



**“E-ntertainment, Eyes and Ears tuning to the Internet”**

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### **Abstract**

This research report titled "E-ntertainment, Eyes and Ears tuning to the Internet" profiles online users and their media habits. It aims to be of resource for both, film producers and movie channels in their search to get more 'butts on seats' and 'eyeballs watching their movie channels'. The reports aim is to inform the reader about an audience that is 'media savvy' and 'movie penchant' and an **e and m** opportunity to address this online audience with a know how of their media predilections and aversions.

### **Research Methodology**

The study was conducted online (March-April 2005) in collaboration with Cross-Tab Marketing Services, the pioneers of Online Market Research in India. A link was provided IOAI to its different members to use as banner surveys. Additionally email invitations were sent out by various IOAI members to their own individual panels. Respondents could participate in the survey by clicking on the link or by responding to the invite. The survey solicited information on the users, Profile, Internet Usage, Media Preferences, Preferences pertaining to Movie Watching in Theatres, Watching Movies on Television and Mobile Content across a range of variables. The Target audience was Internet users at large with a sample size of 6200 respondents. The coverage was national (City list, Appendix 1) and transcended an age, gender, education and occupation bias.

## “E-ntertainment, Eyes and Ears tuning to the Internet”

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### **Presidents Note**

The courtship between Indian films and the Internet is at its nascence. The online medium isn't devoid of 'film', there is many a fan or movie website but at large the industry hasn't lapped up or exploited the medium to its potential. The relationship is a match made in heaven and the report gives compelling proof that entertainment marketing strategists should incorporate **e** and **m**-strategies into their integrated marketing mix.

Entertainment Marketers are missing the mark when dealing with this very interactive vocal community. It's not enough to build 'websites' but promoting them is "Mandatory". A lack of know how as to how and when to reach your audience, not knowing the results produced by your website, your content and communication applications and simple tools to help viral growth can be cited as reasons for missing the mark.

**An Amitabh Bachchan or a Tom Cruise film needs promotion and so does your website!!!!.**

**Your audience, Your Market:** There are 37million mobile users (Source COAI) and 25 million Indians online (Source IOAI). Taking an estimate on the lower side there are 15 million Indians online and another 22 million mobile users that are in the 20-40 age group, a keen movie penchant audience with a sizeable disposable income, and with numbers expected to swell to 165 million (55 million online users + 110 million mobile users) by 2007 will make them an interactive demographic impossible to ignore.

Whilst many a traditional marketer has catered to the influence of this growing demographic it was pertinent to show case the importance of integrating Internet and Mobile as medium in the traditional media mix to highlight the new age patterns that influence decision making process.

**The Report is a marketer's delight!** The attached research helps marketers create a meaningful interactive experience online or on mobile. It should include:

- a) Information Provision : Providing product and service information – Basic function of a website
- b) Community Creation: Creating compelling content that enhances the experience of the user.
- c) Commerce: Allowing consumers to purchase online
- d) Communication : Providing tools for users to communicate with producers, channels or to virally spread the word to family and friends
- e) Tracking and ROI: Interactive communication whether online or on mobile leaves a specific footprint behind. Measure it, analyze it and use it to enhance the user's experience.
- f) Promotion: Creating interactive marketing communication activities that further the awareness, acceptance and sale of the merchandise and services.

### **Introduction**

The Internet has become part of every day lexicon. It is this new nervous system of mother earth linking up any amounts of facets of humanity with a highlight of Information Technology and Business becoming intrinsically interwoven. Cinema should make you forget your sitting in a theatre and for those that miss out or choose to relive the moment , the chance to invite your favorite movie ,characters, memories into the very private confines of your home is an ever present reality with movie channels. Mobiles have transcended from an accessory to an interactive necessity becoming a marketers dream.

This paper researches the media habits of a growing movie penchant demographic i.e. Internet users and to highlight a realization amongst movie producers and movie channels that a presence along with using e-and m-marketing models would go a long way in strengthening their economic goals. Cross-Tab was chosen as a partner for the online study as they have comprehensive expertise on online research owing to 300 online studies they have done across various sectors (FMCG, Financial Services, Retail, Technology, Online Services, Media, Hospitality, Consumer Durables etc) for Indian as well as International clients.

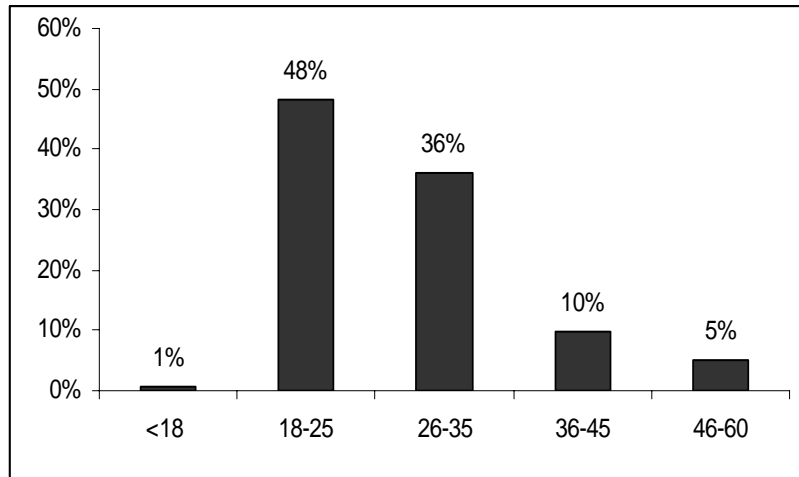
### **The Online Demographic**

The Internet and Online Association of India estimates, that there will be a 100 million Internet users by the year 2007. Research undertaken by the association shows that the online census doesn't just have an urban representation but is divided with 49% of the population outside of the 8 metro cities\*. For the purpose of representation a sample size of 6200 was obtained by an online survey from a database of leading online portals and the geographic response was along the 51%-49% representation between metro/ non metro areas

The online population responded to the research enthusiastically and the entire data collection was completed in a time span of just 2 weeks! Because the research was conducted online, they could respond at a time convenient to them without any interviewer bias.

## "E-ntertainment, Eyes and Ears tuning to the Internet"

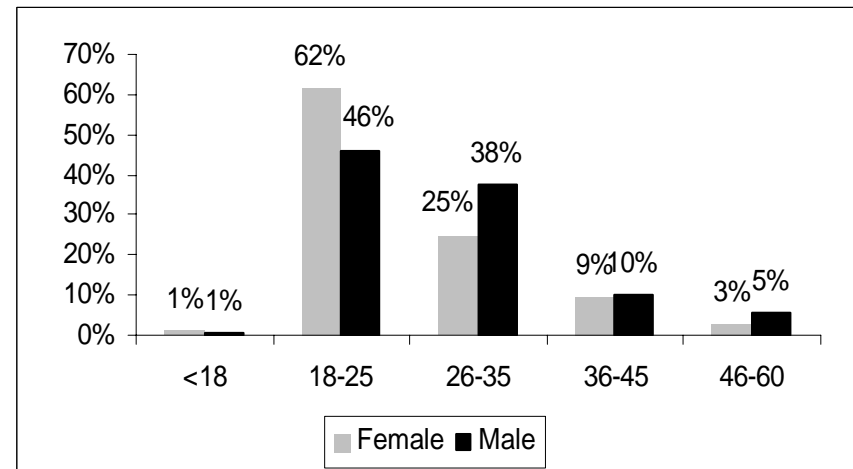
### How Old am I?



(Base 6200)

- 93% of the Audience lies within 18-45 age group.
- A young demographic that is more technology embracing. A generation accustomed to near-instantaneous keeping in touch, primarily via instant messaging, sms and e-mail.

### What Sex am I?



(Base 6200)

- 86% of the population is male.
- 82% (F: 86% M: 84%) of the online audience is in the 18-35 years age group.

## “E-ntertainment, Eyes and Ears tuning to the Internet”

### How Qualified am I?

Qualification	%
Graduate/Post-Graduate General (BA, BSc. MSc, BCom etc.)	34%
Graduate/Post-Graduate Professional (BE, M.Tech, MBA, MBBS)	44%
Some college (Including. Diploma) but not a graduate	15%
Up to SSC/HSC	3%
Other	4%

(Base 6200)

- 78% of the population is a graduate /post graduate representing an educated audience.
- 20% of the population are students – a key demographic and audience during school holidays, children’s films , and a keen movie watching audience.

### What do I do for a Living?

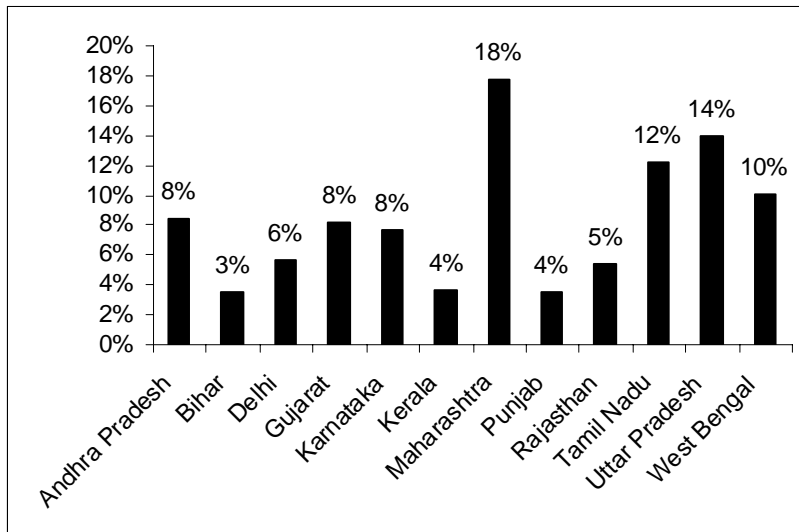
Occupation	%
Officer/ executive - Middle/ Senior level	34%
Officer/ executive- Junior level	22%
Student	20%
Other	7%
Supervisory level	3%
Businessperson/ Industrialist	3%
Clerical / Salesperson	2%
Housewife	1%
Shop Owner/ trader	1%

(Base 6200)

- 56% of the population is at an executive (Junior-Middle-Senior) level indicating an assured spending power.

## "E-ntertainment, Eyes and Ears tuning to the Internet"

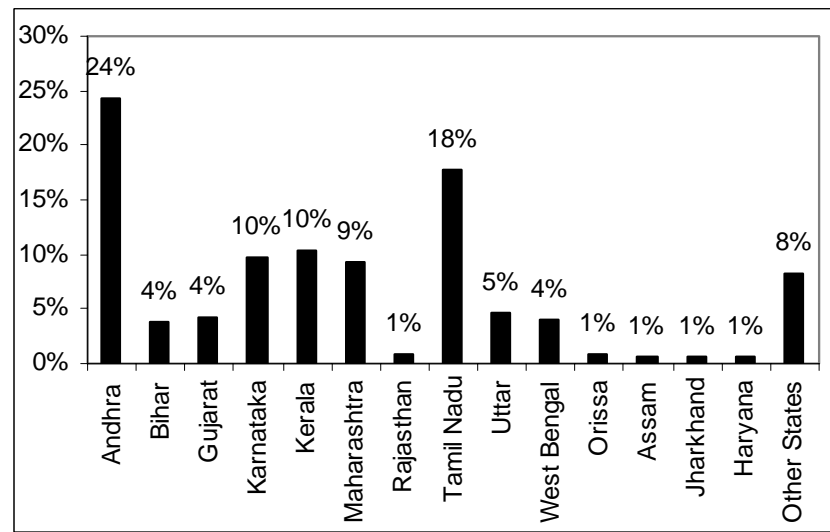
### Which State am I from?



(Base 6200)

- The survey reveals no metro bias with an almost equal representation of 51% / 49% metro /non metro divide.
- Survey indicates a strong regional bias to Maharashtra with Mumbai being the film and media hub of India.

### Theatres in Various States



(Source: Industry Sources and PwC Entertainment Report, April '05)

- As seen later on page 12, with the number of regional films censured is very high. The demographic shows that there is no regional bias and users are movie penchant. This graph provided for an opportunity to address this audience.

### Which city, town, district am I from?

\* Metro Cities- Mumbai, Bangalore, Kolkatta, Delhi, Hyderabad, Chennai, Lucknow, Ahmedabad.

(For a full list of cities – Please refer *Appendix 1*. Cities are represented across the country and include metros and non metros)

## "E-ntertainment, Eyes and Ears tuning to the Internet"

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### What kind of Gadgetry do I own?

Consumer Durables / Gadgets / Devices at home	%	Consumer Durables / Gadgets / Devices at home	%
DVD player / DVD recorder	35%	Desktop PC	68%
VCD Player	56%	Laptop PC	11%
A 2 television set household	50%	Printer	36%
LCD TV	6%	Scanner	15%
Plasma display	1%	PDA	4%
Digital camcorder	9%	Digital camera	28%
		Other	3%

(Base 6200)

- The demographic as mentioned earlier is penchant to technology.
- The online audience an audience with "sizeable disposable income" & the above numbers are a proof of a consumption pattern typically associated with rising income.

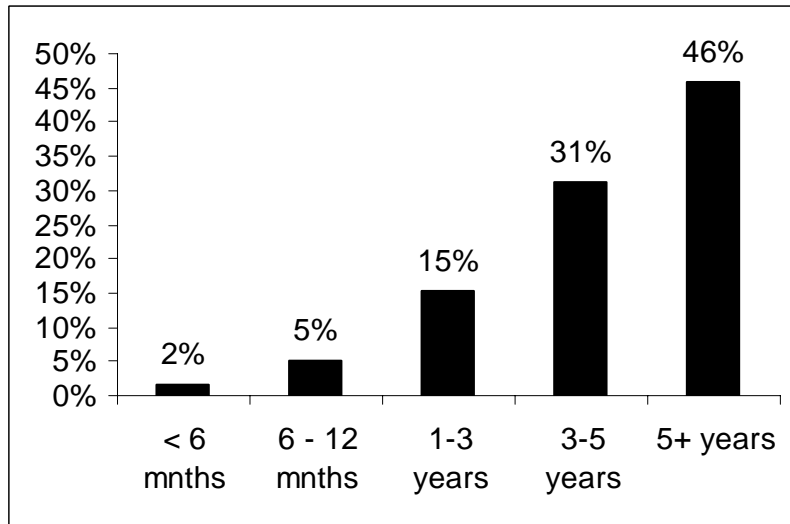
## **The Internet – A web of online activity, A Profile !**

Bill Clinton once remarked “When I took office, only high energy physicists had ever heard of what is called the Worldwide Web.... Now even my cat has its own page”. This statement is a reflection of times where the Internet is not restricted to an elitist few but is been adopted by the masses in steady growing number. Business with the Internet has become common verbiage and with India’s burgeoning software capabilities with I.T and I.T enabled industry coupled with the biggest film industry/opening of skies for television will defiantly transform the media scope like never before.

(This section profile the media habits of India’s Internet audience)

## "E-ntertainment, Eyes and Ears tuning to the Internet"

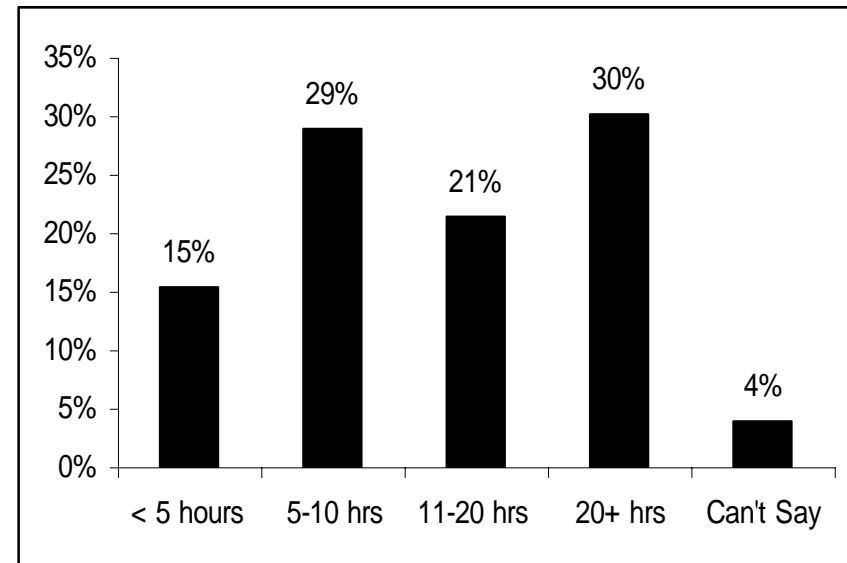
### How Long have I been using the Internet for?



(Base 6200)

- 93% of the surveyed population has been using the Internet for 1-5 years and more highlighting a certain online pedigree with a 46% of the population using the Internet for more than 5 years.
- 46% of the under 18 segment has been using the Internet for 1-3 years reflecting an adoption of the Internet by young users and the future potential for a mature market that would carry on growing.

### How much Time do I Spend online?



(Base 6200)

- 80% use the Internet for more than 5 hours a week.
- 30% of the population spends more than 20 hours a week , 29 % , spend between 5-10 hours a week and 21% , spend 11-20 hours online indicating an online savvyness and an indication of the Internet becoming an integral part of daily activity.

## “E-ntertainment, Eyes and Ears tuning to the Internet”

### What do I Do online, My online Activities?

Basic Online Activities	%
Email	96%
Chatting	55%
Surfing	69%
Playing Games	14%
Banking	30%
Shopping	28%
Work related activities	72%
Personal Research	55%
Job Search	34%
Matrimonial Search	22%
Astrology	25%
Stock Trading	30%

(Base 6200)

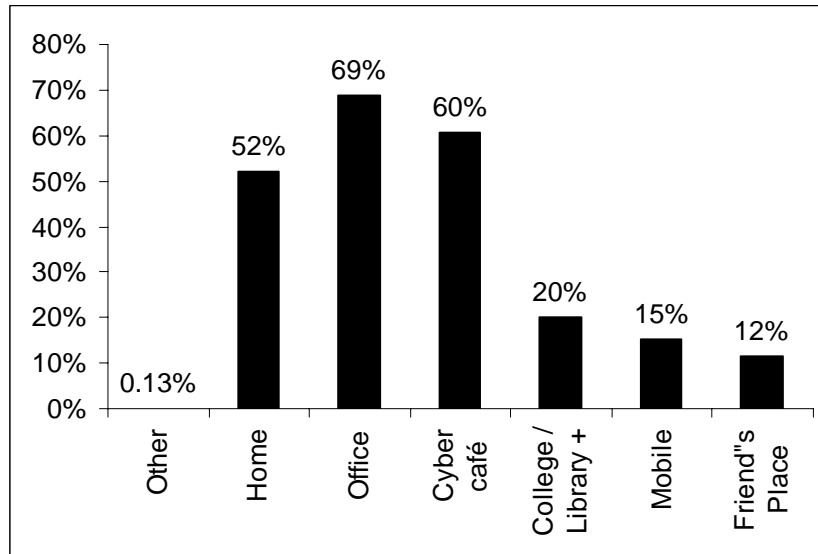
Advanced Online Activities	%
Downloaded Images / Wallpapers / Screen Savers	69%
Downloading music / ring tones	66%
Answering surveys online	58%
Read up on movie/TV schedules/Review	40%
Playing games online	20%
Trivia quizzes	19%
Subscribed to newsletters	41%
Been a part of any online club	13%
Subscribing to Online Newsgroups	30%
Designing web pages	17%
Internet telephony	17%
P2P file sharing	11%
Blogging	5%

(Base 6200)

- 96%use the Internet for emails opening a huge potential to market entertainment products to a specific demographic as per their preferences.
- 55% use the Internet for chatting, the Internet community is very vocal, a perfect opportunity to create a methodology for word to word advertising .Harness this intellectual power as they can handle "multiple conversations and Internet & mobile plays a very important role into this generation's wish for flexible communication at home, work and during down time.
- 58% use the Internet “to answer surveys” – A market researchers dream – Use it!
- A higher percentage for downloading images , wall papers , screensavers , downloading music , ringtones was seen for mobile content indicating a regular activity . A tool for marketing a film.

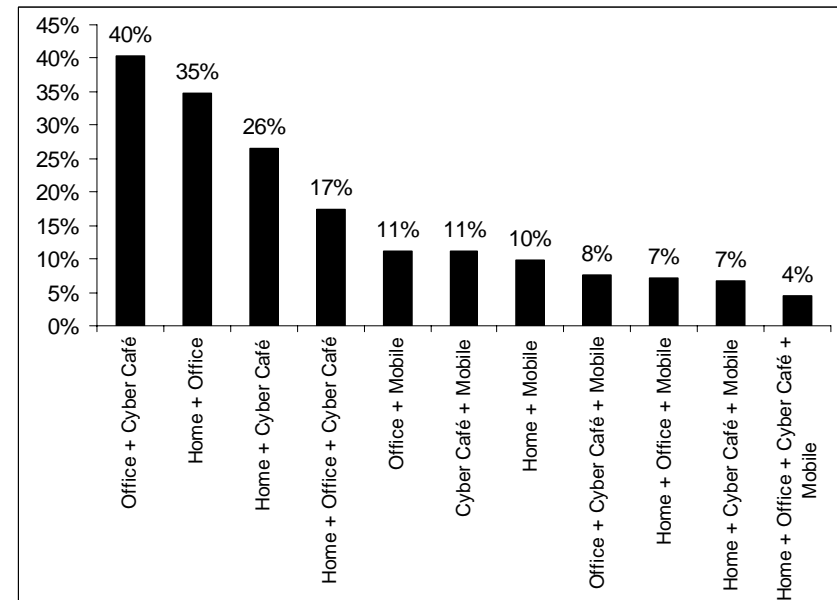
## "E-ntertainment, Eyes and Ears tuning to the Internet"

### Where do I Access the Internet from?



(Base 6200)

- 52% use the Internet from home, a mix of online advertising and traditional forms of advertising such as Television will reinforce film advertising.



(Base 6200)

- This graph represents the user's penchant for Internet usage. Users access the Internet from more than one point indicating that they use the medium for a plethora of activity and is not entirely work related.
- Less than 1% of users also accessed Internet from hostels & schools.

## "E-ntertainment, Eyes and Ears tuning to the Internet"

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### **As an audience we consume all media!**

Internet users transcend age, sex, profession and income levels. The distinguish feature is there propensity to consume more media and a disposition to embrace technology. This penchant for traditional media should be integrated with e and m marketing models for greater awareness. The interactivity of the medium coupled with the involvement of its users allows the populace to be finely segmented when compared to other audiences and mediums. This segmentation allows for prolific targeting and a greater return on investment on advertising when compared to traditionalist mediums.

#### **How much time do I spend Watching Television, Listening to Radio, Reading Newspapers and Online?**

<b>Media Time spends per week</b>	<b>Radio</b>	<b>TV</b>	<b>Newspaper</b>	<b>Online</b>
< 3hrs			19%	
< 5 hours	47%	24%	32%	15%
5-10 hrs	18%	34%	46%	29%
11-20 hrs	9%	25%		21%
20+ hrs	7%	13%		30%
Can't Say	19%	4%	4%	4%

- While comparing all mediums with their usage, it highlights the growing usage of Internet and an indication that marketers should incorporate the Internet as part of their "Integrated Media Budgets". The numbers are a confirmation that the Internet and mobile is a permanent fix and should be considered part of traditionalist media.

### **Attention: Film Producers**

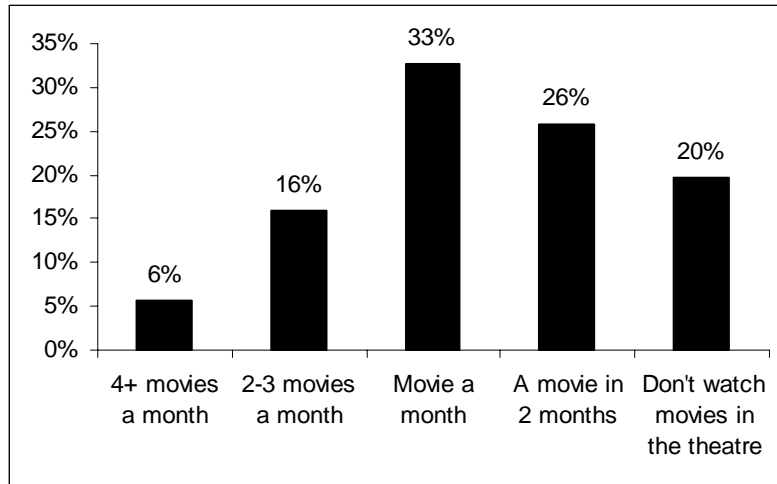
#### **Movies are life with the dull bits cut out – We still love our Movies!**

“Sometimes reality is too complex for oral communication. But cinema embodies it in a form which enables it to spread all over the world”. Cinema – is become an integral part of everyday life. We love the players, provides for escapism, a topic of conversation, a reflection on society or even a carrier for a social message. Like any good product, it also needs good marketing, an awareness that the product is out there and more aptly an online presence to cater to an audience (online) that it does have an appetite for movies.

(This section highlights this propensity for cinema by an online audience)

## "E-ntertainment, Eyes and Ears tuning to the Internet"

### How Often do I Watch movies?



(Base 6200)

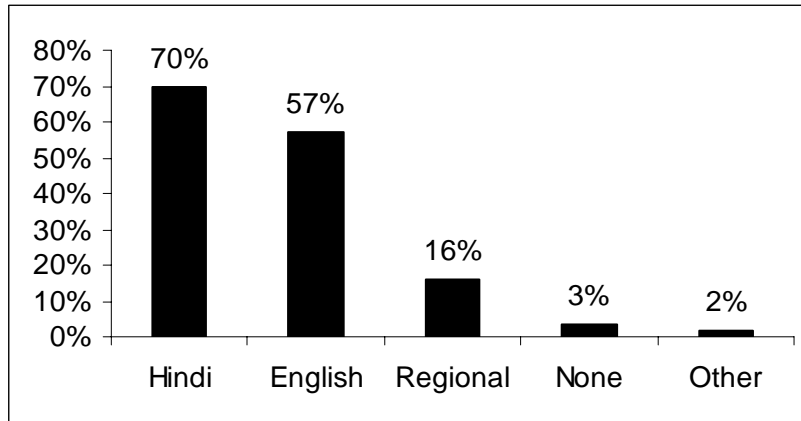
Movies online users watch in theatre / age	<18 years	18-25	26-35	Grand Total
4+ movies a month	3%	8%	3%	6%
2-3 movies a month	25%	21%	13%	16%
About 1 movie a month	32%	36%	35%	33%

( Base 6200)

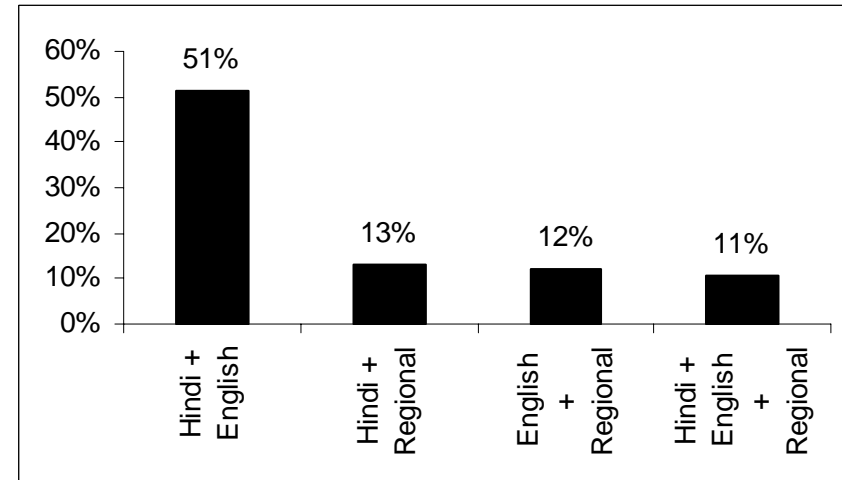
- 54% of an online audience watches one or more movies per month. An IOA estimate of a 100 million users by 2007, a segment that cannot be ignored to cater to.
- The usual suspects of the 18-35 years continue to be the dominant movie seekers in this segment. As seen the 18-25 segment represents the highest viewer-ship of movie goers followed by the under 18 segment.

## "E-ntertainment, Eyes and Ears tuning to the Internet"

### What Language do I Watch my Movies in?



(Base 6200)



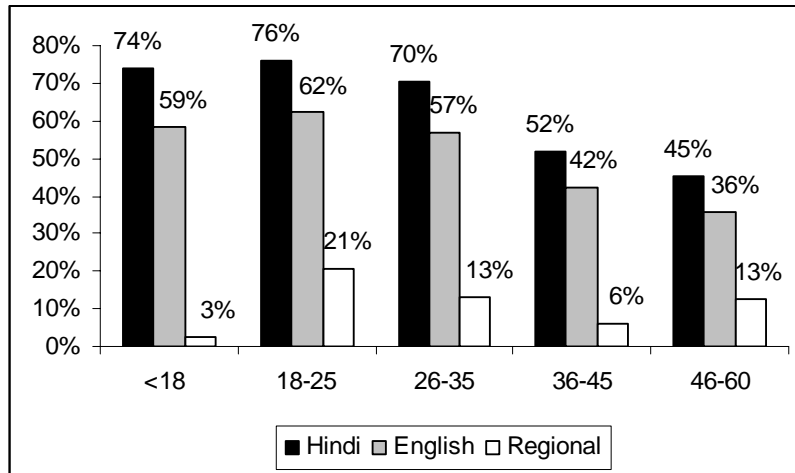
(Base 6200)

- A lingual bias is seen towards Hindi cinema, an aberration from the perceived norm that the Internet is only used by an English speaking metro audience. The under 18 -35 sectors are the largest demographic of viewership.

( \* Regional Films – Gujarati , Bengali , Marathi , Telegu, Tamil , Kannada , Maithili, Malayalam, Punjabi )

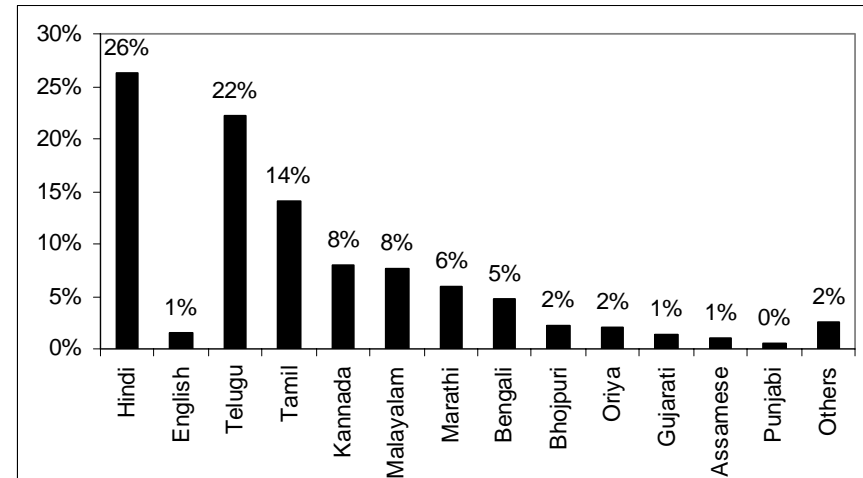
## "E-ntertainment, Eyes and Ears tuning to the Internet"

### Multiple Language preference



(Base 6200)

### Number of Movies Censored this year



(Base 934 – Source –Industry Sources and PwC Entertainment Report , April 2005 )

- This demographic has no regional bias and with a 16% regional film preference, 73% regional language production arises an opportunity and a new way for producers to advertise.

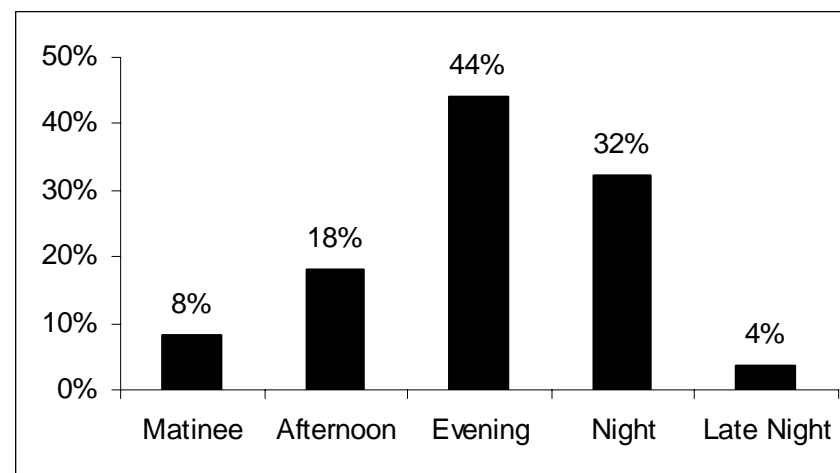
## "E-ntertainment, Eyes and Ears tuning to the Internet"

### When do I usually Watch my Movies in the Cinema?

When do you usually watch movies?	Total
Primarily Weekends/ Holidays	44%
Any day	23%

(Base 6200)

### When do I like Watching my Movies in the Theatre?

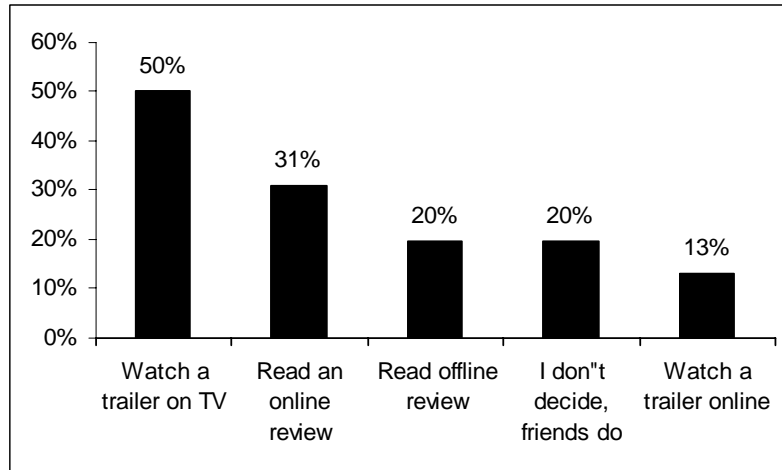


( Base 6200)

- Movies are frequented along timings of a student and a professional's lifestyle. As mentioned earlier, this demographic is very vocal and close knit. Reviews are important (reviews from fellow users and online reviews) and hence the low numbers for matinee shows.

## "E-ntertainment, Eyes and Ears tuning to the Internet"

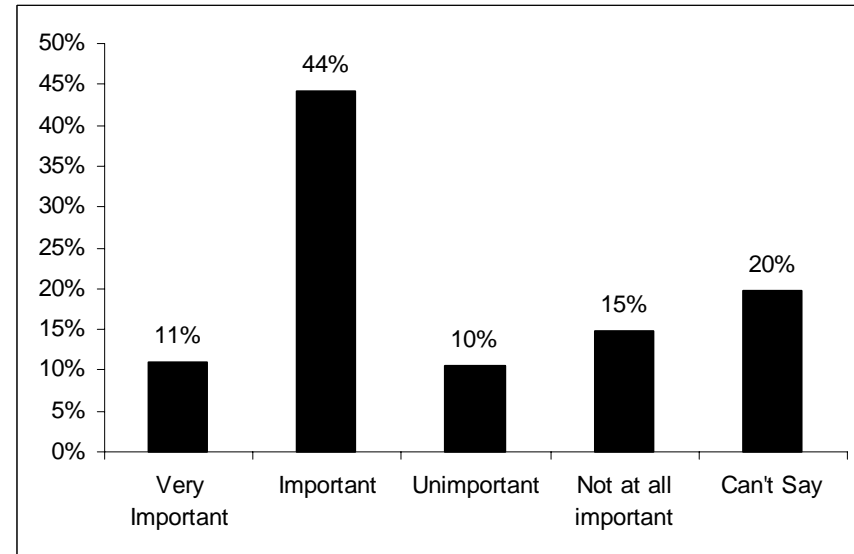
### How do I Decide I want to Watch a Movie?



(Base 6200)

- 44% of Internet users believe that a film's online participation influences their judgment in watching a movie reinforcing the need for movie houses to be present online.
- The Internet can be used to reinforce TV trailers with an online presence.

### Reviews they are Important!

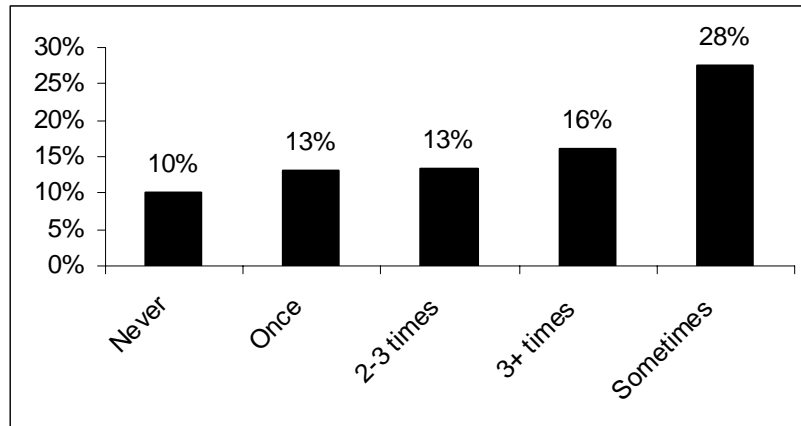


(Base 6200)

- 55% of Internet users believe that a review of a film is important. The Internet allows for a movie web page, a forum for opinions on the movie and to act as a facilitator for creating awareness of a film amongst a very vocal close knit community.
- With 94% people using the Internet for e-mailing, the Internet acts as a communicator as well.

## "E-ntertainment, Eyes and Ears tuning to the Internet"

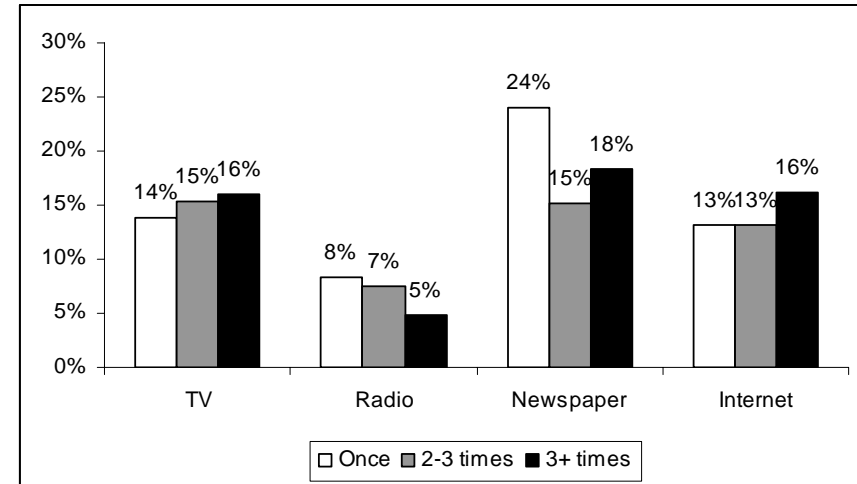
### How often do I Search for Reviews Online?



(Base 6200)

- 90 % of the online population use the Internet for movie information highlighting the need for more presence online and using the medium coupled with marketing tools to exploit its potential.
- The under 18 segment leads the way for using this medium , reinforcing the need to be present online to cater to the present clientele and marketing for the future.

### How often do I Search for Reviews using all Media?

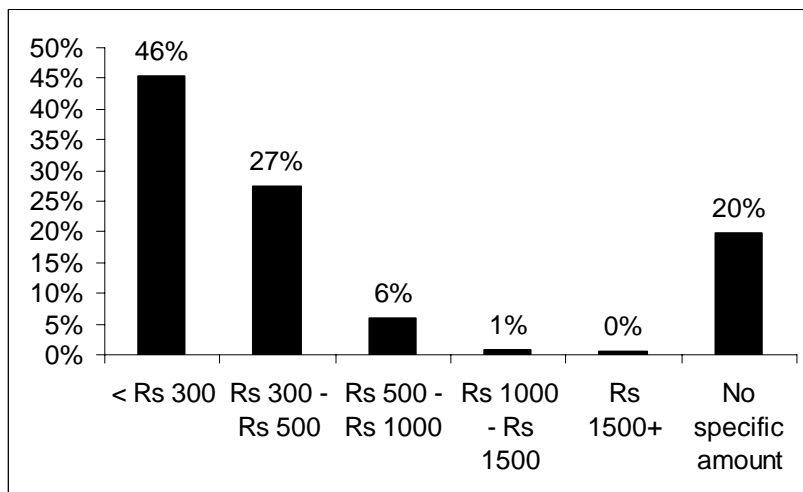


(Base 6200)

- 42% of Internet users seek movie information once or more than that during the week, highlighting a need for not abandoning traditional forms of media but supplementing it with an online audience.

## "E-ntertainment, Eyes and Ears tuning to the Internet"

### How much do I Spend when I go to the Movies ?



(Base 6200)

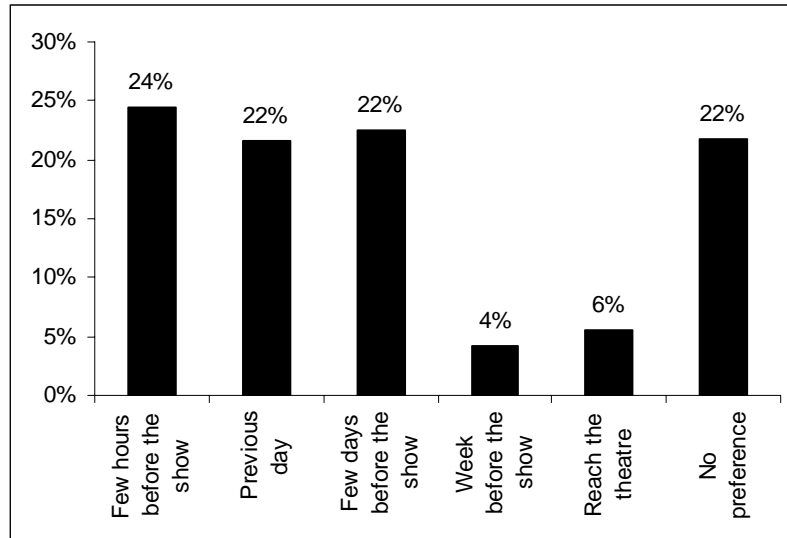
Wallet Size / Type of Theatre	Multiplex	Single Screen	Grand Total
< Rs 300	46%	70%	46%
Rs 300 - Rs 500	40%	28%	27%
Rs 500 - Rs 1000	11%	2%	6%
Rs 1000 - Rs 1500	1%	0%	1%

(Base 6200)

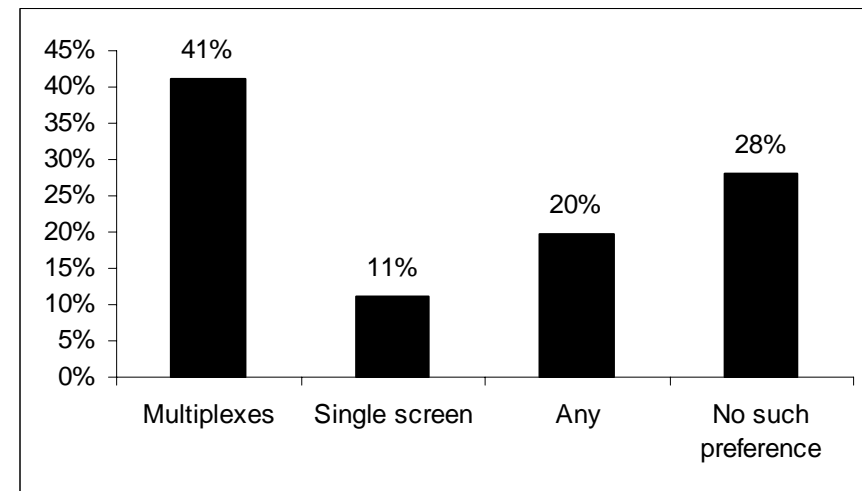
- 73% of Internet users spend less than Rs 500 on a visit to the cinema indicating an affluent demographic.
- The usual contenders of the 18-35 age group are the biggest spenders.
- A direct correlation can be seen with money spent with preference to type of theatre. Lower the money spent category to a preference for single screen theatres and vice versa.

## "E-ntertainment, Eyes and Ears tuning to the Internet"

### How often do I Book in Advance?



(Base 6200)



(Base 6200)

- 72% of the Internet audience books their tickets in advance. Online booking options allow for an opportunity to cater to this audience without them having to leave their desktops.
- 41% prefer multiplexes. A reflection of an audience that is professional (have more disposable income) and students who like gathering in numbers. (A social event)

## "E-ntertainment, Eyes and Ears tuning to the Internet"

### What kind of Online Film Content do I like?

Preferences - online movie content	%
Downloads-Images / Wallpapers / Screensavers	60%
Contests	52%
Reviews-Professional Critics	37%
Trailers Video	35%
Games	27%
Release details-Theatre Locations	22%
Trailers Audio	21%
Plot / Character Sketches / Interviews Cast & Crew	25%
Reviews-Online Viewers	30%

### What kind of Online Film Content do I like?

Preferences – mobile movie content	%
Downloads-Images / Wallpapers / Screensavers	64%
Contests	46%
Short Reviews by SMS - Professional Critics	43%
Trailers Video	30%
Games	32%
Release details	25%
Trailers Audio	21%

- The various activities can all be used for effective marketing.

### I Reach your Movie website by?

Find film websites by	%
Advertisements on TV	58%
Advertisements on newspapers	50%
Search engines	36%
Film based portals	28%
Advertisements on hoardings	28%
Entertainment section of portals	25%
Other	2%

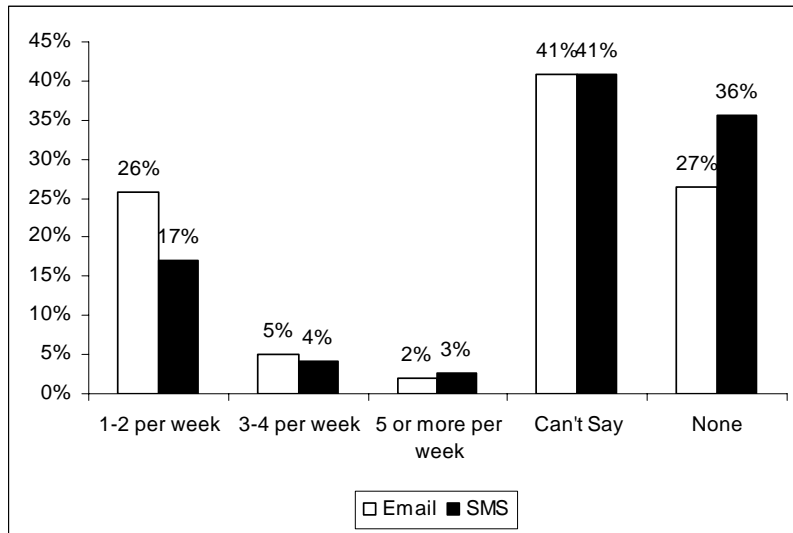
### Interacting with Content Preferences....

Users would like to interact with content???	%
Reading Online Reviews	45%
Like writing a review	11%
Downloading soundtracks	39%
Participating in online contests	35%
Participating in sms contests	27%
Like chatting with stars	19%
Participate in an online movie club	11%
Participate in an online fan club	9%

- Integrated communication is the new age mantra – to involve your audience in an immersive experience it is important to include your site address and mobile short code across all mediums.
- The above gives you the level of interaction that you need to include in your site content – for that the above can also be straight away plugged into your advertising copy.

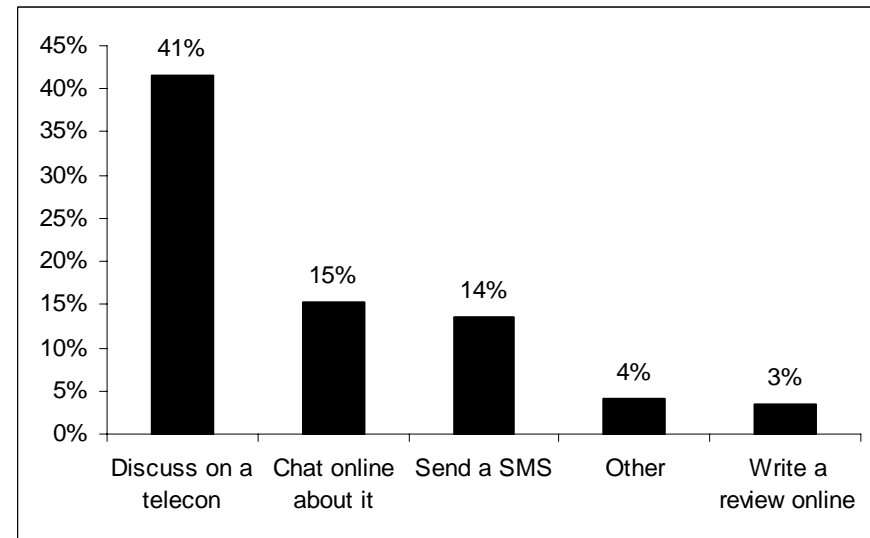
## "E-ntertainment, Eyes and Ears tuning to the Internet"

### Would I like to Subscribe to Alerts?



(Base 6200)

### Post Watching the Film, I definitely Review it?



(Base 6200)

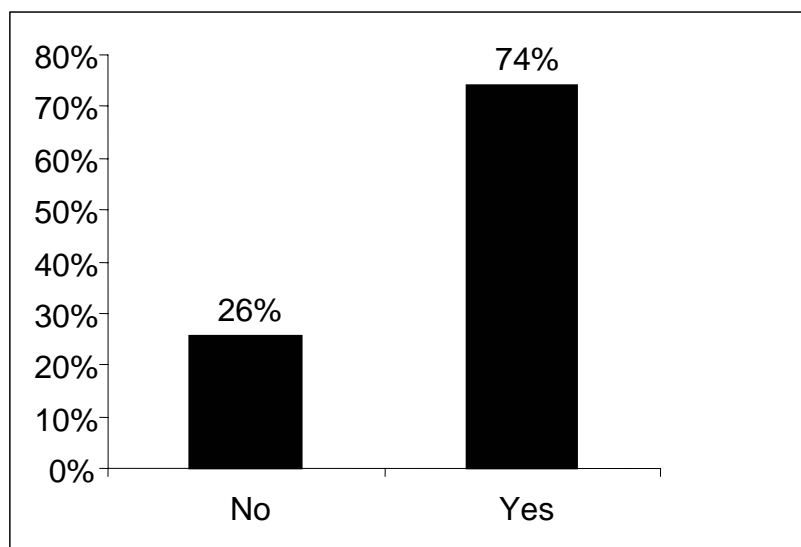
From the above results its evident that entertainment marketers should use Alerts (Email / SMS) based marketing. The higher percentage of "Can't say "reflects an unknown variable. An opportunity to educate and exploit!

- Permission based alerts marketing is
  - cheaper, better, faster and smarter
  - personalized channel
  - which cuts through the clutter
  - an effective marketing and communicating channel
- Caution – unlike your daily correspondence marketing via email and sms is not simple and is unlike direct mail marketing too; sending out alerts is a science in itself. "What is of value to you as a marketer is not necessarily of value to your consumer – as the new age definition of SPAM is "communication consumer does not want" so it's crucial to build permission based email and sms marketing.)

(\* Do let us know if you are interested in "Alerts Marketing" and we shall mail you our white-paper on Email Marketing (White-paper includes not only technology but also the creative, strategic and analytics).

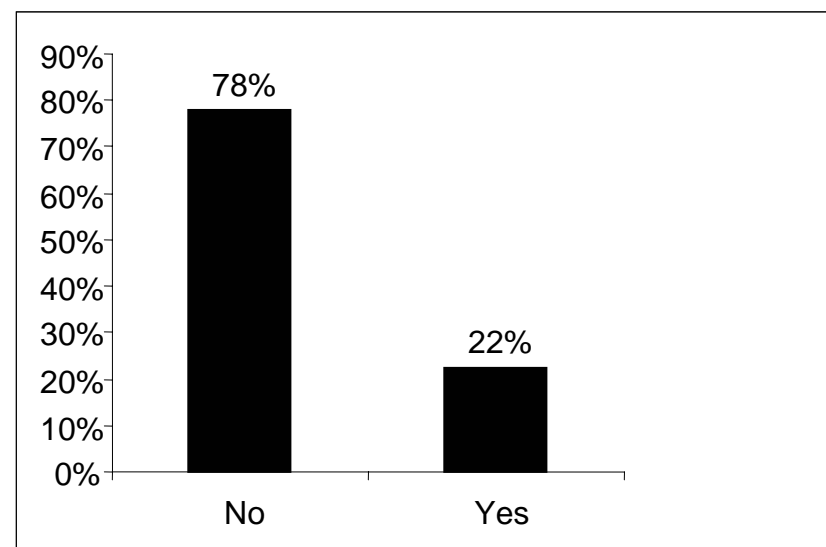
## "E-ntertainment, Eyes and Ears tuning to the Internet"

### Do I know about Online Ticketing?



(Base 6200)

### Have I Bought Tickets Online before?

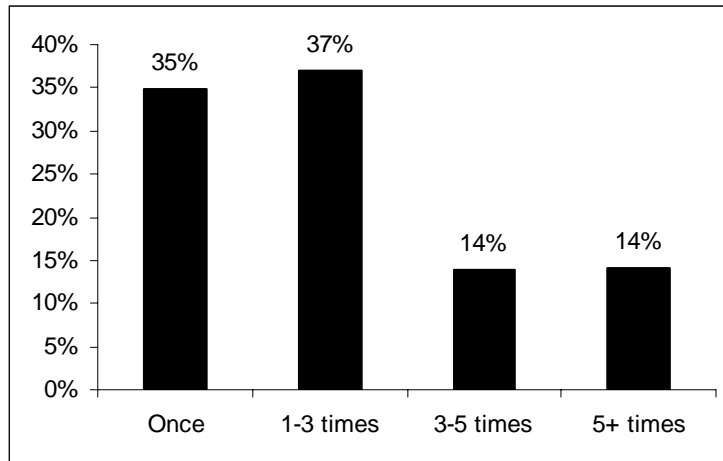


(Base 6200)

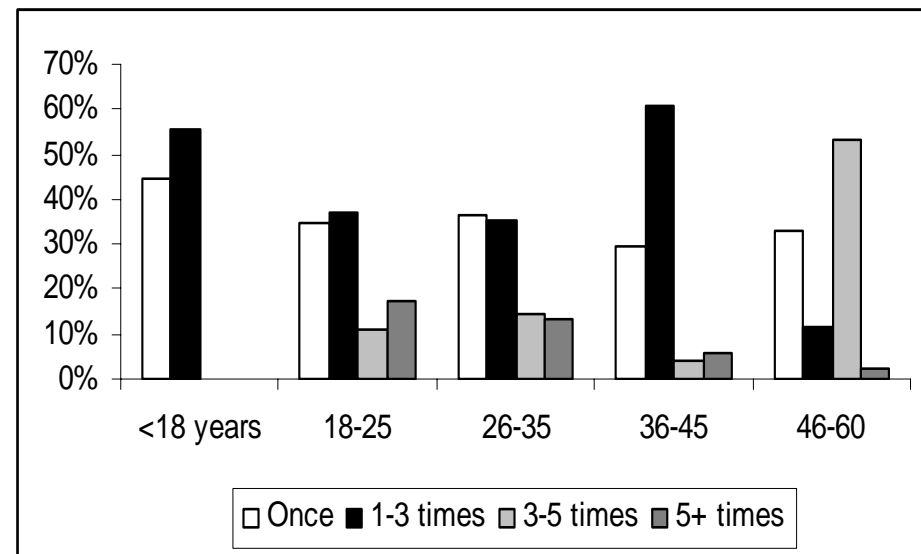
- 74.27% of Internet users know about online ticketing which highlights an opportunity to exploit.

## "E-ntertainment, Eyes and Ears tuning to the Internet"

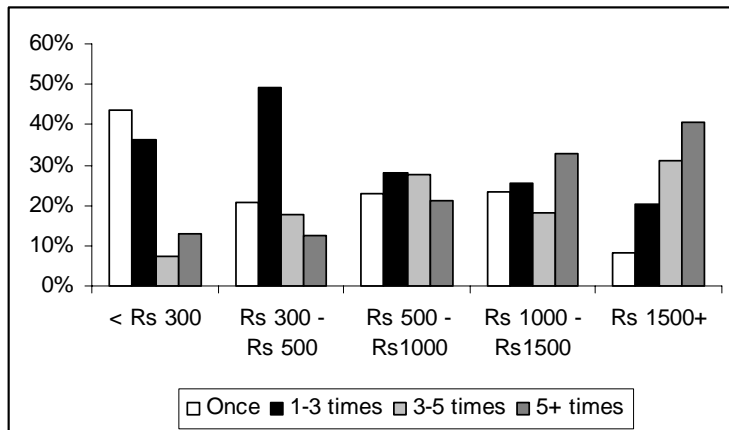
**How often have I Purchased Online?** (Base: 1364)



**Online ticket buyers by Age Groups** (Base: 1364)



**Online ticket buyers by Wallet size** (Base: 1364)

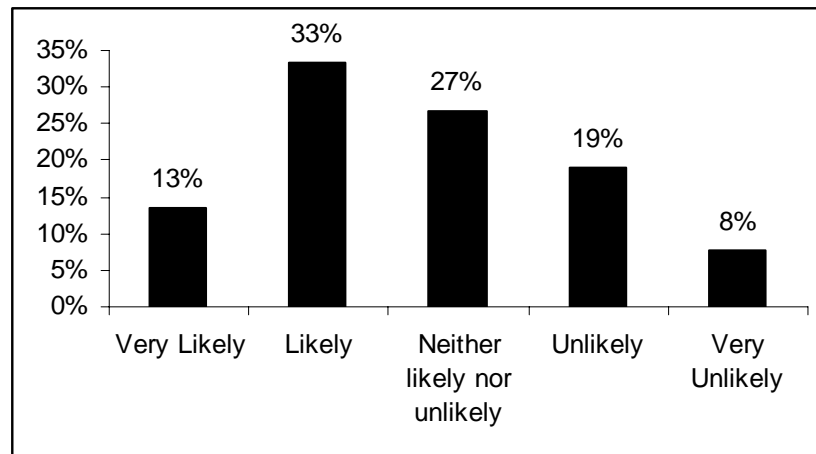


- 23% of Internet users have purchased their tickets online once or more with the remainder having chosen not to answer the question. This opens the prospect of improving e-commerce infrastructure and awareness to strengthen economic gains.
- Internet savvy users (users who've been online 1-5 years and more are likely to buy e-tickets and with a demographic that gets younger an opportunity to market online for the future is shown
- Purchases of more than Rs 300 are most suited for online purchases.

## "E-ntertainment, Eyes and Ears tuning to the Internet"

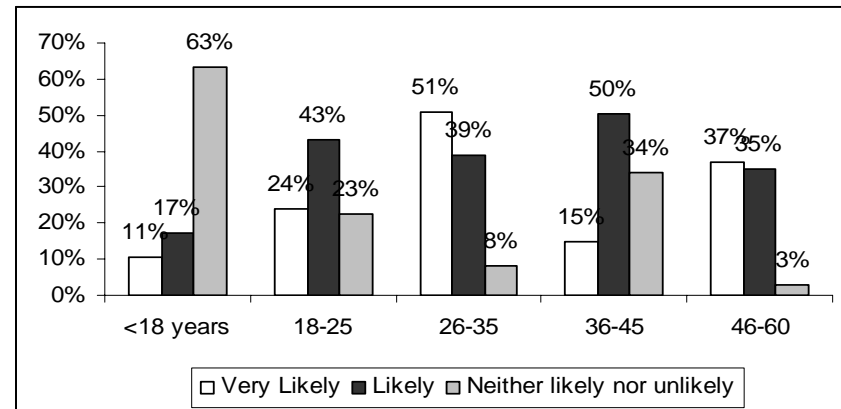
### How likely am I to Purchase Tickets Online?

Base: **All** (Base: 6200)



(Base: 4836)

Base: **Online users who have not bought tickets online**

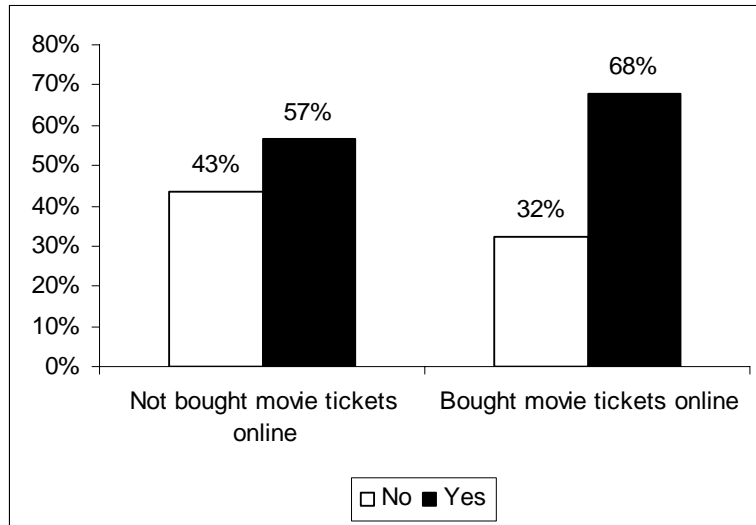


(Base: 4836)

- 46% of Internet users are likely to buy movie tickets online whereas a sizeable audience 27% is sitting on the fence likely to be converted if marketed appropriately or given a positive online buying experience.
- Amongst users who haven't bought online the likelihood of purchasing is online is high. An immense future possibility!

## "E-ntertainment, Eyes and Ears tuning to the Internet"

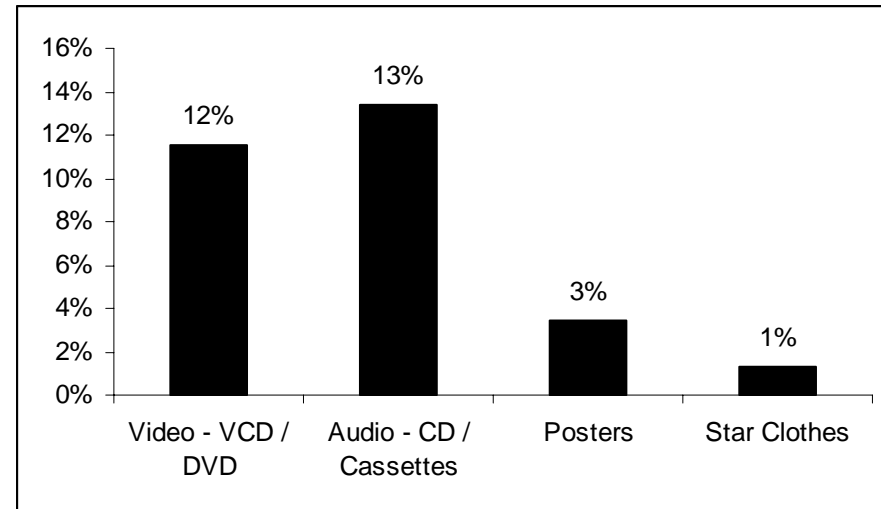
### Do I know about Movie Merchandise being Sold Online?



(Base: 6200)

- 50% of Internet users are not aware of movie merchandise being sold online indicating an economic opportunity and a brand building exercise for the film.

### What kind of Products have I Bought Online?



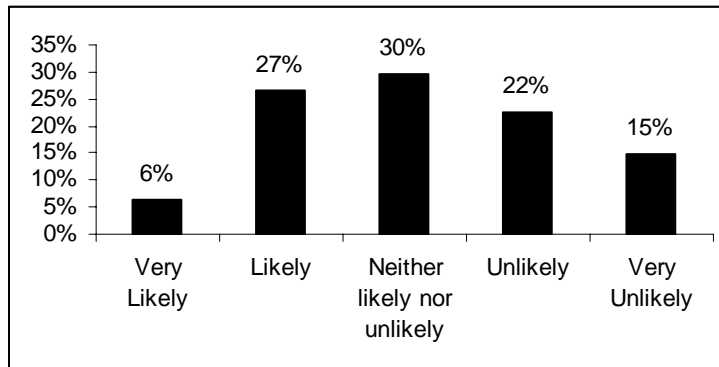
(Base: 6200)

- An indication of user preference to buying film related products online. It is an opportunity to cross sell inclusive of selling mobile content and services.

## "E-ntertainment, Eyes and Ears tuning to the Internet"

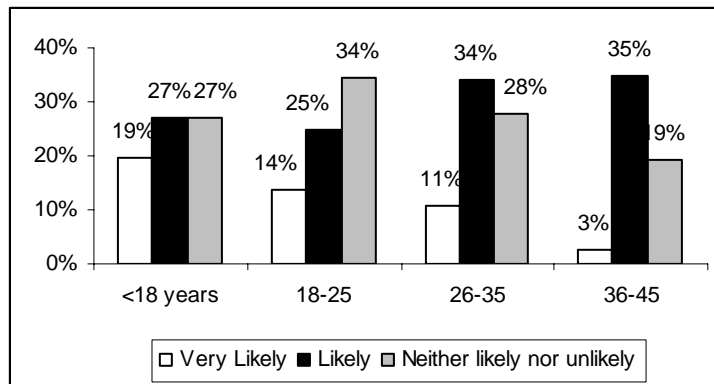
### How likely am I to Purchase Film Merchandise online

Base: **Entire Base**



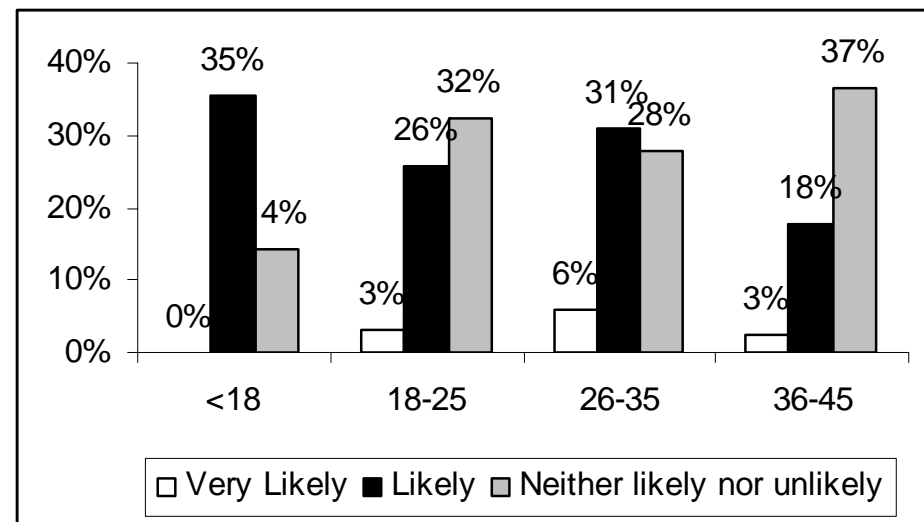
(Base: 6200)

Base: **Online users who have bought film merchandise online**



(Base: 1364)

Base: **Online users who have not yet bought film merchandise online**



(Base: 4836)

- 33% of Internet users have a penchant to buy movie merchandise online & this frequency is likely to grow as we are reaching to households owning DVD Players & Recorders (35%), VCD Players (56%).
- Consumers likely to buy film merchandise online transcends across all age whether they are online buyers or non-buyers
- Highly recommend to provide consumer review tools to promote online film merchandise sales, as consumers love to communicate & recommend a good entertaining experience.

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**Karl Marx was wrong, watching a movie on television is the opium of the masses and we agree!**

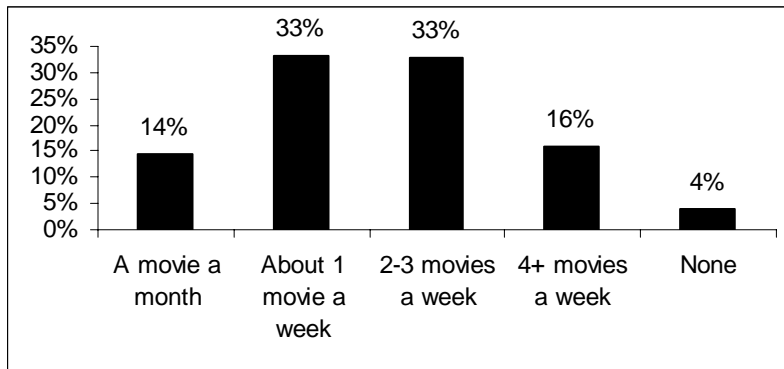
**Film Channels you hear that!**

Imagine! Your favorite movie, its stars, the storyline, relaxing on your favorite spot, being able to answer your phone while watching a movie! Well, its all possible with movie channels. It allows you to watch the movies you've missed in the cinema, catch a film that you managed watching in parts again or just simply watching a film again. Movie Television channels offer all this and more! Online Users have a penchant for movies be it in the cinema or at home, and for channels to garner more eye balls this is a big audience to address.

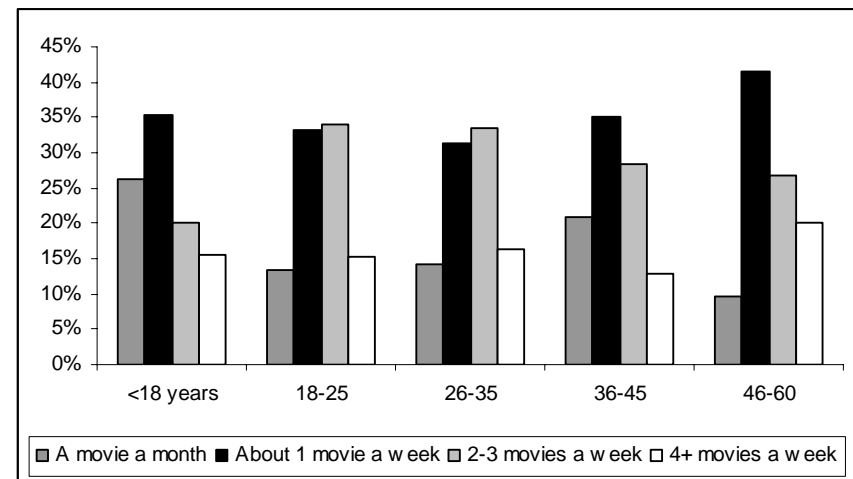
(This section highlights the propensity to watch movies at home by an online audience)

## "E-ntertainment, Eyes and Ears tuning to the Internet"

### How often in a Month do I watch a Movie on Television?



(Base: 6200)

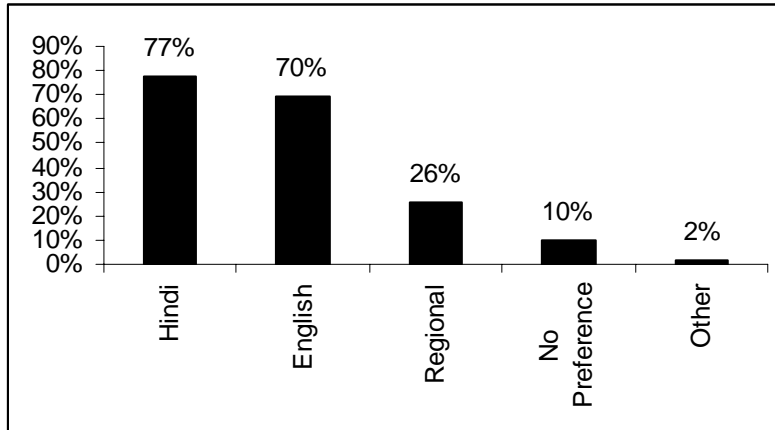


(Base: 6200)

- 96% of Internet users watch movies on television and a whopping 82% of Internet users watch more than a movie a week on TV channels. The statistics compel marketers to promote films online as promoting a film on TV / Press has a fundamental limitation, the same promotion is distributed to everyone as compared to an opportunity to package & communicate with an online consumer more precisely matching his unique mix of interests.

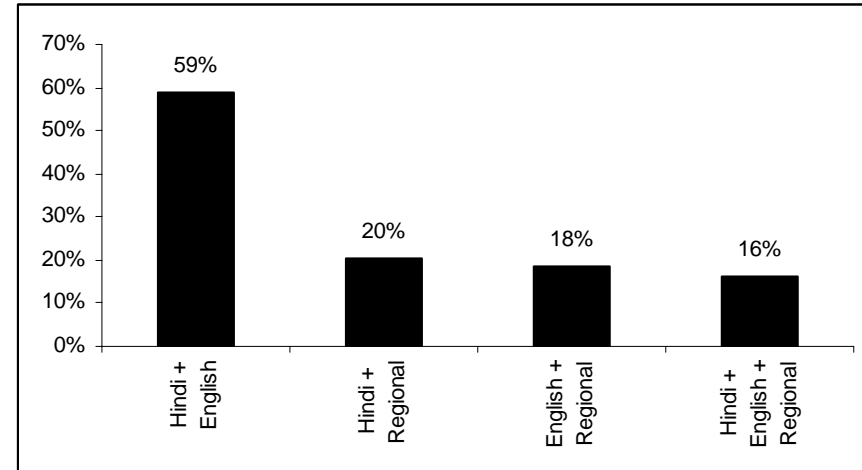
## "E-ntertainment, Eyes and Ears tuning to the Internet"

### What Language do I prefer my Films in?



(Base: 6200)

### Multiple Language Options



(Base: 6200)

- Internet users prefer Hindi and English films with regional films coming third. Another indicator that the Internet is not just for an English speaking urban audience.
- Consumers additionally indicated that they would prefer to watch films in
  - almost all genres inclusive of adult entertainment (action, animated, comedy, romance, horror, spiritual, art films, cartoon movies)
  - foreign languages &
  - Indian languages - Gujarati, Bengali, Marathi, Telugu, Tamil, Kannada, Maithili, Malayalam, Punjabi.

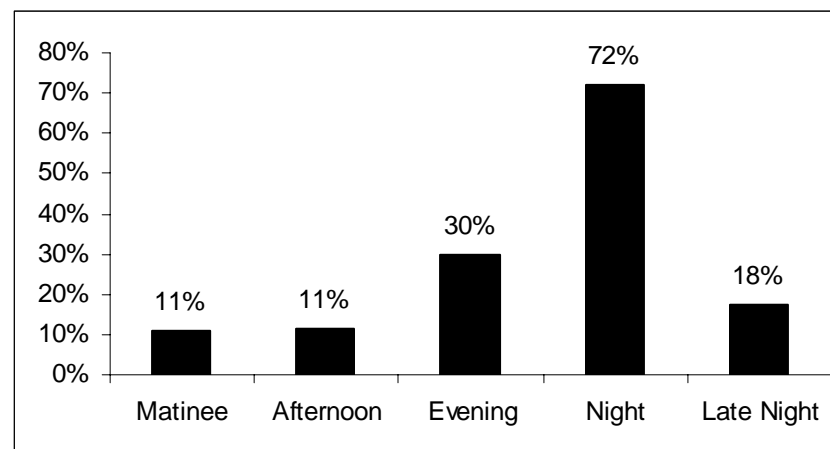
## "E-ntertainment, Eyes and Ears tuning to the Internet"

### When do I usually Watch a Movie on TV?

<b>Whenever I feel like watching a movie</b>	36%
<b>Primarily Weekends/ Holidays</b>	36%
<b>Equally on weekdays and weekends/ holidays</b>	17%
<b>Primarily Weekdays</b>	9%
<b>Other</b>	2%

(Base: 6200)

### When do I prefer watching my Movies at Home?

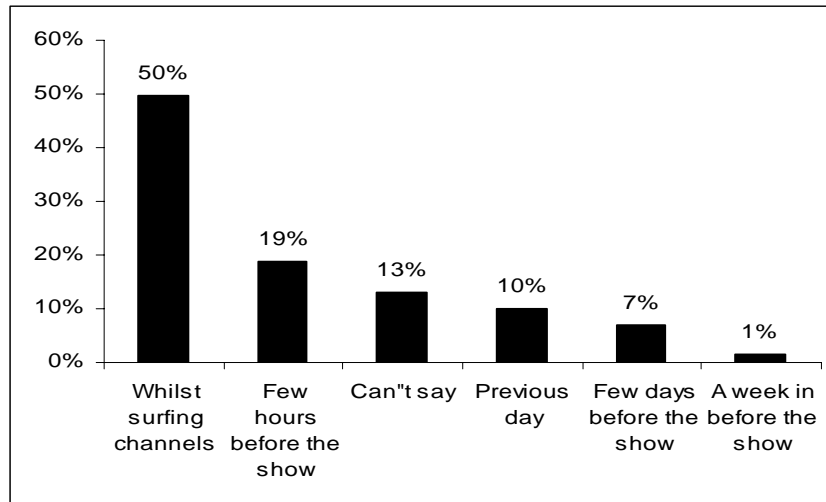


(Base: 6200)

- As with the cinema penchant audience this reflects a professional /student audience with weekends and holidays the ideal time to market a film.
- 72% and 30% of Internet users watch television in the 9p.m - 12 p.m. and 6 p.m. - 9p.m slot respectively movies in accordance with a working online population.

## "E-ntertainment, Eyes and Ears tuning to the Internet"

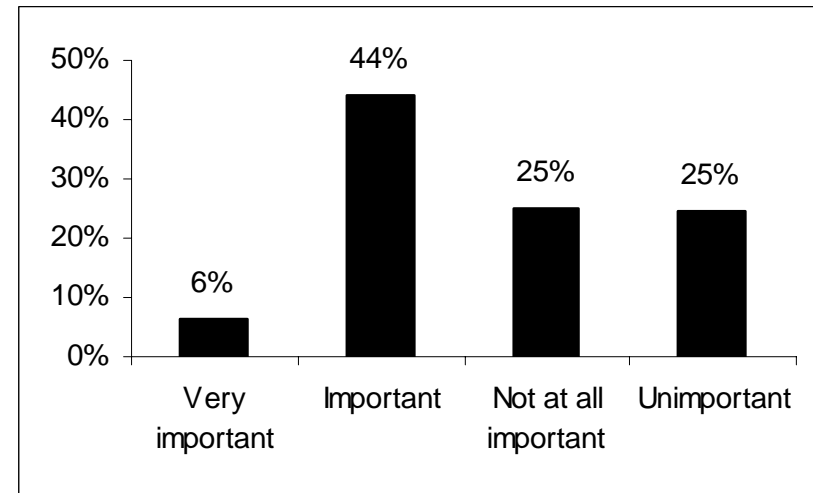
### How do I decide to Watch my Movies at Home?



(Base: 6200)

Important to look for information about movies before you watch them on movie channels	Few before movie starts	Few days in advance	A week in advance	Previous day	Grand Total
Very important	6%	12%	10%	9%	6%
Important	52%	60%	48%	59%	44%

### I Review the Film I View



(Base: 6200)

- 50% of the Internet audience watch most of their movies by channel surfing. Appropriate opt in mobile alerts or emails on mobiles would help zero these viewers to the movies on your channel.
- 50% of Internet users have varying levels of importance associated with seeking movie information. An opportunity to communicate via sms or e-mail which is timed as per the audiences needs.
- Less than 1% mentioned that they decide on movies with the help of a cable guide.

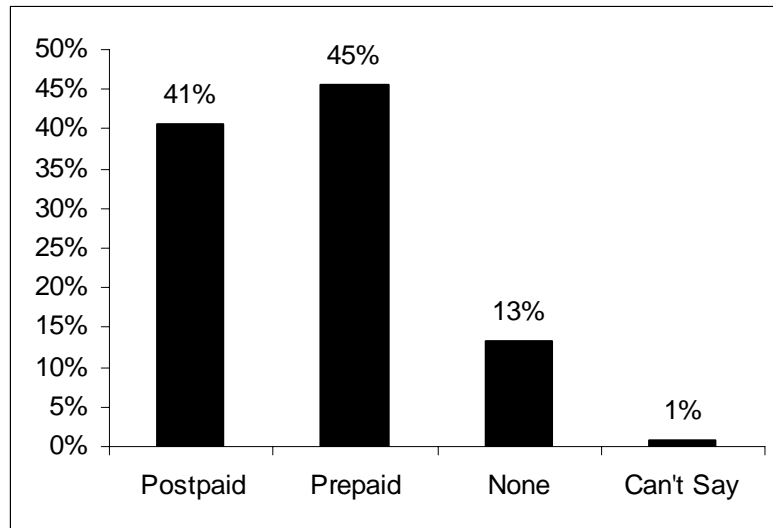
## **Mobiles & Movies, its no accessory! It's a marketers dream and we all have them**

Alexander Graham Bell would be proud to see how his invention – The TELEPHONE, and its graduation to the MOBILE PHONE has completely changed communication. No longer is a phone confined to a house, it is MOBILE. Its not restricted to voice but a plethora of activities including text messages, video messages, etc etc etc that can be relayed from one user to the other. With the number of mobiles exceeding land lines its changed communicate and will all news forms of communication arises an opportunity to market . The online audience doesn't have a techno phobia and have embraced this medium.

(This section highlights the propensity of online users mobile habits)

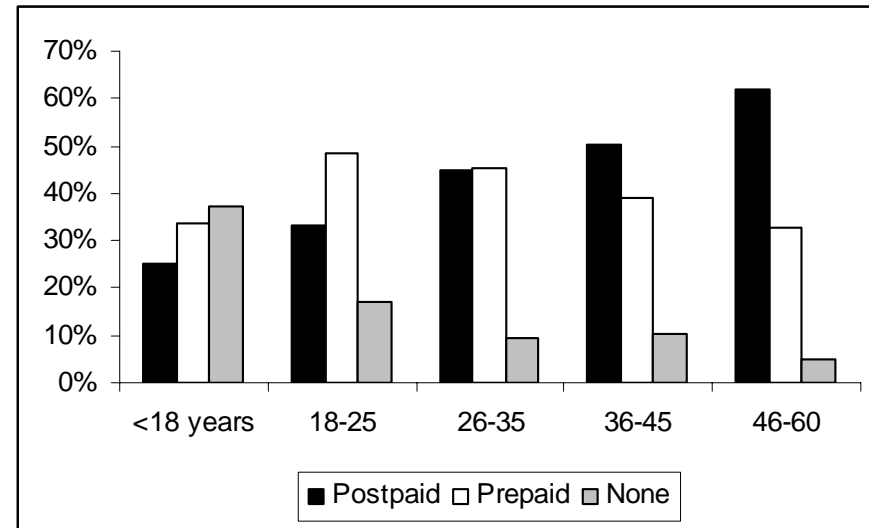
## "E-ntertainment, Eyes and Ears tuning to the Internet"

### What Kind of Mobile Subscription do I have



(Base: 6200)

### Entire base by Age Groups

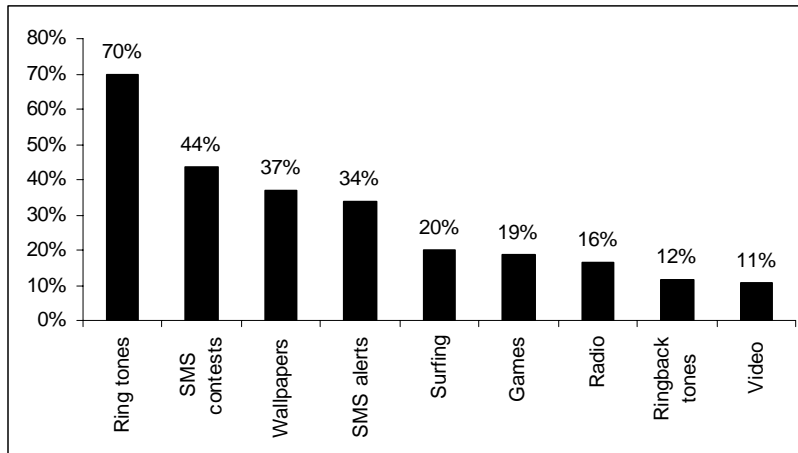


(Base: 6200)

- 86% of online users have mobile phones, a medium to exploit to market your films.
- A perfect opportunity for movie marketers to reach out with "higher value" mobile content targeted towards the post paid mobile subscriber base whereas cost effective small ticket content positioned towards the young and highly impulsive prepaid mobile online subscriber.

## "E-ntertainment, Eyes and Ears tuning to the Internet"

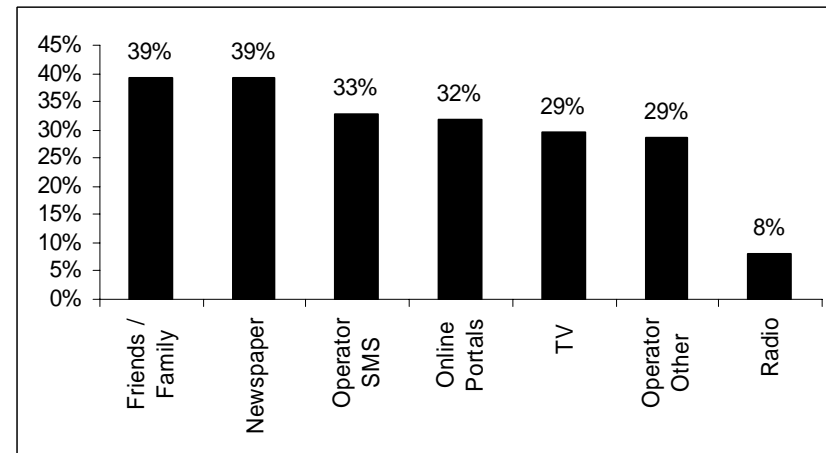
### Mobile Content Product / Services I have used?



(Base: 6200)

- From the statistics it is evident that the online audience isn't techno phobic and is likely to use the medium more than any other demographic.
- Additionally consumers also used the following services
  - Composed Ringer Tones.
  - Listening News on Phone (film gossip by sms and voice would work well with an opt-in base)
  - Railways schedules (Dynamic Theatre schedules a must to add online + SMS).
  - Alarm (an opportunity to customize the same imagine Aishwarya Rai or Amitabh Bachchan waking your consumers).

### How do I Access Info on Mobile Downloads

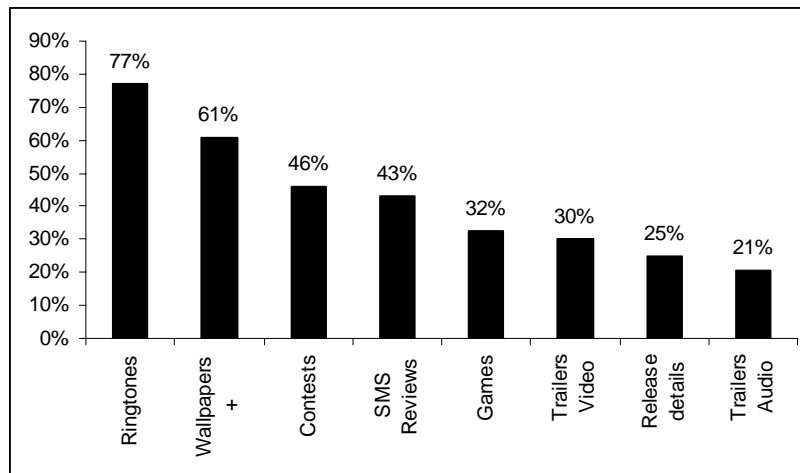


(Base: 6200)

- As mentioned earlier this audience is vocal and facilitates word of mouth communication.
- Personalized sells would facilitate commerce.
- Integrated Communication – One info source can reinforce the other.

## "E-ntertainment, Eyes and Ears tuning to the Internet"

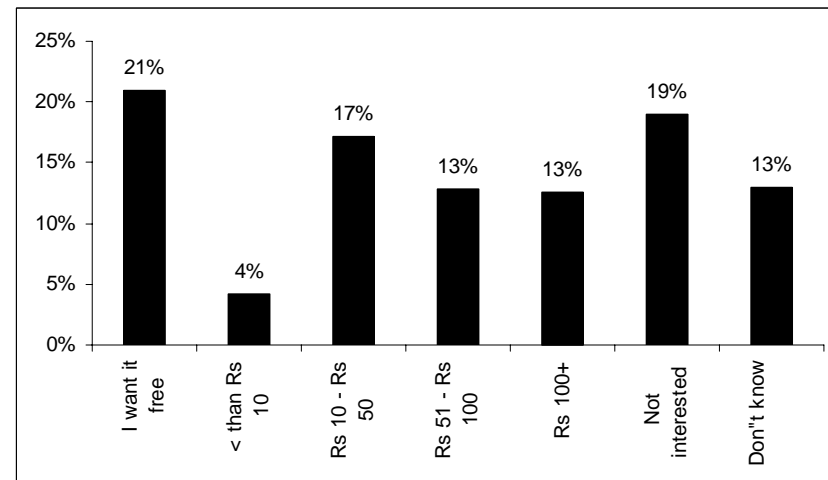
### What Kind of Movie Mobile Content & Services I would prefer?



(Base: 6200)

- 94% of users are susceptible to mobile marketing. Use the medium!

### How much do I spend on Movie related Mobile Content?



(Base: 6200)

- 47% of Internet users would pay for mobile content. An opportunity to further economic gains and brand building exercise.

## Appendix 1 – Geographic Location of Respondent Base

<p style="text-align: center;"><b><u>North</u></b></p> <p><b>Bihar</b> Darbhanga, Gaya, Muzaffarpur, Patna, Ranchi, Kahalgaon, Begusarai, Murliganj, Jamshedpur</p> <p><b>Delhi</b> Noida</p> <p><b>Himachal Pradesh</b> Deoli</p> <p><b>Uttar Pradesh</b> Agra, Aligarh, Allahabad, Bhagalpur, Bharatpur, Bhogpur, Bareilly, Dehradun, Ghaziabad, Lucknow, Meerut, Moradabad, Varanasi, Jalna, Jhansi, Kanpur, Roorkee, Sahibabad,</p> <p><b>Rajasthan</b> Ajmer Alwar Bhilwara Bikaner Balonda Jaipur Jodhpur Kota Pilani Udaipur Jhunjhunu Pali Marwar Ratangarh Sikar</p> <p><b>Punjab</b> Amritsar Bathinda Beas Barnala Batala Chandigarh Jalandhar Ferozepur Gurdaspur Ludhiana Mohali Muktsar Patiala Pathankot Phagwara Hoshiarpur Kurali Sangrur Sirhind</p> <p><b>Haryana</b> Ambala Faridabad Gurgaon Panchkula Rajpura Hisar</p>	<p style="text-align: center;"><b><u>West</u></b></p> <p><b>Gujarat</b> Ahmedabad Anand Anjar Ankleshwar Bardoli Baroda Bharuch Bhavnagar Bhuj Bilimora Chikhli Gandhinagar Godhra Jamnagar Junagadh Jasdan Jetpur Mandvi Mehsana Morbi Mahuva Nadiad Navsari Nakhatrana Palanpur Porbanadar Rajkot Surat Surendranagar Siddhpur Vadodara Vallabh Vidyanagar Valsad Vapi Vijalpur Wanakbori</p> <p><b>Maharashtra</b> Akola Alibaug Amravati Aurangabad Badlapur Baramati Bhusawal Chinchwadgaon Dahanu Islampur Jalgaon Jaysingpur Kalyan Kolhapur Latur Malegaon Mumbai Nagpur Nahik Nanded Nashik Palghar Panvel Parbhani Patan Poona/Pune Omerga Osmanabad Raigad Ratnagiri Sangli Satara Shegaon Shirpur Shrirampur Solapur Tasgaon Thane Ulhasnagar Vasai Vashi Virar Yavatmal</p> <p><b>Goa</b> Dandeli</p> <p><b>Madhya Pradesh</b> Indore</p>
<p style="text-align: center;"><b><u>East</u></b></p> <p><b>Orissa</b> Rourkela</p> <p><b>West Bengal</b> Dhanbad Jamshedpur Kolkata</p>	<p style="text-align: center;"><b><u>South</u></b></p> <p><b>Andhra Pradesh</b> Chittoor Hyderabad Rajahmundry Secunderabad Vijayawada Visakhapatnam Warangal</p> <p><b>Karnataka</b> Bangalore Bidar Bijapur Belgaum Bailhongal Bellary Chikmagalur Chikodi Davangere Dharwad Gulbarga Hubli Mangalorey Mysore Gokak Hassan Karkala Lakkavalli Madikeri Manday Manipal Mudhol Raichur Shimoga Tumkur Kundapura Shamanewadi</p> <p><b>Kerala</b> Alappuzha Alleppey Calicut Cherthala Cochin Ernakulam Kayamkulam Kochi Kollam Kottayam Tellicherry Thiruvalla Thiruvananthapuram Tirur Kallam Kannur Kasaragod Malappuram Palakkad Palghat Thrissur Ranni-Pathanamthitta Kozhikode Olavakkod Waynady Yellapur</p> <p><b>Tamil Nadu</b> Chennai Salem Thanjavur Tirunelveli Madurai Virudhunagar</p>

## **“E-ntertainment, Eyes and Ears tuning to the Internet”**

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