

Omnichannel 2018

Cinemas in Poland

Introduction

More and more companies recognize the importance of taking care of customer experience. In this day, it is not enough to compete in the field of products or services, because the way the service is delivered begins to be as important as what is being delivered. Regardless of the industry, customers expect increasingly higher level of service and adjustment to their own expectations. They do not want to fit in with companies, they expect companies to match to them.

In many studies carried out for our Partners, we proved how important it is to be satisfied with the services provided, how important is the ease of making purchase and to what extent satisfaction influences business indicators like revenue. In connection with growing expectations, we checked the real needs of Polish Internet users in selected market segments, the assessment of satisfaction factors and their impact on loyalty, and thus sales. We have received answers from about 50,000 Internet users on their experiences and the perception of individual companies in relation to each other.

I hope that the collected results will help us to better understand customers and encourage everyone to further develop Customer Experience programs, which ultimately serve us all.

Piotr Wojnarowicz
CEO YourCX

Research methodology

- Qualitative data of a quantitative nature collected **anonymously and voluntarily**, without any gratification;
- Respondents were able to participate and fill the survey **only once online**;
- The target group of the study corresponding to the cross-sectional profile of the Internet user in Poland;
- Over **1,000,000 consumers** reached through research partners;
- Almost **50,000** completed surveys;
- A **multi-page survey**, consisting of cascading questions, with no mandatory questions;
- **Standardized** sets of questions for each of the segments with a limitation of up to 3-4 segments per survey;
- Common measure of **NPS** methodology for offline and online purchases;
- Time of conducting research: **May-June 2018**;
- Selected e-commerce segments reflect the **industries of key projects** implemented by **YourCX**;
- **Research partners**: Leroy Merlin, Decathlon, Play, T-Mobile, Multikino, Rossmann, Media Markt.

Cinemas

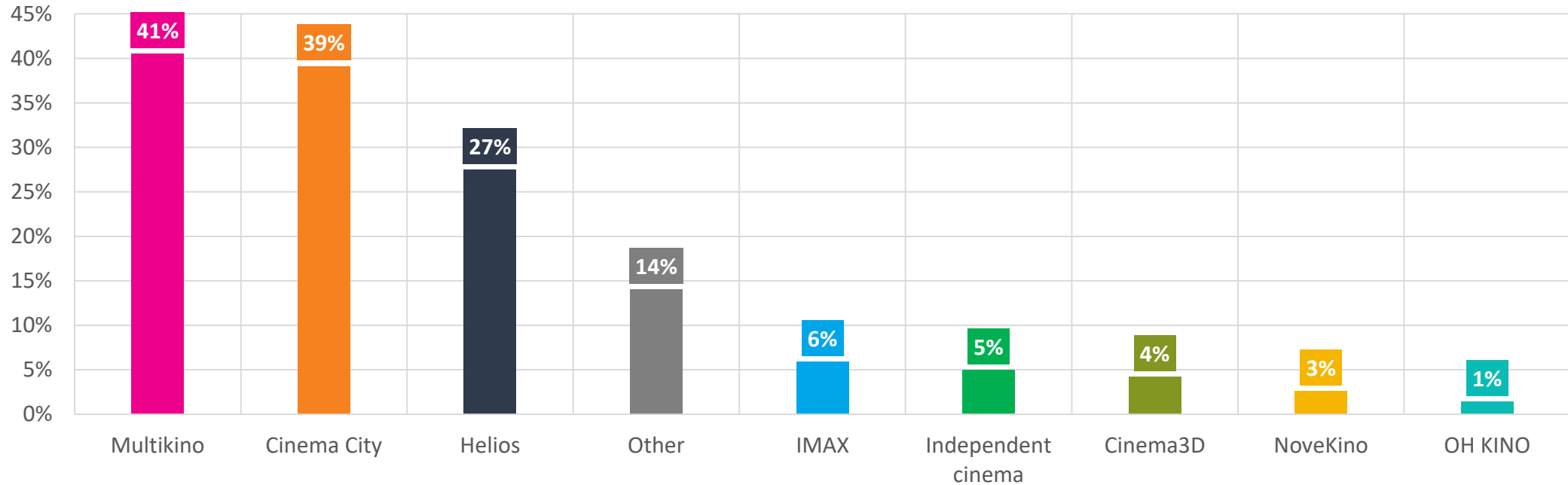
The Omnichannel 2018 study of the cinema market in Poland seemed particularly intriguing in the context of the dynamically changing film distribution model. Netflix has changed the way society consumes arts and entertainment, and the strategic movements of the largest players on the media market in recent months have been motivated by this evolution. Quite recently, Disney bought out 21st Century Fox thinking first of all about adding an extensive Fox library to the upcoming streaming platform. The release of this platform in the second half of 2019 is another step in this change of the production and distribution model. In Poland, this model just started gaining attention, so you can expect that cinemas and cable networks will have a hard nut to crack in the near future.

The market is changing with us, the consumers of culture. New productions are created so quickly that we are not able to keep up with all of them. We are watching more and more on the screens of our smartphones, and the algorithms analyzing our tastes match movies for us in an increasingly advanced way. So the cinemas face a challenge, what do the viewers really expect and how to provide them with the highest quality of service? A visit to the cinema is, after all, a way to spend free time, often experienced with friends and relatives. It is, therefore, a very sensitive group of clients, which in the context of Customer Experience research is undoubtedly a fascinating challenge.

Jakub Kołaciński
Project Manager in YourCX

What cinemas do you usually visit?

A multiple choice question

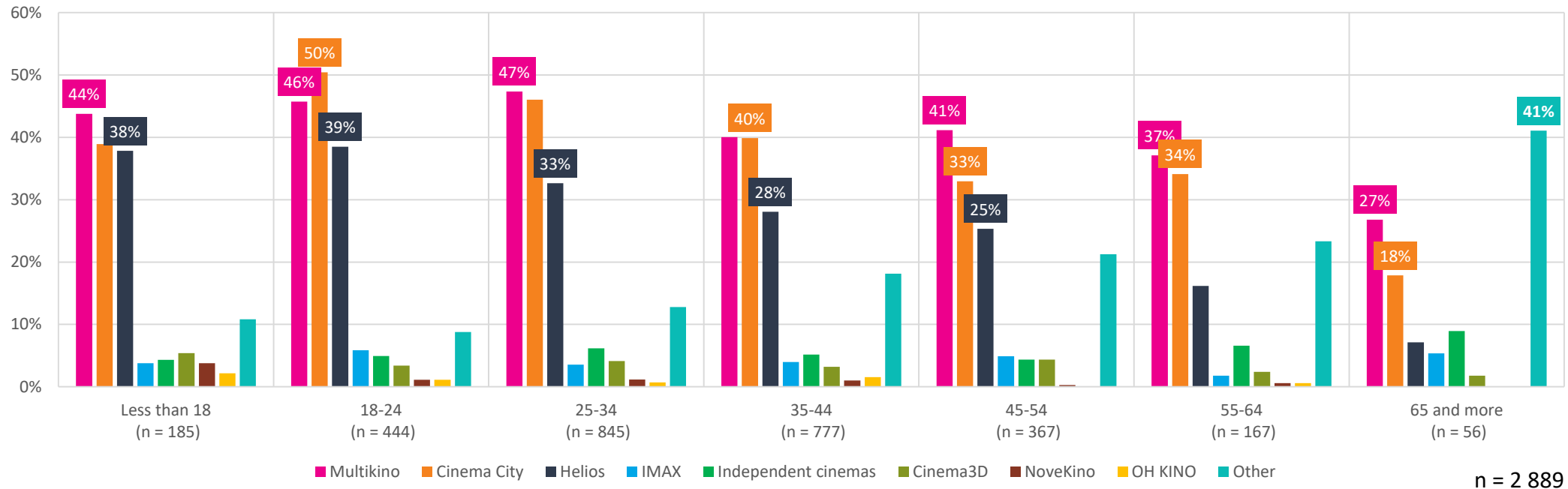


n = 4 601

The leader in the market is the **Multikino** network, which is usually visited by **41%** of respondents. Next, **Cinema City** with **39%** and the **Helios** network with **27%** of the market share. **14%** prefers other, smaller cinemas, and 6% usually visits **IMAX**.

What cinemas do you usually visit?

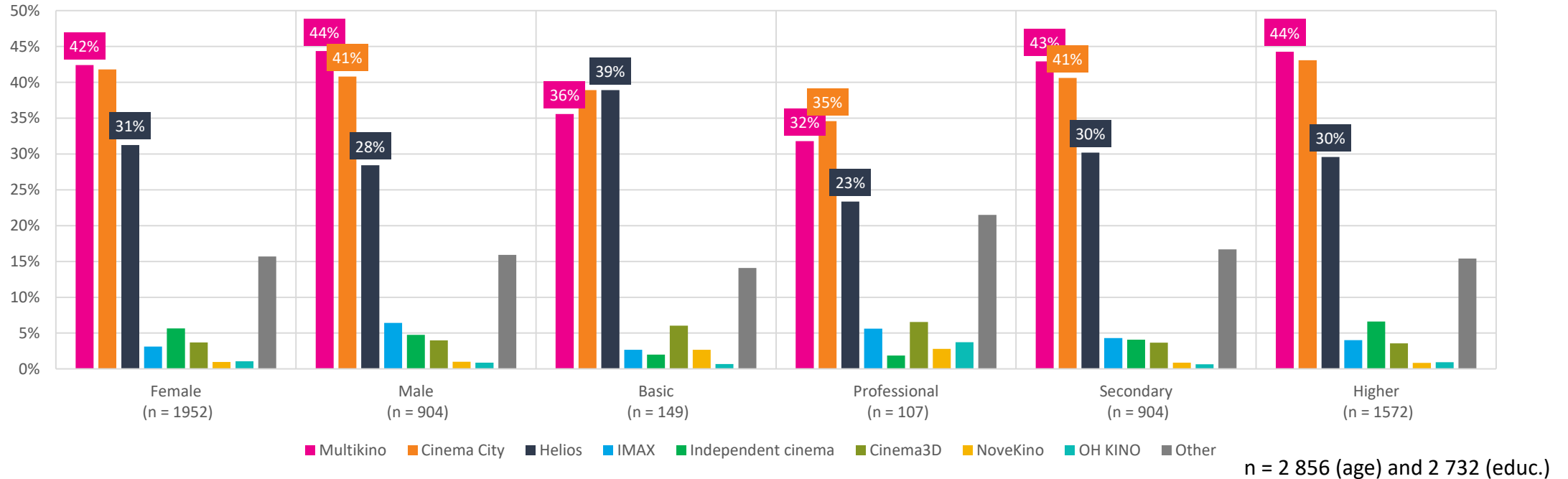
Analysis by age



Multikino dominates in most age groups, with **Cinema City** getting the largest share in the 18-24 age group. The share of indications for other cinema increases with age: as many as **41%** of people over 65 chose this option. Interesting is also the decreasing share of indications for **Helios** cinema with age, which is preferred by the youngest (**38%** of people under 18).

What cinemas do you usually visit?

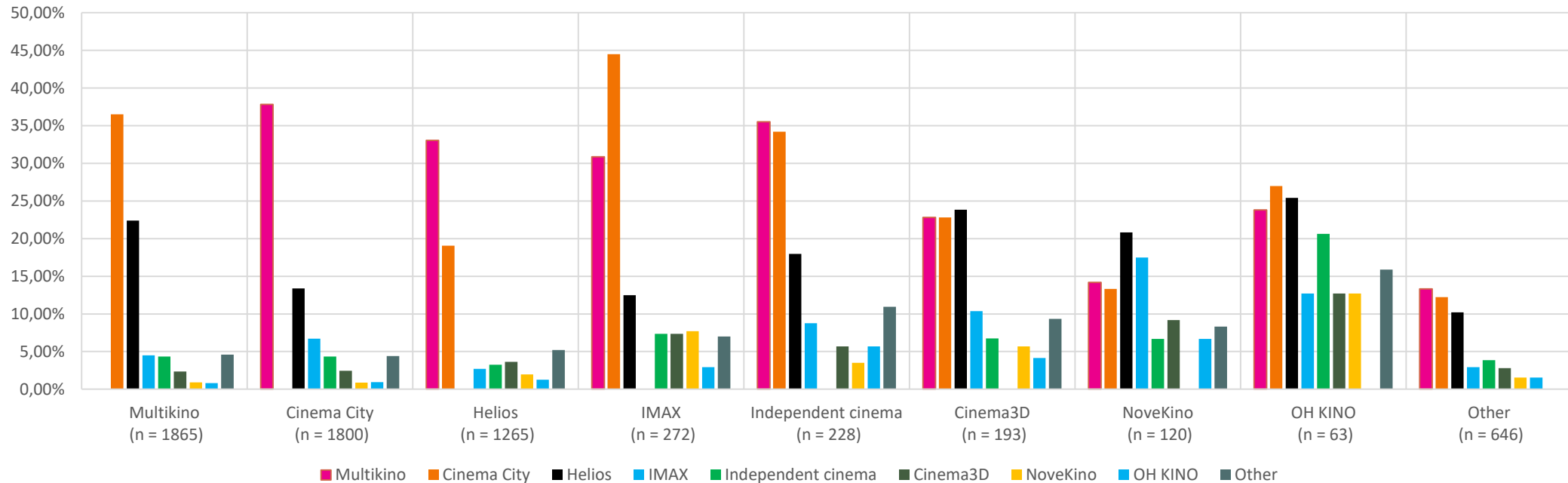
Other demographic factors



Above the analysis of visited cinemas by sex and declared education. There are no major differences in the distribution of individual networks for women and men, **Multikino** remains the leader for both. In the case of people with basic education, **Helios** dominates. Respondens with professional education prefer **Cinema City**, and with secondary and higher will choose **Multikino**. Education is strongly related to the requirements of consumers. We have observed that the higher it is, the higher the requirements are, and the average satisfaction ratings are lower.

What cinemas do you usually visit?

Correlations between cinema chains

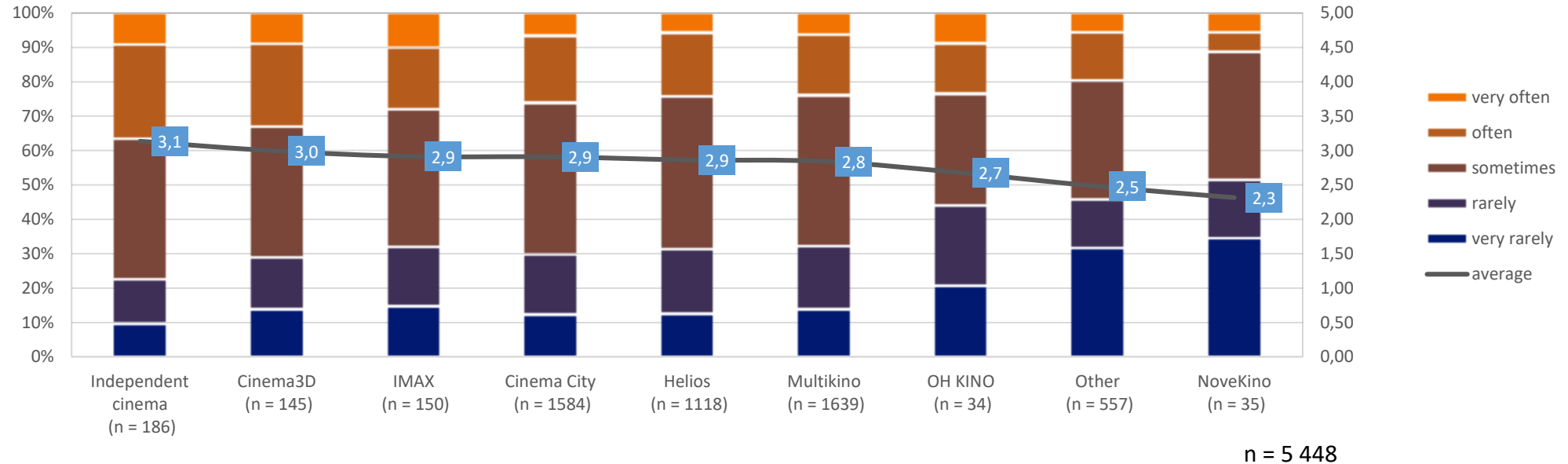


n = 2 869

The above analysis shows which cinemas are still visited by respondents who declare regular visits to more than one chain. As you can see clearly, 38% of **Cinema City's** customers are also happy to go to the cinema of **Multikino**. In the case of **Multikino**, a similar proportion of viewers of this network are visited by **Cinema City** audience, although 22% of viewers will also visit **Helios** cinema. People who go to **IMAX** very often visit cinemas of **Cinema City** (45%) and **Multikino** (31%).

What cinemas do you usually visit?

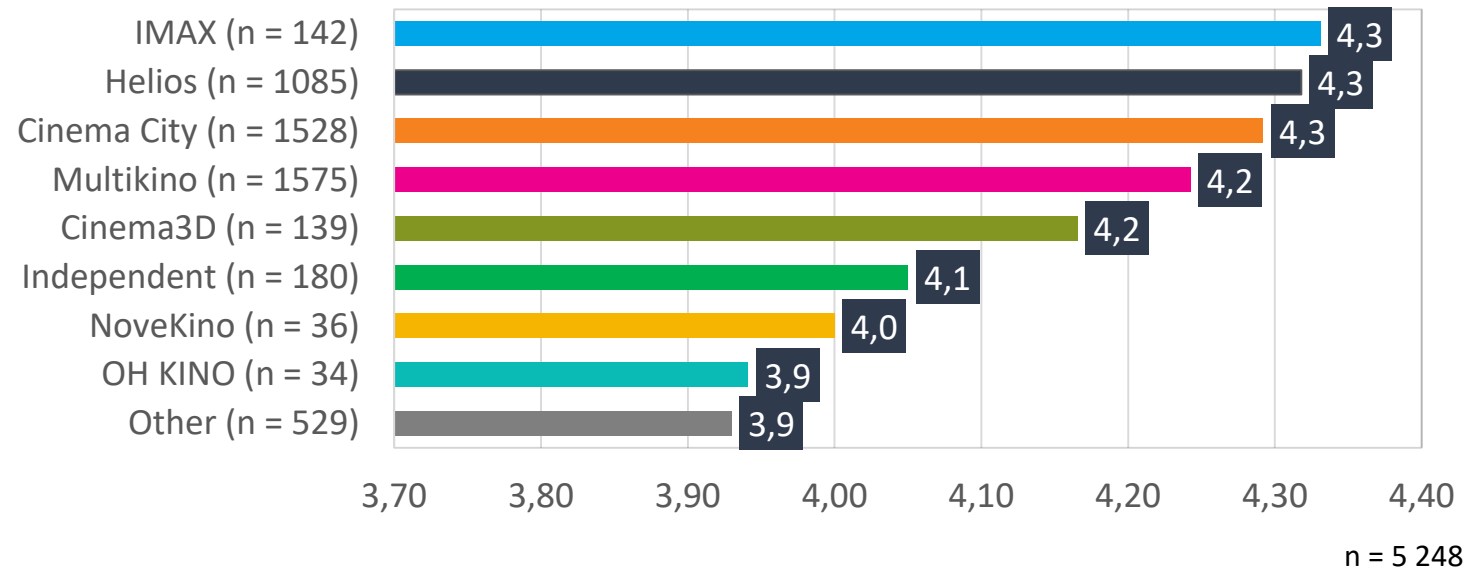
Frequency of visits



We do not notice major differences in the declared frequency of cinema visits. The most frequently visited are **independent cinemas**, but the response distributions are also very similar in the **Cinema3D**, **IMAX**, **Cinema City**, **Helios** and **Multikino** networks. The least visited are **other cinemas** and **NoveKino**, where more than 30% of the audience shows up *very rarely*.

Rate the ease of booking / purchasing a ticket

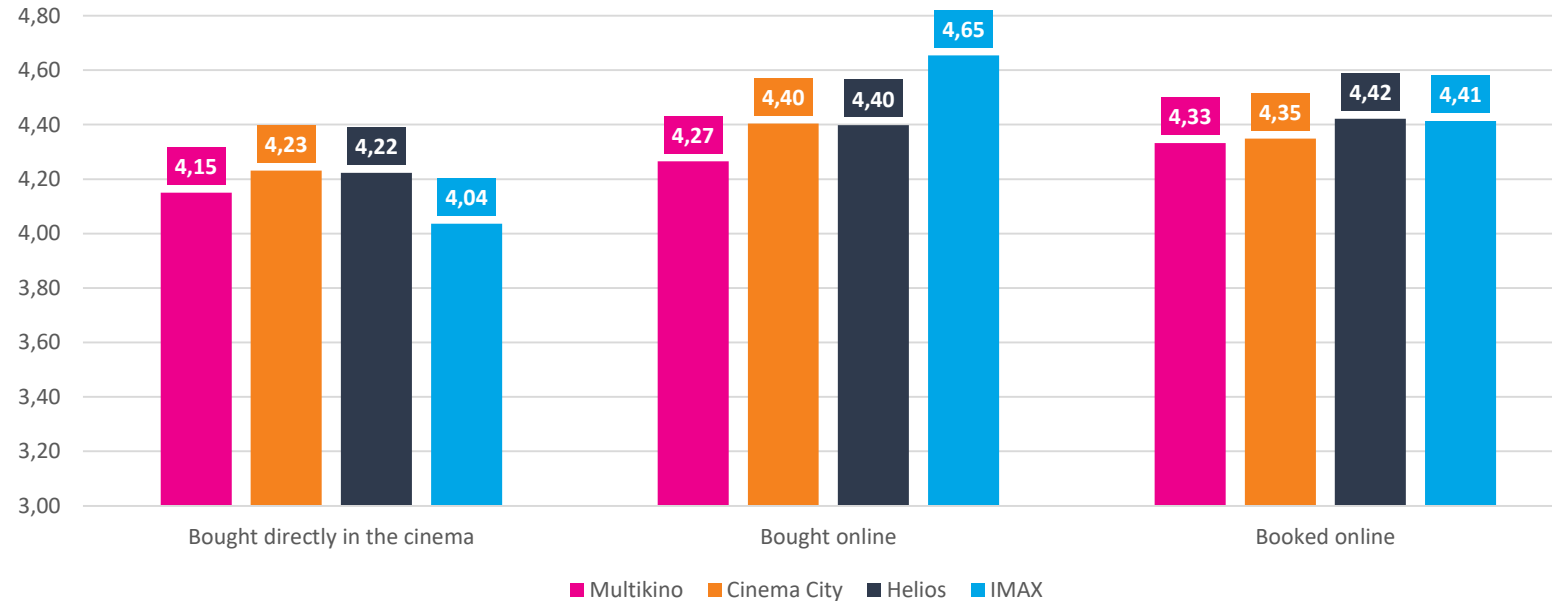
Rating on a scale of 1 to 5



The ease of buying or booking tickets was rated by the viewers of particular cinemas who visited them recently. As you can see, **IMAX** and **Helios** customers are the most satisfied with the process, assessing it at **4.3**. Right behind them is **Cinema City** with a result slightly below **4.3** and **Multikino** - **4.2**. **OH KINO** and other cinemas are rated the lowest.

Rate the ease of booking / purchasing a ticket

Analysis by purchase channel

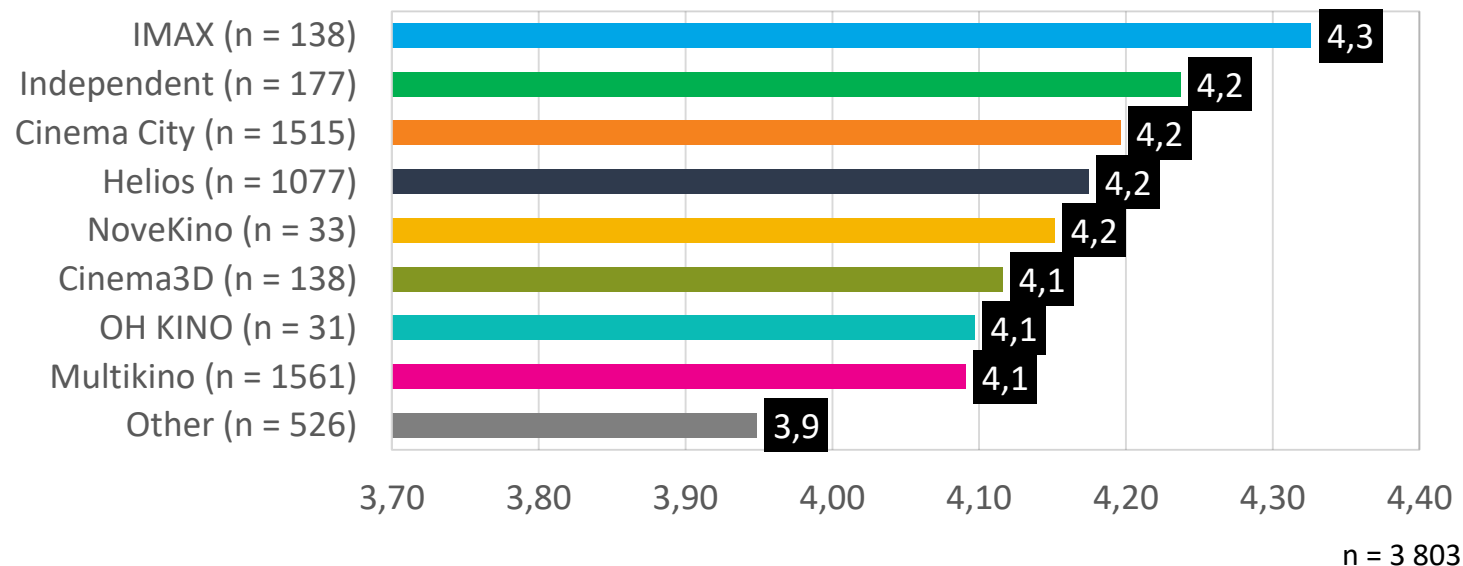


n = 5 196

It is difficult to interpret the average assessment of the ease of purchase or reservation without the context related to the shopping channel. As you can see, the average ratings for shopping directly in the cinema are slightly lower than those related to the online channel. In customer awareness, buying online seems to be simpler and hassle free. It does not involve waiting in the queue, which is often combined with the queue to the bar. It also guarantees better seats.

Assess satisfaction with the visit to the cinema

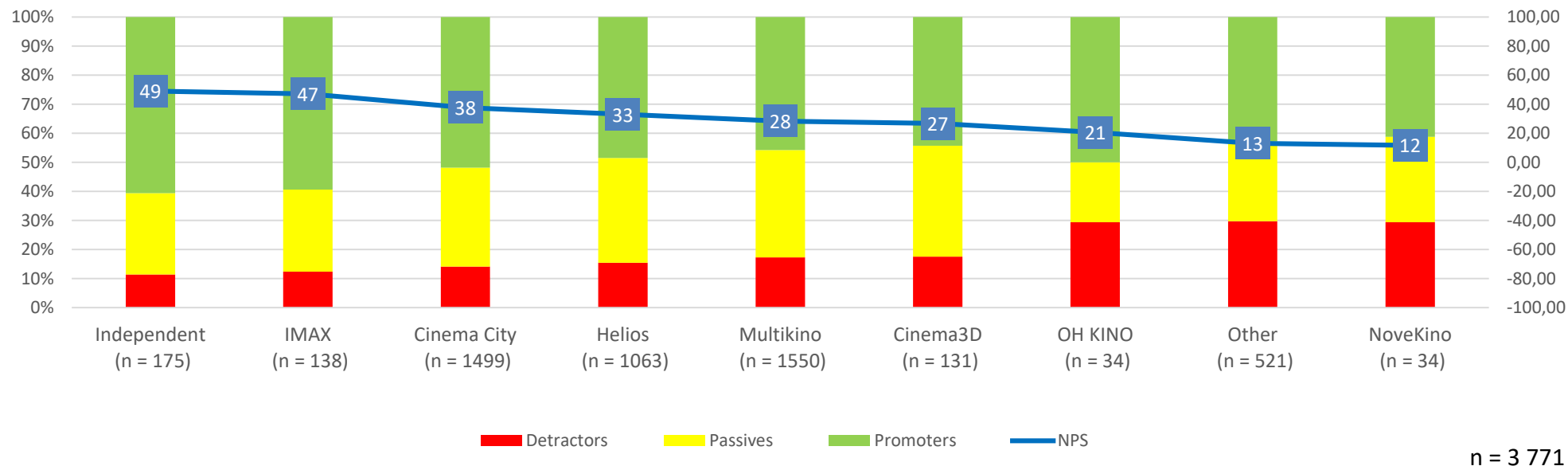
Rating on a scale of 1 to 5



The audience of the **IMAX** network is the most satisfied with the visit: the average score is **4.3**. **Independent theaters**, **Cinema City** and **Helios** are also highly rated. **Multikino**, which is the leader of the Polish market, receives score **4.1**.

How likely is it that you will recommend these cinemas to your friends?

Net Promoter Score (NPS)



The NPS indicator is a universal methodology for measuring the quality of experiences based on the question about the willingness to recommend services of a specific company. **Independent cinemas** are recommended by 61% of the viewers (Promoters). The NPS is 49 for these cinemas. **IMAX** scored 47, **Cinema City** 38, **Helios** 33, **Multikino** 28. Detractors account for around 29% of the viewers of the **OH Kino** and **NoveKino** networks.

How likely is it that you will recommend these cinemas to your friends?

Comment

Net Promoter Score is a methodology for assessing consumer loyalty designed to improve loyalty based on the optimization of customer experience. 9 out of 10 consumers say that the recommendations of friends and family are the most important when making a purchasing decision. Word of mouth marketing is therefore the most effective form of selling services.

The NPS indicator is based on one question: "How likely is it that you will recommend a brand / product / service to your friends?". The recipient determines the probability on a scale from 0 (would not recommend) to 10 (would certainly recommend). Based on these assessments, the respondents are divided into three groups: Detractors (those who definitely will not recommend, they choose values from the range of 0-6), Passive (satisfied, but not willing to recommend, choose 7 and 8) and Promoters (loyal fans of the brand, choosing values 9 and 10).

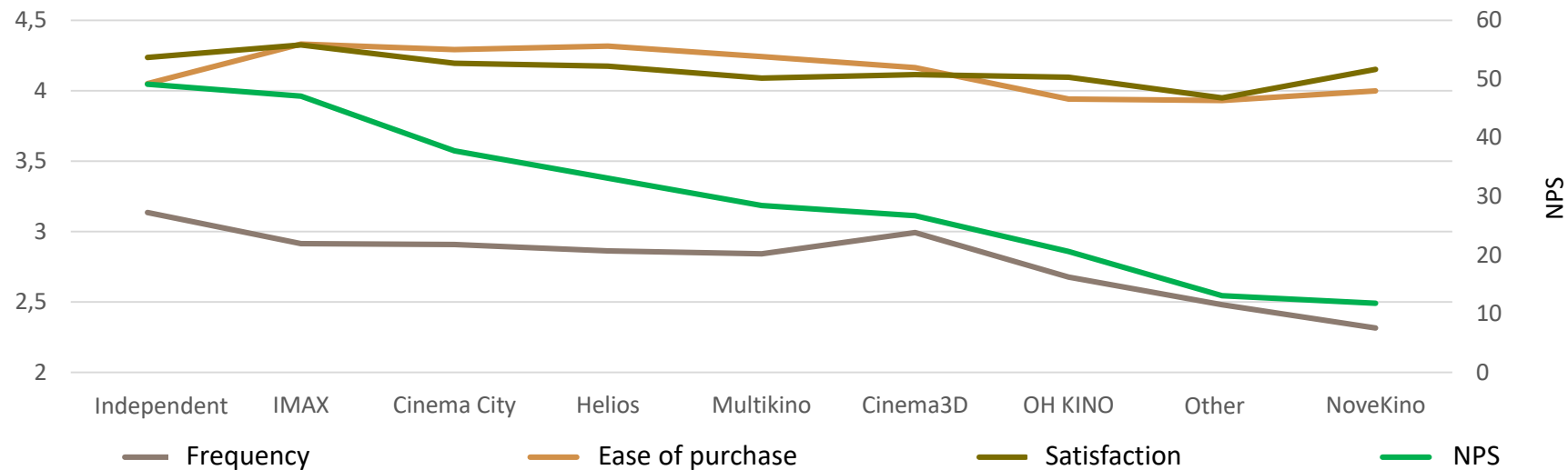
Larger research projects are based on crossing large amounts of data and segmentation of behaviors into groups of Promoters, Passive and Detractors. YourCX performs such analyzes, for example in relation to experiences in cinema networks, the usefulness of e-commerce platforms or the availability of offers of telecommunications network service providers. The NPS indicator can also be used in remarketing: by directing the advert to the Promoters we have a better chance that it will be effective, similarly to activities in social media.

Jakub Kołaciński

Project Manager in YourCX

Correlation analysis

The dependence of the desire to recommend on the frequency of visits, satisfaction and ease of purchase



NPS correlations:

Frequency = **0,31**

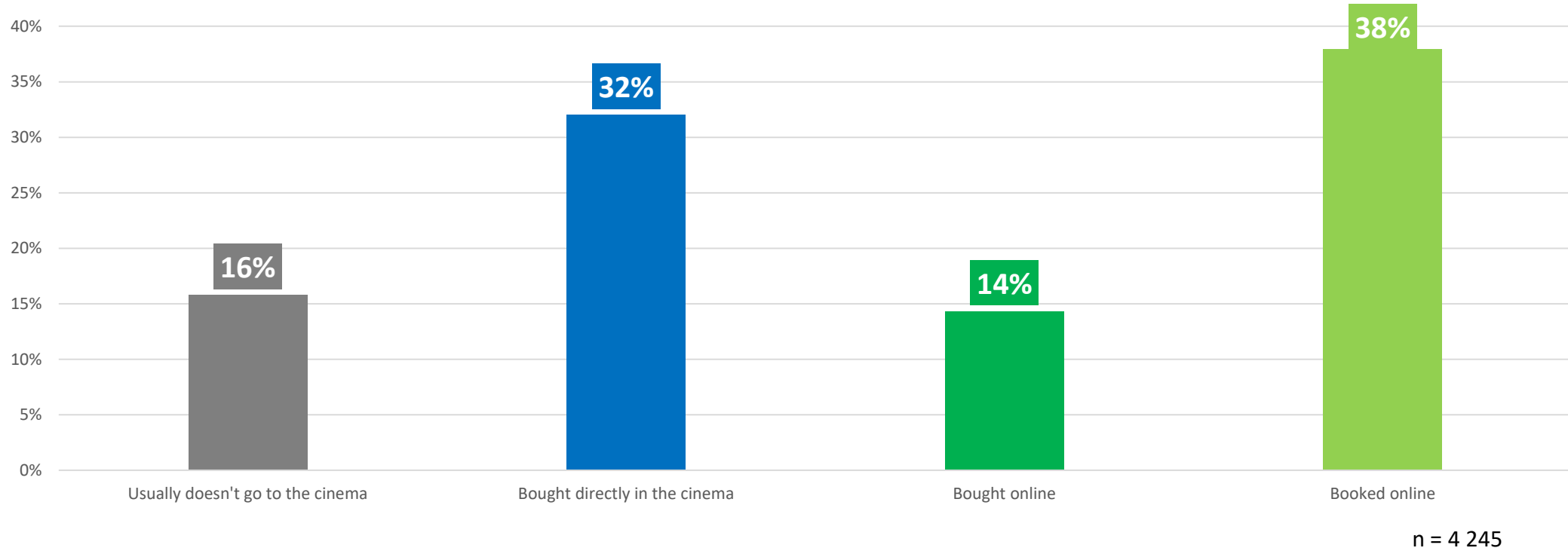
Ease of purchase = **0,46**

Satisfaction = **0,68**

There is a strong correlation between satisfaction and NPS. Ease of purchase / booking has an average impact on NPS, and the correlation between NPS and the frequency of visits is poor, which means that the NPS has little effect on increasing the frequency of visits.

Have you recently bought a cinema ticket?

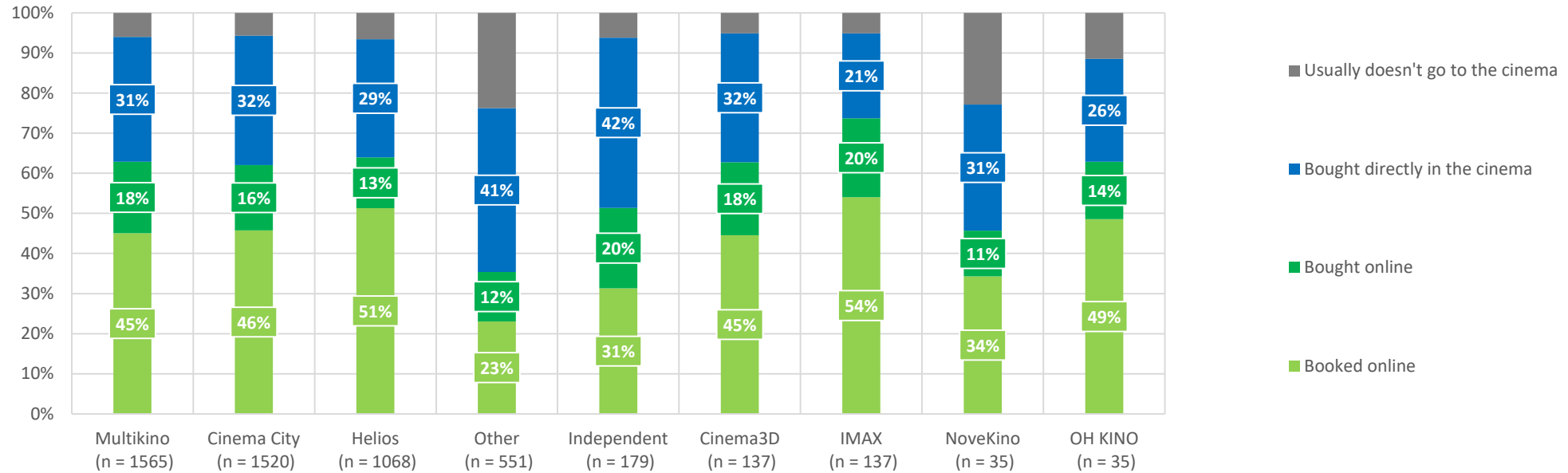
The question of a single choice



The most popular method of getting a ticket is **online booking**, as many as **38%** of respondents choose this method. Then, **32%** gets tickets **directly at the cinema** box office and **14%** prefers **online purchase**. **16%** of respondents declare that they do not go to theaters at all.

Have you recently bought a cinema ticket?

Distribution of responses by cinema chain

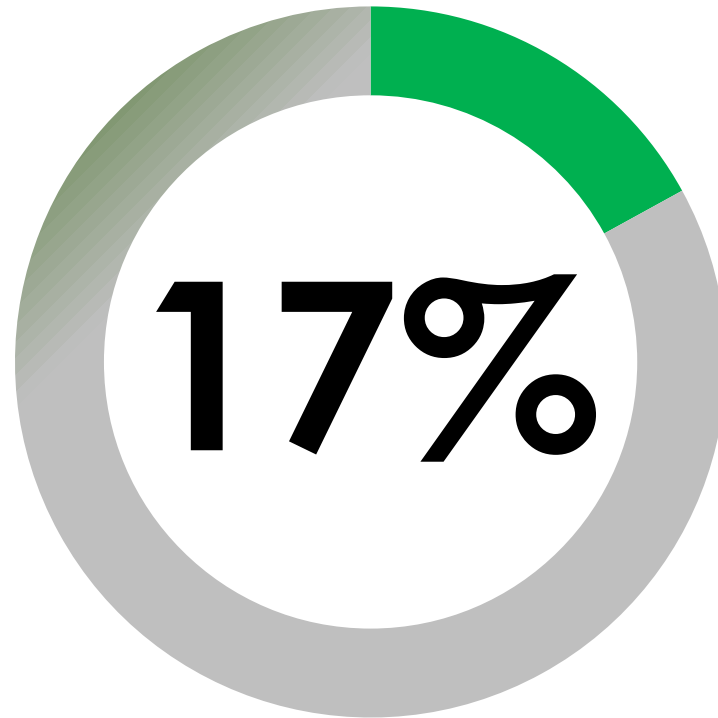


n = 4 245

The preferences among the viewers of the **Multikino** and **Cinema City** chains are very similar. **Helios** customers choose their reservation a little more frequently at the expense of online purchase. People preferring independent cinemas opt for a direct purchase in cinema (42%).

Do you compare different cinema offers before purchasing tickets online?

The question of a single choice



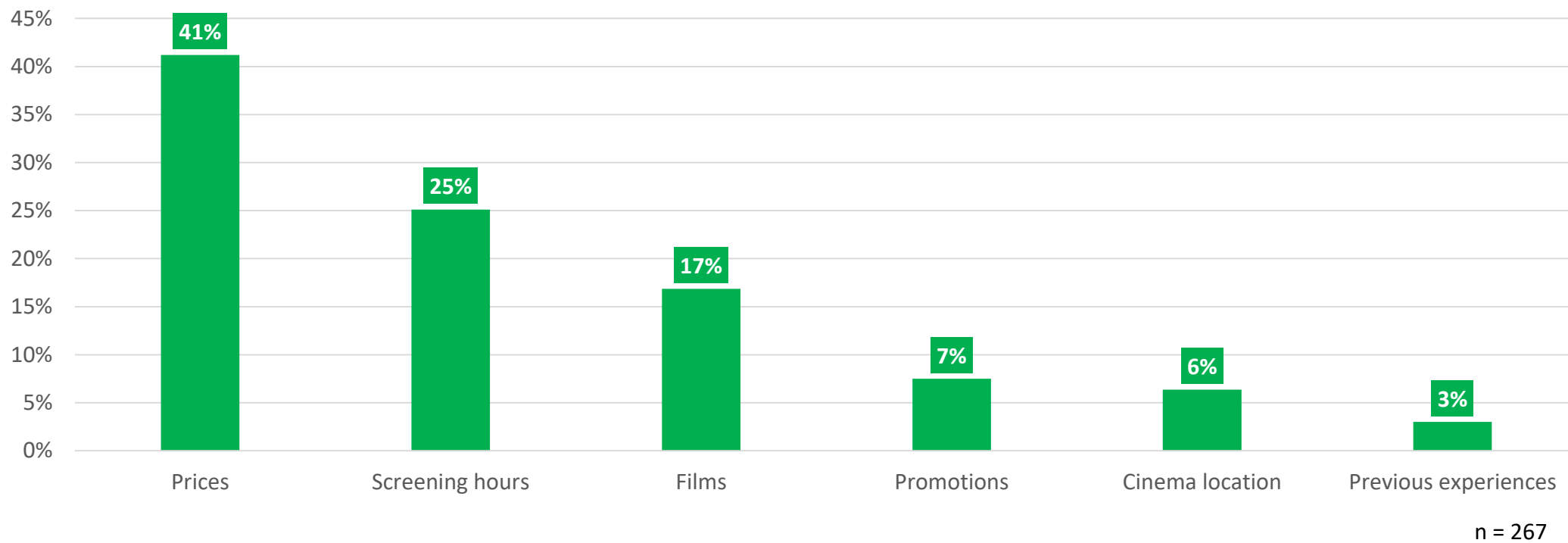
of the respondents **always** or **often** compare the cinema offers before purchasing the ticket online. For them the most important factor is the price.

n = 1 789

10% do it **always**, 7% **often**, 17% **sometimes**, 22% **rarely** and 44% **not at all**.

What has a decisive impact on the choice of cinema?

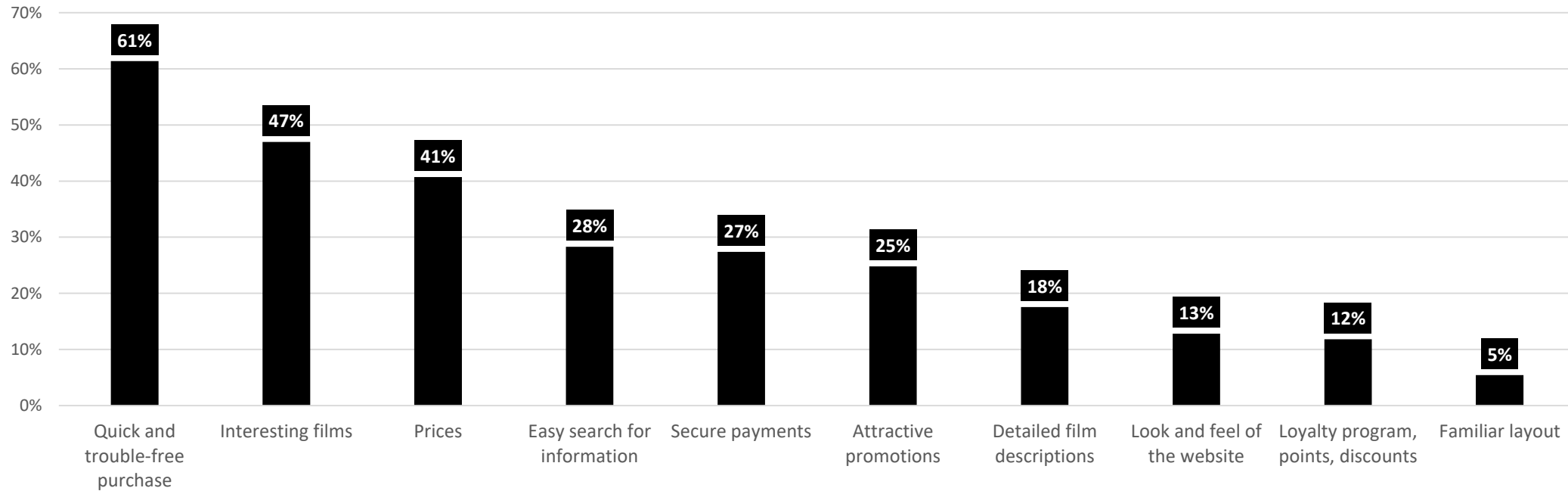
A single choice question for those who compare cinema offers



41% of respondents will compare prices and then 25% is looking for screening hours. 17% is looking for interesting films, 7% promotions, and 6% will choose the cinema based on its location. The respondents comparing cinema offers attach much lower importance to previous experiences. Their relationship with the cinema is very loose.

What is most important to you when shopping for tickets in the online store?

A multiple choice question for online buyers

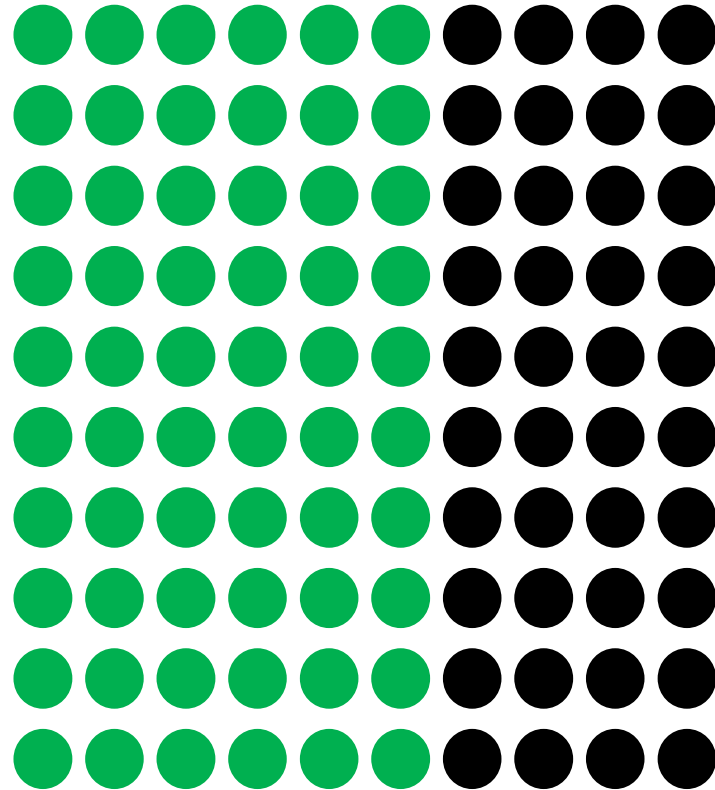


n = 1 533

Online buyers pay the greatest importance to **quick and trouble-free purchase** (61% of respondents chose this factor). Then, 47% think that the most important are **films currently screening**, 41% opt for **good prices**, and 28% want to **easily search for information**. Only 5% pay attention to the familiar layout of the website, which means that viewers expect improvements even at the expense of habits.

Are you looking for information online before going to the cinema?

The question of a single choice



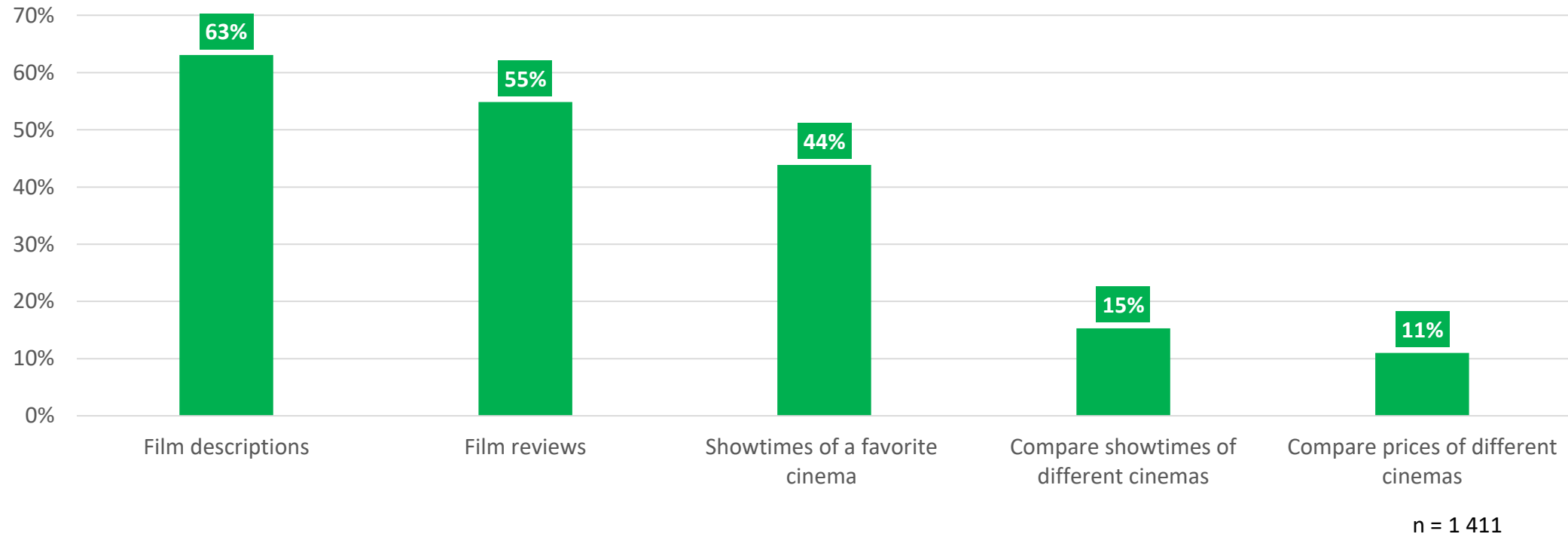
60%

Of the respondents **always** looks for information online before going to the cinema. 19% do it **often**, 15% **sometimes**, 4% **rarely** and 2% **not at all**.

n = 1 968

What information do you seek?

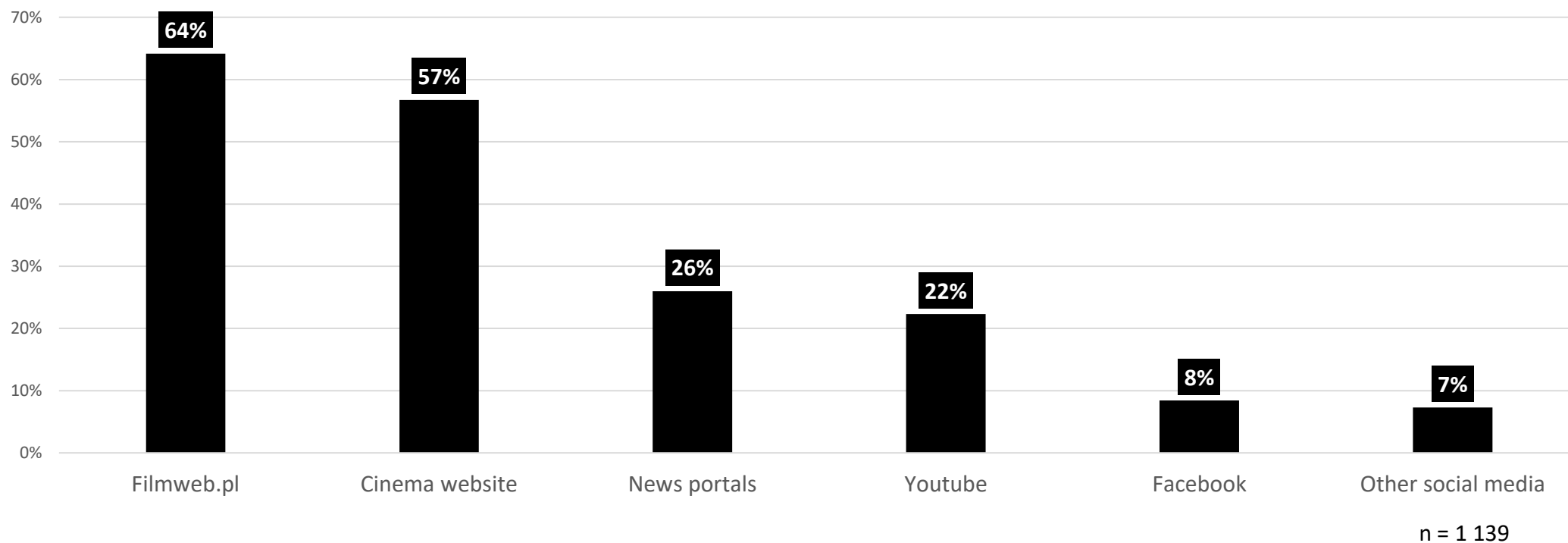
Those who search the Internet for information before going to the cinema



The respondents who are actually looking for information on the internet just before going to the cinema, are looking primarily for **movie descriptions** (63%). 55% seeks **film reviews**, 44% checks **showtimes of a favorite cinema**, and only 15% **compares showtimes of different cinemas**. 11% **compares prices**.

Where do you look for information about movies?

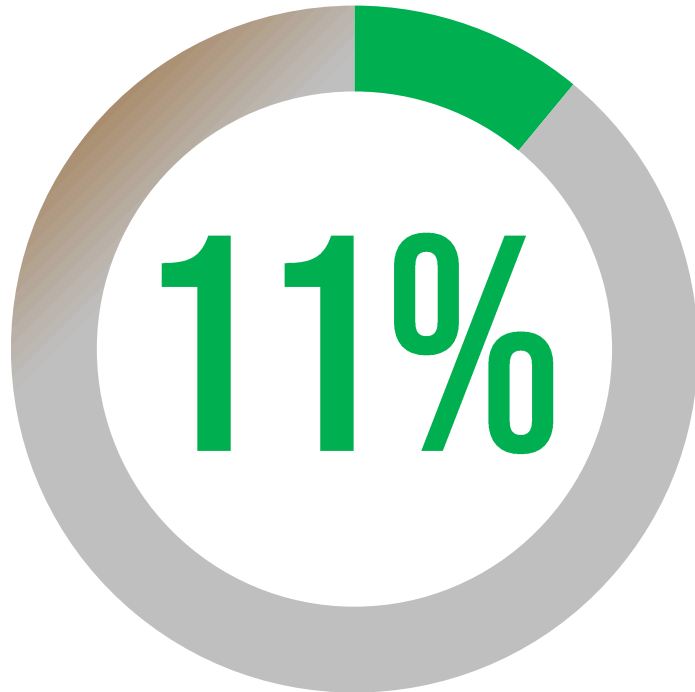
A multiple choice question



The main source of knowledge about films in Poland are **Filmweb** and **cinema websites**. Filmweb.pl is indicated by 64% of respondents, while websites of cinema chains are considered a source of information for 57% of the audience. One in four respondents refers to news portals, 22% goes on Youtube, 8% on Facebook, and 7% on other social media.

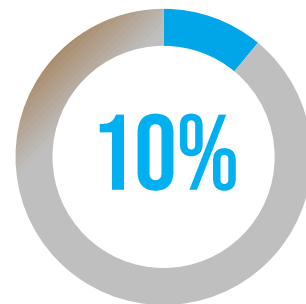
Are you looking for information about movies or showtimes on your smartphone during a visit to the cinema?

The question of a single choice

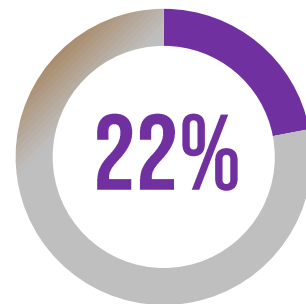


ALWAYS

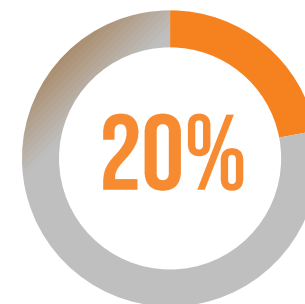
searches on the smartphone information about movies or showtimes during a visit to the cinema.



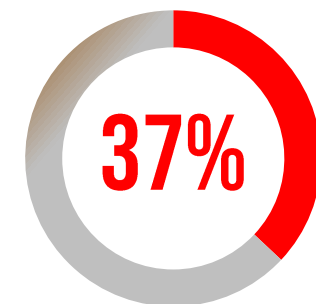
OFTEN



SOMETIMES



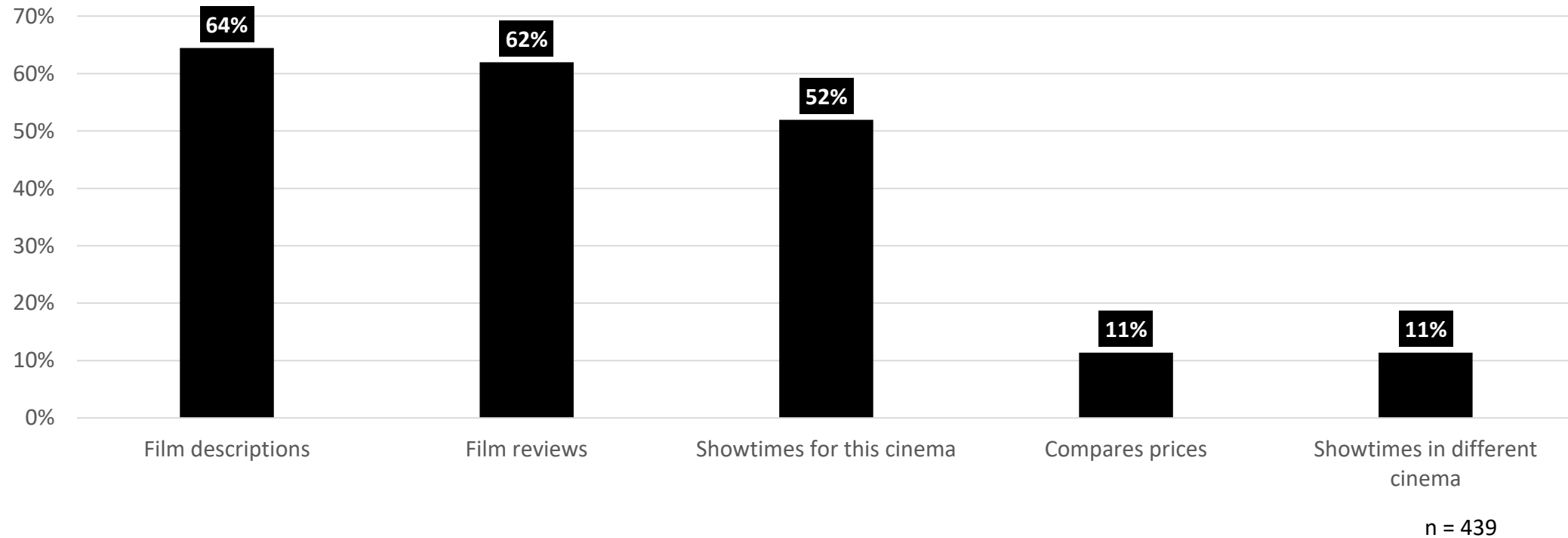
RARELY



NEVER

What information do you seek?

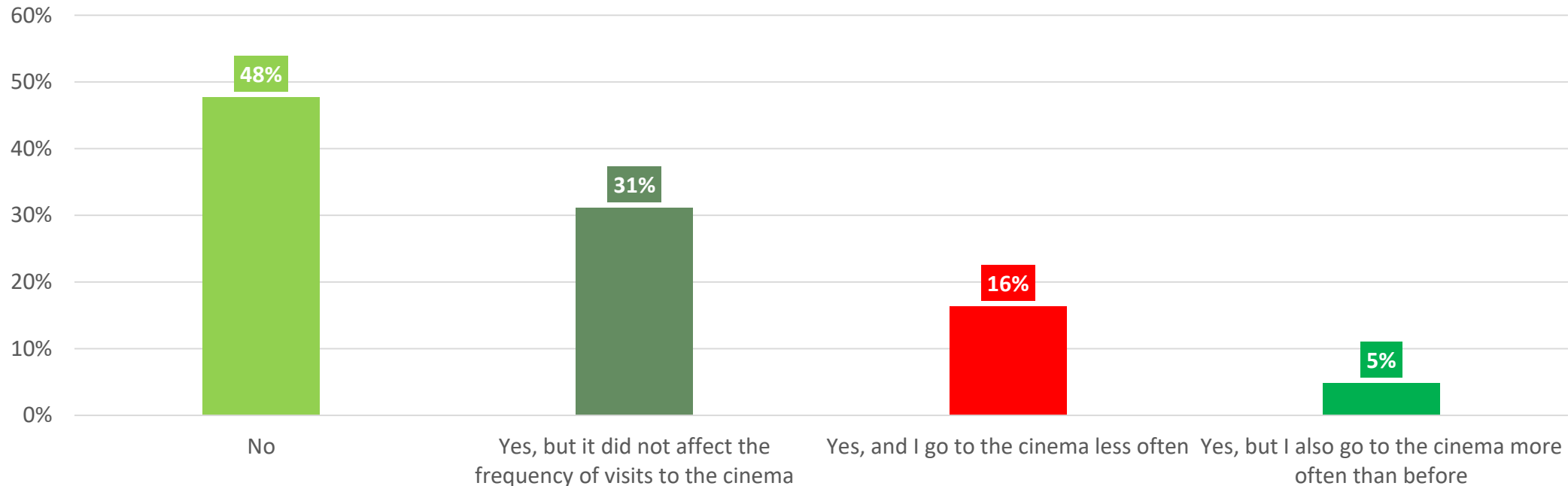
A question addressed to those who are looking for information on a smartphone during a visit to the cinema



People who look for information on a smartphone during a visit to the cinema mainly look for **movie descriptions** (64%), **film reviews** (62%) and **cinema showtimes** (52%). Only 11% will **compare prices**.

Do you use any platform to watch movies via the Internet (eg Netflix, Showmax)?

A single choice question

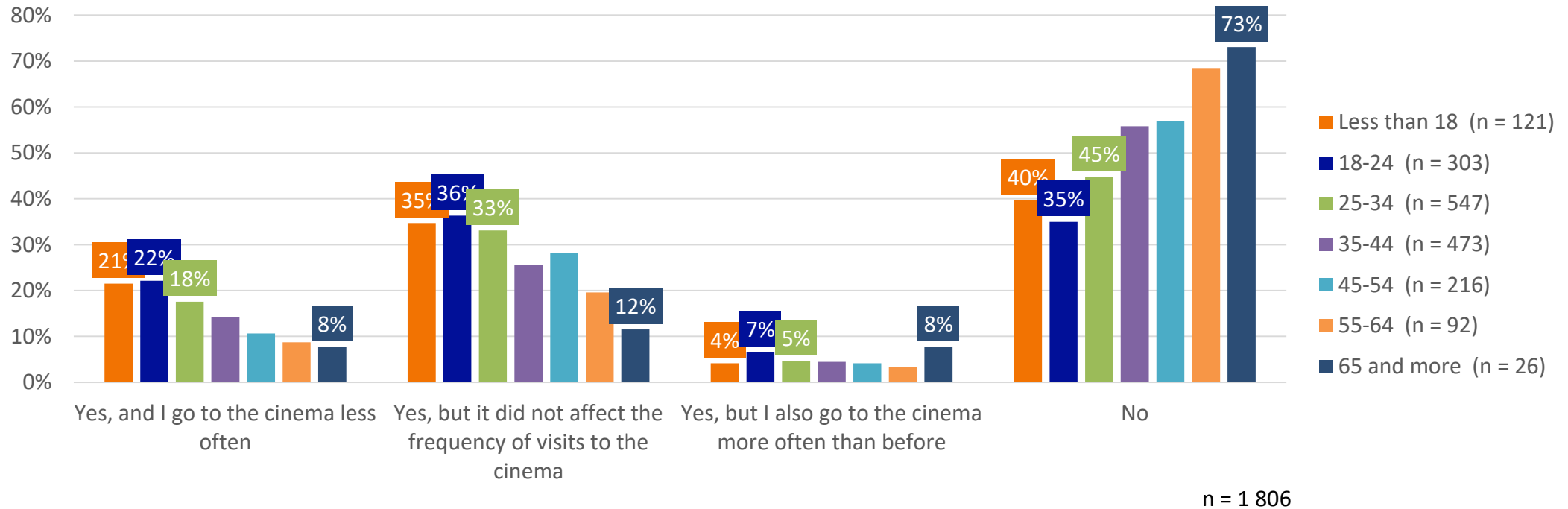


n = 2 227

48% of Polish Internet users do not use streaming platforms such as Netflix or Showmax. **31%** declare that they are using such platforms, but this fact does not affect the frequency of visits to the cinema. **16%** of respondents indicate less frequent visits to the cinema, resulting from the availability of these new forms of film distribution. **5%** of respondents who use such platforms go to the cinema more often than before. This means that **11%** of cinema viewers were recently lost due to the streaming platforms.

Do you use any platform to watch movies via the Internet (eg Netflix, Showmax)?

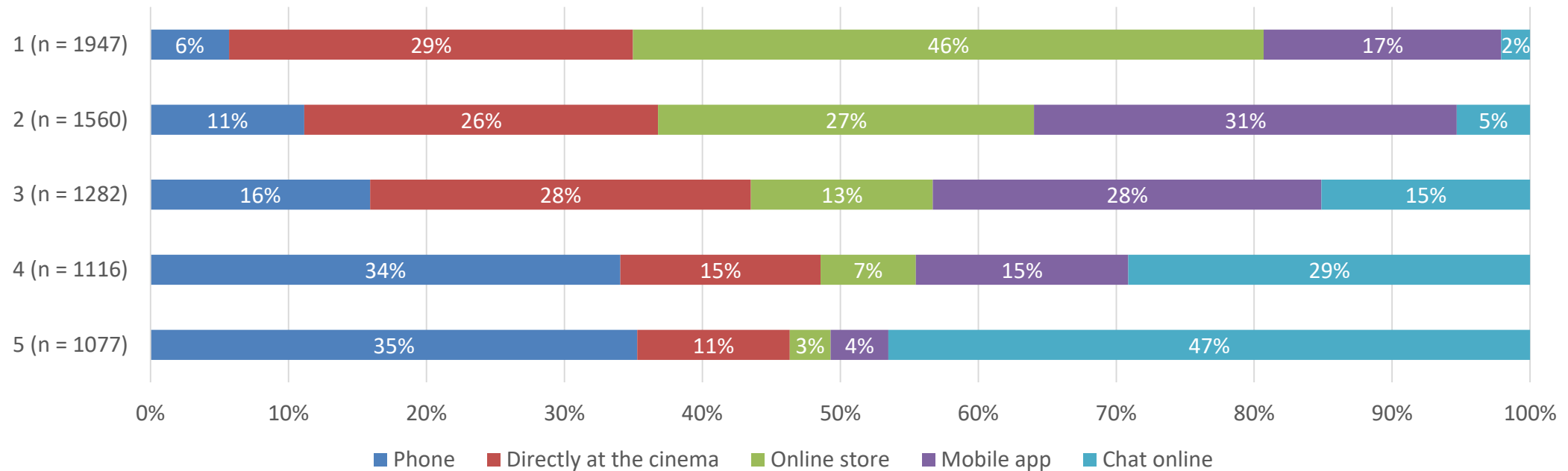
Analysis by age



The above chart well illustrates generational differences in Poland. **Every fifth young respondent up to the age of 34 declares that using the streaming platforms made them go to the cinema less often.** The share of this answer decreases with age (only 8% for the oldest, over 65 years of age). We do not note major differences in specific cinema chains.

What is the most convenient way to book/purchase tickets?

Arrange from the one you prefer the most

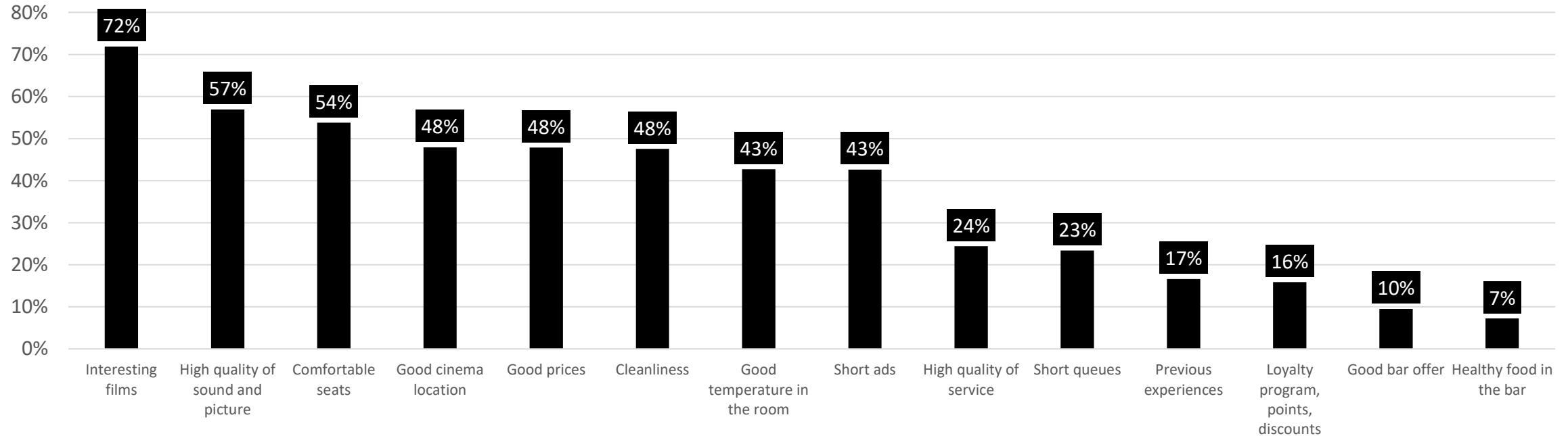


n = 1947

The respondents were arranging purchase/booking channels starting from the one they found most comfortable. As you can see, almost half (46%) as the first choice indicates the online store. 29% prefers to buy a ticket at the cinema, and 17% will choose a mobile app. The purchase by telephone and purchase by chat is definitely the least popular.

What is most important to you when you visit the cinema?

A multiple choice question



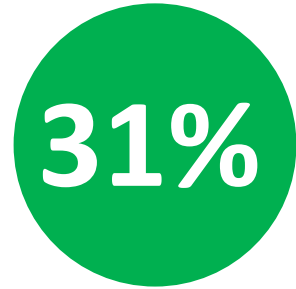
n = 2 007

The most important are interesting films currently screening (72%) and technical conditions, such as high sound and picture quality (57%), and comfortable seats (54%). Viewers expect the highest possible comfort. Less but still very important are factors such as cleanliness, appropriate temperature and short advertising.

If there was such a possibility, would you rate a visit to the cinema using questionnaires, rating screens or smiley buttons?



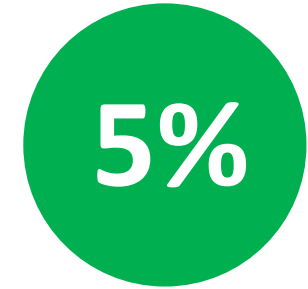
If they had time and desire to do so



Very often, regardless of the situation



They would not

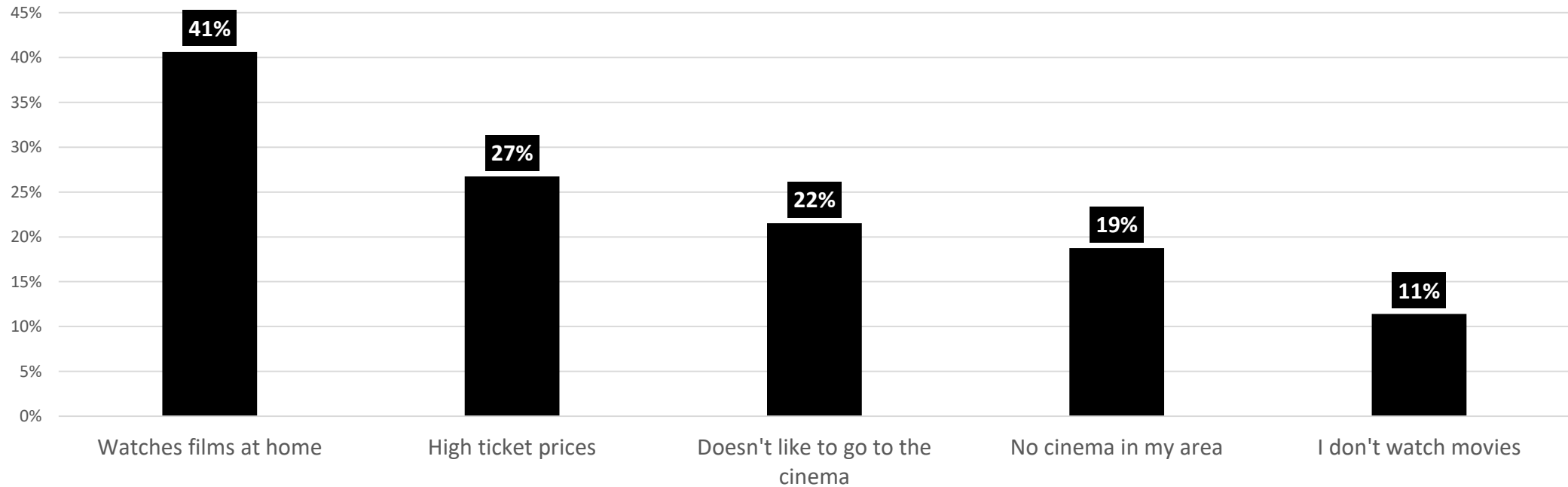


Will rate only in case of dissatisfaction



Why don't you buy movie tickets?

A question addressed to those who declare that they do not go to the cinema

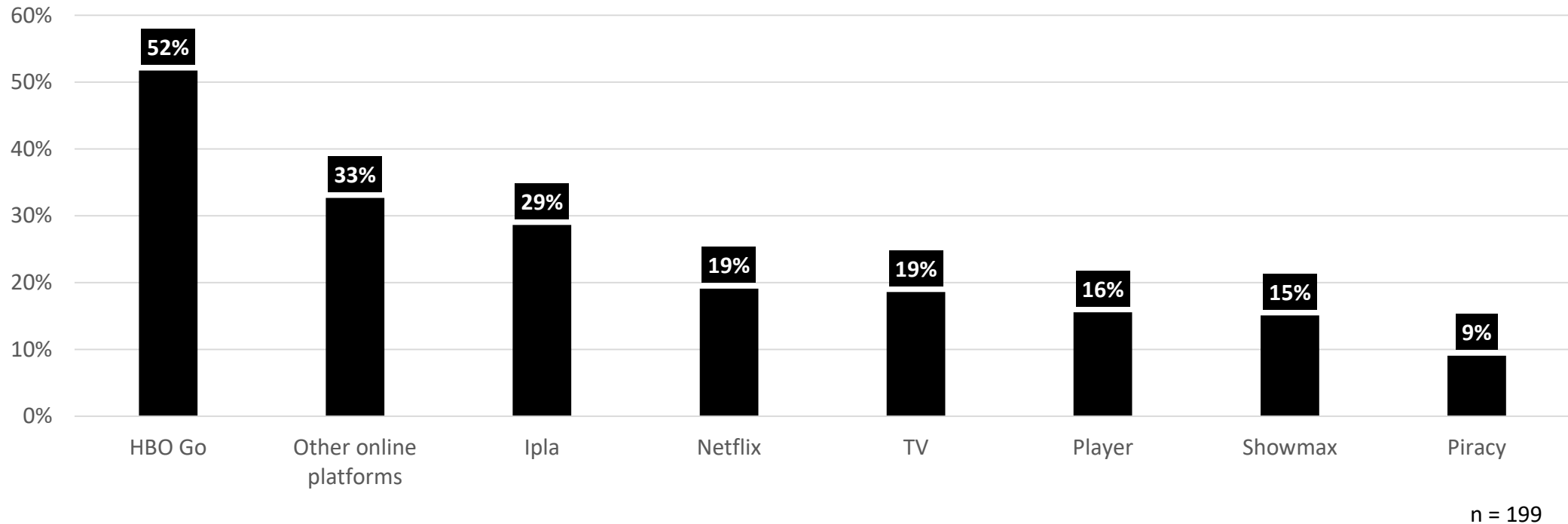


n = 613

41% of those who do not go to the cinema prefer to watch the film at home. 27% won't buy a ticket because of high prices, and 22% simply do not like going to the cinema. 19% complain about the lack of cinema in their area, and only every tenth person doesn't watch movies at all.

How do you watch movies at home?

A question addressed to those who prefer to watch a movie at home



This question is addressed to a rather specific group of respondents: people who do not go to the cinema at all because they prefer to watch a movie at home. HBO Go is the most popular, used by 52% of respondents. 33% indicate other platforms, which include illegal streaming platforms like CDA. Ipla is chosen by 29% and Netflix 19% of respondents. Only every tenth respondent declares downloading films from illegal sources.

Omnichannel 2018

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**Telecommunication
services**



Cinemas



Fashion



Drugstores



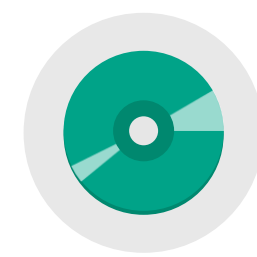
Sporting goods



House and garden



**Household
appliances**




**Books, music,
multimedia**

We invite you to contact us and **cooperate!**

Piotr Wojnarowicz

 p.wojnarowicz@yourcx.io

 +48 661 627 620

 yourcx.io

Your**CX**

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