Technology and the moviegoing experience

Stan Ruszkowski
webedia. MOVIES PRO™
UKCA London 03.05.2019
Agenda

- Boxoffice Profile & Google Analytics
- Technology, at the heart of movie discovery
- Moviegoers embraced their mobile
- Reserved seating is up
- Premium theatrical experiences lead to premium technology
Every week, we interview the largest sample of UK moviegoers:
2000 survey respondents every week

7 days max, since the respondent has been to the movies

52 weeks We cover every single week

100,000 Is the # of UK moviegoers we interviewed in 2018

We wanted to better understand the moviegoers profile as well as his evolving journey in the digital era.
The reasons for picking a theatre

Technology doesn’t stand clearly as a major reason for choosing your theatre

However, technology is the mean that seamlessly makes your moviegoer’s experience much better

Why?

Sources: Boxoffice Profile UK
Voice is increasingly used for discovery. 12% of UK adults had access to a smart speaker in 2018.

46.8% find their showtimes on the theater’s website/app.

23.9% use Google. On average 69% of traffic on the theater’s website comes from Google.

Sources: Google Analytics
Boxoffice Profile UK
Deloitte Insights Smart Speakers: Growth at a discount 2018
Google showtimes search gains +5pts when your moviegoers are looking for premium experiences.
More than 60% access theater website/app through their mobile.

More than 58% of e-commerce transactions come from mobile.

Higher conversion rates and more returning visitors.

24% of UK phone users use mobile payment apps, placing them 3rd in the world.

Mobile payments are forecasted to grow by 56% in a decade.

Sources: Google Analytics, Merchantmachine: Digital Wallet, UK Finance Study 2018
Close to **50% online sales** when you install reserved seating in your theatres.
Premium technology leads to more concession sales

Percentage of moviegoers buying concessions

Source: Boxoffice Profile UK
Premium formats bring more loyal customers
Moviegoers purchasing their tickets on their theater’s website arrive earlier.

Source: Boxoffice Profile UK
Merci!