



**MOTIVATE VALMORGAN**  
c i n e m a a d v e r t i s i n g



# Cinema 360: AUDIENCE, ADVERTISING AND MOVIES

**2017**

# Executive Summary

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Commissioned by **Motivate Val Morgan** – market leader in cinema advertising across the Middle East, **Ipsos** – global market and opinion research specialist, conducted a study to decipher movie-going audiences and measure the effectiveness of cinema advertising in the UAE.

The report, **Cinema 360: Audience, Advertising and Movies**, examines the following:

- Cinemagoers: habits and preferences
- Cinema vs TV and Digital Mediums
- Movie genre insights for specific audience targeting

The study validates the distinctive power of cinema as a medium for entertainment and advertising: how premium first-run content, delivered to a captive and engaged audience, in an impactful environment, can deliver significant uplift and value to advertising budgets.

# Methodology

500 INTERVIEWS



\* REPRESENTING  
6.5M WHO ARE  
ABOVE 15 YEARS  
OF AGE LIVING IN UAE



RAS AL KHAIMAH 5.2%  
FUJAIRAH 3.2%  
UMM AL QUWAIN 1.2%  
AJMAN 5%  
SHARJAH 19.2%  
DUBAI 31.9%  
ABU DHABI 34.3%

\*



MALE  
71.5%

FEMALE  
28.5%

\*



15-24  
20.2%

25-34  
38.5%

35+  
41.3%

\*

17% UAE Nationals  
28% Arabs  
48.5% Asians/Non Arab Expats  
6.5% Westerners



FROM 10TH-18TH  
JULY 2017

WELL DESIGNED ARABIC  
AND ENGLISH  
QUESTIONNAIRE



ONLINE SURVEY  
10-15 MINUTES



# Overview

## CINEMAGOER HABITS



## CINEMA VS. TV & DIGITAL



## BLOCKBUSTERS



## CHICK-FLICKS



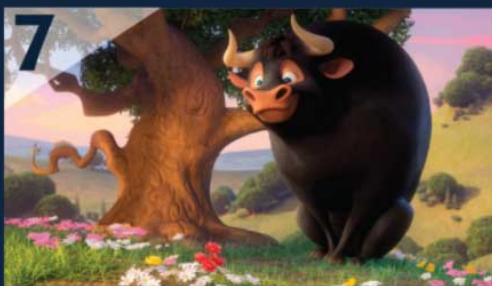
## DRAMA MOVIES



## FAMILY MOVIES



## KIDS MOVIES



## KEY FINDINGS



## TAKEAWAYS FOR ADVERTISERS

