

Technology and the moviegoing experience



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webedia.
MOVIES PRO™

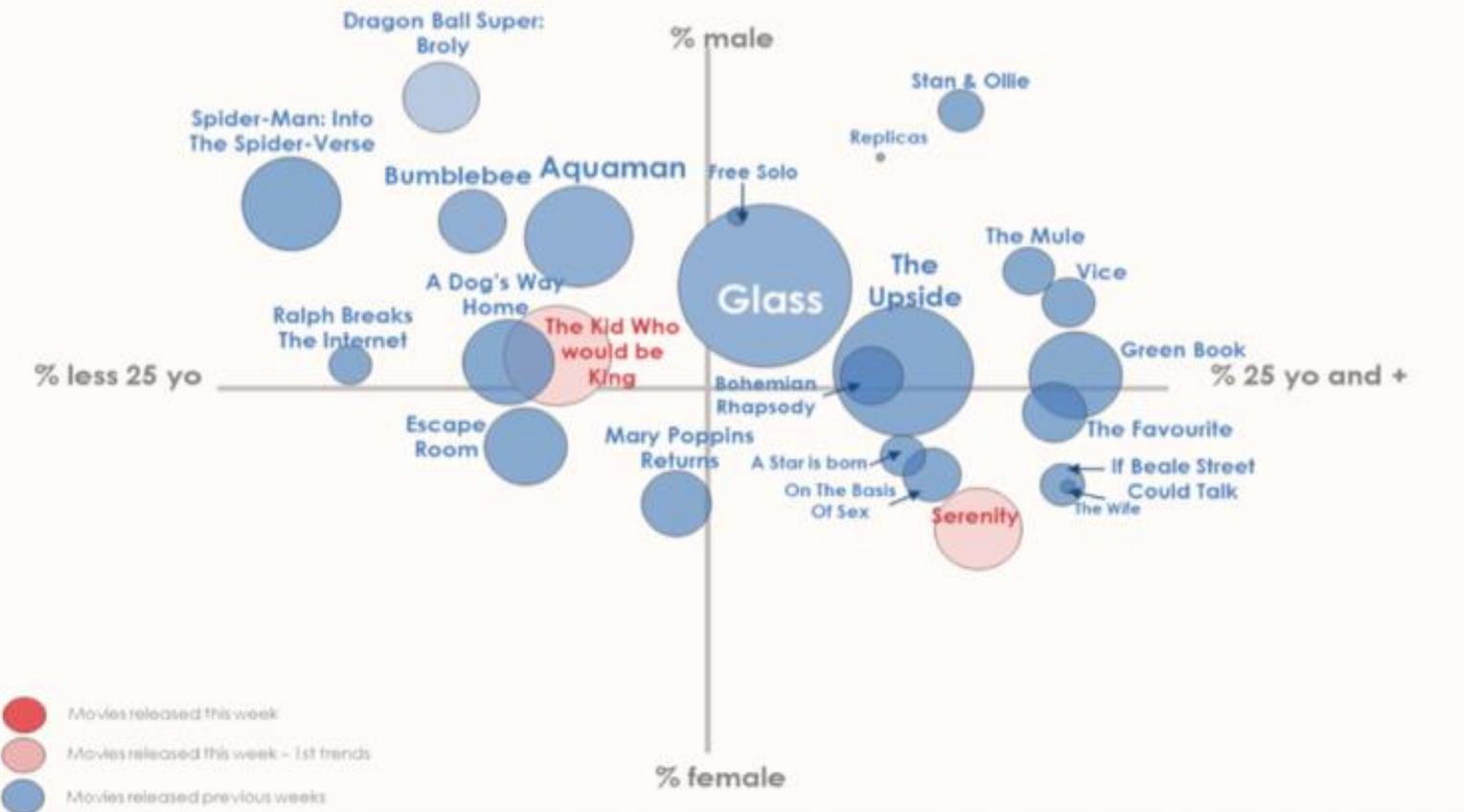
UKCA London 03.05.2019

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:

BOXOFFICE PROFILE



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

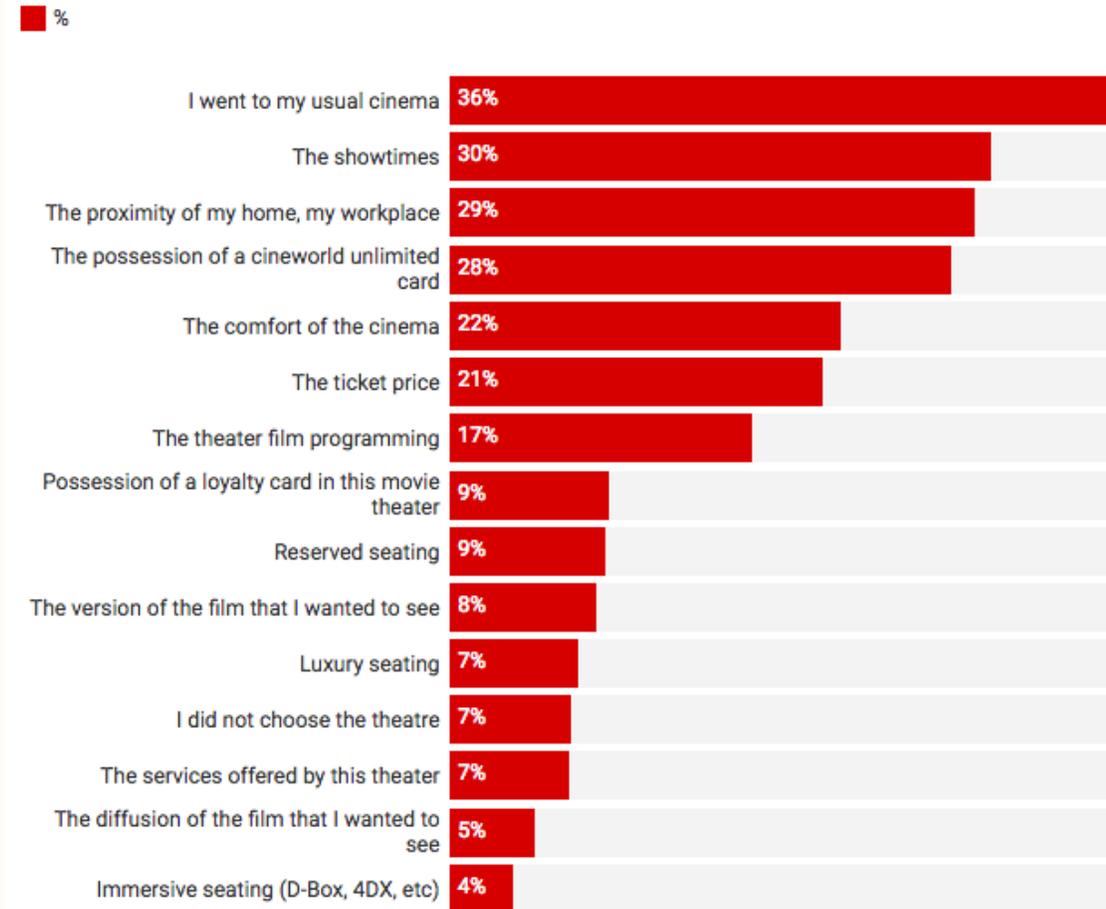
However, technology is the mean that seamlessly makes your moviegoer's experience much better

Why?

Sources: Boxoffice Profile UK

How did you pick the theater you visited ?

Several possible answers



Sample Size: 123 281

Chart: Romeo Duchene • Source: BoxOffice Profile UK Data • [Get the data](#) • Created with [Datawrapper](#)

#1 Digital technologies at the heart of the discovery experience

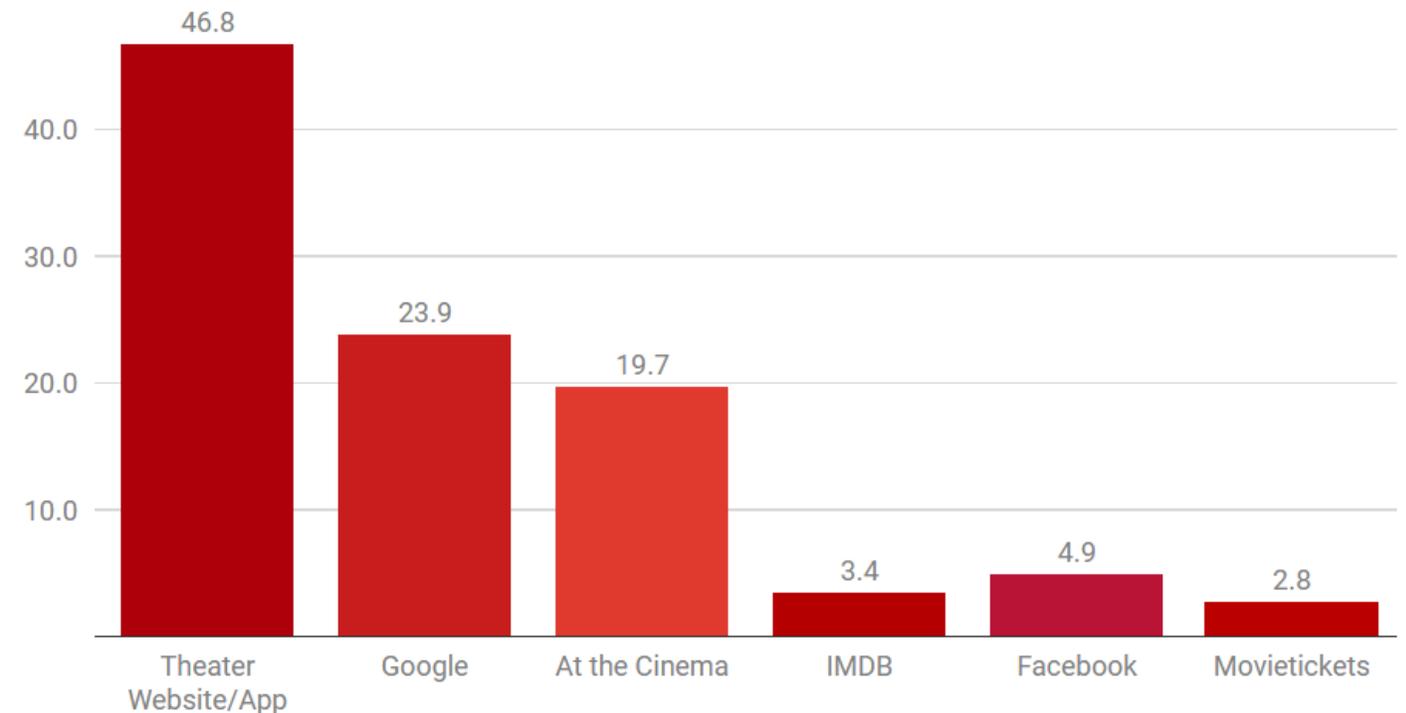
46.8% find their showtimes on the **theater's website/app**.

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

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

Where did you go to find your movie showtime?

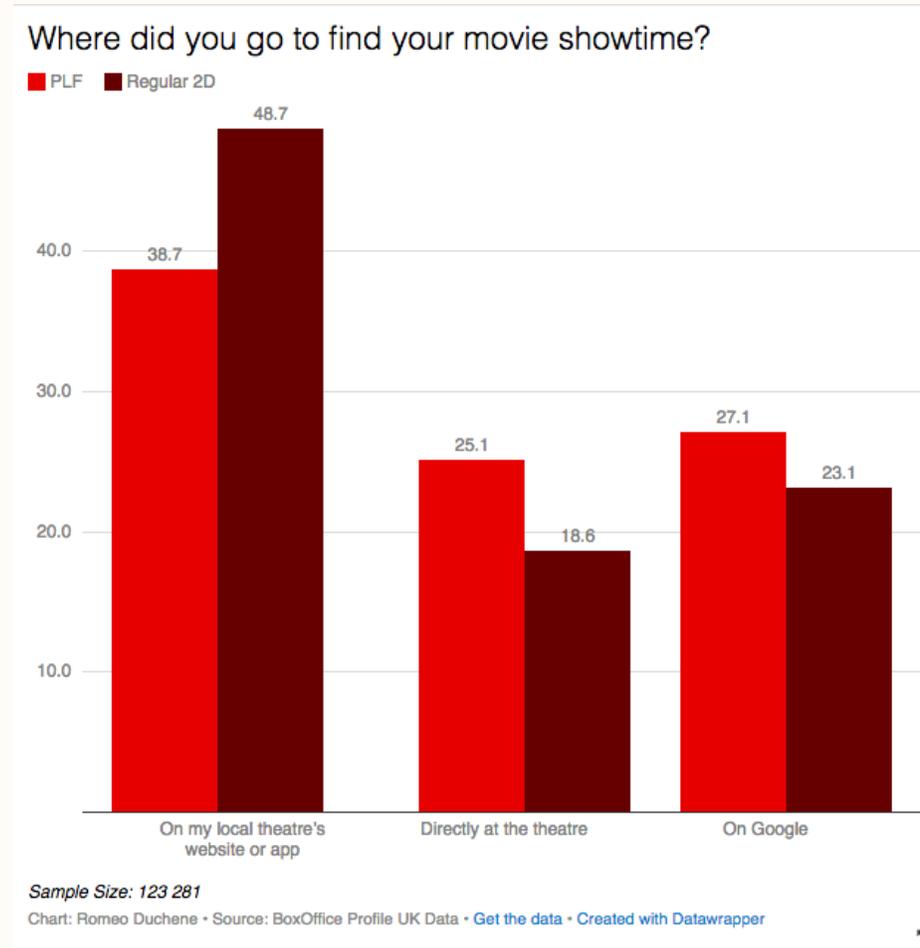
2018 average in the UK



Source: Boxoffice Profile UK Webedia Movies Pro • [Get the data](#) • Created with [Datawrapper](#)

#2 Premium experiences for showtimes index higher on Google

Google showtimes search gains **+5pts** when your moviegoers are looking for premium experiences



#3 Moviegoers embrace their mobile for discovery and ticketing

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

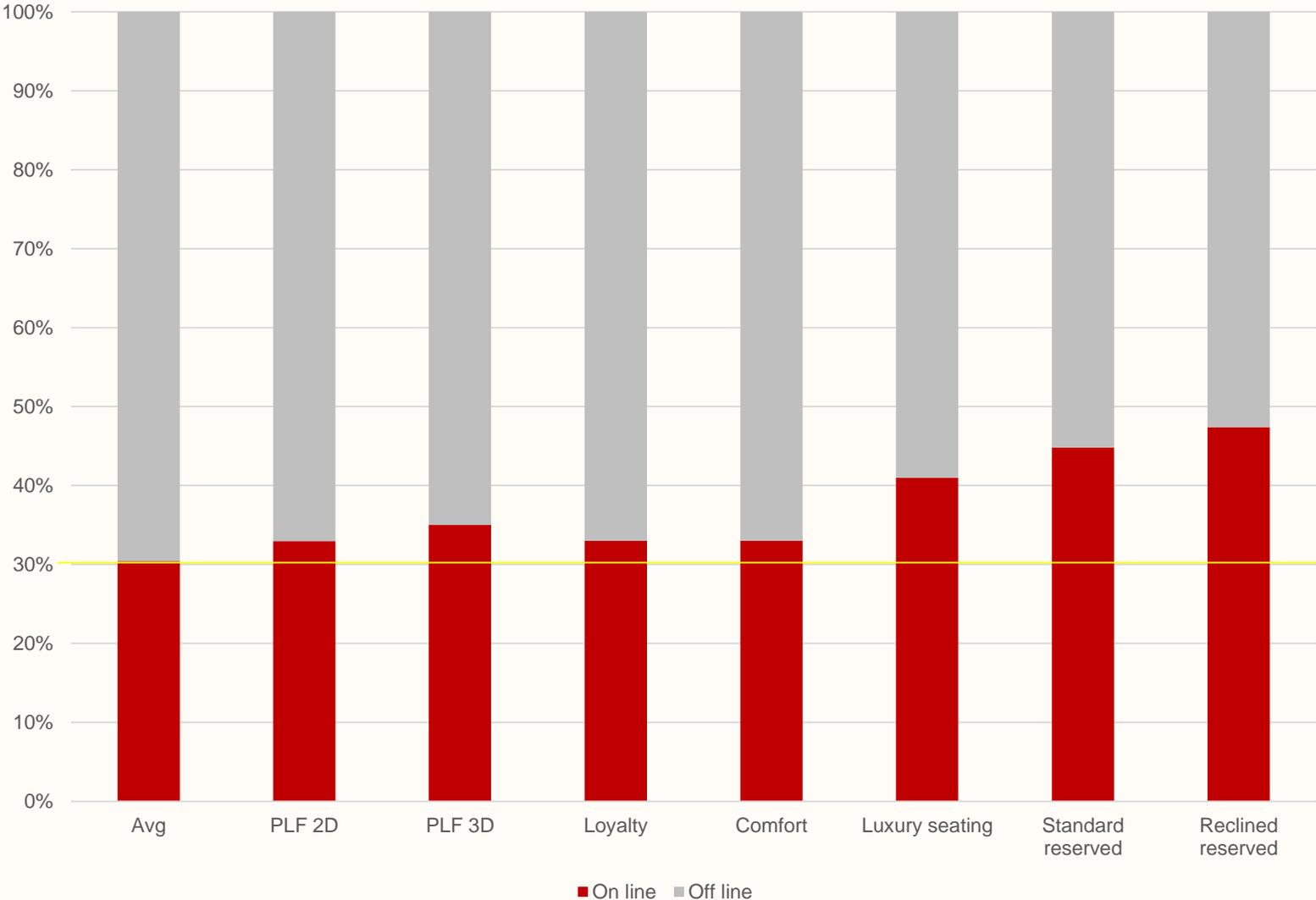
24% of UK phone users **use mobile payment apps**, placing them 3rd in the world

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



#4 Improved services drive on-line sales

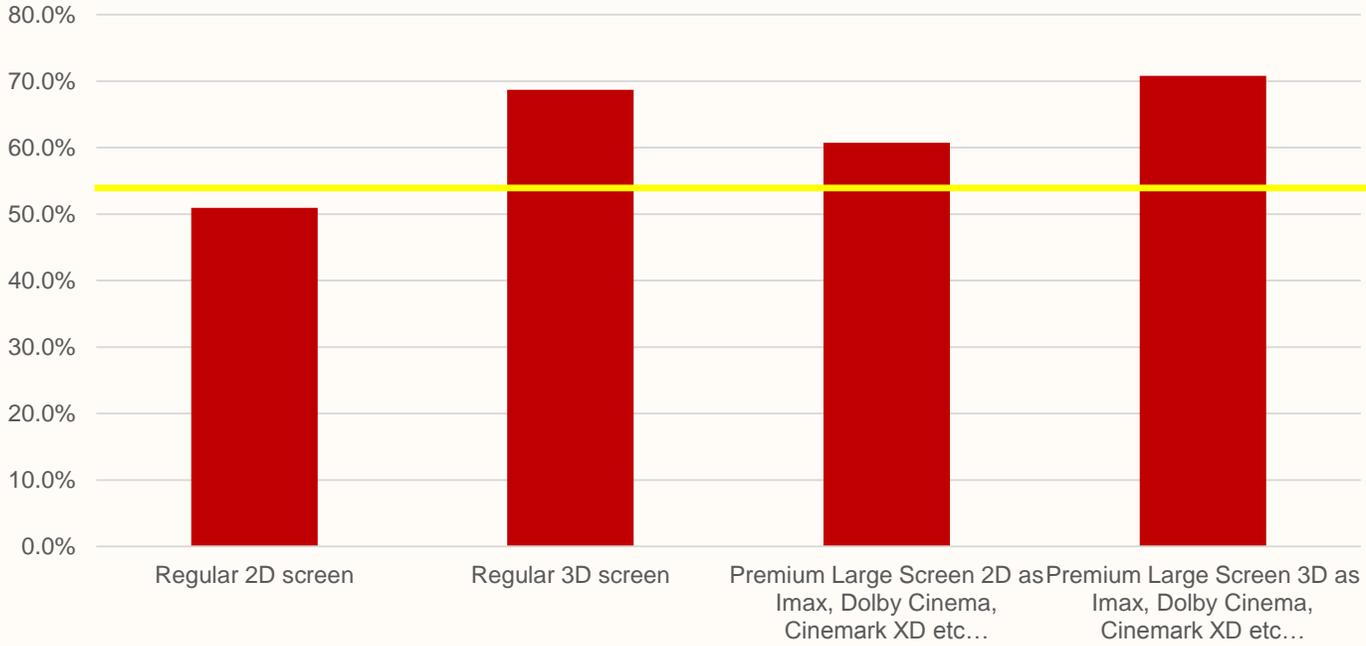
Close to **50% online sales** when you install reserved seating in your theatres



Sources: Boxoffice Profile UK

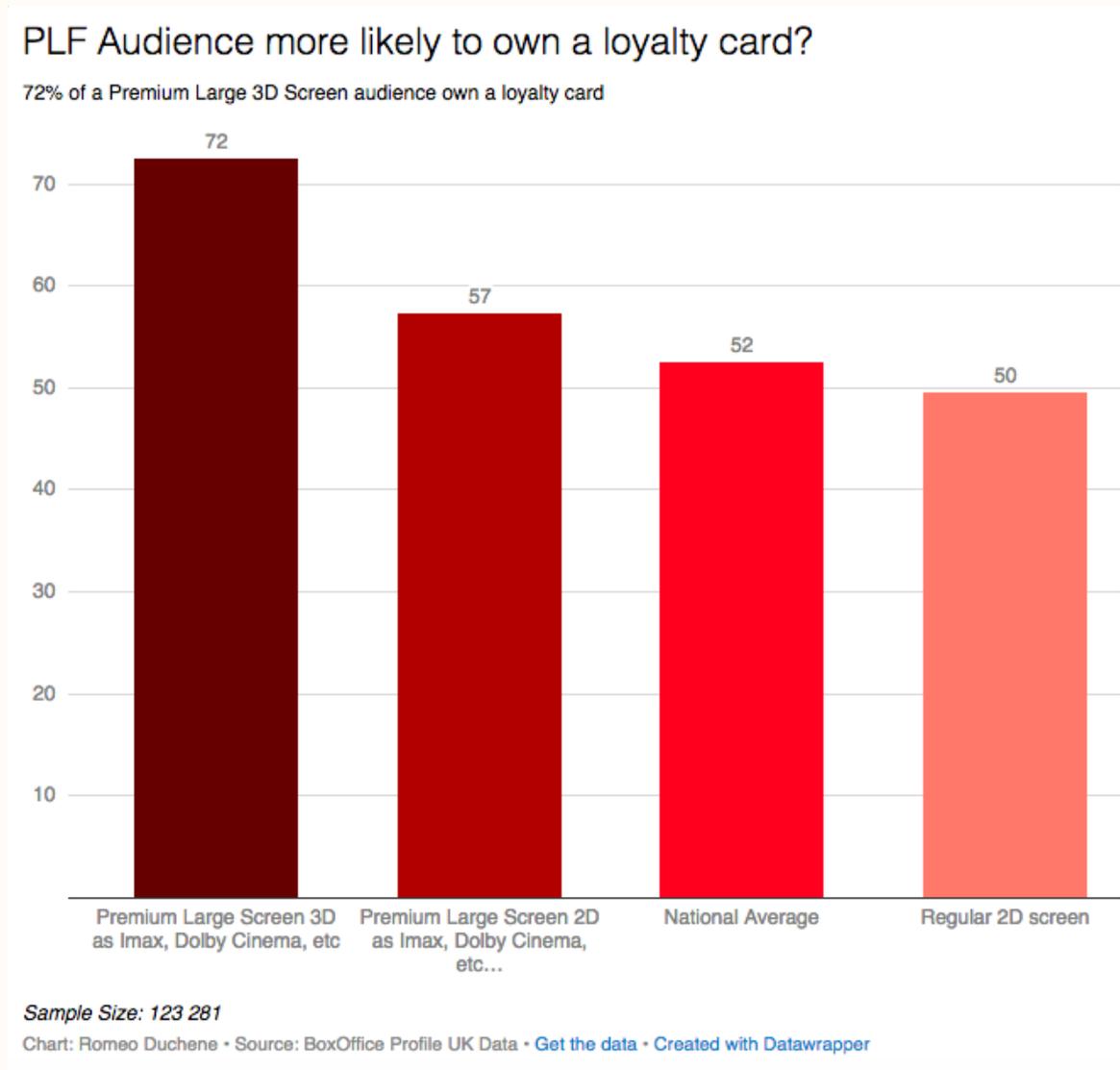
Premium technology leads to more concession sales

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!