

Beat: Technology

TELEFILM CANADA TODAY RELEASED A REPORT TITLED AUDIENCES IN CANADA TREND REPORT

THE INCIDENCE OF FILM VIEWING

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Telefilm Canada today released a report titled Audiences in Canada: Trend Report at the Playback Marketing Summit, in which it is a partner, in Toronto. The report indicates that the incidence of film viewing is increasing across the country, with the increase driven by digital platforms and younger audiences. The report also indicates that attendance at movie theatres remains constant among heavy film-viewing audiences and millennials (13-24 year-olds).

Report highlights :

- Film-viewing levels have been rising since 2013, driven by digital platforms""thus, the proportion of film viewers who use Netflix to watch movies rose to 41% in 2015; 60% of viewers aged 15-34 use Netflix.
- 81% of film viewing is done at home; 16% at movie theatres and 3% on mobile devices.
- The top three ways Canadians watch films are through live broadcast television, paid streaming (via such subscription services as Netflix, Shomi and illico.tv) and personal video recorders. Subscriptions to cable and satellite services remain strong, at over 80%.
- While Canadians, overall, state that they go to the movies less often""owing to cost, a preference for watching movies at home and perceptions that there aren't enough movies to be seen on a big screen""it's worth noting that moviegoing attendance remains constant among heavy moviegoers and 13-24 year-olds.
- Heavy moviegoers (10 films or more over the last 12 months), account for only 16% of Canadians who go to the movies but generate the highest ticket sales (60% of tickets sold).
- Day-and-date releasing doesn't affect ticket sales, given that heavy moviegoers who purchase movies released simultaneously on several platforms are also those whose moviegoing attendance has increased the most (+17%).
- Mood""how someone feels at a given time""is the leading criteria among Canadians when it comes to choosing a film to watch. Comedy continues to be the most popular genre, followed by action/adventure, mystery/detective and dramas.
- TV viewing is rising significantly. In 2014, 24% of Canadians said they watched a higher number of TV series than they did a year earlier, and this figure rose to 25% in 2015. Paid streaming ranks first as a means of accessing TV shows online. Millennials are among those who use this service most heavily.

Source : Telefilm Canada

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