



MOTIVATE VAL MORGAN
cinema advertising



Cinema 360: AUDIENCE, ADVERTISING AND MOVIES

2017

Executive Summary

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

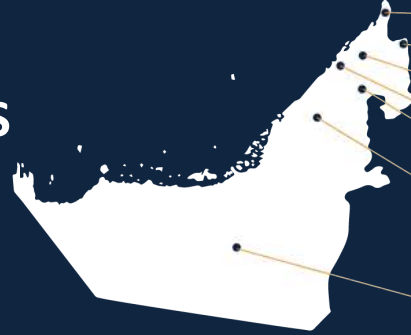
The study validates the distinctive power of cinema as a medium for entertainment and advertising: how premium first-run content, delivered to a captive and engaged audience, in an impactful environment, can deliver significant uplift and value to advertising budgets.

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

