



Beyond the Theater: Moviegoers and Other Media

Moviegoing Declining; Movie “Viewing” Not

Santa Monica, CA, January 13, 2011 – Interpret, a leading entertainment, media and technology market research firm, today released its [Interpretations](#) report, “Beyond the Theater: Moviegoers and Other Media,” which found that though the number of moviegoers decreased over the past year, time spent with other media to view movies has increased.

Interpret’s [New Media Measure™](#) data shows the number of moviegoers (defined as those who watch 3 or more movies in a theater in the past 6 months) has decreased 11% over the past year, and the average number of movies watched in the theater among this group has also decreased. At the same time, more moviegoers (36%) are streaming full-length movies online, increasing 16% in the past year. Perhaps most disconcerting is that these alternative options have resulted in less interest in being the first to see movies in the theater.

“While the number of active moviegoers is down, there is a silver lining in that movie lovers are turning to other media to view movies,” said Dan Casey, VP of the Movie Group at Interpret. “Moviegoers’ use of other media – like video games and social networking – has also increased, offering studios and marketers new ways to interact with movie-loving audiences.”

[Click here](#) for more information about this report.

New Media Measure™ is Interpret LLC’s proprietary, quarterly survey of media behaviors, attitudes and product consumption. Designed to keep pace with the evolving media landscape, New Media Measure™ supplies the means to better measure and keep track of fast-changing consumer behaviors. New Media Measure™ surveys 9,000 consumers aged 12-65, representative of the U.S. population and weighted to U.S. Census. Data collected includes: demographics, psychographics, brand consumption, traditional media consumption, online and social networking, mobile phone, video gaming, and digital entertainment. Data is available via *Interface*, a web-accessible, interactive analysis tool, through *Intrend*, quarterly trend reports, and through *Interpretations*, monthly whitepapers written by Interpret analysts.

About Interpret LLC

Interpret is the leading cross-media market research firm. The company applies proprietary, cutting-edge methodologies and extensive category knowledge to help clients plan, test, and measure business strategies in the fast-evolving media landscape. Interpret’s unique combination of syndicated measurement products and custom market research services provides a common language across media for the key stakeholders of the digital age. www.interpretllc.com.

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