

# Film Viewing Habits - UK - September 2009

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## What is this report about?

Films play a central role in the leisure experience for most people at least some of the time, spanning cinema, TV movie subscriptions, DVD sales and rentals and, more recently, streaming and downloading via the internet. But how are the different sub-sectors performing and what are the key trends in film viewing?

This report looks at the extent to which consumers are adopting new technologies and methods to obtain and watch films, whether that be illegally or legally, and the impact of new hardware, such as TVs and DVD players, on the market.

## What have we found out?

- Is film piracy regarded by consumers as a victimless crime? According to Mintel's consumer research a sizable proportion of the population don't see it as too bad a crime, but what are the government and regulatory authorities doing about it?
- Retail sales of pre-recorded DVDs have fallen, but is this due to heavy discounting, cheaper products having flooded the market since the demise of Entertainment UK or the rise of grocery multiples in the sector, who use DVDs as a loss leading product?
- Several sub-sectors of the rental market are rising in popularity, centred around value for money and convenience, but what does this mean for the traditional high-street market?
- The cinema continues to be popular, due to appealing product and innovation, particularly 3D, but the wave of new, cheaper technology, but could the fact that people are cutting back on discretionary spend lead to a significant backlash for cinema in the future?
- The growth in digital subscriptions have enabled movie channels to be the most popular delivery method for movies amongst consumers, but where are people preferring to rent new-release movies in late 2009?
- Data show that movies play a central role in the lives kids and teenagers, who are quick to embrace new technology. With that in mind, will future innovations, such as movies on mobiles, be a white elephant or a viable revenue stream in the near future?

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EMEA: +44 (0)20 7778 7151  
Americas: +1 (312) 932 0600  
APAC: +61 (0)2 8284 8100