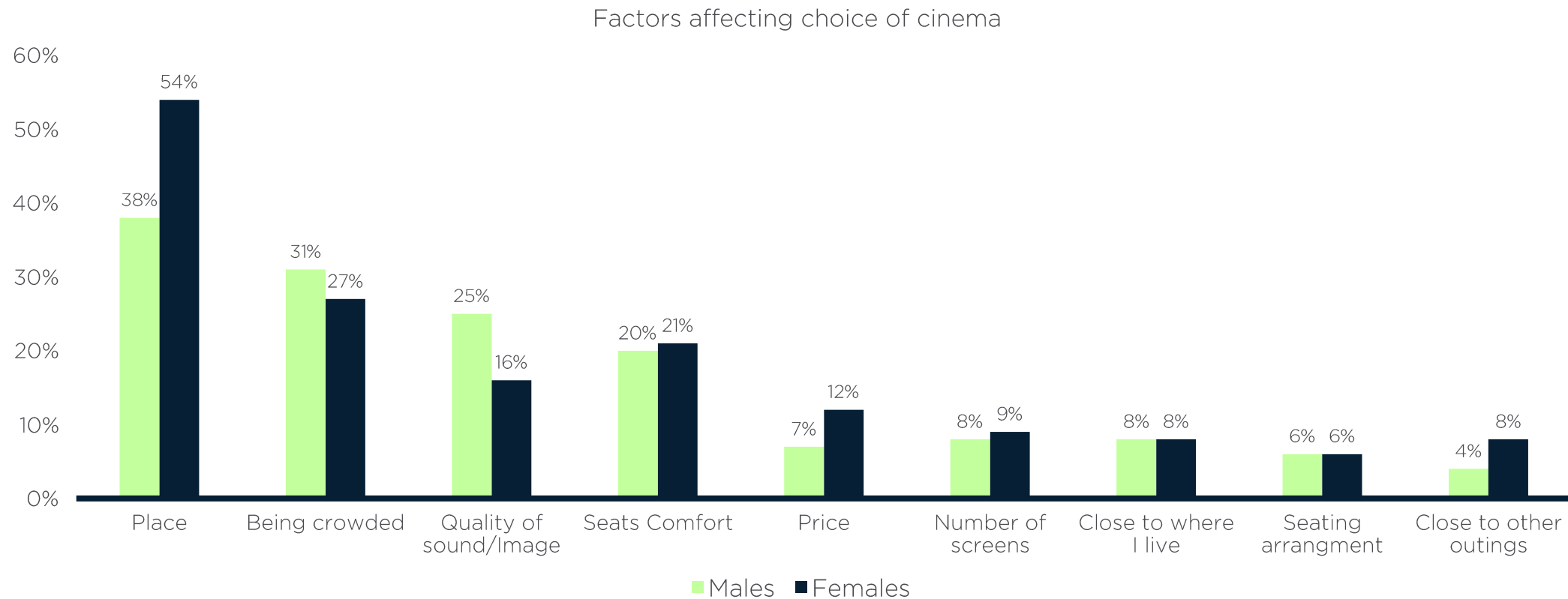
# STAND ALONE VS MALL BY SEC & GENDER

SEC A/B prefer cinema theaters within malls – while C class have a skew towards standalone, similarly females are skewed to malls and males to stand alones



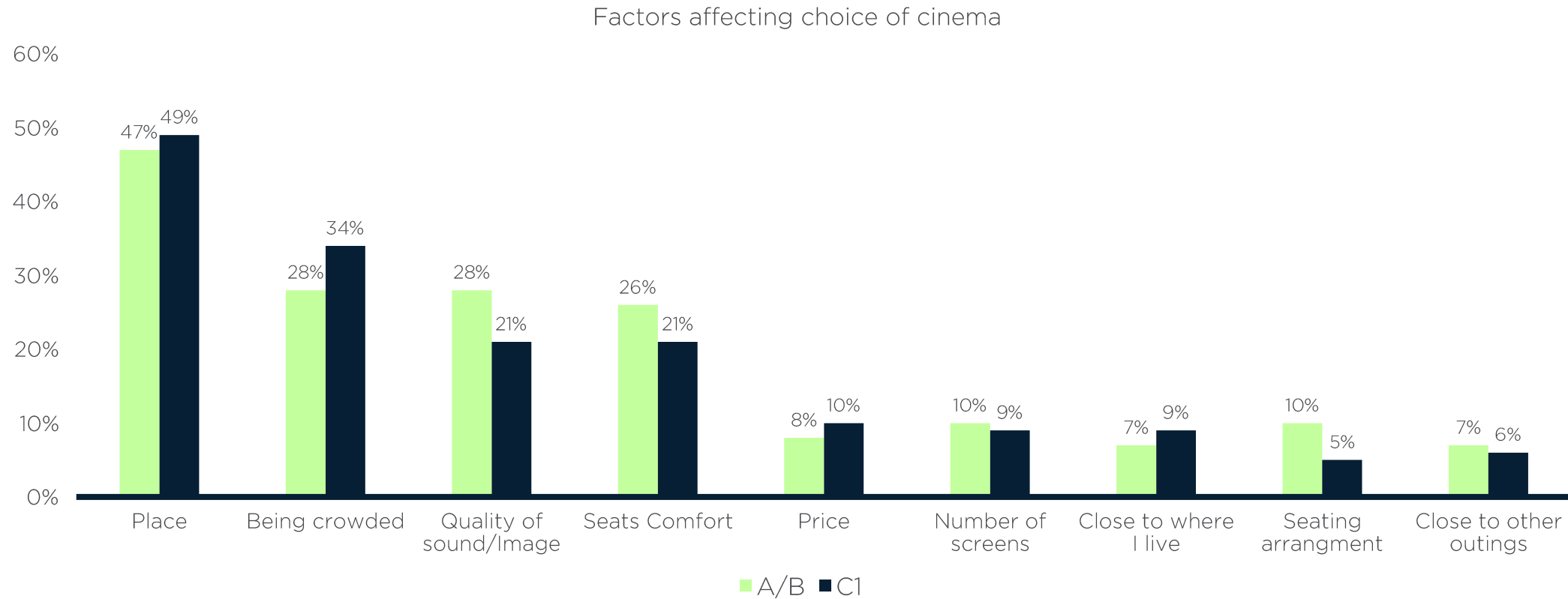
# CHOICE FACTORS BY GENDER

Females look into where the cinema as a decisive factor compared to their male counterparts.



# CHOICE FACTORS BY SEC

No single factor standing out as differentiating one between one SEC and the other.





# COMPANY & DECISIONS AT CINEMAS

● Let us tell you more...

# DECISION DYNAMICS

The importance of cinema going is evident in the process involved to achieve it; preplanning, making the right choice and making sure it's implemented to perfection, as much as possible.

## Last Visit:



Get Hooked

Have a **reason to go to the movies** induced by Ads, occasions, holidays, or simply change of mood and taking a break.



Do Research

Choosing the **best movie suitable** for the occasion through WOM, online sites, watching previews to go through a selection & filtering process.



Take Initiative

**Recommend chosen film** to those who will join (family/friends) and get their approval for go ahead.



Plan Logistics

**Arrange & book** day, time, city, venue and added activities for the day.



Actual Experience

**Meet up and enjoy the company** through high spirits and laughter. Engaged with company with emotional scenes and funny jokes.

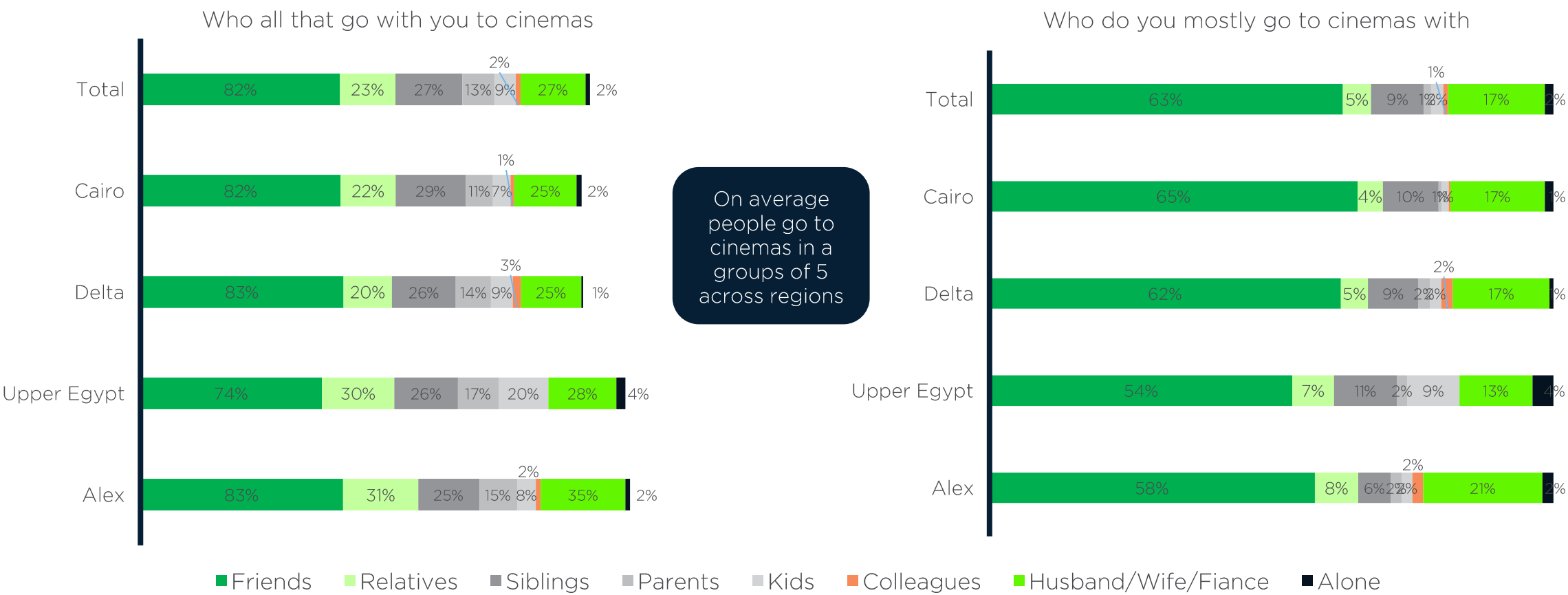


Evaluation

On the look out for **incidences/ executional elements that didn't go as planned**. Generally would have a positive experience due to the company anyways.

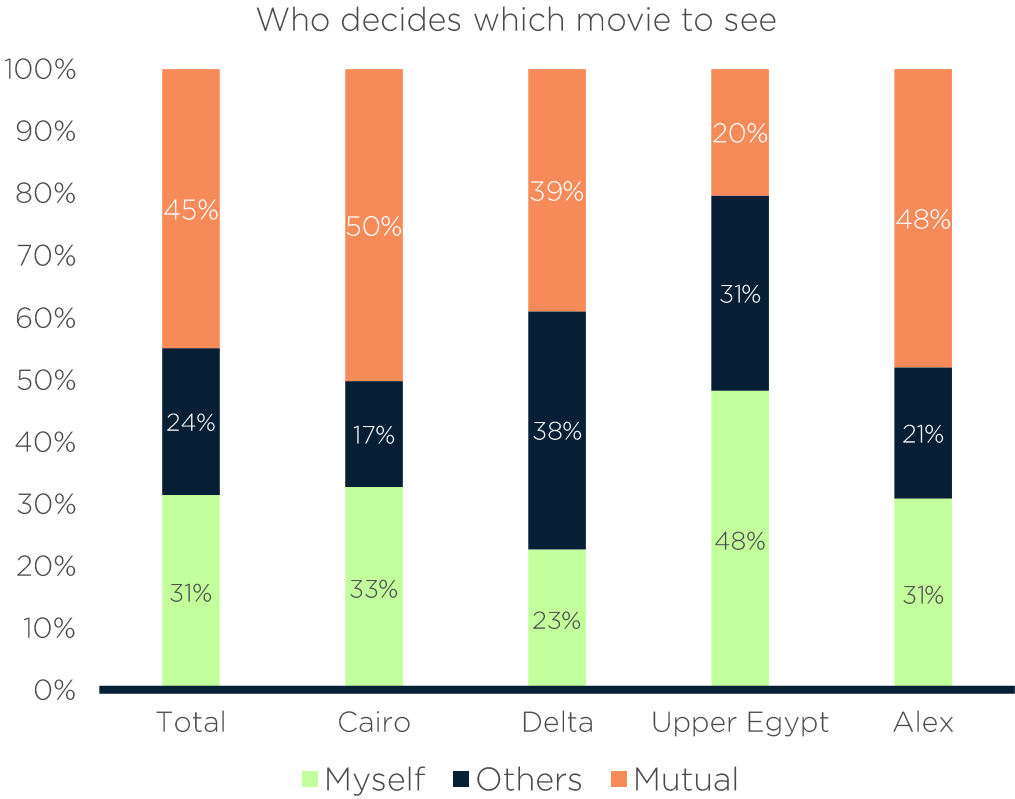
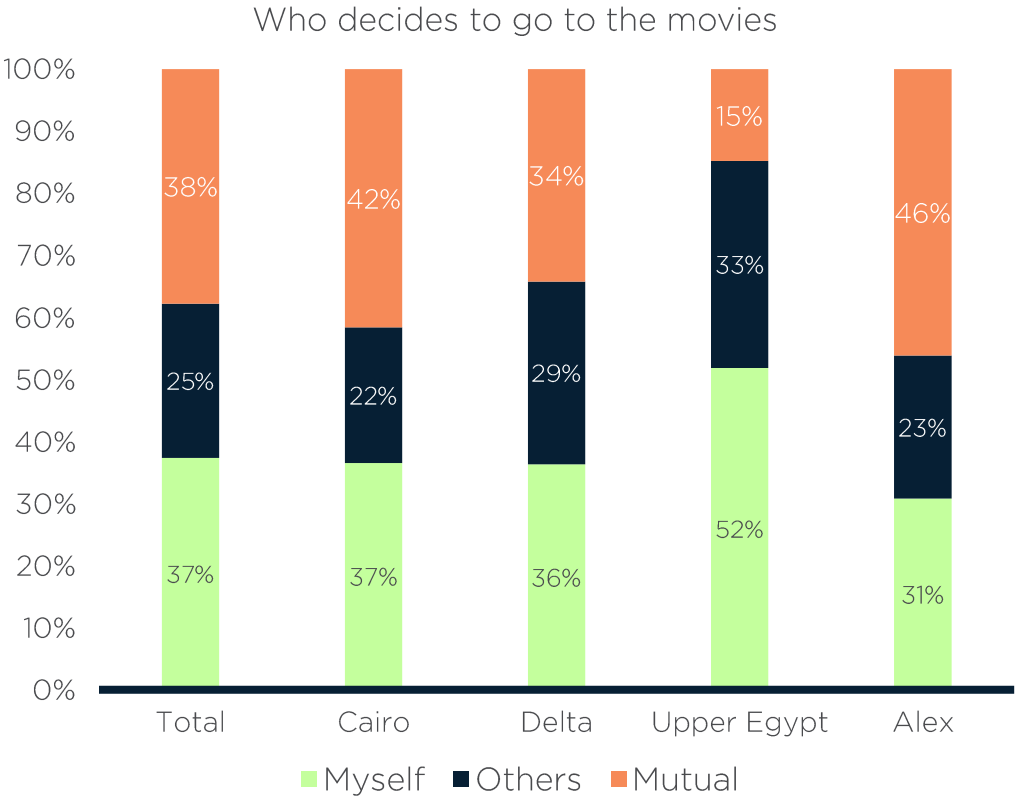
# GOING TO CINEMA WITH...

Mostly friends and in groups of 5 on average make up the company at cinema theaters.



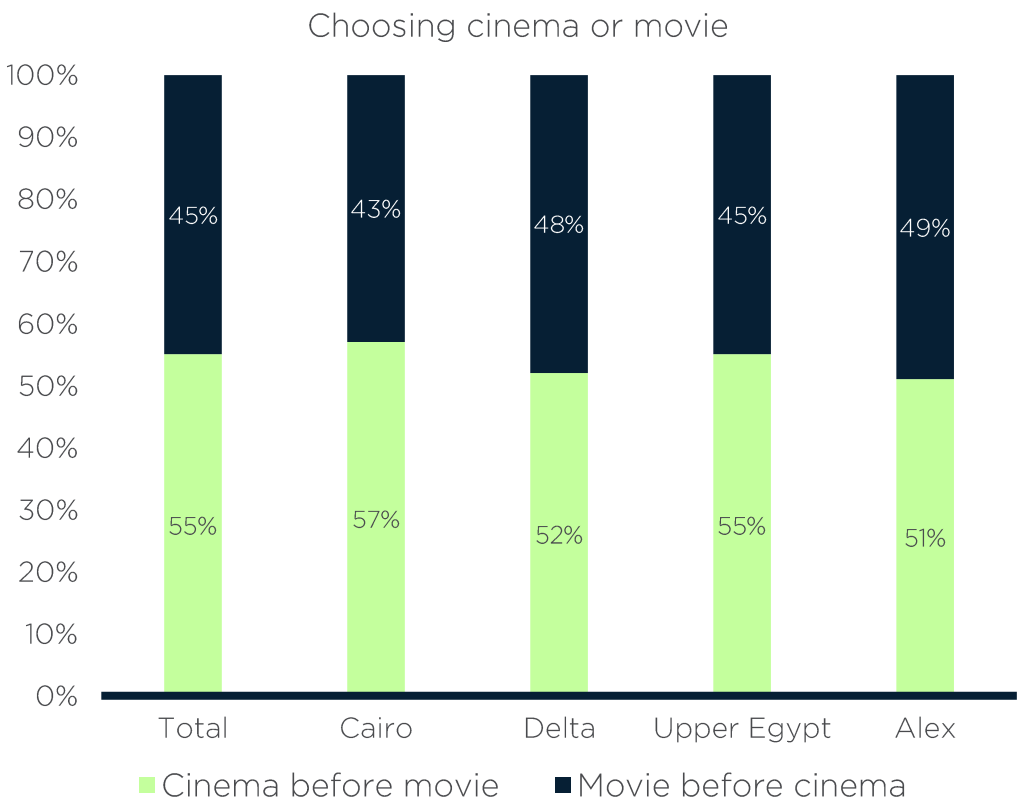
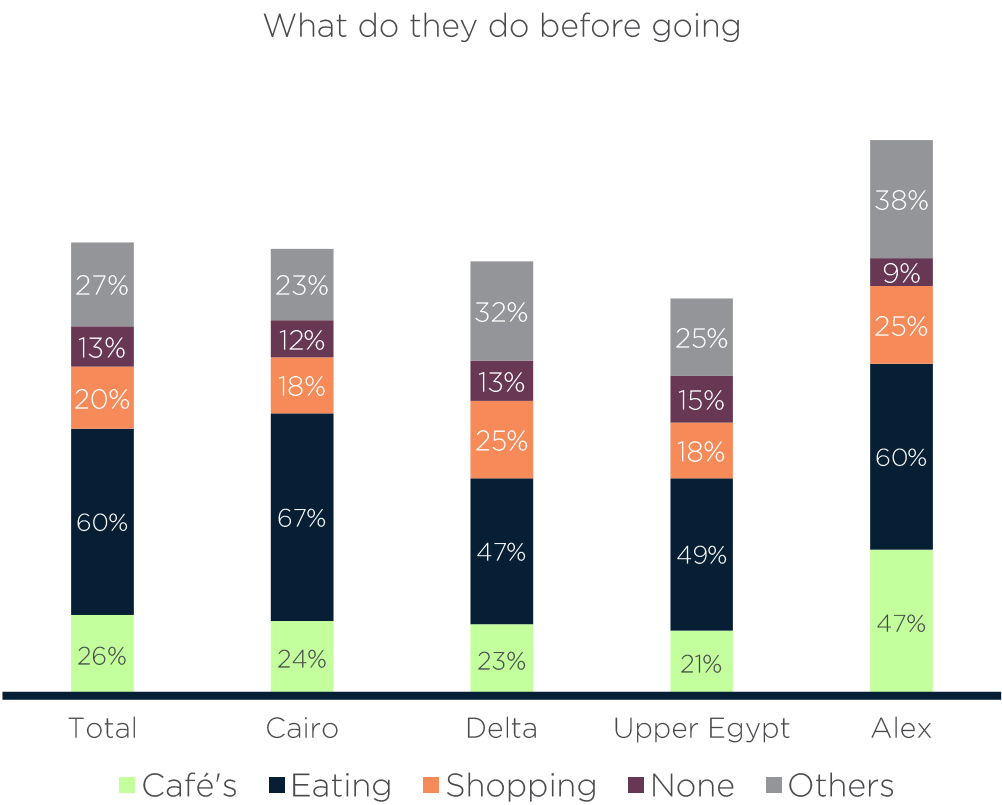
# DECISION MAKERS

Decision to go the movies is split between being mutual or individual - deciding on a movie is more mutual than individual.



# DECISION & ACTIVITES BEFORE...

Cinema goers will generally eat something before going to the movies. Their choice of cinema precedes that of which movie to see.





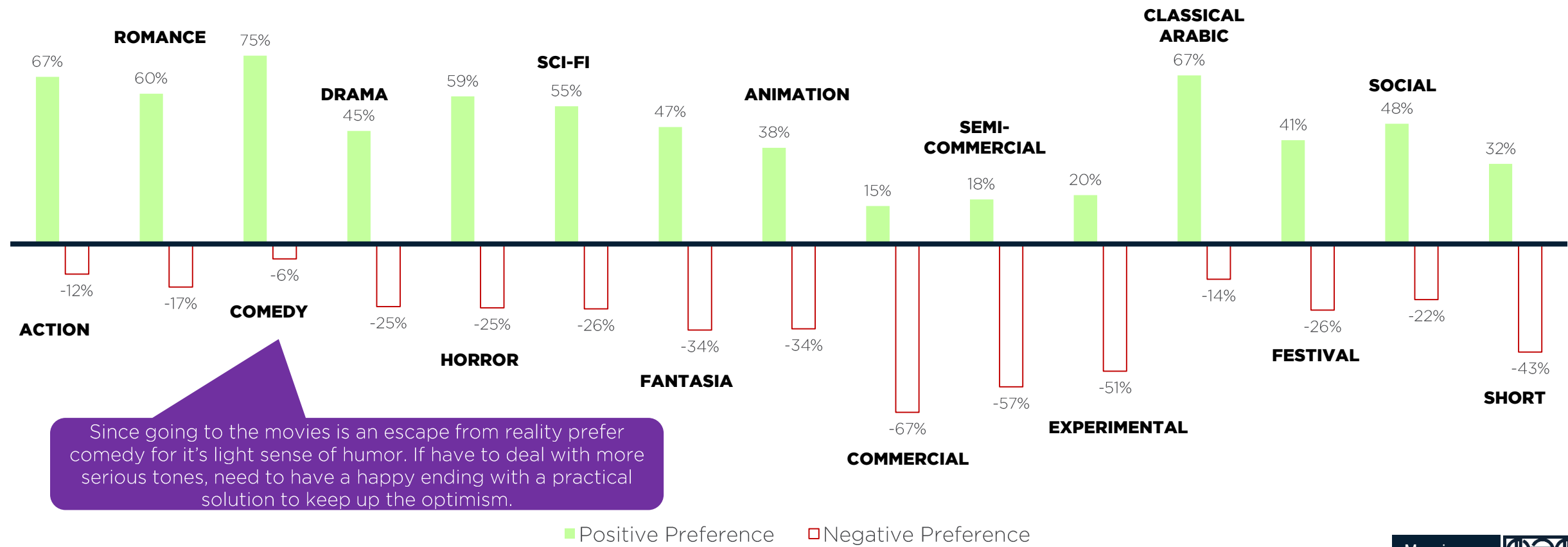


# MOVIES IN DEPTH

Let us tell you more...

# GENRE PREFERENCE - TOTAL

Comedy and Classical Arabic are the most preferred genres, while commercial is least popular



# MOVIE PREFERENCES

- High experience of movie watching evident on their knowledge of genres, languages, preferred story lines, and element to avoid.
  - Since going to the movies is an escape from reality prefer comedy for it's light sense of humor. If have to deal with more serious tones, need to have a happy ending with a practical solution to keep up the optimism.
  - Foreign movies, more specifically Hollywood, is their favorite due to high quality production and adventurous streak it brings.

## How are movies Classified?

By Genre

By Language

By Objectives

Previous experiences

- Cartoon/ Animation
- Comedy
- Action
- Horror
- Romantic
- Drama
- War
- Fantasy
- Mystery
- Musicals
- Superhero's
- Social
- Biographies
- Science Fiction
- Documentaries→ Classified as a short film that tackles a particular issue at a time. Usually has a narrator. Accessible on TV, Internet and in Cultural centers & Libraries.

# GENRE PREFERENCE – REGIONS

Comedy and Drama are more popular in Cairo, while Delta residents are more into action. Alex residents have a preference for horror.

	CAIRO		DELTA		UPPER EGYPT		ALEX	
	+VE	-VE	+VE	-VE	+VE	-VE	+VE	-VE
Action	63%	-14%	73%	-8%	62%	-8%	74%	-11%
Romance	63%	-19%	52%	-19%	64%	-10%	58%	-23%
Comedy	75%	-6%	72%	-9%	69%	-3%	85%	0%
Drama	48%	-25%	40%	-26%	41%	-23%	25%	-25%
Horror	59%	-27%	58%	-23%	51%	-31%	68%	-17%
Sci-Fi	55%	-26%	55%	-23%	57%	-21%	53%	-32%
Fantasia	36%	-39%	44%	-25%	39%	-25%	36%	-38%
Animation	51%	-31%	41%	-36%	36%	-39%	47%	-42%
Commercial	10%	-72%	21%	-59%	28%	-48%	17%	-75%
Semi-Commerical	15%	-59%	20%	-54%	30%	-41%	13%	-64%
Experimental	19%	-54%	20%	-49%	25%	-39%	15%	-49%
Classical Arabic	62%	-18%	74%	9%	75%	-5%	77%	-9%
Festival	40%	-26%	46%	-25%	43%	-20%	40%	-32%
Social	48%	-24%	46%	-22%	43%	-18%	51%	-19%
Short	30%	-47%	33%	-39%	34%	-38%	34%	-38%

# GENRE PREFERENCE – REGIONS

Short, experimental and festival genres are more popular among the youth.

	16-18 Yrs		19-20 Yrs		21-25 Yrs		26-35 Yrs		36-40 Yrs	
	+VE	-VE	+VE	-VE	+VE	-VE	+VE	-VE	+VE	-VE
Action	55%	-22%	65%	-15%	70%	-10%	66%	-11%	69%	
Romance	63%	-18%	61%	-18%	59%	-17%	62%	-16%	47%	-25%
Comedy	89%	-1%	76%	-7%	73%	-6%	69%	-6%	83%	-6%
Drama	51%	-26%	46%	-19%	46%	-27%	39%	-25%	44%	-28%
Horror	59%	-25%	69%	-17%	63%	-22%	48%	-35%	42%	-39%
Sci-Fi	53%	-29%	52%	-26%	56%	-27%	57%	-24%	50%	-22%
Fantasia	37%	-38%	36%	-32%	38%	-35%	43%	-28%	31%	-44%
Animation	33%	-41%	42%	-38%	51%	-33%	48%	-29%	50%	-39%
Commercial	19%	-63%	13%	-72%	16%	-68%	15%	-62%	8%	-72%
Semi-Commerical	12%	-59%	22%	-56%	18%	-57%	18%	-55%	14%	-61%
Experimental	23%	-38%	18%	-53%	19%	-53%	19%	-52%	17%	-47%
Classical Arabic	68%	-21%	67%	-15%	66%	-15%	69%	-10%	69%	-11%
Festival	47%	-27%	43%	-27%	41%	-26%	37%	-24%	44%	-33%
Social	55%	-23%	52%	-24%	46%	-24%	42%	-19%	58%	-19%
Short	42%	-37%	36%	-42%	31%	-43%	26%	-47%	31%	-42%

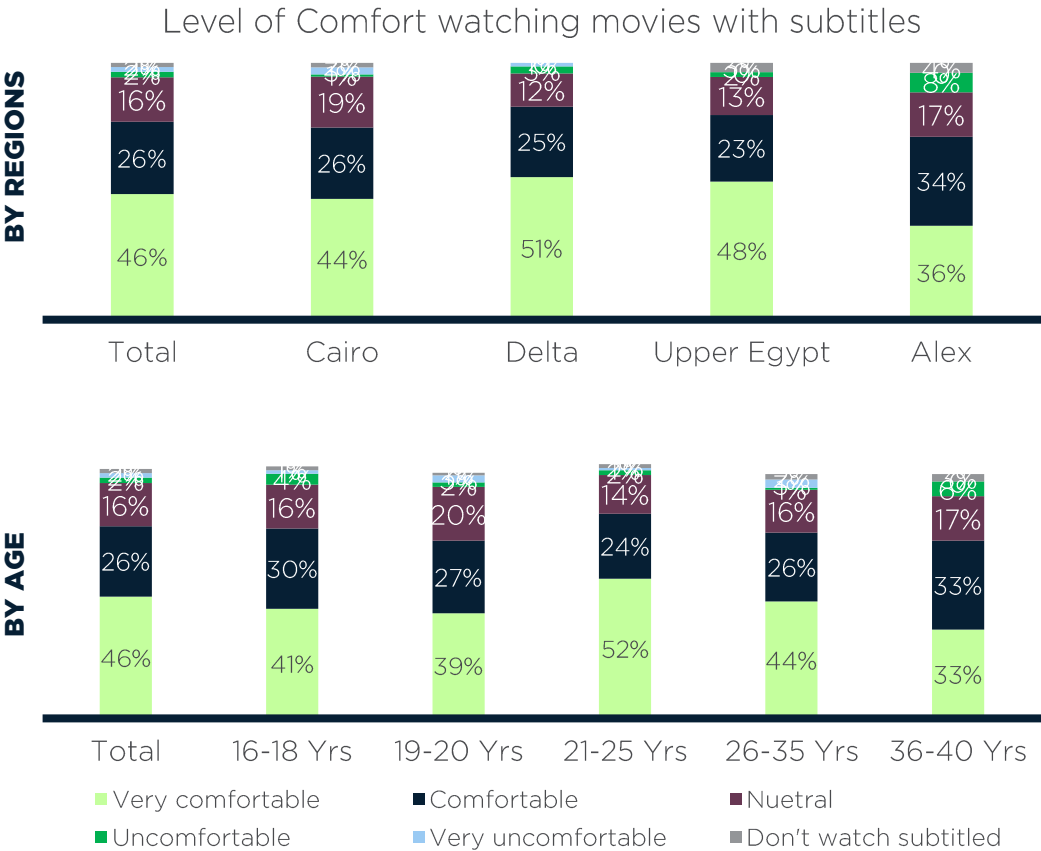
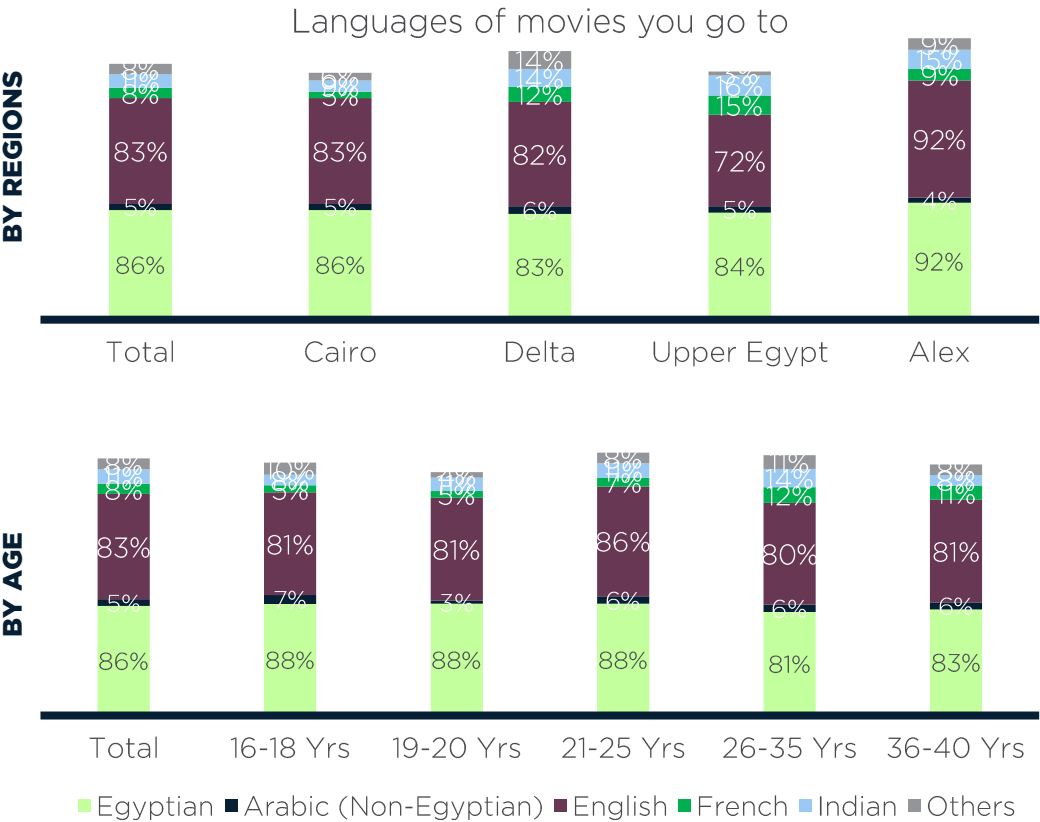
# GENRE PREFERENCE – REGIONS

Females show a skew towards romance, comedy and animation.

	MALES		FEMALES	
	+VE	-VE	+VE	-VE
Action	84%	-6%	55%	-21%
Romance	57%	-24%	73%	-12%
Comedy	76%	-7%	85%	-5%
Drama	41%	-35%	57%	-16%
Horror	65%	-24%	60%	-32%
Sci-Fi	60%	-28%	57%	-28%
Fantasia	41%	-38%	41%	-34%
Animation	39%	-45%	63%	-27%
Documentary	41%	-37%	26%	-58%
Commercial	20%	-68%	13%	-72%
Semi-Commerical	12%	-59%	11%	-76%
Experimental	22%	-53%	20%	-55%
Classical Arabic	67%	-20%	77%	-10%
Festival	40%	-31%	49%	-24%
Social	44%	-28%	59%	-19%
Short	30%	-49%	40%	-42%

# LANGUAGES & SUBTITLES

Egyptian and English movies are the most popular across, the majority are comfortable with watching subtitled movies.



# MOVIE PREFERENCES

- High experience of movie watching evident on their knowledge of genres, languages, preferred story lines, and element to avoid.
  - Since going to the movies is an escape from reality prefer comedy for it's light sense of humor. If have to deal with more serious tones, need to have a happy ending with a practical solution to keep up the optimism.
  - Foreign movies, more specifically Hollywood, is their favorite due to high quality production and adventurous streak it brings.

## How are movies Classified?

By Genre

By Language

By Objectives

Previous experiences

- Arabic
- English, Turkish, Indian
- Maghribi (M/Port Said/ 25-29)
- Chinese & Korean (Domyat/F)
- French → very refined & Calm (Domyat/F)
- Prefer Foreign movies to Arabic, with a preference to American Hollywood movies.
  - Direction & Implementation on a much higher standard than Arabic movies.
  - Yet, does come with it's share of downfalls:
    - Struggle to keep up with translated subtitles. Writing is small and passes by quickly.
    - Can be exposed to uncut inappropriate scenes.
    - Need to travel to bigger cities to watch them, as governates aren't always up to date when it comes to foreign movies.
    - In terms of voice overs, they seem to change the overall mood of the movie, thus enjoy translation more as over and above can learn new words along the way.
    - If should need be the Egyptian accent is the most preferred.

لما بيكون الفيلم مش مترجم مش  
بنشوفه  
(M/25-29/Menya)



# TOP MOVIES RECALLED

2<sup>nd</sup>

24%



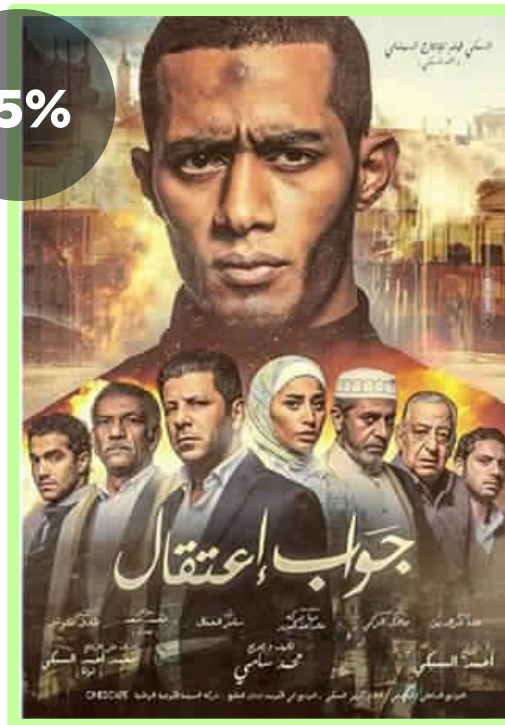
1<sup>st</sup>

33%



3<sup>rd</sup>

15%



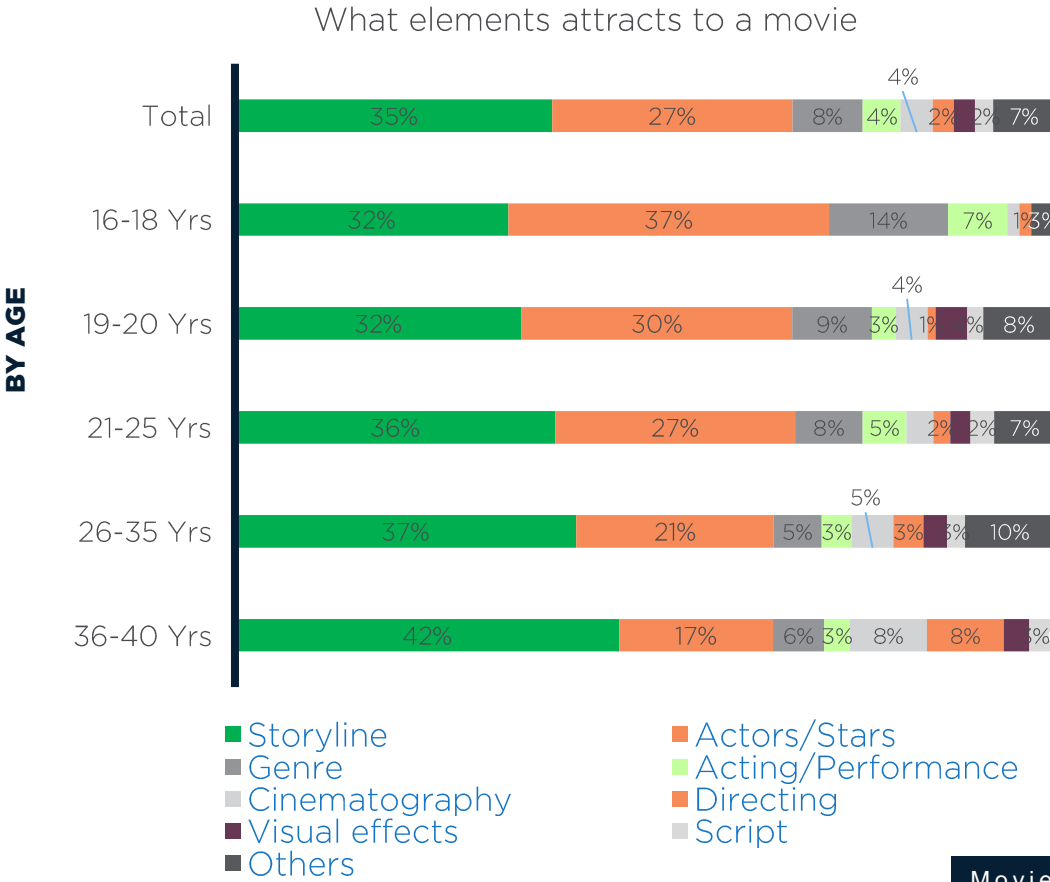
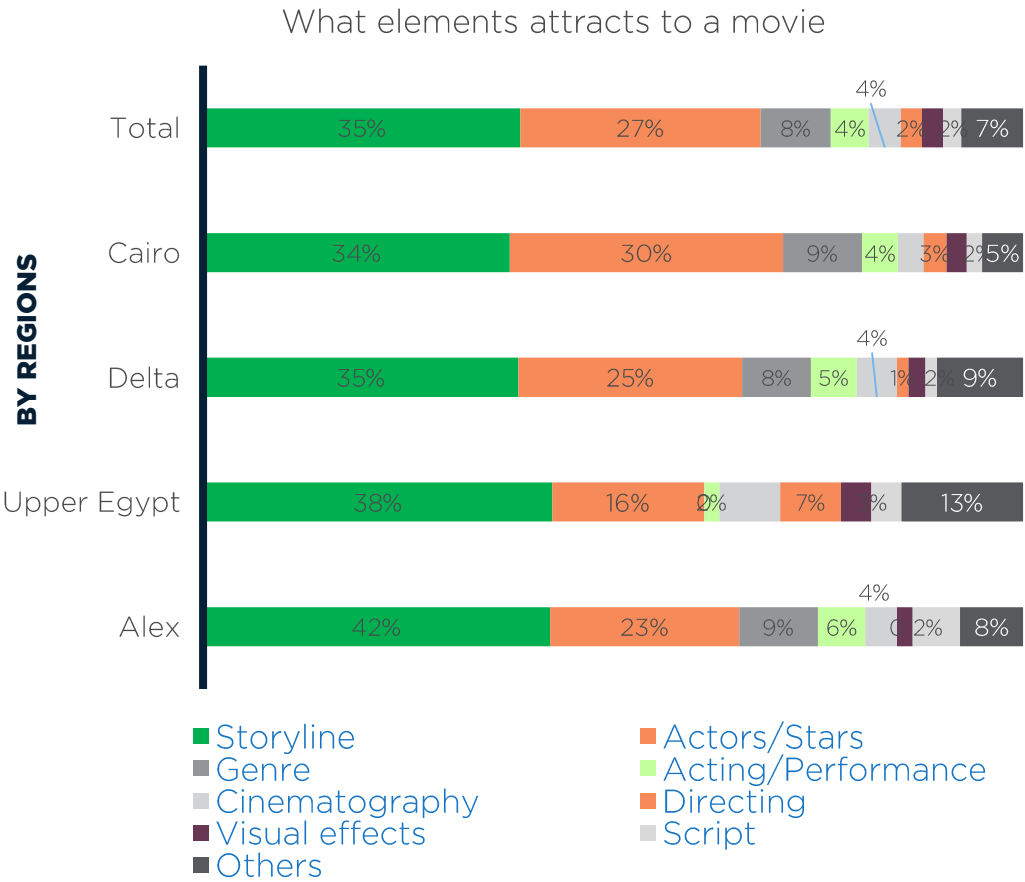


# GOING TO THE MOVIES

Let us tell you more...

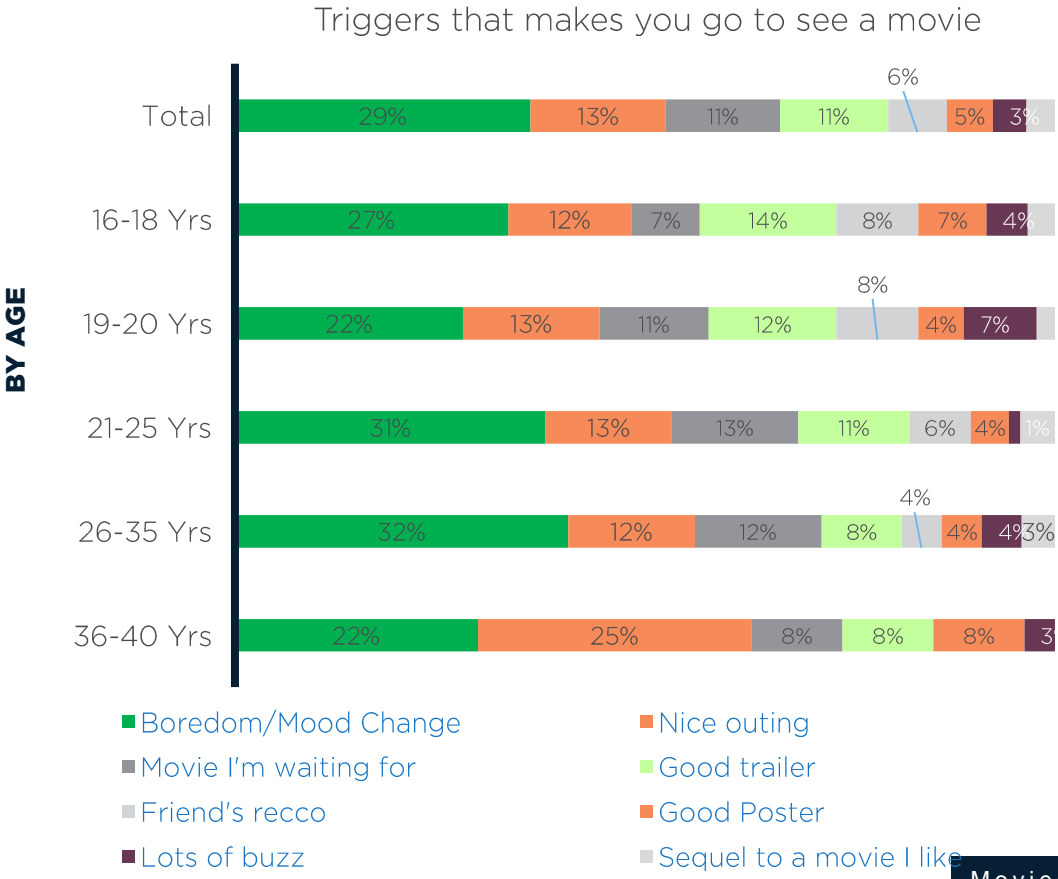
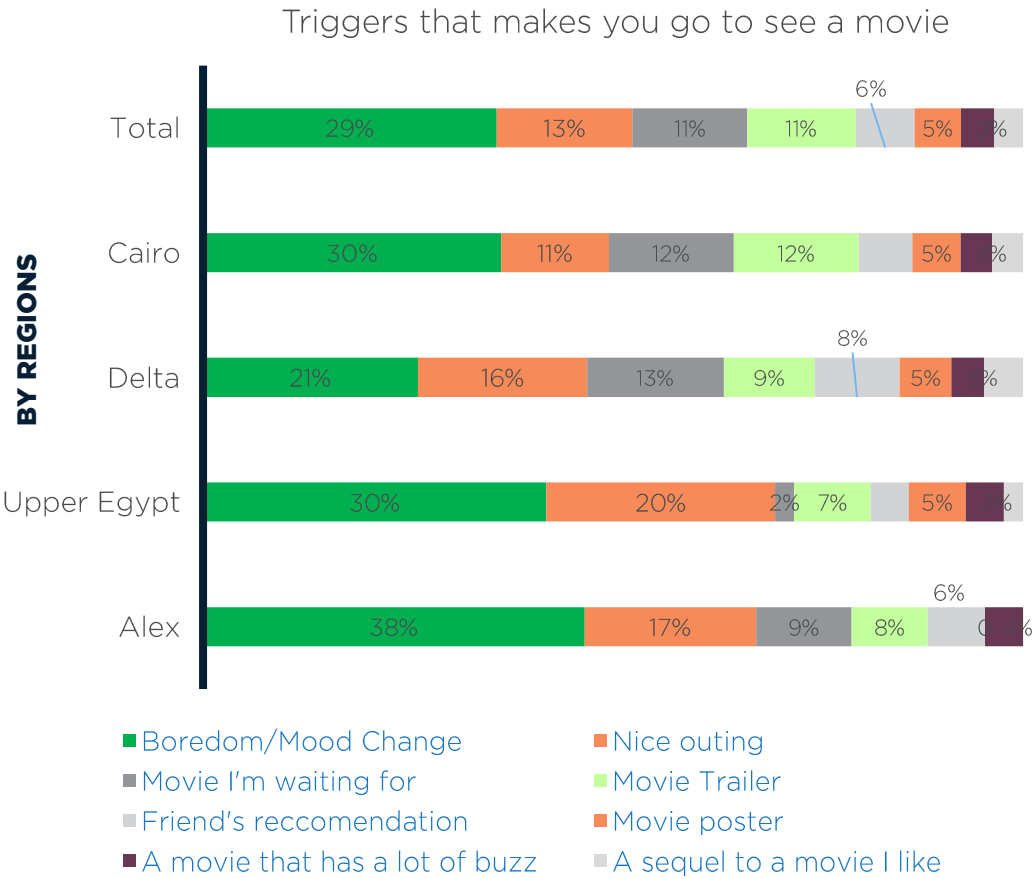
# ATTRACTION ELEMENTS

Story line is the most attractive element within a movie – youth are also attracted by actors/stars.



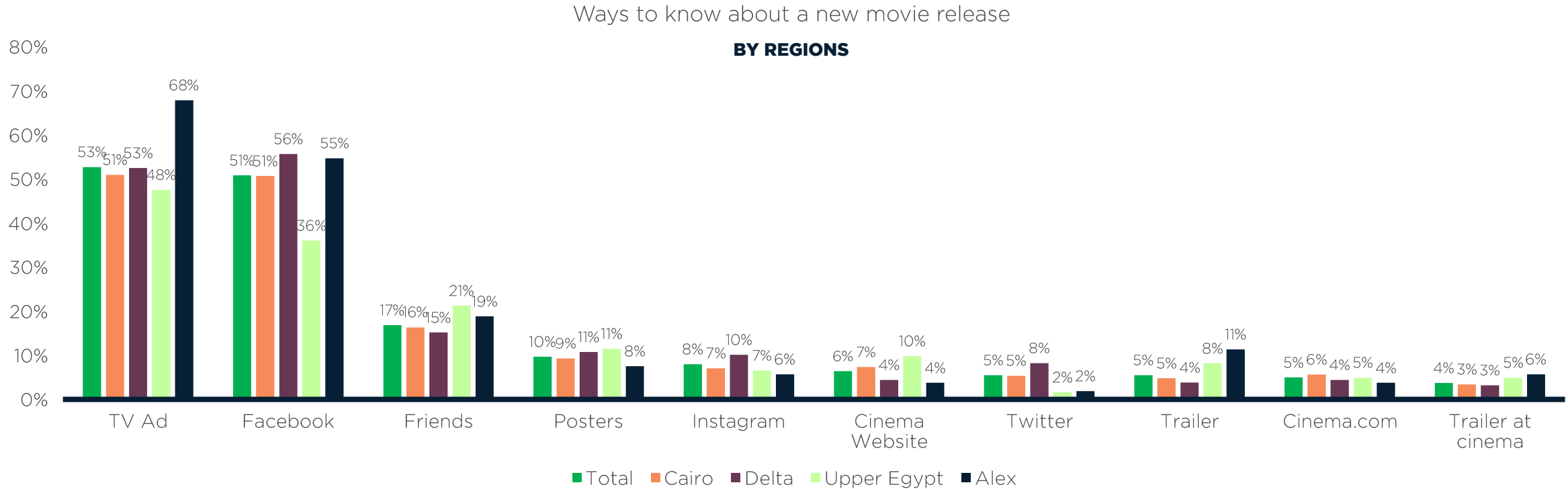
# TRIGGERS TO GO TO CINEMA

Cinema goers mostly look for a change in mood and a nice outing when they visit cinema theaters.



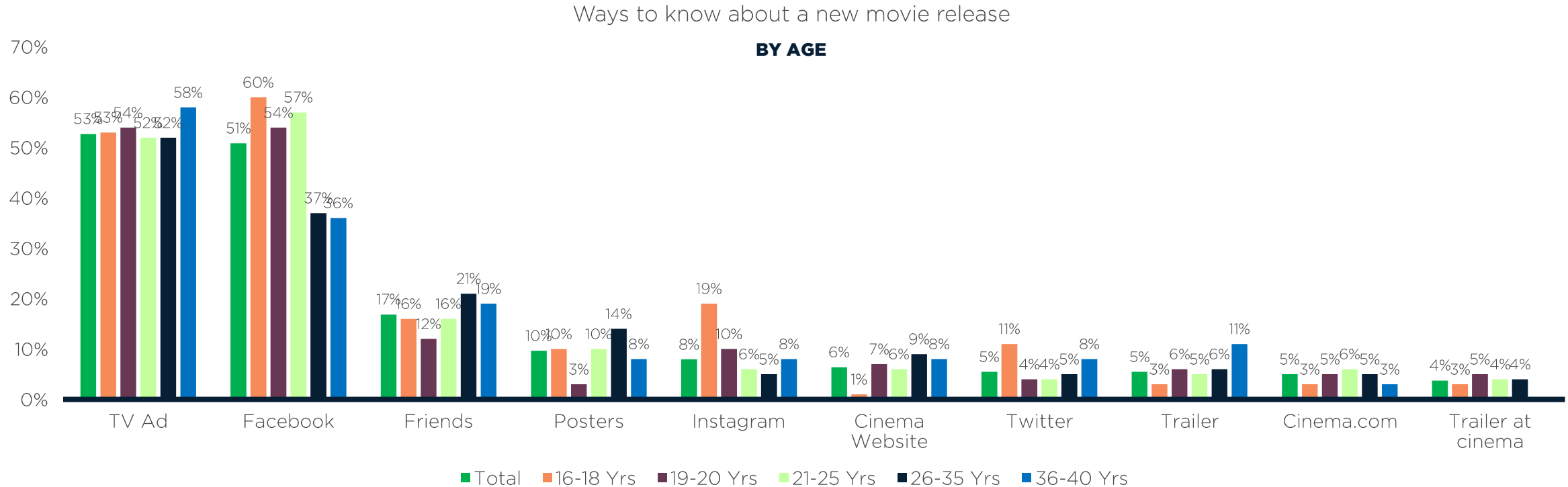
# MOVIE RELEASE SOURCE OF AWARENESS

TV ads and Facebook are the key channels for knowing about new movie release.



# MOVIE RELEASE SOURCE OF AWARENESS

TV ads and Facebook are the key channels for knowing about new movie release.



# BUYING TICKETS

It's universal the cinema goers buy their tickets at the movie theater (minimal mentions of other ticket selling outlets) – they also almost entirely buy it on the same day.

**ALMOST  
EVERYONE  
BUYS TICKETS  
AT MOVIE  
THEATER**

**ALMOST  
EVERYONE  
BUYS TICKETS  
ON THE SAME  
DAY OF THE  
MOVIE**

# CINEMA HABITS

- Going to the movies is a favorite pass time that has decreased in frequency due to price changes.
- They are still maintaining same habits & venues as before as considered to be an occasional treat that needs to be done right to achieve optimum experience.



Frequency:



Location:



Budget:



Types:

- Price increase has definitely made them more careful with their spending and has had a direct effect on their visits, as it's considered a luxury and can be easily replaced by other cheaper outings.
- Being picky about their overall experience, maintain same habits as before when decide to go to a venue.
- Direct price of ticket ranges between 30-100 EGP depending on theater/city.
- However, it's not the only element accounted for, would have to pay much more to complete the whole outing.



# PRICING TICKETS – BY REGION

The ideal ticket price range between 40 EGP (Alex residents) and 50 EGP (Cairo residents).



# PRICING TICKETS – BY AGE



# PRICING TICKETS – BY SEC



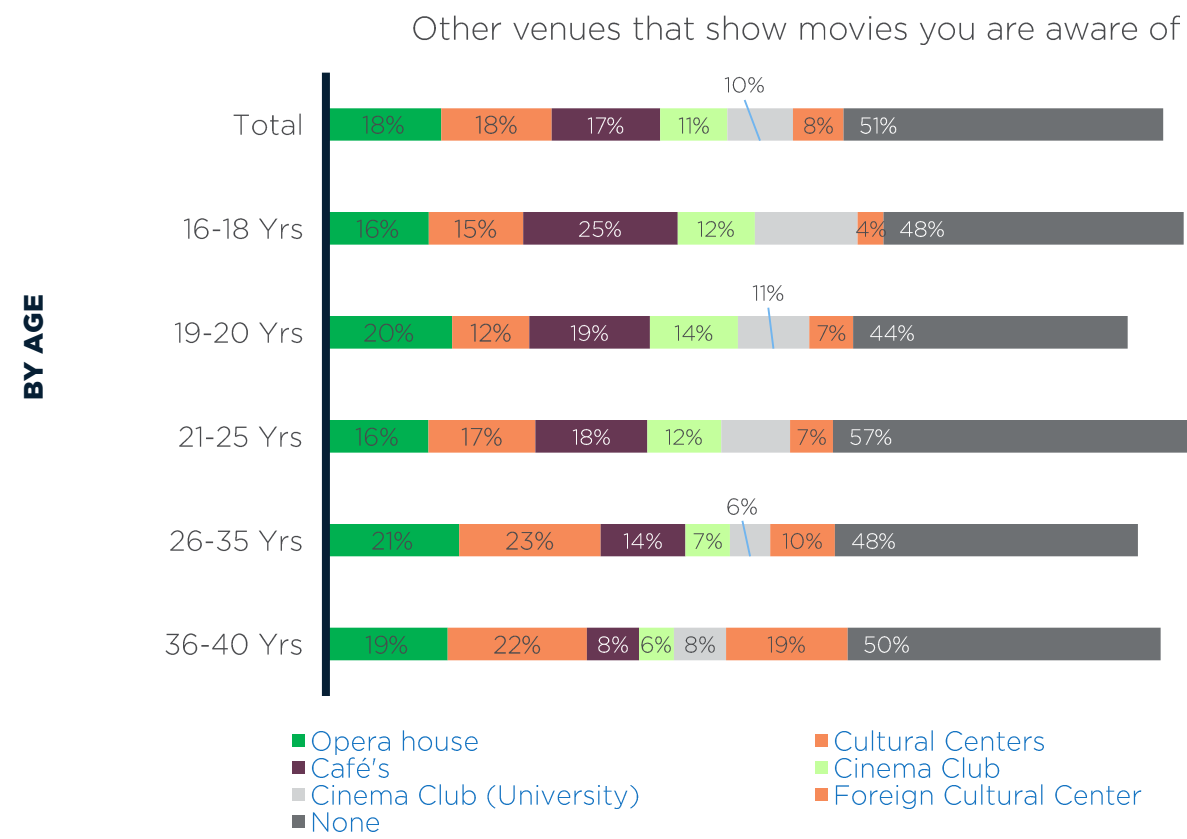
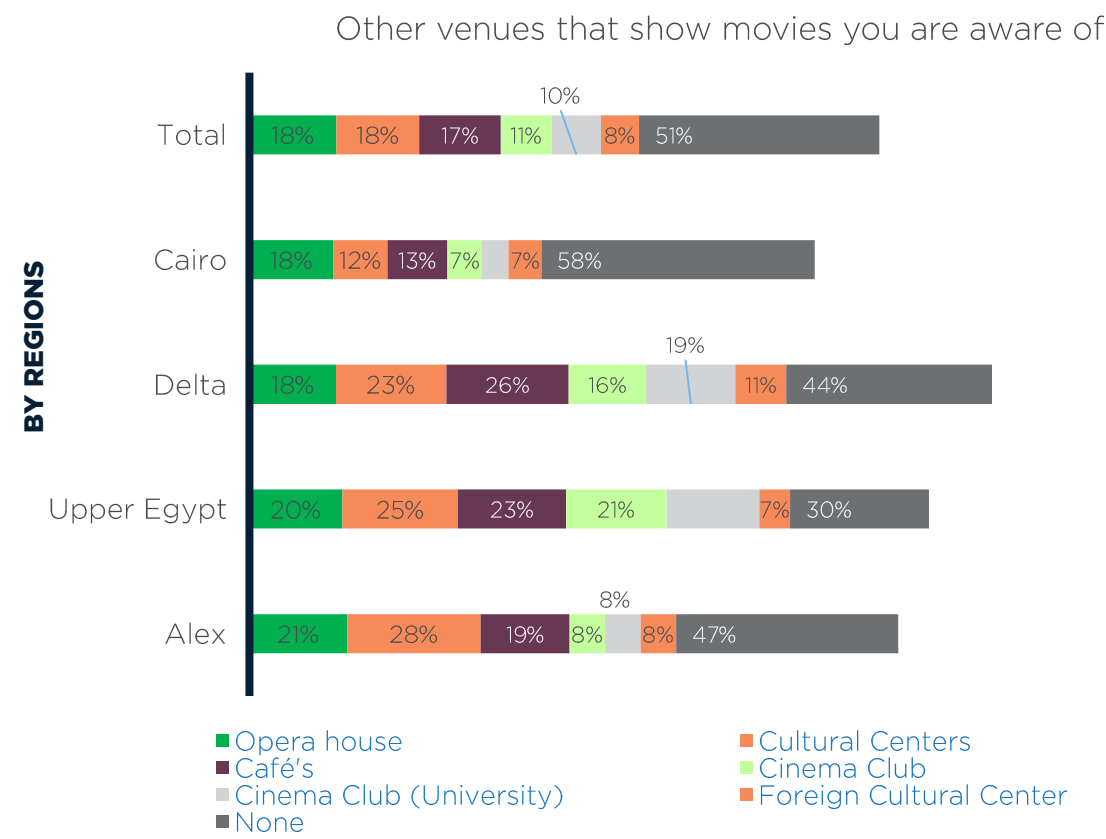


# OTHER MOVIE VENUES

Let us tell you more...

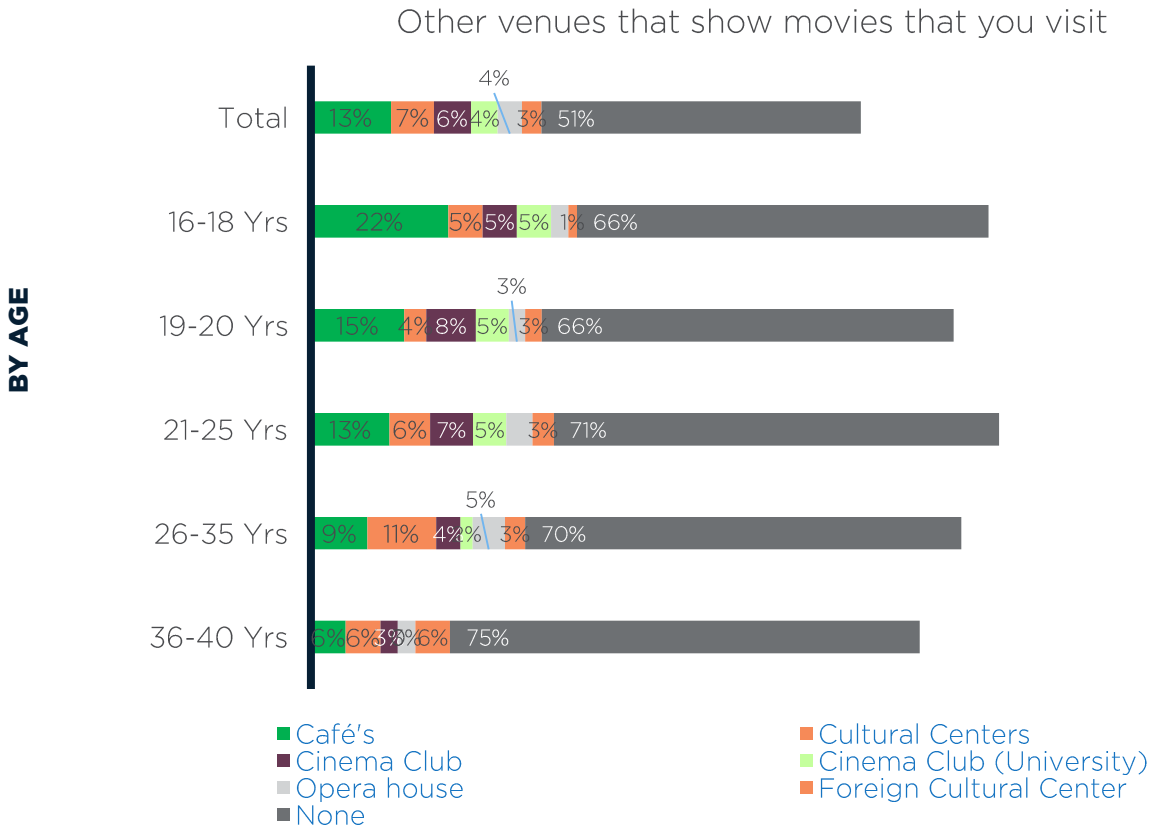
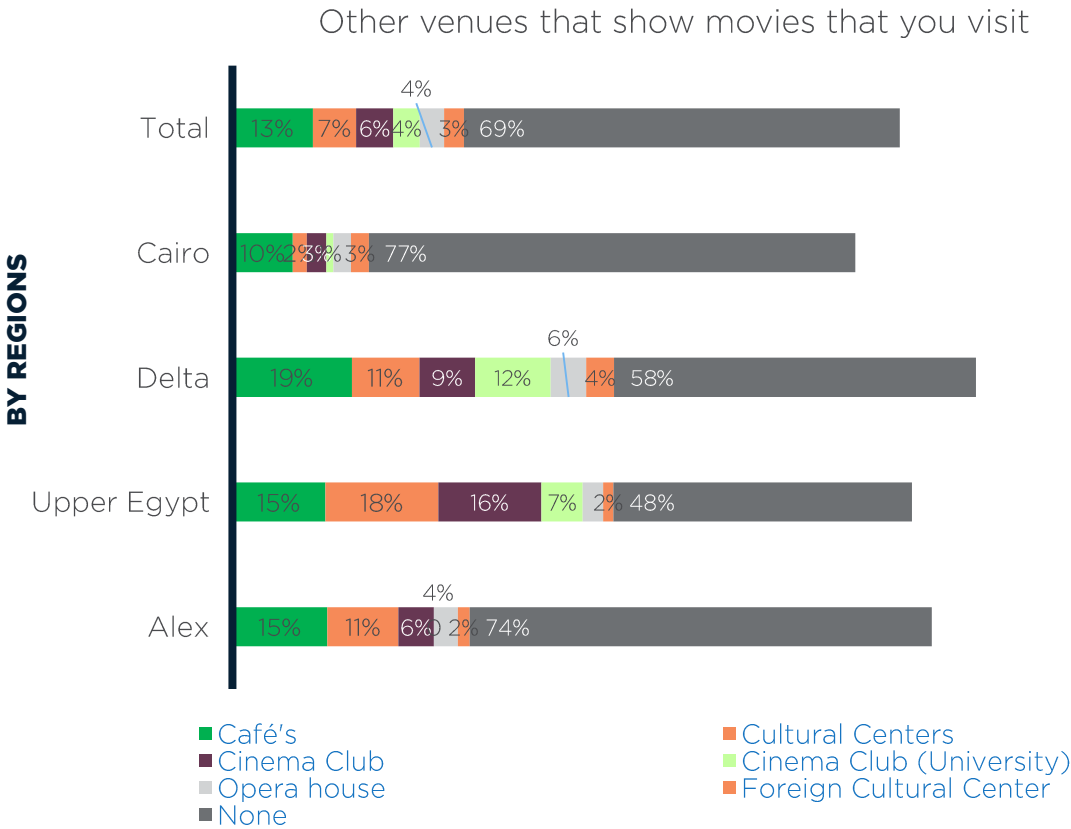
# OTHER MOVIE VENUES AWARENESS

Relatively low levels of awareness for other movie showing venue – Opera house and Cultural Centers are mentioned among the older age groups and within regions, while youth mention Cafes and Cinema clubs.



# OTHER MOVIE VENUES VISTED

Minimal mentions of visiting other movie showing venues - majority didn't not visit any..



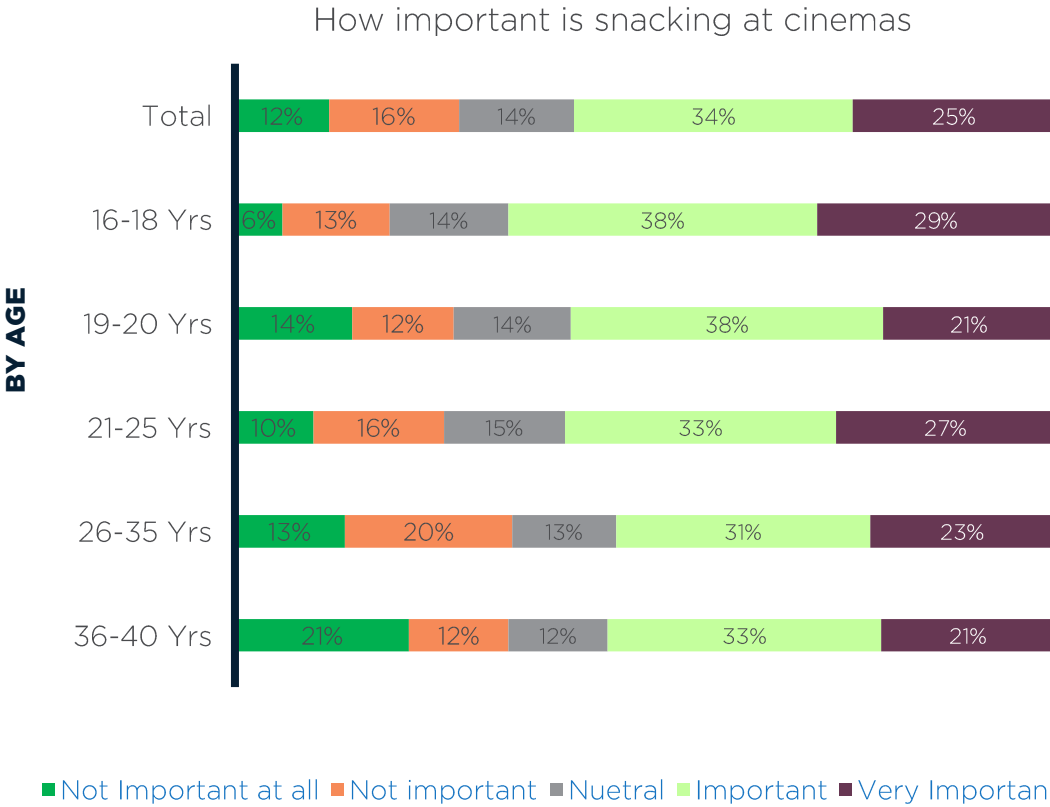
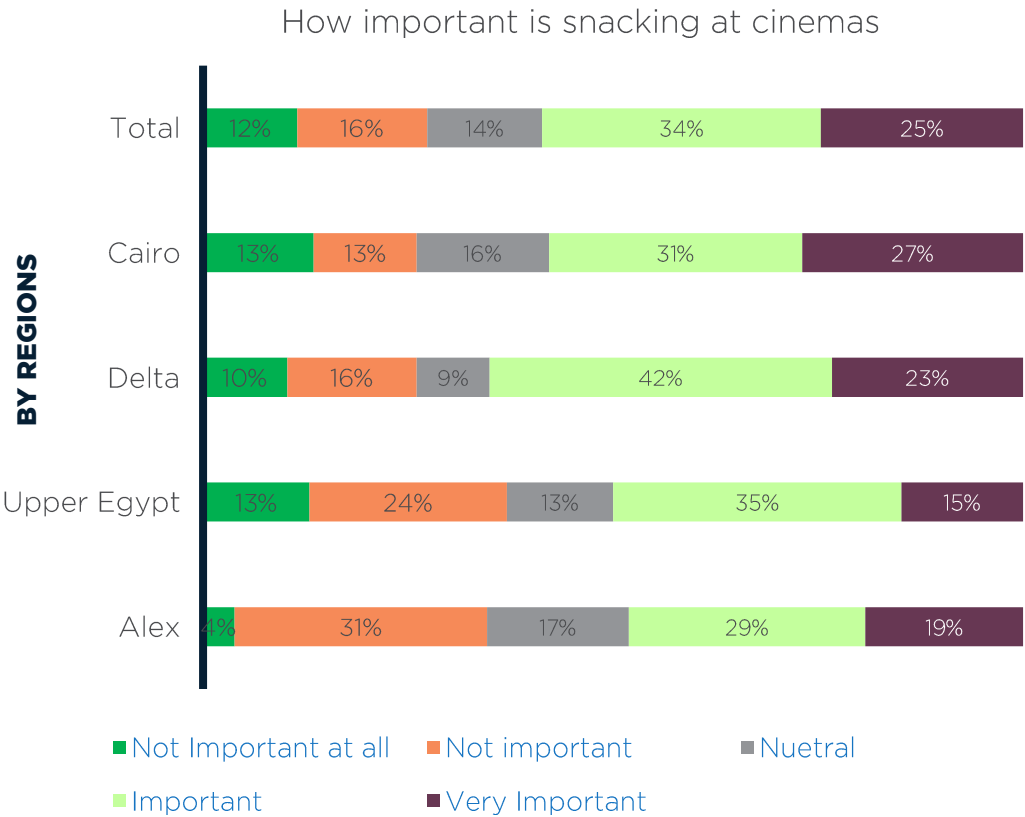


# SNACKING AT CINEMAS

Let us tell you more...

# IMPORTANCE OF SNACKING

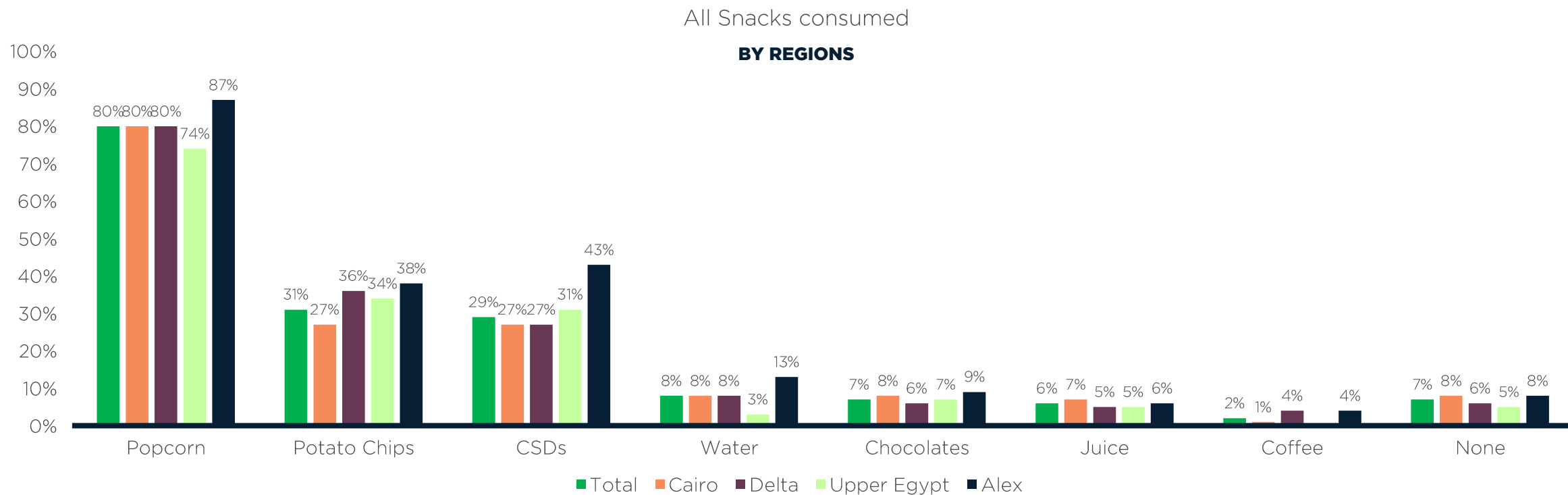
Around 50% of movie goers see snacking as important or vey important when go to the movies - slightly higher among Delta residents and Youth.



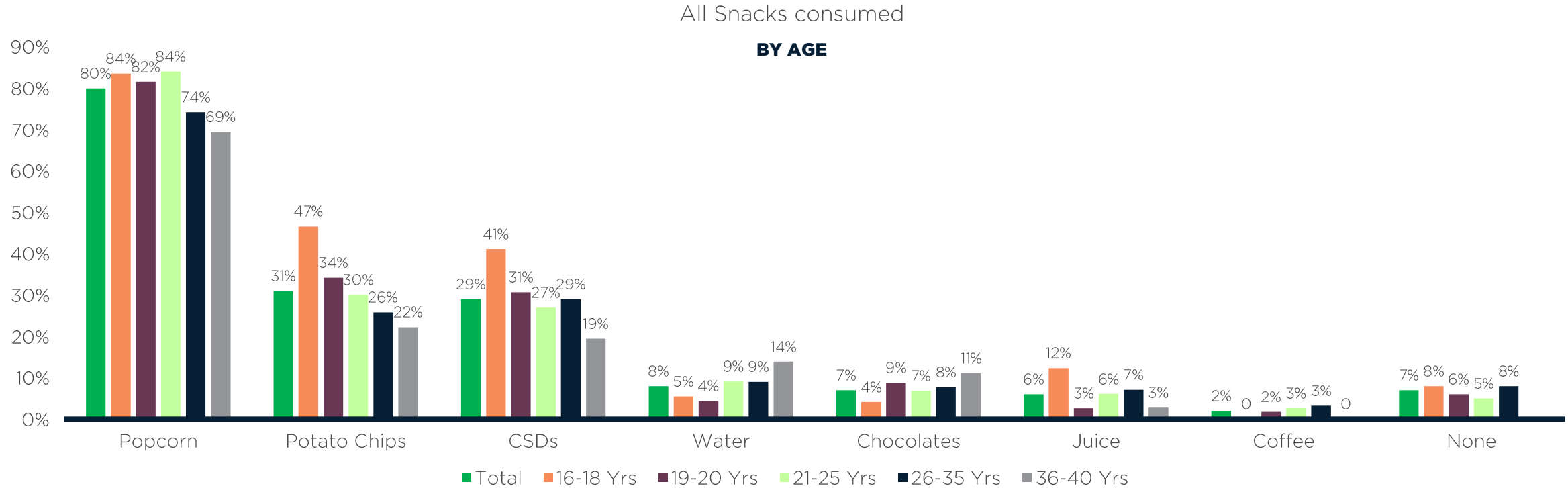


# SNACKS CONSUMED AT THEATERS

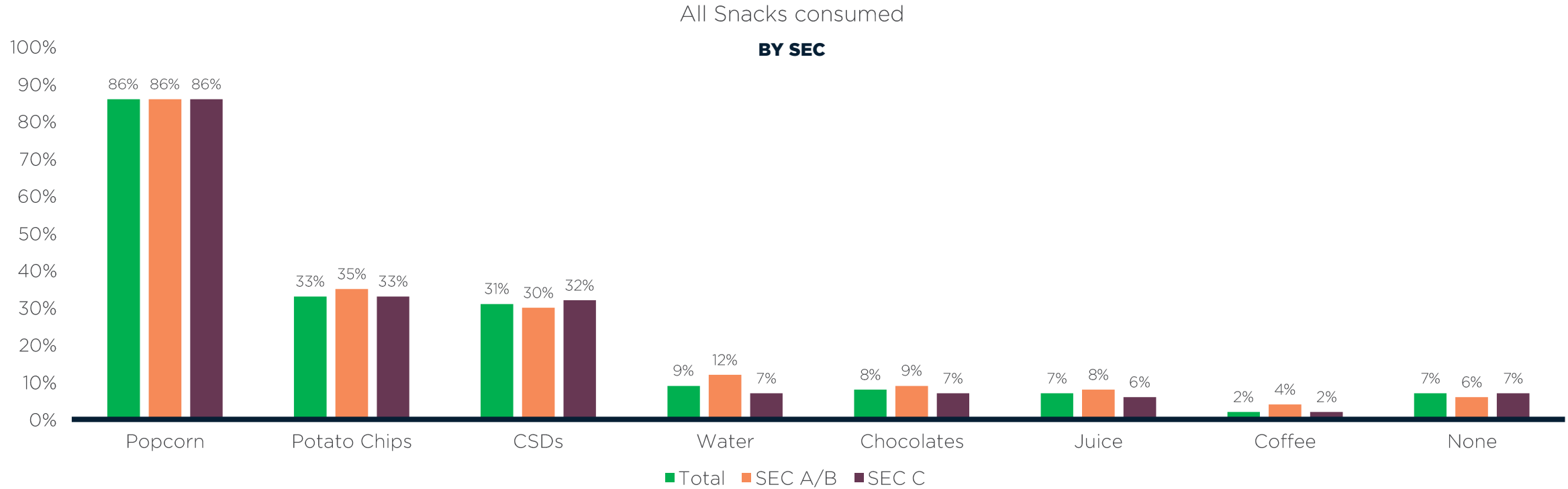
Popcorn, potato chips and soda are the most popular snacks the cinemas.



# SNACKS CONSUMED AT THEATERS



# SNACKS CONSUMED AT THEATERS



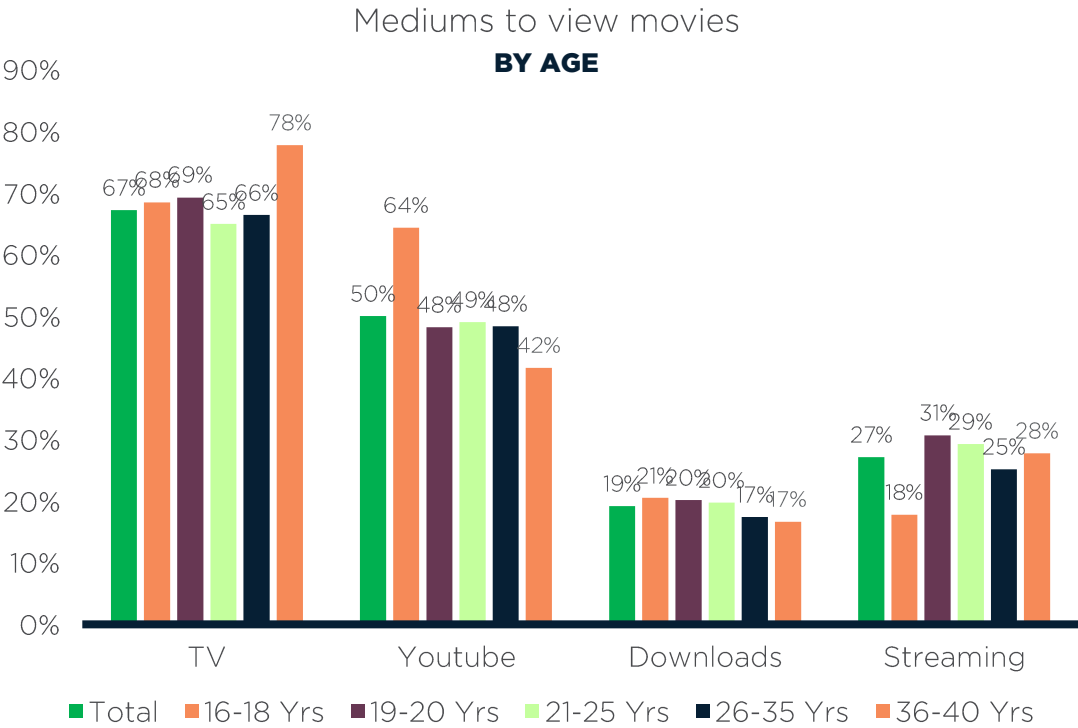
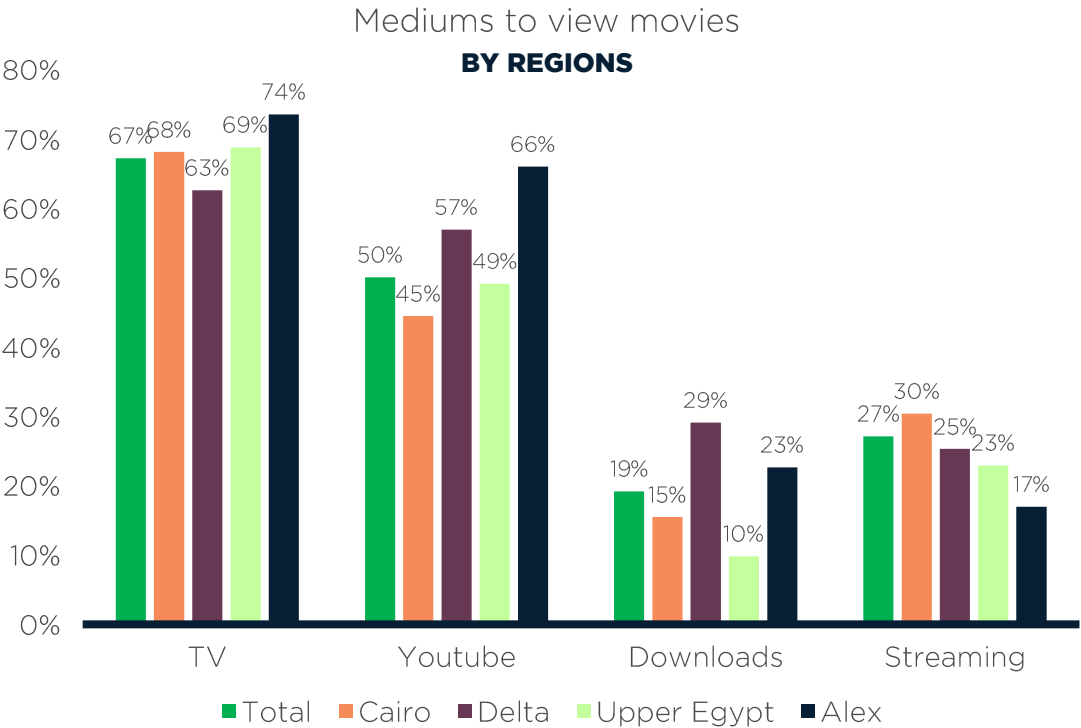


# OTHER MEDUIMS

Let us tell you more...

# OTHER MEDUIMS FOR WATCHIG MOVIES

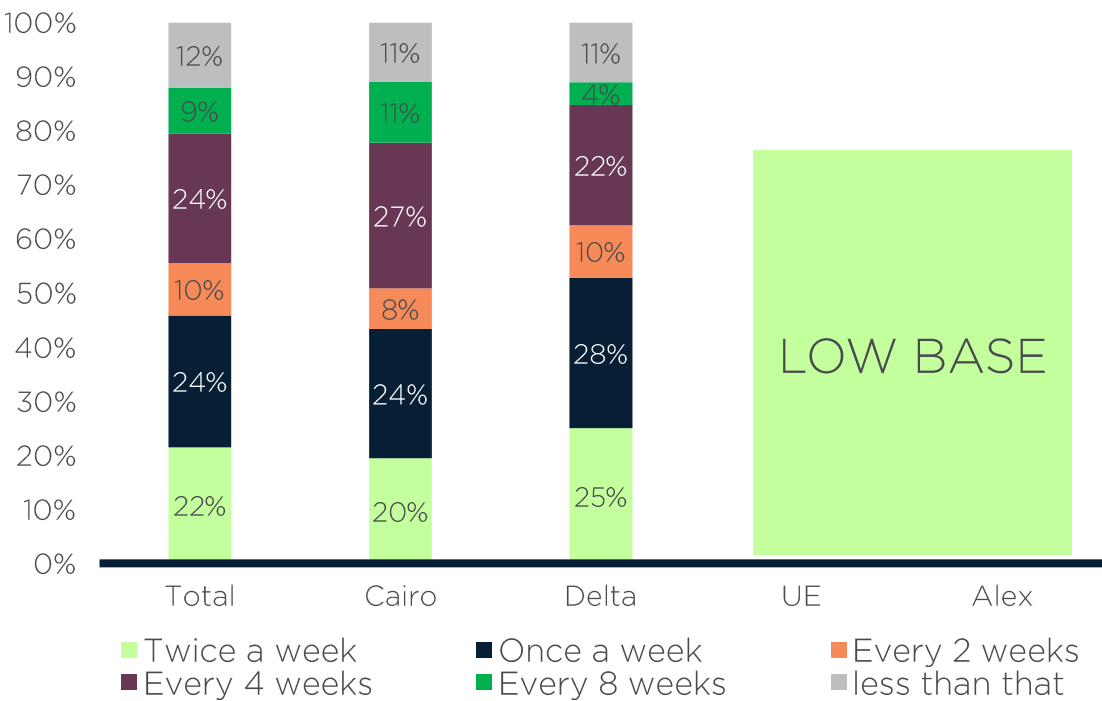
TV and Youtube are the most popular mediums for watching movies other than going to the cinema.



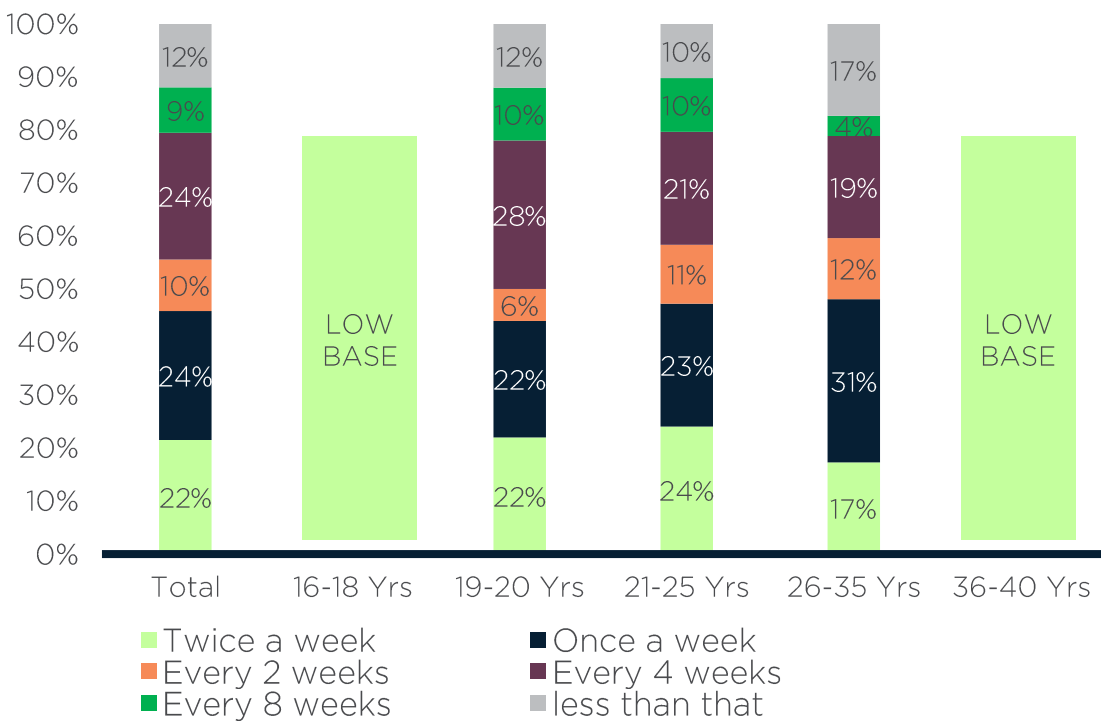
# FREQUENCY OF ONLINE VIEWING

More than 50% of online movie viewers watch at least one movie every 2 weeks.

How often do you watch movies online

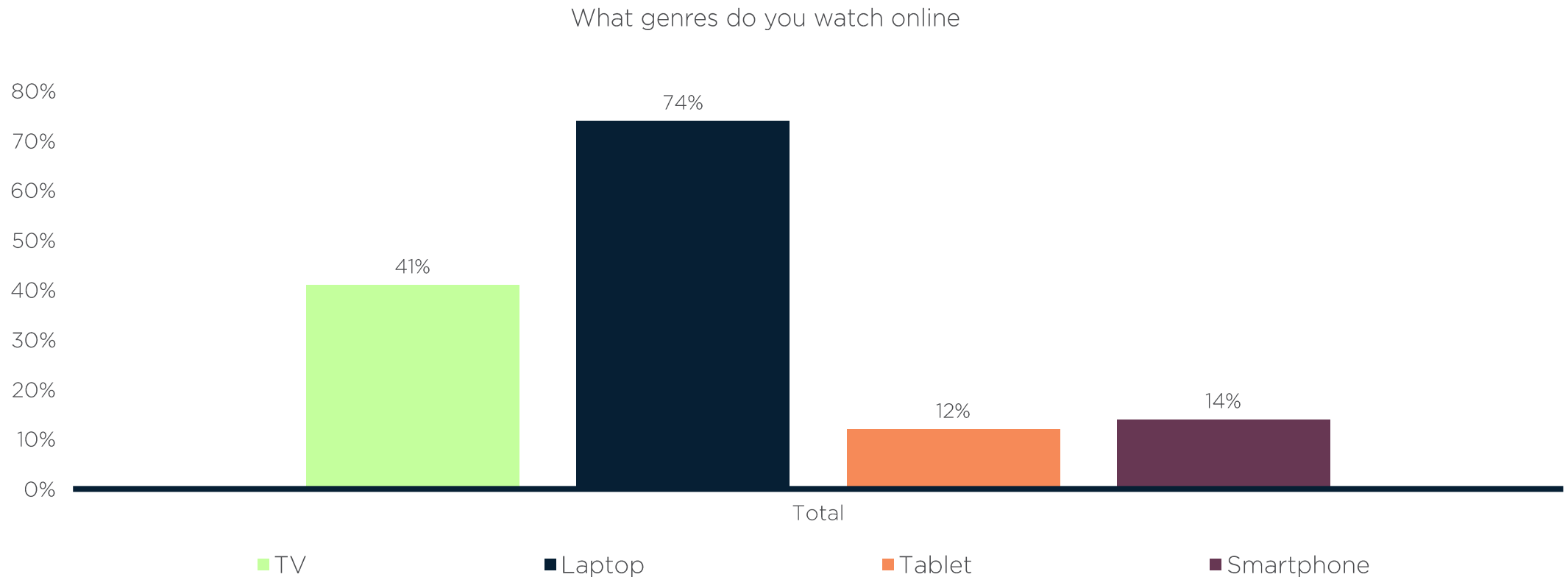


How often do you watch movies online



# DEVICES USED TO WATCH ONLINE

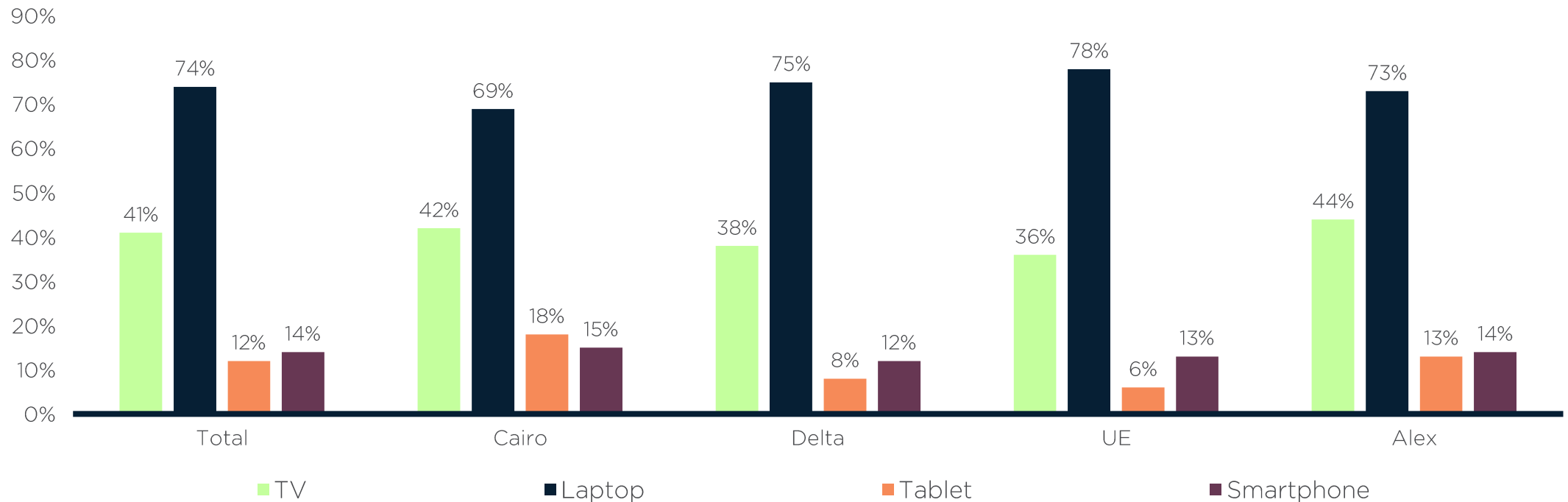
Laptop is the most used device for watching/downloading movies



# DEVICES USED TO WATCH ONLINE

Laptop is the most used device for watching/downloading movies

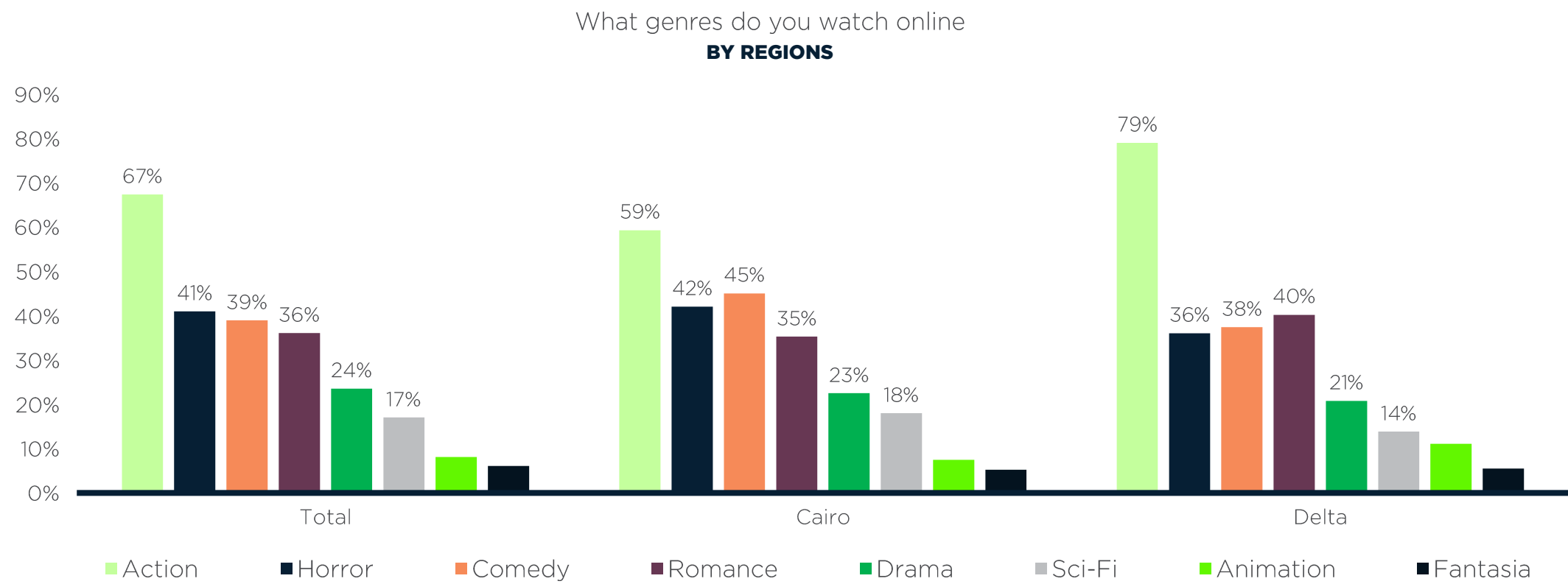
What genres do you watch online





# GENRES WATCHED ONLINE

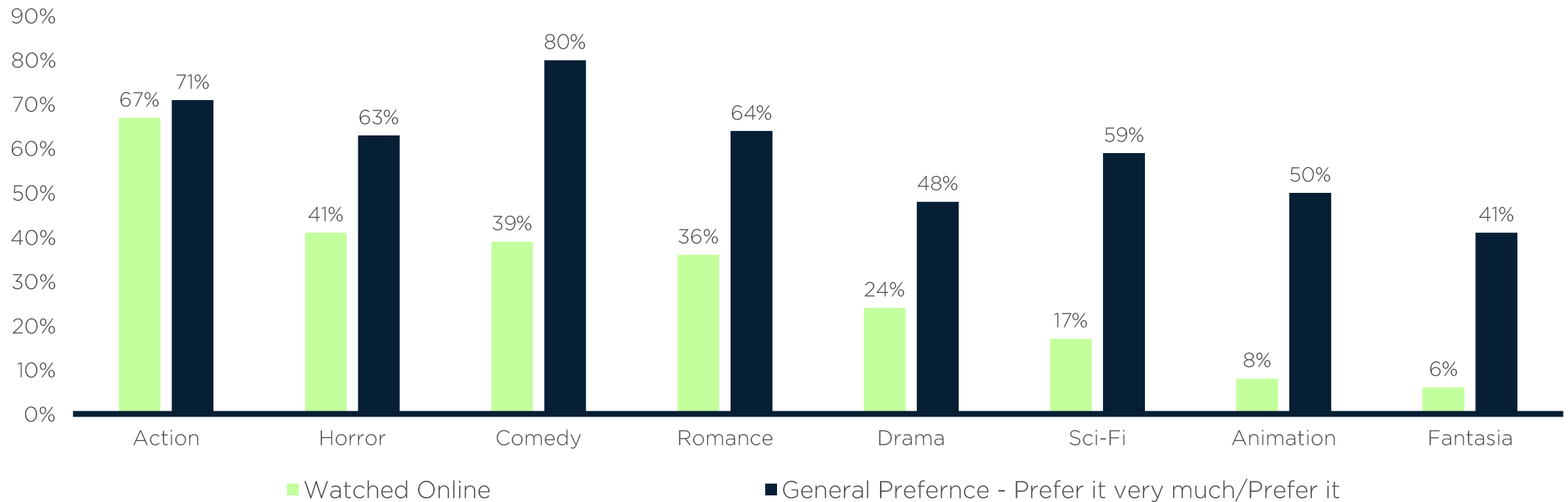
Action genre is the most popular among online movie viewers.



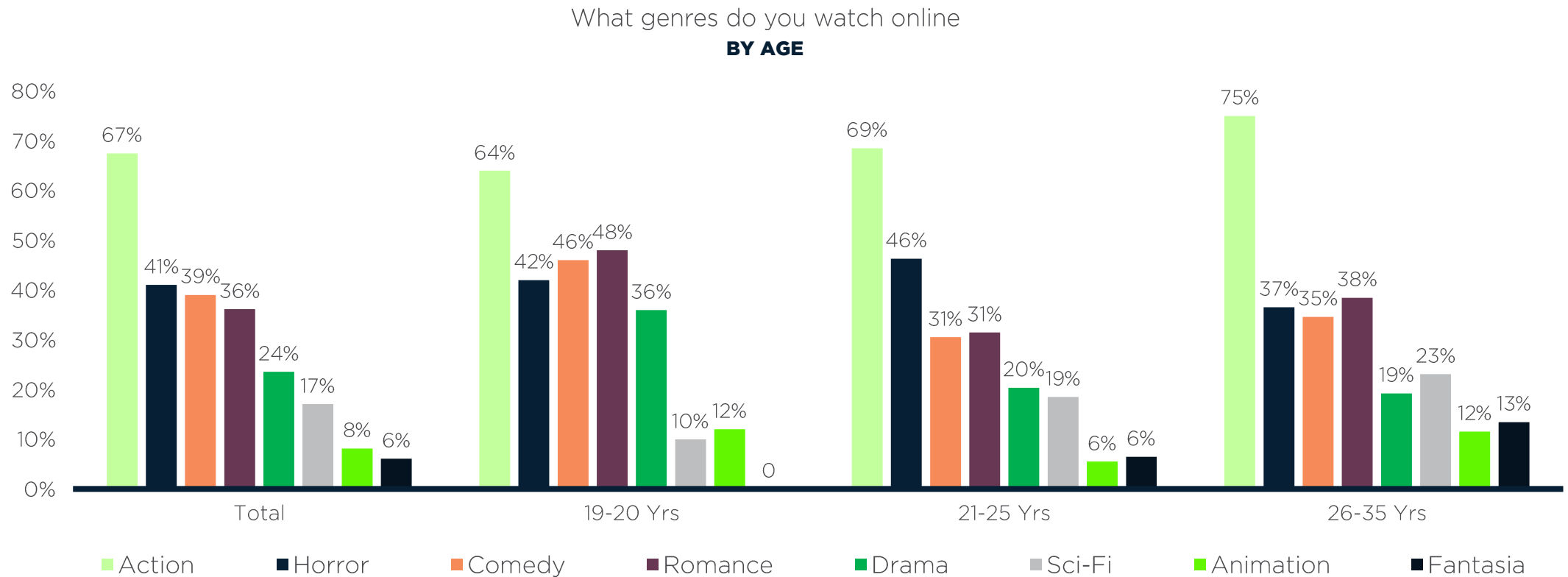
# ONLINE GENRES VS PREFERENCE

Notable discrepancies between online genre views vs general preference.

What genres do you watch online vs general preference



# GENRES WATCHED ONLINE



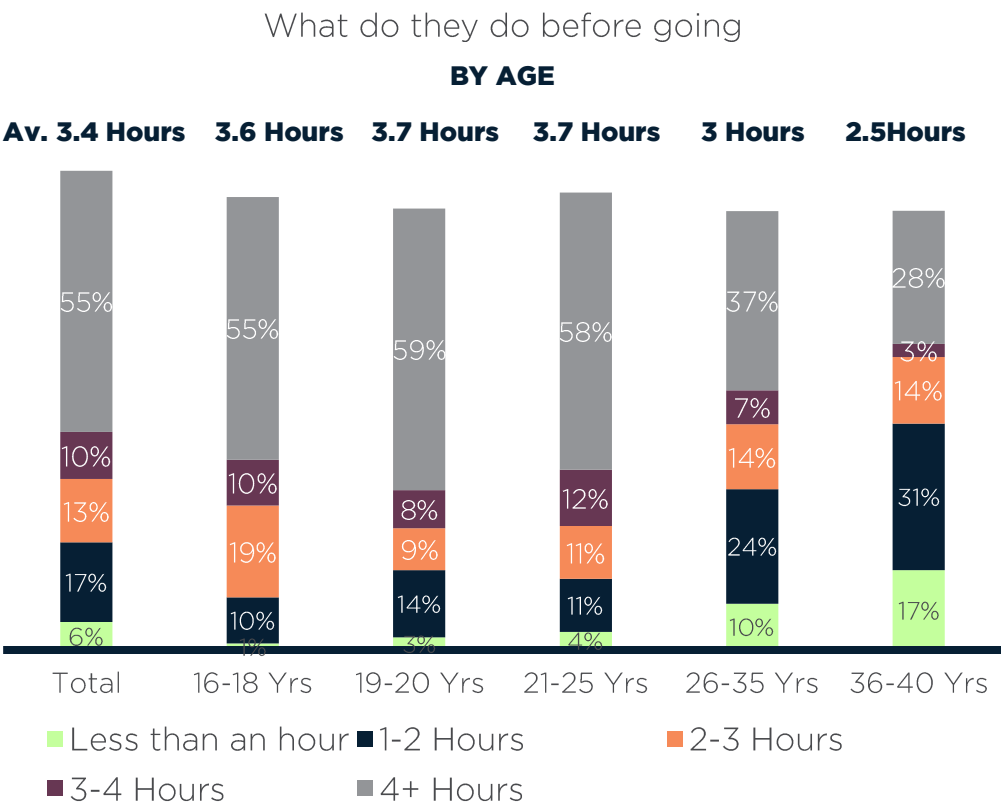
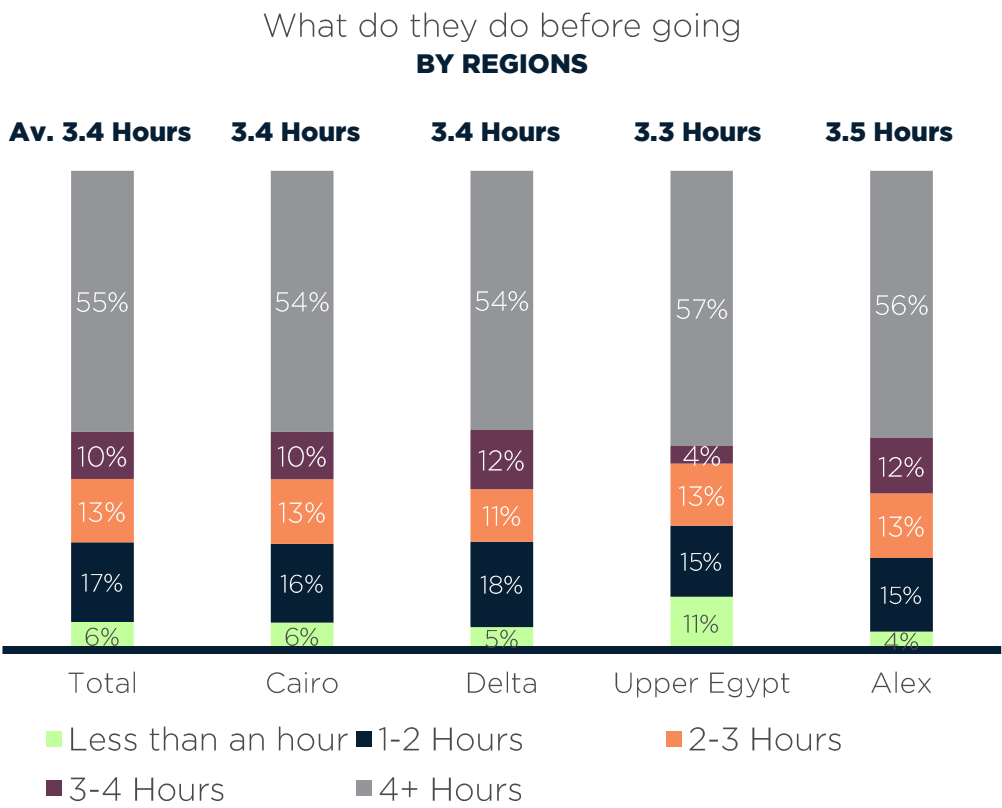


# MEDIA BEHAVIOR

Let us tell you more...

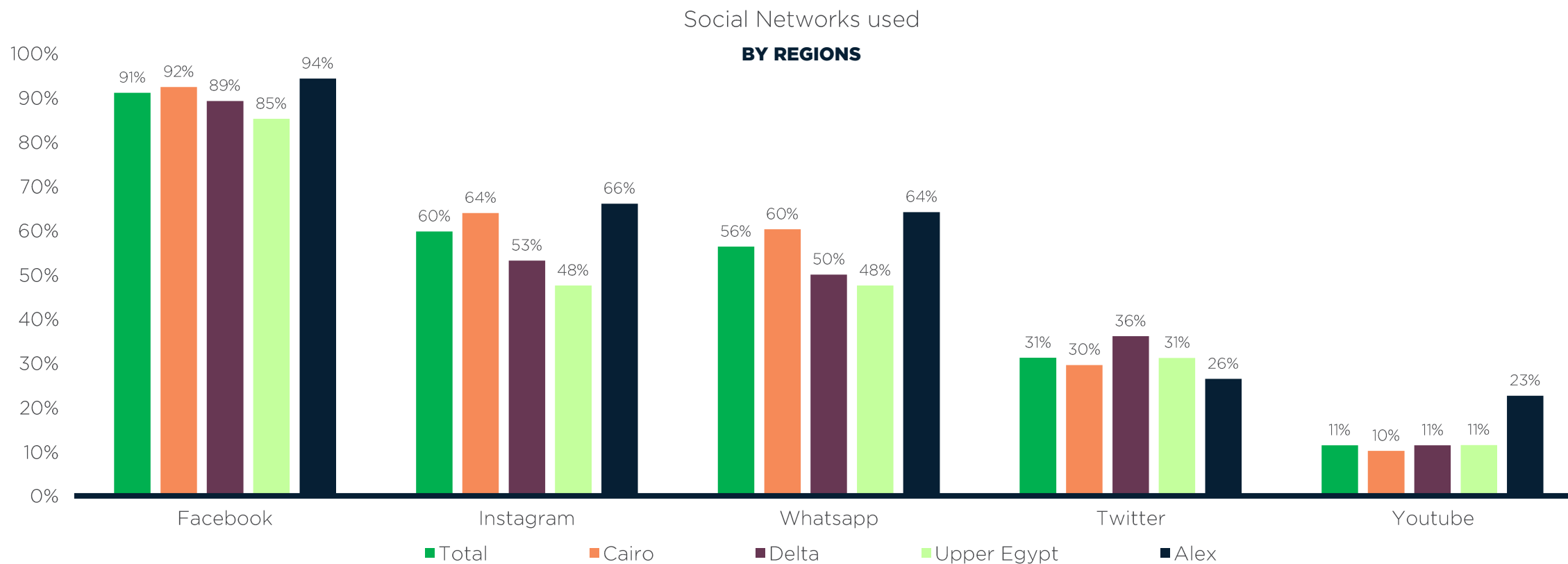
# TIME SPENT ON SOCIAL NETWORKS

On average, they will spend between 3-4 hours on social media sites daily, the duration drops among older age groups.

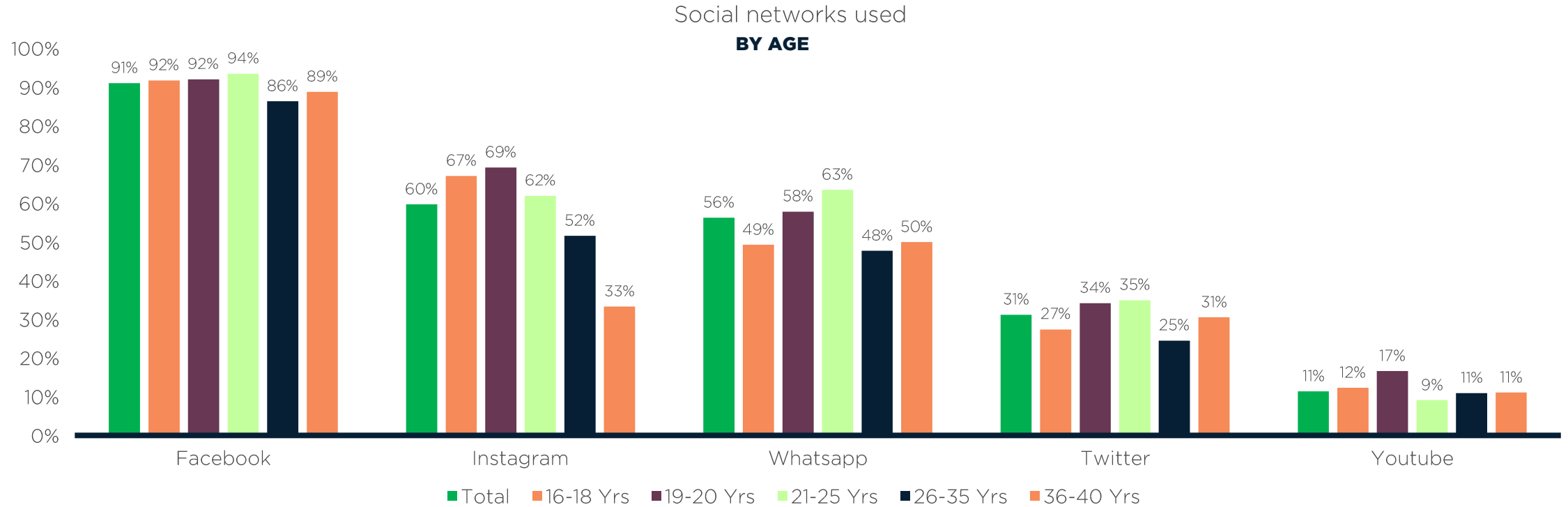


# SOCIAL NETWORKS USED

Facebook and Instagram lead the social networks used.

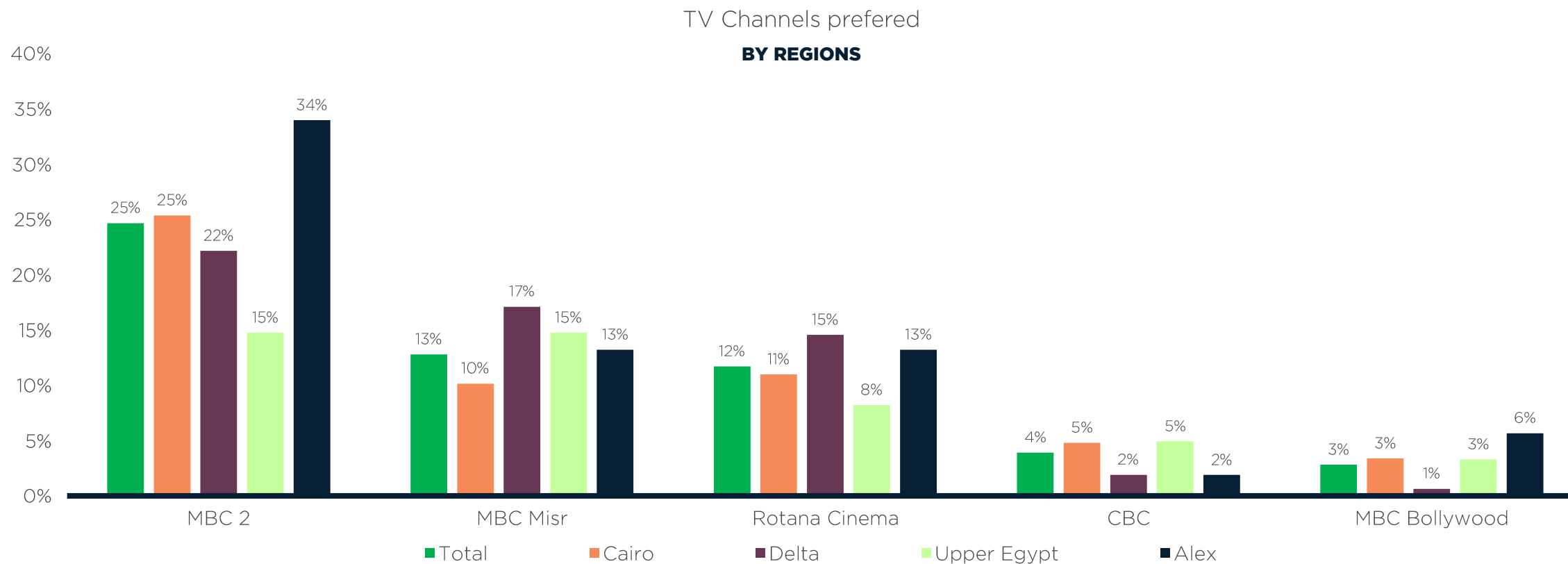


# SOCIAL NETWORKS USED



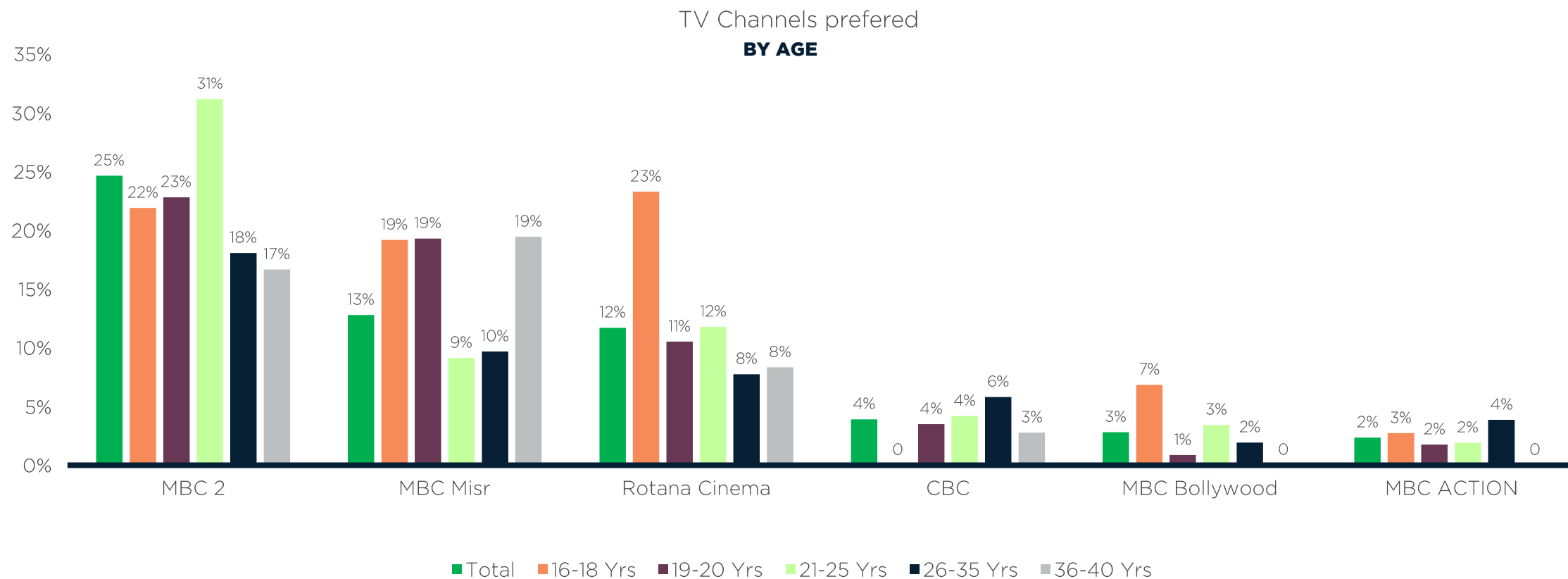
# TV CHANNELS PREFERRED

MBC 2 is the most preferred channel followed by MBC misr and Rotana Cinema. (Other channels have very low mentions).



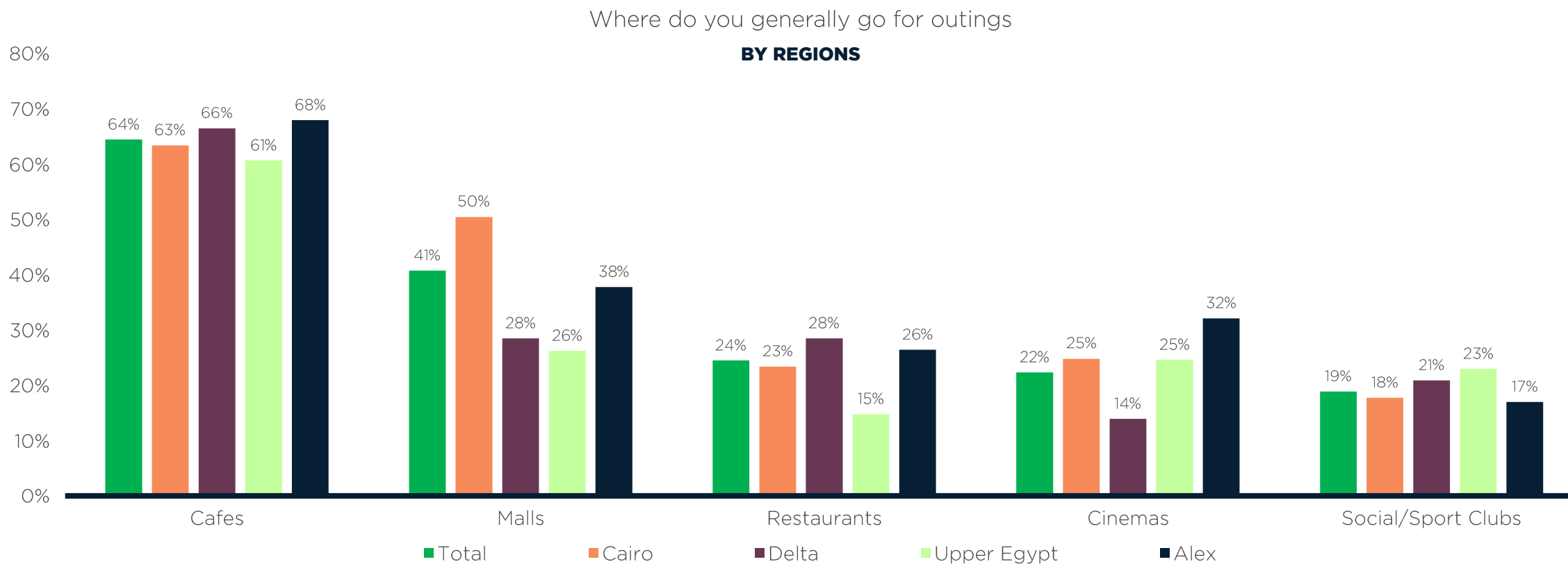


# TV CHANNELS PREFERRED



# OUTINGS

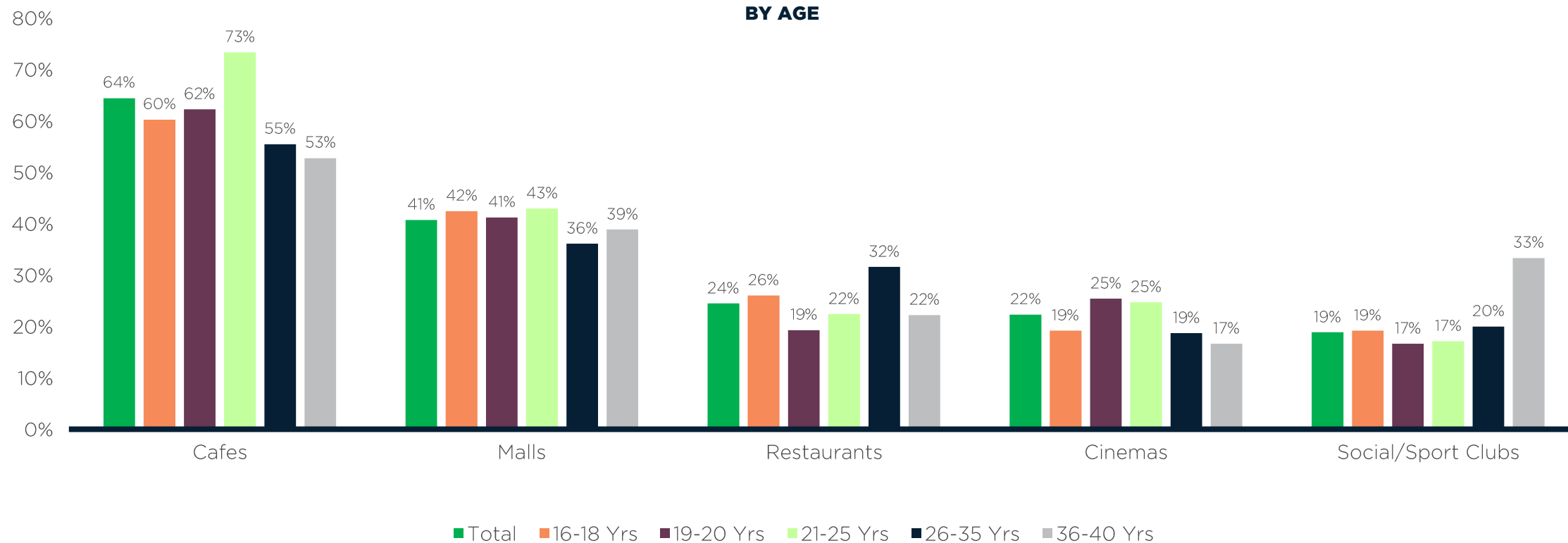
Cafes are the most popular outing across, Malls are high among Cairo residents.



# OUTINGS

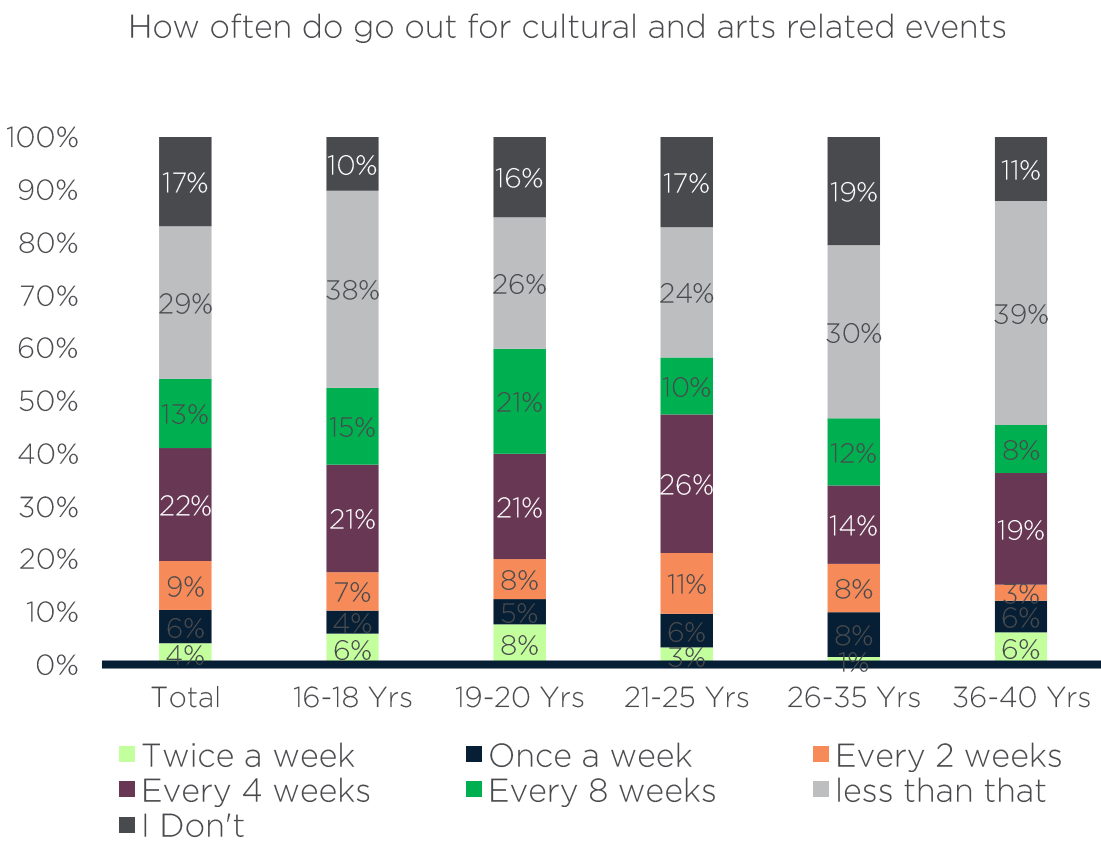
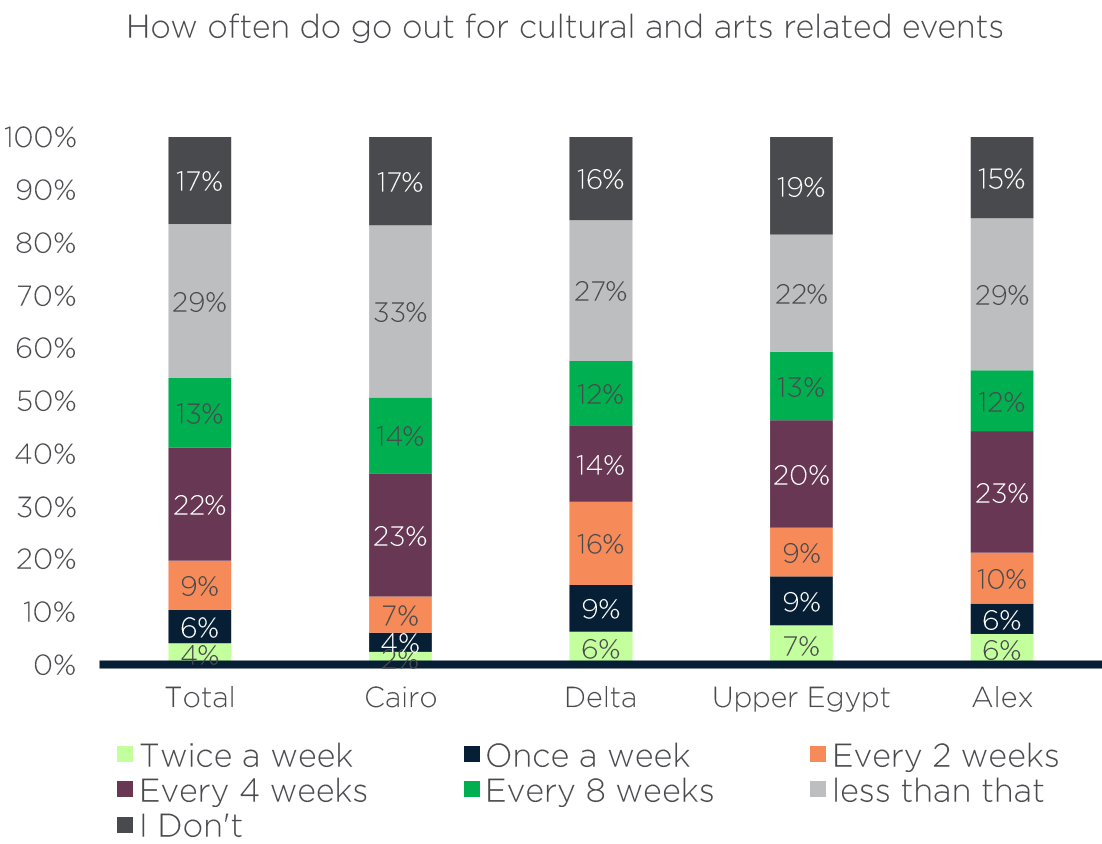
Where do you generally go for outings

**BY AGE**



# FREQUENCY ART/CULTURAL OUTINGS

Outings of arts/cultural nature are not very frequent - almost 30% mention doing it less than once every 8 weeks.





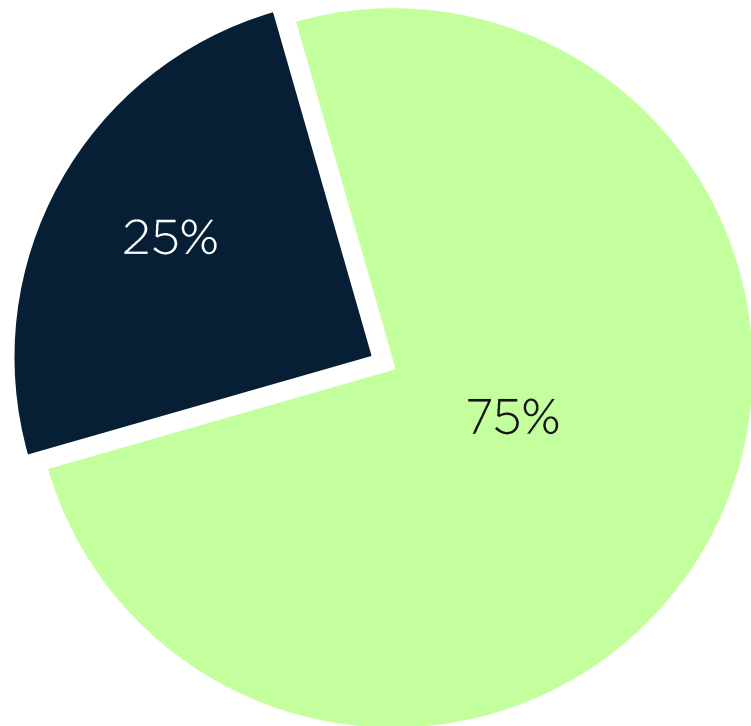
# TARGET SEGMENT

● Ranking & Evaluation

# ZOOMING IN ON POTENTIAL AUDIENCE

(Semi-commercial films are: Ishtebak, Asmaa, Lamo2akhza, Fatat el Masna3 and 678)

## VIEWS



Out of the total cinema goers population 75% of them have seen any for the semi-commercial films

On average each person has seen 2 movies at Cinema

72% of which have seen at home

28% of which have seen at a movie theater

# ZOOMING IN ON POTENTIAL AUDIENCE

(Semi-commercial films are: *Ishtebak*, *Asmaa*, *Lamo2akhza*, *Fatat el Masna3* and *678*)

## ENJOYMENT

41% of all who have seen the films have liked it



56% didn't like it



SEEN IT AT HOME



61%

39%



SEEN IT AT CINEMA



48%

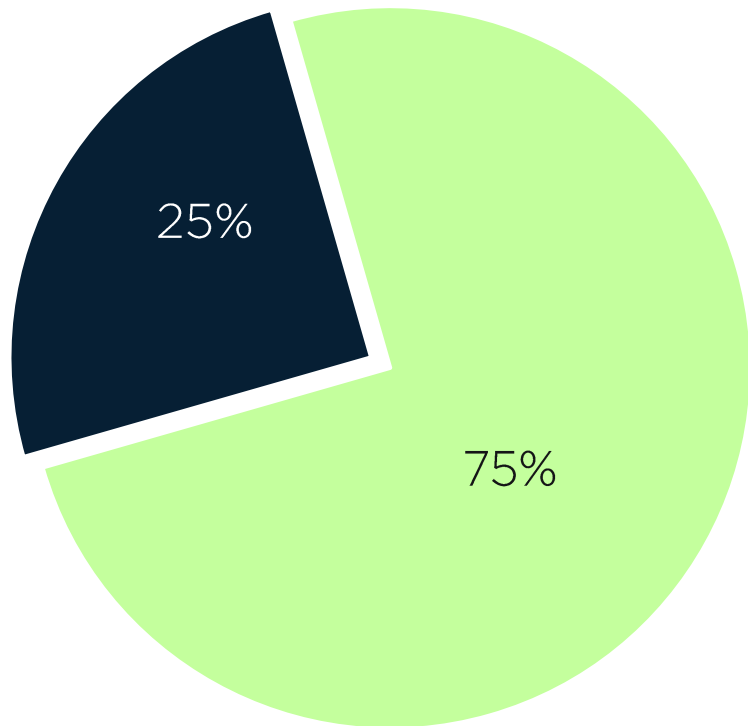
53%



# ZOOMING IN ON POTENTIAL AUDIENCE

(Semi-commercial films are: *Ishtebak*, *Asmaa*, *Lamo2akhza*, *Fatat el Masna3* and *678*)

## WORTH THE MONEY



Out of the all those who have seen any of the films, 28% have seen at a movie theater – 75% of which felt it was worth the money

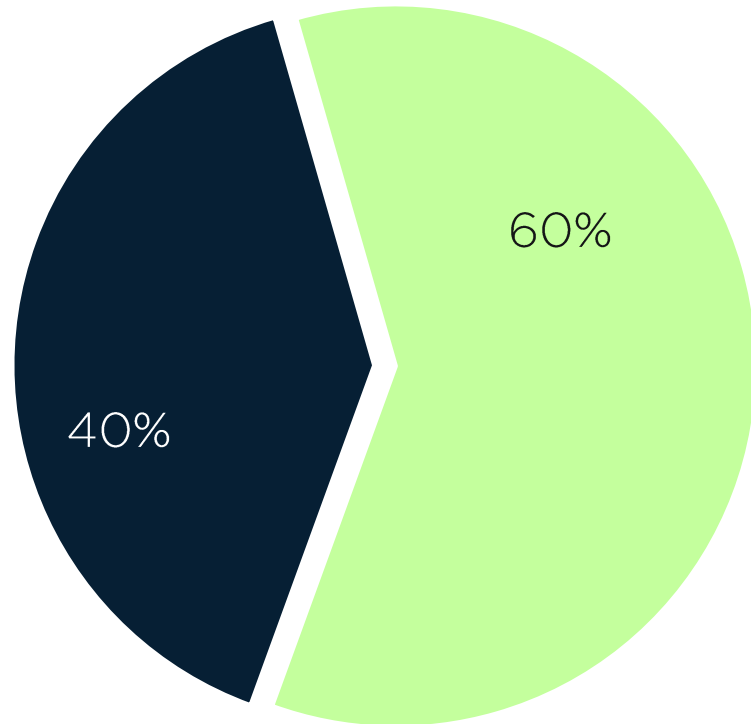




# ZOOMING IN ON POTENTIAL AUDIENCE

(Semi-commercial films are: Ishtebak, Asmaa, Lamo2akhza, Fatat el Masna3 and 678)

## WILLINGNESS TO GO TO CINEMA



60% of those who have seen the movie but not in a movie theater, would have went if they knew about it.



50%

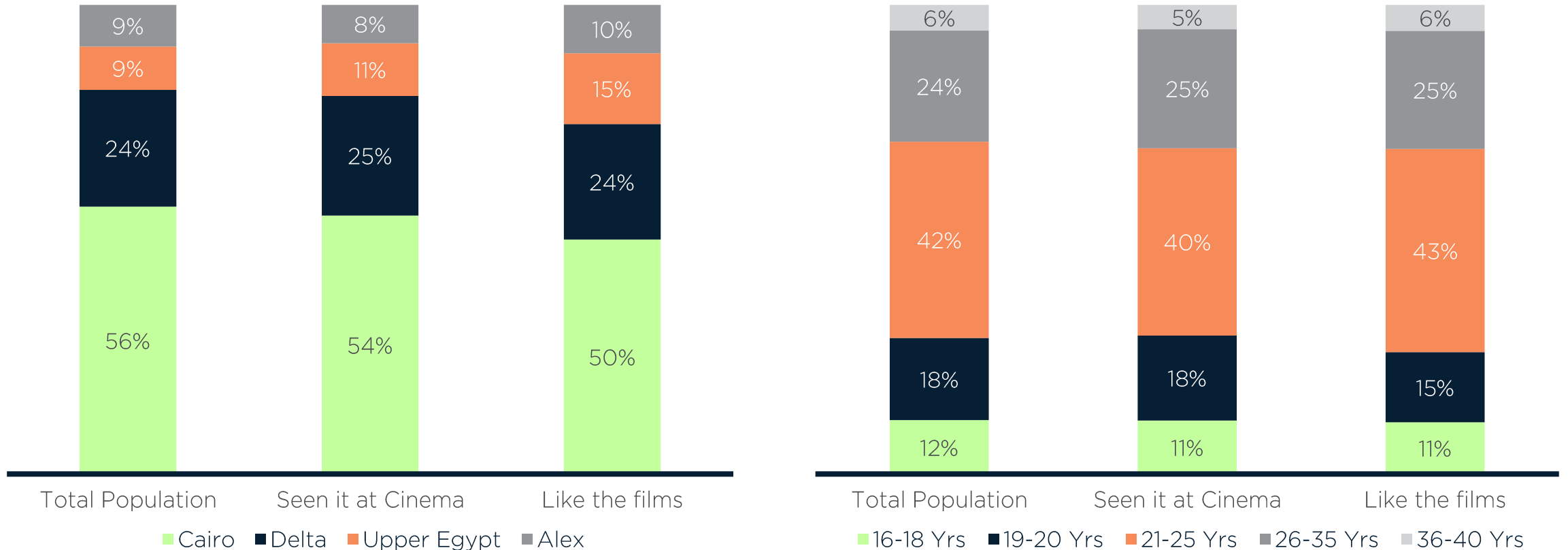
Those who would have went to see the movie not all like it, in fact likability is split 50-50

50%



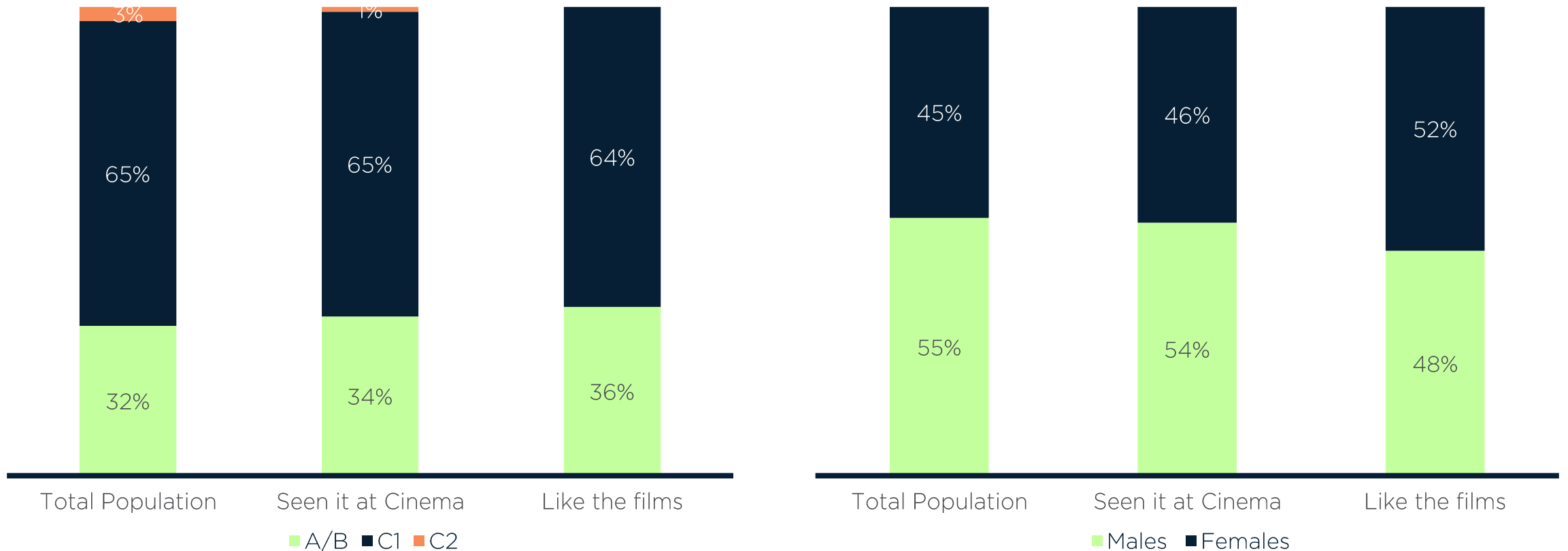
# PROFILING POTENTIAL AUDIENCE

Not much difference in terms of regional profile, with the exception of a slight increase in Upper Egypt among those who have rated the films highly on likeability



# PROFILING POTENTIAL AUDIENCE

A slight skew towards the female population among those who have seen and liked the films



# PSYCHE OF CINEMA EXPERIENCE

- Cinema going is the outlet to either escaping the stresses of life or is an opportunity to get more involved with it through the stories found within various movies



Fun Times



Being in Touch  
with Emotions



Setting

- It's that **outing** that wouldn't be the same without **favorite company**, be it family or friends. Time to gather to laugh, joke, prank each other, talk and catch up.
- It's **planned for with a sequence of events before or after** which involves meeting up, going for a bite and ending it with a fun night out of watching a looked forward to movie. Even if movie isn't up to expectations, would still be happy with change of pace.
- It's definitely considered a '**Night Out**', as there is a high **preference to going to the midnight** shows as an excuse to stay out later and to have a less crowded venue.
- It's the **ideal outing** that consumes 2/3 hours of **detachment from reality**.

# PSYCHE OF CINEMA EXPERIENCE

- Cinema going is the outlet to either escaping the stresses of life or is an opportunity to get more involved with it through the stories found within various movies

## Cinema Represents



Fun Times



Being in Touch  
with Emotions



Setting

- A good opportunity to tackle emotions, be it by:
  - Change of the overall mood → seek comedic films with lots of jokes to uplift their spirits. Get to choose different genres and languages according to preference at the time.
  - Delving into the emotions stirred by the film and living the moments as they come:
    - Get scared during horror movies, but feel safe they are with friends.
    - Cry during romantic scenes and not feel foolish.
    - Bond & understand the hardships of different strata of society. Can learn a morale that could be beneficial to their personal lives. More of a preference for realistic happy endings..

A key ingredient to a fruitful experience at the movies is the atmosphere it present/ setting:

- Aesthetics → the big screen, comfortable chairs, lighting & sound, etc.
- Givens →
  - A good new movie that's awaited for with anticipation
  - The quietness to give full focus without distractions, delve into the story.
  - No Ads like TV to cut out the concentration
- Add ons → snacking on favorites such as Popcorn, cotton candy & Pepsi is integral, wouldn't be the same without them.

# PSYCHE OF CINEMA EXPERIENCE

- Due to being an **experience that highly influences mood & emotions**, there is **little flexibility in accepting obstacles**, financial and executional, as they easily spoil the overall experience.



## Expenses

- Need to set aside a **budget** for it as it includes **more than just a ticket to be paid**:
  - **Ticket itself is considered pricey** ranging from 30-100 EGP, depending on venue & city.
  - **Giving tip to the porter & snacking** during the show is essential and have to be paid for as well.
  - Outing usually involves **having a meal before or after**.
  - **Transportation** to go to venue, especially if will travel to Cairo or Alex.



## Negative Influence

- Cinema going does come with **downfalls** involving:
  - **Spoiling Actual Experience**→
    - **Being overcrowded & noisy** → takes away from enjoying the movie, especially during Eid & holidays.
    - **Harassment**→ certain venues are known for having careless youth who assault females (verbally/ physically).
    - **Lovers**→ they get too comfortable with the darkness, putting others at discomfort and not suitable for families with kids.
  - **Negativity coming from movie plot**→
    - Youth are more likely to imitate immoralist scenes from the film in real life.

معروف السينما للعشاق يقعدوا جنب بعد و يتفرجوا  
(F/25-29/Alex)

# ASSOCIATIONS OF CINEMA EXPERIENCE

- Going to the movies is a **calculated decision** that needs to feel **worthwhile and value for money**.
- Watching the **latest movies within an ideal setting at the most convenient venue trigger visits**. On the other hand these same elements, do play a role in avoidance.



## Positives



- Have a **variety of options** to choose from:
  - Screen **up to date movies** that are newly released.
  - **Different Genres** (Comedy, Romantic, Adventure, Action, Horror, Documentaries, etc.)
  - Come in **different formats** (normal, 3D, 7D, 9D, D Box, I Box etc.)
  - Films with their **favorite celebrities** (preference to Sakka & Ahmed Helmy)
  - **Monitored** to avoid exposure to inappropriate scenes.
- Venue in **Strategic location**, easy and suitable to reach.
- **Filter audiences** that enter so as to avoid harassment, fights, etc.



## Negatives



- **Interior that's not up to standard** →
  - Venue that looks old & Shabby.
  - Uncomfortable seating.
  - Poor lightning & sound.
- **Low quality movies** →
  - Old releases no reason to go to the cinema for, can watch it online for free.
  - Foreign movies that are not translated.
- **Not Reputable** →
  - Has a lower standard of people that would make experience uncomfortable.
  - Youth that make noise and bother those around them.
- **Poor location** → hard to get to and in an unsafe neighborhood

الناس الشعبية بتحب الأفلام الهابطة زي أفلام السبكي  
(M/Alex/18-22)

# THANK YOU

stay in touch

