

EXCERPT

nielsen PreView™
for entertainment

Beyond the Ratings...

How to buy/sell cinema based on robust consumer segmentations



Member Research

Introduction



Segmenting the Market

Earlier this year, the Nielsen Preview analysis of Cinema Advertising generated a significant amount of interest. In particular, many of readers wanted to learn more about best practices in purchasing cinema - either on a genre or consumer segmentation basis.

The following research contains insights on which movies might be good targets for various brands and advertisers, based on specific demos. Included in this research:

- How many movie consumer segments are there in the industry
- The frequency and size of these segment in the last two years
- How to predict the relevancy for a brand for two of the key movie segments

Interested, in the full study? Consider purchasing and get an in-depth analysis on each of the movie segments, including:

- Demographics by segment
- Examples of movies in each of the eleven movie consumer segment
- Most predictive genre elements of each segment
- Average box office results for each segment

Interested in the full report and full key learnings? [Click here](#)

The Basics

About the Content

When discussing films, it is all too common to describe a film in terms of a very broad genre versus a description of more detailed content. Most speak about action, G, PG or summer blockbusters when discussing films, but genre content goes deeper than this.

For example, while comedies and family films are known to generate some of the top dollars, it is little discussed that Road films and Sports have been strong contributor to overall film dollars as well.

Box Office - by Genre/Theme (ranked)

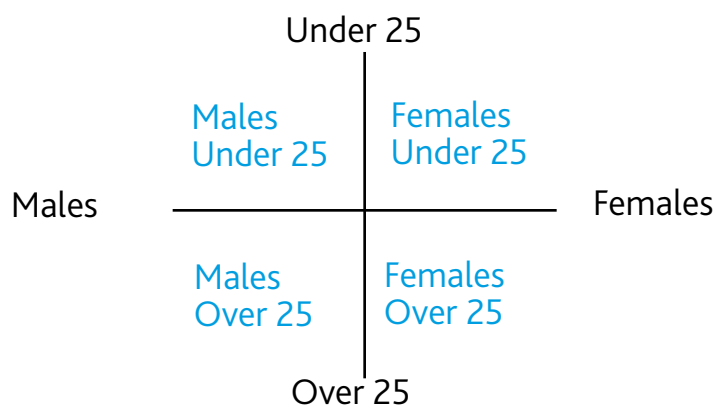
Genre/Theme	Sum of Box Office
ANIMATED	\$2,534,726,980
LIVE ACTION	\$1,585,796,387
ROAD FILM	\$1,045,761,395
SCIENCE FICTION	\$1,016,902,688
SPORTS	\$846,883,242

[See appendix for full details \(full report only\).](#)

Interpreting the Data

How to Interpret the Data

Wide release films from two years ending September 2007 were included in this analysis. As part of this analysis, the demographic quads (as defined by Men <25, Women <25, Men >25, and Women >25) for each movie were calculated.



The key metrics were calculated on an absolute basis, as a percent of the movie going population of moviegoer, with values ranging from zero to 100.

Next, using the four quads as the basis of segmentation, the almost 400 films were grouped together into naturally occurring segments in order to understand the different types of films in the industry and their relative appeal to particular demographic groups.

Once the groups were segmented, each segment could be defined based on the type of moviegoers interested in the film as well as the types of genres appealing to these particular demos.

Note: Nielsen defines the movie-going universe as consumers 12+.

Member Implications

About Who's Who

When we consider the movies over the last two years, eleven natural groups explain most consumer film preferences. These groups have varying degrees of appeal to the various quad demographics, ranging from niche appeal all the way to broad appeal across all demographics tested.

The Magnificent Eleven

Segment	M<25	M>25	F<25	F>25	% of Films
Low Profile Chick Flick			■	■	14.9
Young Fluff	■	■	■	■	14.1
Chick Flick	■	■	■	■	12.2
Female Teen Flick		■	+	■	1.6
Under the Radar - Female				■	24.3
Under the Radar - Male	■			■	9.5
Crowd Pleaser				■	5.9
Guns 'n' Guts	+	+	■		3.5
Male Teen Flick	+		■	■	11.1
Men's Tent pole	+	+			1.1
Tent Pole	+	+	+	+	1.9

Note: A plus sign (+) indicates over 50% of this demo group had strong interest in the movie segment.

■ Heavy Overindex

■ Moderate Overindex

■ Heavy Underindex

What can be termed, *Under the Radar Female* oriented films makes up the broadest number of wide-release films over the last two years - almost 25%. While *Tent Poles*, appealing to over 60% of all demos, are quite rare - amounting to no more than 2% of all films.

See appendix for full details (full report only).

Key Insight:

Not all films are created equal in reaching your targeted audience, and advertising across all films can prove inefficient.

Member Implications

About MPAA Ratings

While each of these segments represents a unique relationship based on demographic preferences, this has very little relation to MPAA Ratings.

About the Segments

Except for *Female Teen Flicks*, each of the segments draws from more than one MPAA rating, with many drawing from PG, PG-13 and R.

The Segments - by rating distribution

Segment	G %	PG %	PG-13 %	R %
Low Profile Chick Flick	4	35	29	33
Chick Flick	4	20	67	9
Under the Radar - Female	7	22	32	39
Under the Radar - Male	0	14	20	66
Young Fluff	2	2	58	38
Female Teen Flick	0	0	100	0
Crowd Pleaser	9	23	50	18
Guns 'n' Guts	0	0	54	46
Male Teen Flick	0	10	44	46
Tent Pole	0	29	71	0
Men's Tent pole	0	0	75	25

Key Insight:

MPAA ratings are inefficient at predicting which types of consumers will arrive at the theatre. A deeper look is required for targeting.

Member Implications

Segment 1: Tent Pole

Examples of movies in this segment: Spider-Man 3, Shrek the Third, Harry Potter and the Goblet of Fire

This group of movies had the highest level of appeal across all four demographic segments. Over 60% of all four groups showed interest in this category of movies. Unlike other segments, *Tent Poles* had a similar level of interest across all demographic groups - no group was singled out as overindexing for this movie segment.

	%M<25 Interested	%M>25 Interested	%F<25 Interested	%F>25 Interested
Tent Pole	64.7	64.4	67.7	65.0

This movie segment contained the most popular family and action films from the past few years. Almost all the movies in this segment were released during the summer or holiday time period. Movies in this segment also tended to be part of a larger franchise.

Average Box Office: \$ 313 Million

Monthly Frequency: < 1 per Month

Most Common Month: May

Top Genres:

ACTION ADVENTURE
FAMILY
SUSPNS/THRILLER

Top Sub Genres:

ROAD FILM
LIVE ACTION
SPIRITUALITY

Top Themes:

WAR
MONSTER/CREATURE
PSYCHOLOGICAL
SUPERHERO

Member Implications

Segment 11: Low Profile Chick Flick

Examples of movies in this segment: *Nanny McPhee*, *The Ex*, *Gracie*

There is another movie segment for chick flicks: *Low Profile Chick Flicks*. This segment overindexes with females under 25 and with females over 25. Both young and old males have lower interest in seeing these films.

	%M<25 Interested	%M>25 Interested	%F<25 Interested	%F>25 Interested
Low Profile Chick Flick	15.7	15.2	22.7	21.8

The movies falling into this segment tend to be family films, dramas and comedies. Many have romantic undertones, but for the most part they tend to be stories about young female protagonists. Many of these films fall into the human interest category.

Average Box Office: \$15 Million

Monthly Frequency: 2 per Month

Most Common Month: August

Top Genres:

FAMILY
HUMN INTST DRMA
HUMN INTST CMDY

Top Sub Genres:

LIVE ACTION
ANIMATED
ABOUT FAMILY

Top Themes:

FANTASY
WOMEN'S ISSUES
ANIMAL THEME

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