



New audiences for cinema

Heather Maitland



This session

- ◆ What's happening to audiences for cinema?
- ◆ What's happening to audiences for culture?
- ◆ What can we do about it?

WHITESTONE CINEMAS

1
2 THANK YOU
3 FOR YOUR PATRON FOR THE
4 PAST 30 YEARS
5 WHITESTONE IS NOW CLOSED

8

9

10

11

12

13

14

On average people
look at their
mobile device
221 times a day

That's
3 hours 16
minutes each day



Tecmark, Smartphone Usage Survey, 2014

<http://www.tecmark.co.uk/smartphone-usage-data-uk-2014>



More European audiences watch films on a
computer than a standard TV set
(85% compared to 75%)

Attentional, Headway International and Harris Interactive , A profile of current and future
audiovisual audience, Luxembourg: Publications Office of the European Union, 2014


EU Cinema admissions 2015:  8%

Alemania:  14%

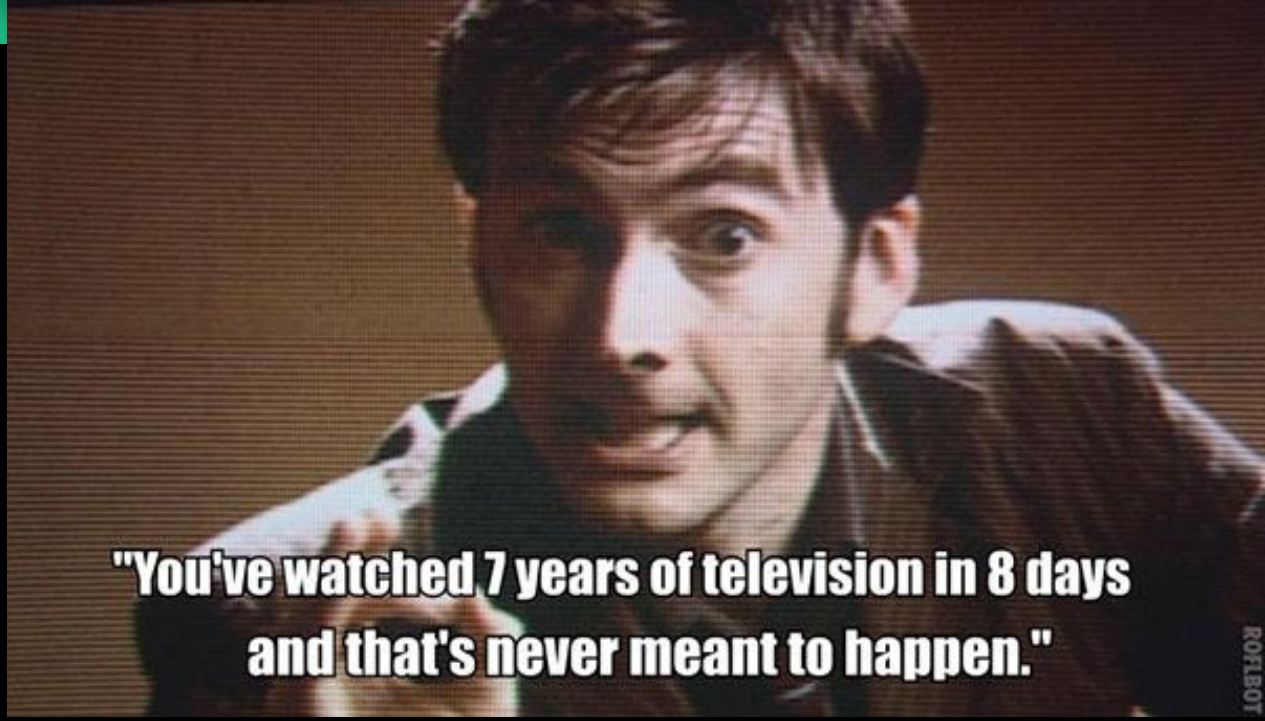
Reino Unido:  9%

Italia:  9%

España:  8%

Francia:  1%





**"You've watched 7 years of television in 8 days
and that's never meant to happen."**





Locusta Phobia

Consumable



Sharable

THE DIRECTOR OF KILL LIST & SIGHTSEERS INVITES YOU TO TAKE A TRIP... INTO THE PAST

“BOLD AND VISIONARY”

JAMIE GRAHAM / TOTAL FILM



“ABANDON EVERYTHING -
ENTER BEN WHEATLEY'S
IMAGINATION TO ENJOY A
WONDERFULLY SEDUCTIVE
PIECE OF FILM-MAKING”

NICOLAS ROEG

“AN IMPRESSIVE,
HAUNTING PICTURE”

KIM NEWMAN / EMPIRE



“A HEAD-SPINNING
TRIP INTO THE FAR
CORNERS OF THE
ENGLISH PSYCHE”

DANNY LEIGH / FILM 2013

A FIELD IN ENGLAND

A FILM BY BEN WHEATLEY



FILM4 PRESENTS A ROCK FILMS PRODUCTION
“A FIELD IN ENGLAND”

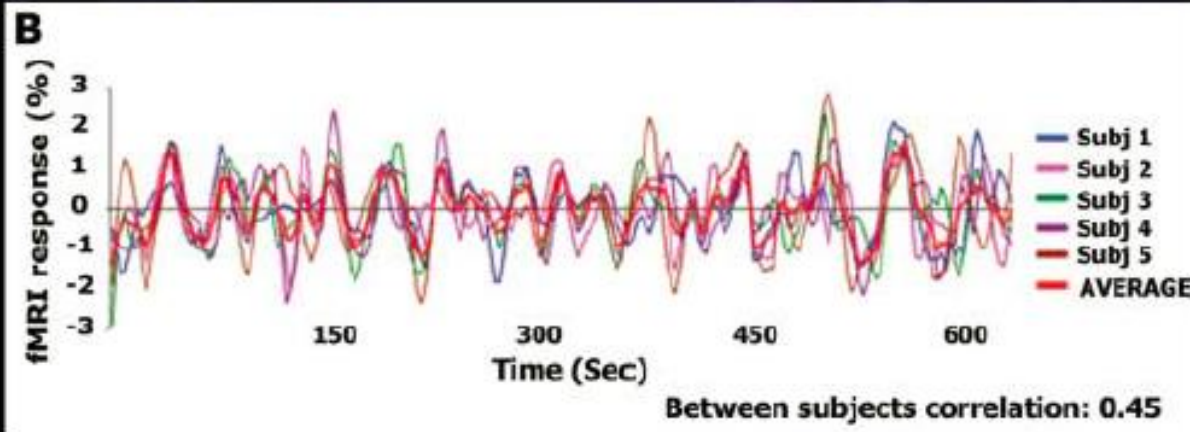
JULIAN BARRATT, PETER FERDINANDO, RICHARD GLOVER, RYAN POPE, REECE SHEARSMITH, MICHAEL SMILEY
MAKEUP & HAIR DESIGN CANDY ALDERSON, COSTUME DESIGNER EMMA FRYER, SOUND RECORDIST ROB ENTWISTLE, FIRST ASSISTANT DIRECTOR JAMES SHARPE
MUSIC COMPOSED BY JIM WILLIAMS, SOUND DESIGN BY MARTIN PAVEY, EDITED BY AMY JUMP & BEN WHEATLEY, PRODUCTION DESIGNER ANDY KELLY, DIRECTOR OF PHOTOGRAPHY LAURIE ROSE
EXECUTIVE PRODUCER ANNA HIGGS, PRODUCED BY CLAIRE JONES & ANDY STARKE
WRITTEN BY AMY JUMP, DIRECTED BY BEN WHEATLEY

FILM4 ROCK PROTAGONIST

WWW.AFIELDINENGLAND.COM

© ROCK FILMS LIMITED AND CHANNEL FOUR TELEVISION CORPORATION 2013

EXPERIENCE THE TRIP ON CINEMA SCREENS, FILM4 CHANNEL, BLU-RAY & DVD, VIDEO ON DEMAND, ALL FROM 5TH JULY



Hasson, U et al,
'Neurocinematics: the
neuroscience of film',
Projections, 2 (2008), pp 1-
26



Cultural film venues

- ◆ 30% only ever go to their regular venue
- ◆ 15% also go to another cultural film venue
- ◆ 55% also go to a multiplex

The perfect cinema

- ◆ A wide choice of films
- ◆ Friendly staff
- ◆ Food and drink
- ◆ Buzzy atmosphere
- ◆ Seeing film with like-minded people
- ◆ Being in a place where you feel you belong

1st place: home



2nd place: work





Third Spacer

Sees films alone at least once a week
– also sees a few plays and gigs with
others

“I choose by reading
reviews”

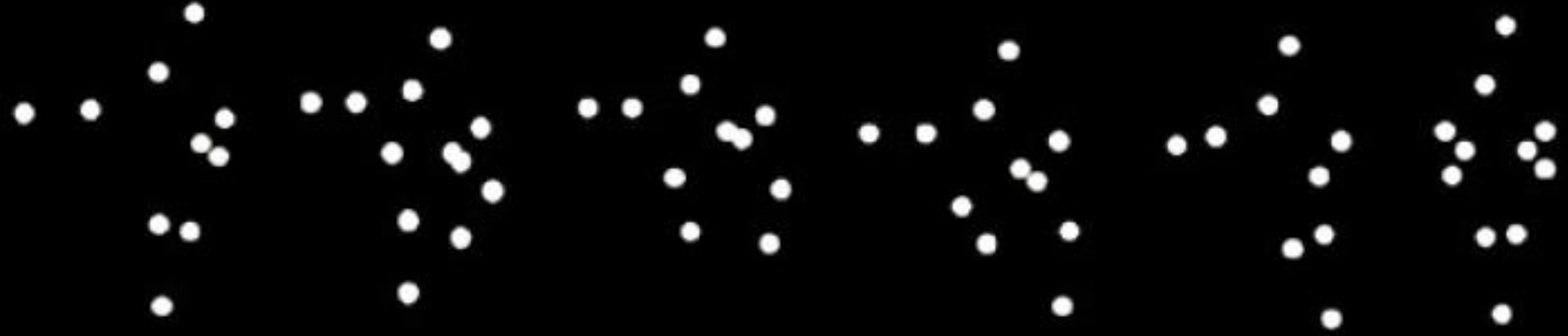
Travels 30 minutes each way

Very rarely visits
any other
cinema

“I like any foreign
film especially
French”

I feel comfortable coming here

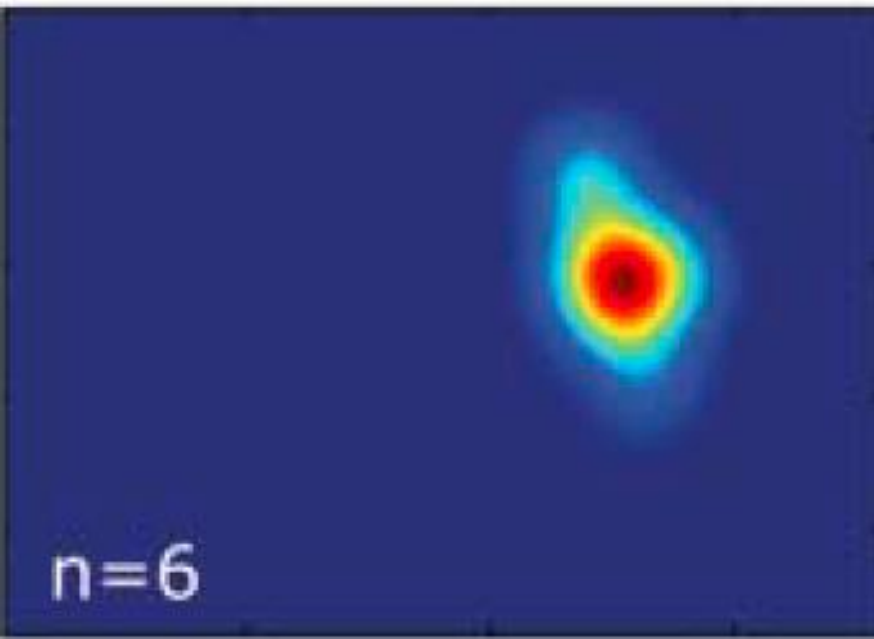
Favourite film: Some
Like It Hot



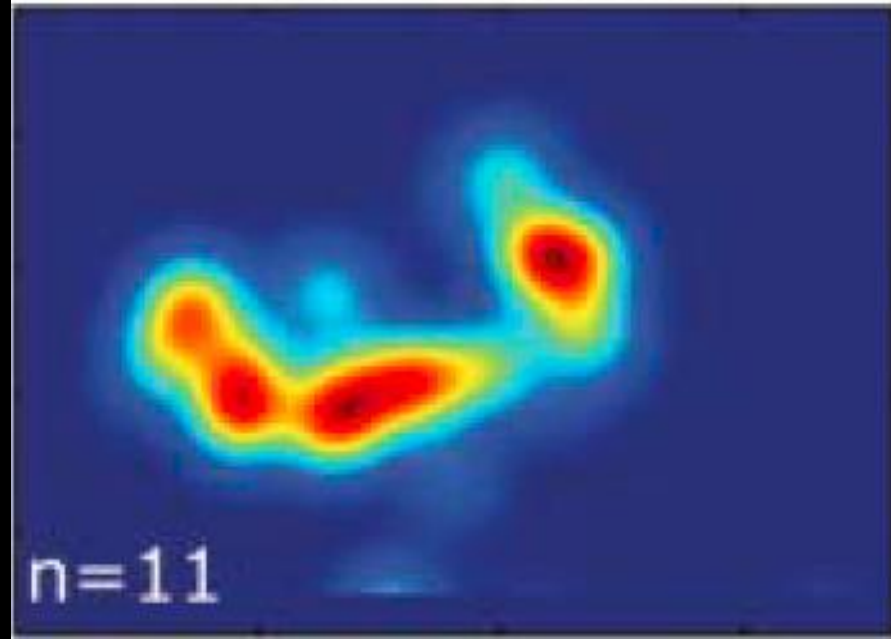
Noël Carroll and William P Seeley, 'Kinaesthetic Understanding and Appreciation in Dance', *The Journal of Aesthetics and Art Criticism* 71:2 (2013)



Average Gaze map



Average Gaze map





CINEMA 5D





EXPERIENCE 6D
Terror



Starts **TONIGHT** at Popular Prices

THE FIRST PRESENTATION OF

CINERAMA

IN A DRIVE-IN THEATRE...

See Cinerama on the
Newest—Largest—Most Spectacular Screen

Anywhere in the World!



YOU hurtle through space on a mile-a-minute Roller Coaster!

YOU fly at wing-scraping depth into the treacherous Grand Canyon!

YOU dodge, duck, squirm!...Thrill after Thrill...Shock after Shock!

THE WORLD'S FIRST CINERAMA DRIVE-IN THEATRE

PACIFIC'S **CENTURY DRIVE-IN**

Phone: DR 3-1824 • Located on Century Blvd. between Crestlow Blvd.
and Hawthorne Blvd., in Inglewood.

From San Diego Freeway...take Century Blvd. off-ramp East

2 SHOWS NIGHTLY

Gates Open 7:00 p.m.

"THIS IS CINERAMA"

at 8:00 p.m.

& 10:15 p.m.

Adults \$1.50 incl. tax

Juveniles 75¢

Children under 12

Free

of indelicacy.
Of the two small pieces in 4th SMASH WEEK! Daily from 6:15 P.M.—Sat., Sun. from 1 P.M.

THE MOST DIFFERENT ADVENTURE THAT EVER EXCITED YOUR SENSES!

SEE IT!



SEE... SMELL

Join The Hunters As They Pick Up The Scent...The Excitement Of The Hunt—The Scent Of Danger...The Luring Scent Of TIGER!



SEE... SMELL

The Teeming Streets Of Far Away Hong-Kong...The Streets Of Spice-Filled Shops...The Fragrance Of Flower-Filled Stalls...The Delicate Aroma Of Oriental Delicacies!



SEE... SMELL

In The Secret Of The Burning Eyes...As Flames Fill The Air... And The Scent Of Mystical Incense Sweeps Toward You!



SEE... SMELL

In The Secret, Deep Streets With Light, Long Pipes—And The Jubilees The Strange Arena Of The Peoples They Smell!

HEAR IT!

SMELL IT!



SEE... SMELL

The Teeming Fragrance Of Rare Oriental Perfumes...In Exotic Ultra Marine Scenes!

AROMARAMA

"BEHIND THE GREAT WALL"

COLOR by De Luce • In Technicolor and Stereophonic Sound • Narrated by Chet Huntley • A Continental Distributing Inc. Release

EXCLUSIVE ENGAGEMENT

STARTS TODAY!

PERFORMANCES 12:30
3:00 • 5:30 • 8:00 • 10:30

4 STAR WILSHIRE near LA BREA
THEATRE WE. 6-8211

NO RESERVED SEATS
POPULAR PRICES

**"YOU'VE GOT TO BREATHE
IT TO BELIEVE IT—
SCENTED MOVIES ARE
HERE TO STAY!"**

AROMARAMA CANNOT
AND WILL NOT BE
SHOWN AT ANY LOCAL
OR NEIGHBORHOOD
THEATRE!

4 Academy Awards

Special Visual Effects,
Sound and
2 SPECIAL AWARDS For
Scientific Or Technical Achievement Award (Class II)
Reciprocating Camera Platform (Class III)



SENSURROUND

YOU'LL NEVER EXPERIENCE IT ON TV!



ATTENTION!

This motion picture will be shown in the startling new multi-dimension of

SENSURROUND

*Please be aware that you will feel as well as see and hear realistic effects such as might be experienced in an actual earthquake. The management assumes no responsibility for the physical or emotional reactions of the individual viewer.

STARRING

CHARLTON HESTON

AVA GARDNER • GEORGE KENNEDY

LORNE GREENE • BENEVIEVE BUIJOLD

RICHARD ROUNDTREE • ED STARRING MARJOE GORNER • BARRY SULLIVAN • LLOYD HOLAN

WRITTEN BY VICTORIA PRINCIPAL • GEORGE FOX and MARIO PUZO • MUSIC BY JOHN WILLIAMS • PRODUCED AND DIRECTED BY MARK ROBSON • EXECUTIVE PRODUCER JENNINGS LANG

A MARK ROBSON-FILMMAKERS GROUP PRODUCTION

ORIGINAL SOUNDTRACK AVAILABLE EXCLUSIVELY ON MCA RECORDS AND MCA
A UNIVERSAL PICTURE • TECHNICOLOR® PRESENTS

PG PARENTAL GUIDANCE SUGGESTED
Some material may not be suitable for pre-teens



Have used social media to discuss and comment on films: 45%

Will watch the trailer if a Facebook Friend 'likes' it: 60%

Have created and shared own material related to the film: 49%

Attentional, Headway International and Harris Interactive , A profile of current and future audiovisual audience, Luxembourg: Publications Office of the



Make Your MOVIES as the Professionals do

—with Bell & Howell Cameras and Equipment

Filmo
MAUFACTURERS

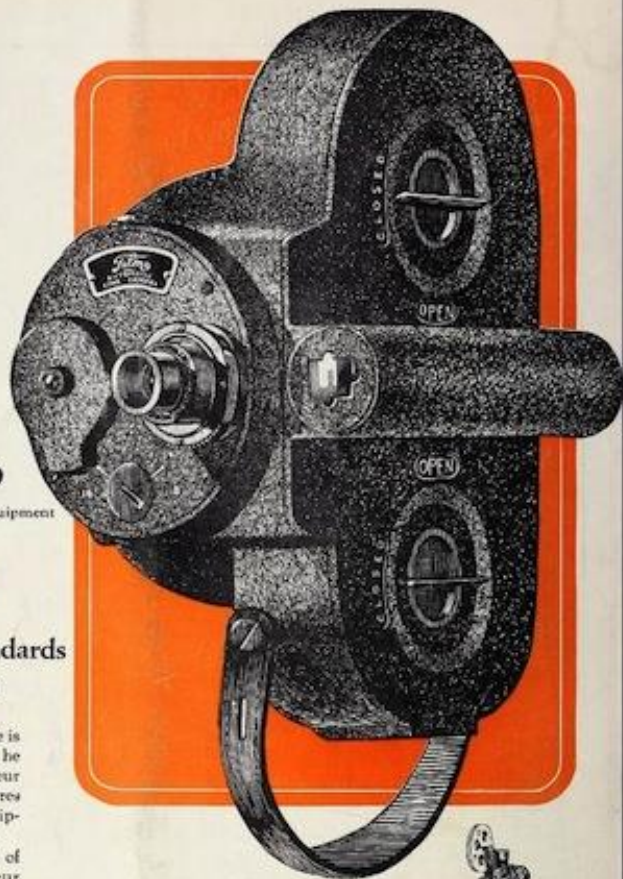
Built to Professional Standards for the Amateur

A WORKMAN in any line is no better than the tools he uses. The same is true of amateur movie photography. Your pictures can be no better than the equipment you use to produce them.

There is only one standard of perfection by which amateur movies can be judged. That standard is visible daily—on the screens of best theatres everywhere.

Your very own pictures can be as clear, beautiful and flickerless. This tells why and how.

Bell & Howell professional cameras are used in making nearly all the feature movies you see. The twenty years of experience as chief camera and equipment manufacturer to the movie industry are now packed into Bell & Howell FILMO equipment for the amateur.



The FILMO camera, illustrated here, is peculiar in design. That is because only this design can include the features which FILMO has. The spy-glass viewfinder, interchangeability of lenses, adjustable speed, optional slow motion picture mechanism, ease of operation and other features of FILMO superiority are made possible by this exclusive design—representing 20 years of practical motion picture experience and leadership in the professional field.

Make your movies as the professionals do—with Bell & Howell Cameras and equipment. Then you will come closest to obtaining professional results. Write to us for illustrated literature describing FILMO Camera and Projector and containing a brief Bell & Howell history. Ask for booklet "What You See, You Get."



BELL & HOWELL COMPANY

1828 Larchmont Ave., Chicago, Illinois
New York—Hollywood—London—Established 1907



DISCOVERING THE AMATEUR FICTION FILM

EDITED BY RYAN SHAND AND IAN CRAVEN

What do people say when they share film?

- ◆ Expressing identity: “This is totally me/you”
- ◆ Emotional gift: “This made me feel this way and it will make you feel this way too.”
- ◆ Social information: “We were just talking about this the other day”

Ze Frank, New Audience: Moviegoing in a connected world,

Young people

- ◆ Young people use culture to create identity:
 - to belong to a group
 - to be different from anyone outside the group
- ◆ See “top down” culture as irrelevant and unattractive
- ◆ Feel excluded

Schwartz, K.D. and Fouts, T.F. (2003), 'Music preferences, personality style, and developmental issues of adolescents', *Journal of Youth and Adolescence*, 32(3),
205

Interarts, *Access of Young People to Culture*, 2009



"FASSBENDER'S PERFORMANCE IS A MASTER CLASS."

-THE IRVING

DOMHNALL
GLEESON

MAGGIE
GYLLENHAAL

SCOTT
McNAIRY

AND
MICHAEL
FASSBENDER

"A TERRIFIC AND SUBLIME EXPERIENCE."

-THE PLAYLIST

"BONKERS & BRILLIANT."

-TIME OUT



FRANK

WHEN YOU THINK YOU'VE GONE FAR ENOUGH, GO FARTHER.

WENDY PICTURES PRESENTS AN ELEMENT PICTURES PRODUCTION A FILM BY LEO JOHNSON STARRING DOMHNALL GLEESON MAGGIE GYLLENHAAL SCOTT McNAIRY AND MICHAEL FASSBENDER
© 2014 Element Pictures. All Rights Reserved. Element Pictures is a registered trademark of Element Pictures. All other trademarks are the property of their respective owners.

FILM4

Film Forever

itb

PRODIGENT

Element Pictures

©

frankonline

COMING SOON

- ◆ What percentage of the Spanish population say they do not watch films?

3%

- ◆ What percentage of cinema goers in Spain say “I love cinema and I am a cinema fan”?

40%

- ◆ And what percentage said they like film but are more interested in other artforms?

42%

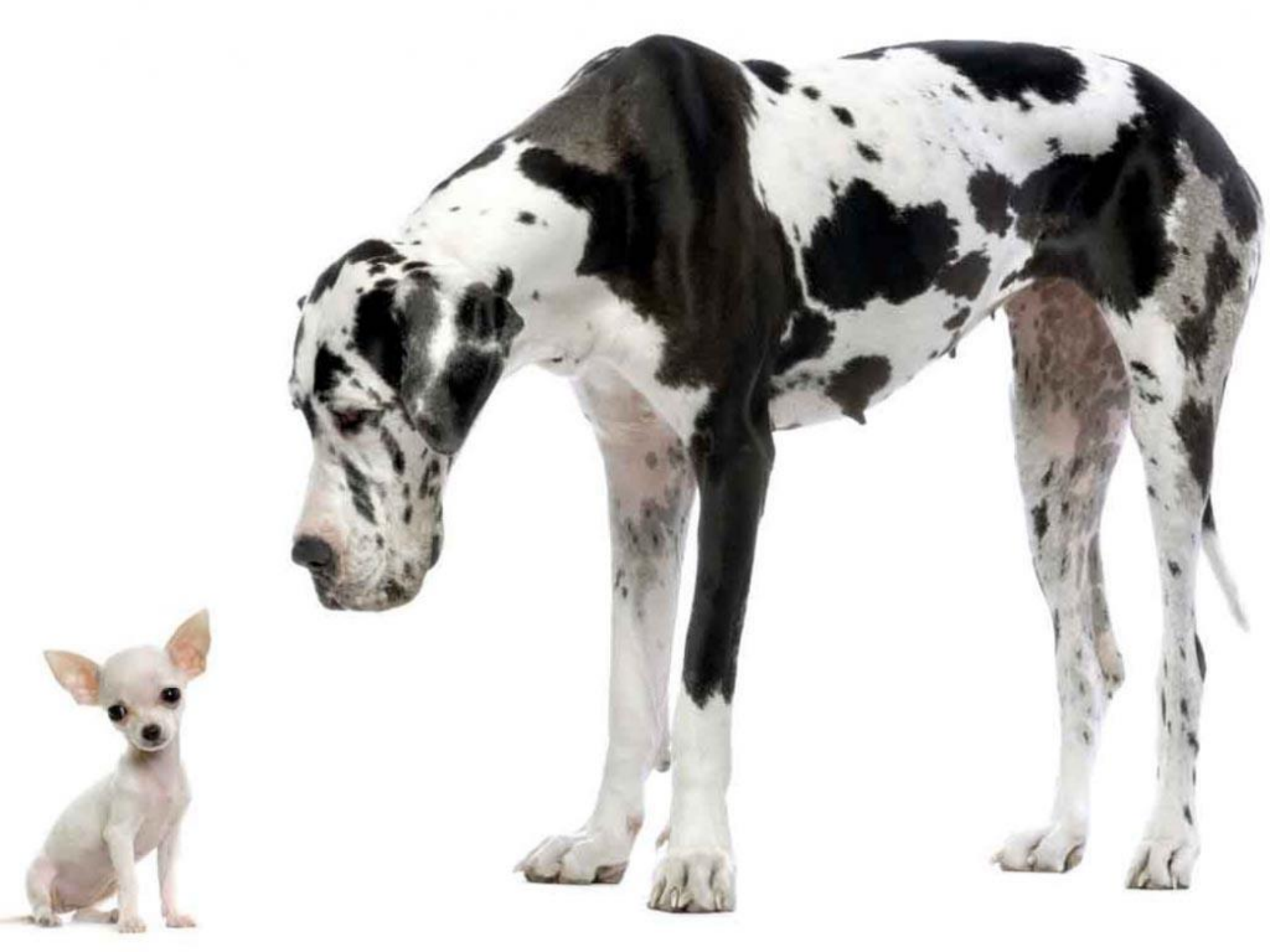
- ◆ What percentage of cinema goers in Spain see films in cinemas?

93%

- ◆ And what percentage said they went at least weekly?

16%

Attentional, Headway International and Harris Interactive , A profile of current and future audiovisual audience, Luxembourg: Publications Office of the



A large audience is seated in a theater with red seats. The theater has a curved ceiling with a decorative light fixture. Two speech bubbles are overlaid on the image. The first speech bubble, on the left, contains the text "Béla Tarr, my fave". The second speech bubble, on the right, contains the text "Urgh subtitles!".

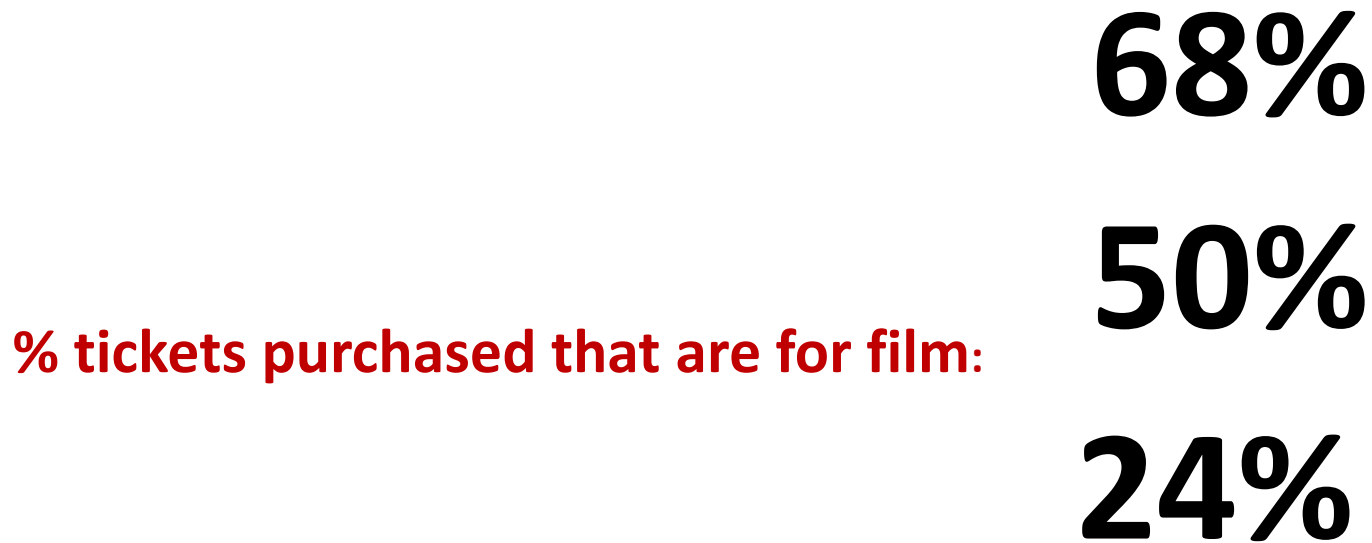
Béla Tarr,
my fave

Urgh
subtitles!

What are they like?

- ◆ Audiences for cultural cinema are not like audiences for mainstream cinema
- ◆ Much less likely to be aged 15-24
- ◆ More likely to be over 45
- ◆ More likely to be female
- ◆ Audiences for cultural cinema are more like audiences for the arts

That's because they are arts attenders



% tickets purchased that are for film:



Incidental

Classical music buff – at least once a month

“It sounded an interesting film”

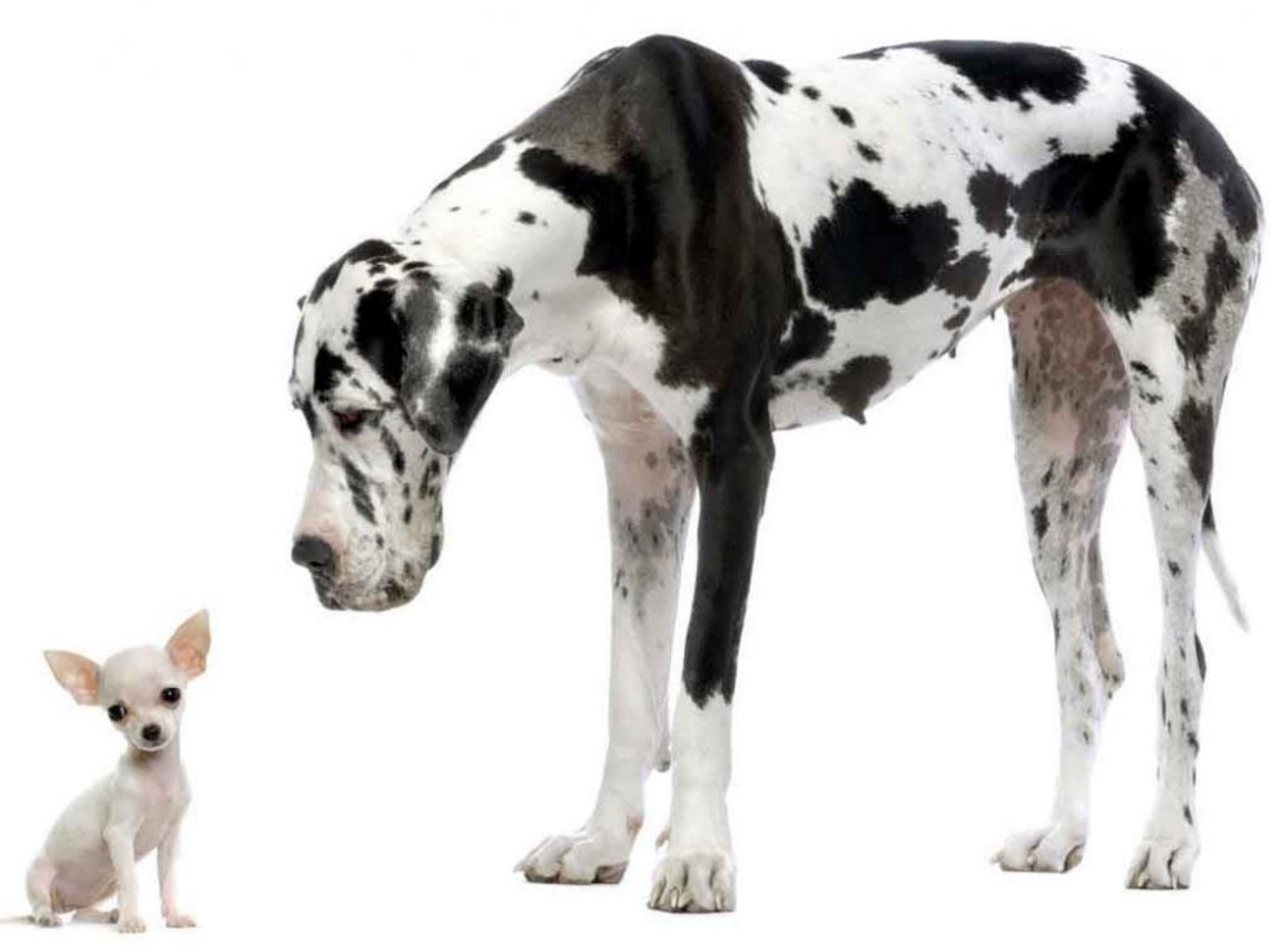
Travels 15 minutes each way

Doesn't see film anywhere else – but travels to concerts

“I'm here because it's Tuesday and tomorrow's my day off”

Been coming to Stamford Arts Centre for eight years

Favourite film: I don't really have one





Film buff

Sees films – and only films -more than once a week and usually alone

“I see all the art house films here”

Travels up to an hour

A regular at three other venues

Been coming to Stamford Arts Centre for over six years

“I see most films even if I think I’m not going to like them”

Favourite film: Mamma Mia

Types of film enthusiast

- ◆ Summit
 - Film as business
- ◆ Specialist
 - Strong preferences
 - Know a lot about the bits they like
 - Collectors
 - Dismissive of anything else
- ◆ Scattergun
 - Love to discover new films
 - See film as part of a varied and busy cultural life

Key points for audience development



Barriers

- ◆ Lack of interest
- ◆ Lack of time
- ◆ Cost

The real barrier

- ◆ **Lack of interest** Relevance derived from history, interests and cultural identity
- ◆ **Lack of time** Relevance: what is worth spending time on
- ◆ **Cost** Relevance (perceived value) except for low income groups

How to develop audiences

- ◆ The potential for growth:
 - General arts attenders
 - Multiplex audience
- ◆ So don't assume knowledge
- ◆ Tell them why they will enjoy seeing cultural film in your space
- ◆ Listen to your audience
- ◆ Have different conversations with different audiences
- ◆ Above all – make film relevant

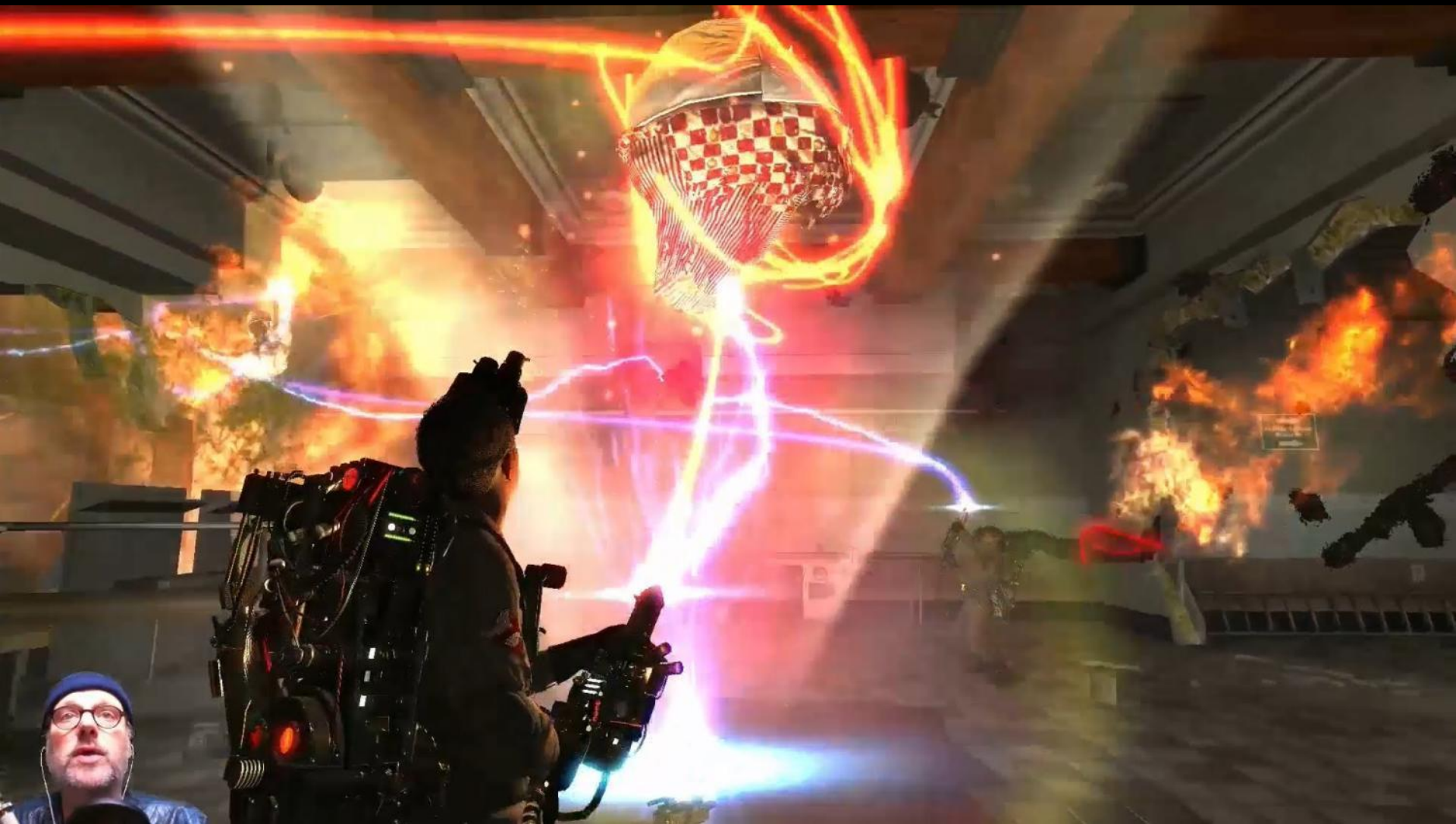


Locusta Phobia

Consumable



Sharable



<https://www.youtube.com/watch?v=QT5R9msiGXY>

Heather Maitland

heather@heathermaitland.co.uk

