Movie Buzz More Likely To Spread By Word Of Mouth Than Social Media

Contributed by Ipsos Media CT
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New Study By Ipsos MediaCT's Motion Picture Group (MPG)

For most, online is not a preferred means of communication to family and friends. Only 12% of people prefer to talk to their family this way, and 24% prefer to talk to their friends this way.

It is people over the age of 25, not those under 25, who most prefer to talk to friends through on-line means.

People are more likely to read or reply to comments online than they are to post something themselves or to share content or links with others.Â 75% of people read/scan through posts at least a few times a week, 61% reply to comments, and 58% comment on someone else's posts.Â 44% post something online about themselves, 31% post about another person and 25% about news/politics.

More people receive links than post them (41% receive, 23% post, 36% receive/post equally).

Older men post, older women read them. The feeling, however, is not mutual.

While many people are watching TV shows (69%), playing games (63%) and watching movies (46%) online at least a few times a week, they are mostly watching on their computer and not on their mobile phone or a tablet. 66% of people watch content on their mobile phone occasionally or less and 76% watch on a tablet this frequently.

Moviegoers create three types of buzz: Discovery, Commentary, Planning.

- 20% post about Discovery of upcoming content, 54% read and like these posts, 19% ignore them.
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- 21% post Commentary about upcoming content, 52% read and like these posts, 20% ignore them.

- 25% post Commentary about available content, 52% read and like these posts, 20% ignore them.

- Posts are primarily positive, 85% post when they are really excited about something.

- What drives moviegoing decisions: having someone to go with (71%) and having someone recommend a movie (69%).Â The amount of posts/buzz (39%) and there being a lot of positive comments online (37%) are the least influential.

- Moviegoers (those who see 6+ movies in a year) drive buzz.Â While non-moviegoers read posts (83% vs. 64% of moviegoers â€“ at least a few times a week), reply to comments (62% vs. 57%), comment on someone else's posts/comments (60% vs. 53%), they don't seek out information or drive buzz to the levels of moviegoers.Â Moviegoers watch trailers/commercials for movies (43% vs. 35% of non-moviegoers) and the post about content (37% vs. 31%) several times a week or more.

- Non-moviegoers are more likely to depend on having someone to go with (77% vs. 63%), or someone recommend it to them (72% vs. 64%). However, they are more likely to ignore posts about inviting them to see a movie than other posts.

- Buzz isn't just the amount of conversation or even the amount of positive or negative conversation. Buzz remains what it has always been. If someone they know and trust recommends it (those who post discovery and commentary), and if those people are going and invite them, they will go.

About MPG/Vincent Bruzzese
Vincent Bruzzese is President of the Ipsos MediaCTâ€™s Worldwide Motion Picture Group (MPG) where he heads up an experienced team of researchers and marketing consultants, and oversees all theatrical ad testing/marketing strategy-assessment, script/content evaluation, screenings and qualitative projects, as well as managing both domestic and international theatrical tracking.Â Â

During his ten years at MPG (formerly OTX), Vincent developed a worldwide tracking product, institutionalized new ways to assess the viability of potential projects or scripts for the creative and financial community, authored and advised on research design that embraced new ways to craft creative material and the best manner to reach and effectively communicate with the right movie-going target. He is currently working towards rebuilding the tracking model to work in today's changing world, as well as redefining how we use research results.

Since leaving his post as a professor of Sociology over 13 years ago, his work in the film industry has made his council on film development and marketing one of the most heavily sought after and valued in our industry today. He is currently considered one of the foremost experts on box office predictions, development consultation and his experience using the diverse digital landscape to reach consumers is almost unparalleled.Â

About Ipsos Media CT
For more information please visitÂ http://www.ipsos.com/mediact/

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