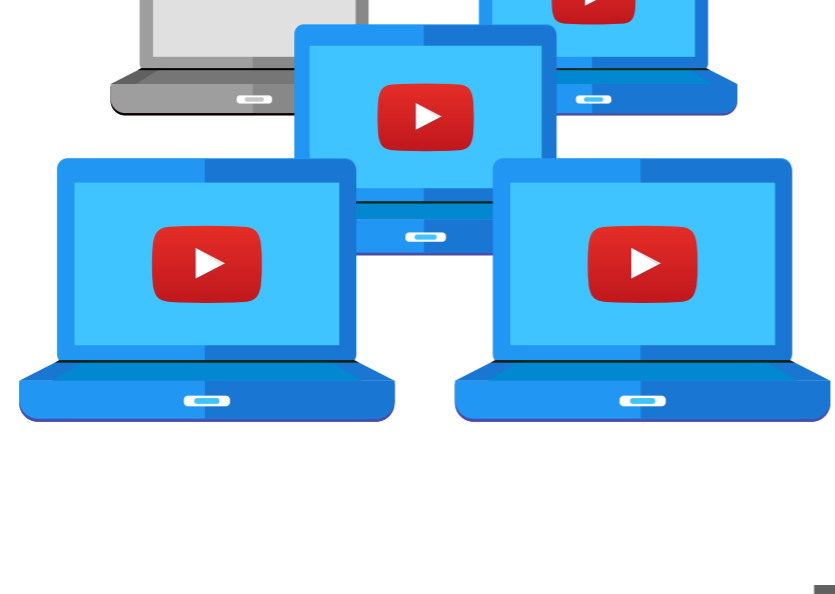


# BEHIND THE BOX OFFICE

What Influences the Films We See

Last year, 68% of Americans and Canadians—228.7 million people—went to the movies. How do they decide what to see? Google conducted a study with Millward Brown Digital to learn how moviegoers research and choose the films they watch.

## ON THE WEB, TRAILERS LEAD



MOVIEGOERS LIKE TO DO THEIR RESEARCH.

Of moviegoers who use video sites to look for more information about a film...

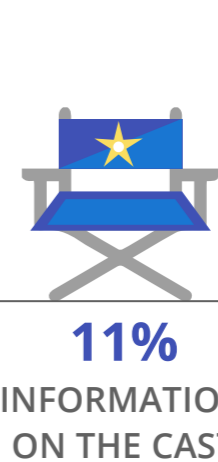
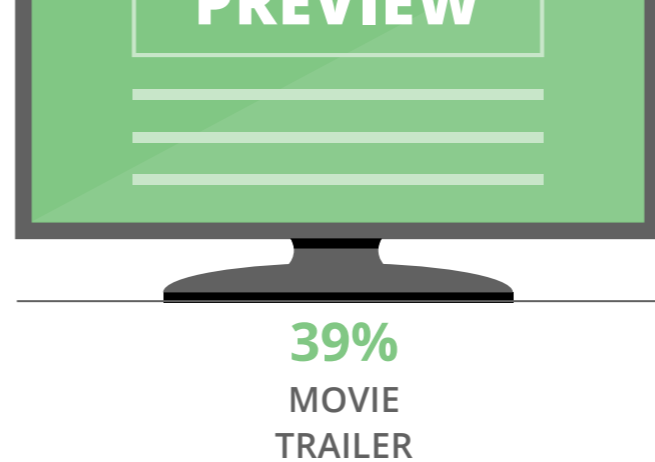
**4 OUT OF 5** GO TO YOUTUBE.

THE OFFICIAL MOVIE TRAILER

influences their decision most...

**3X MORE**

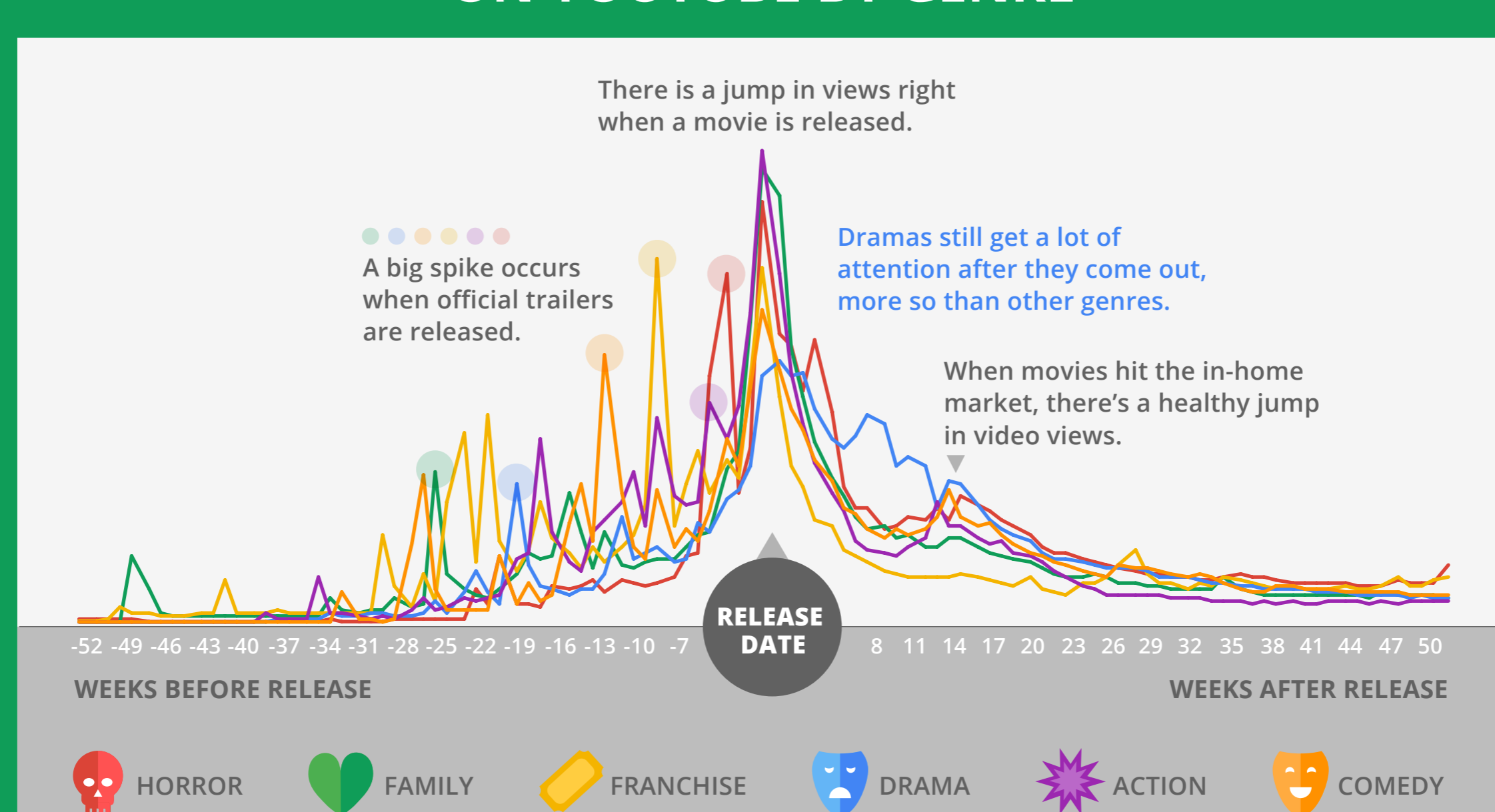
than any other source.



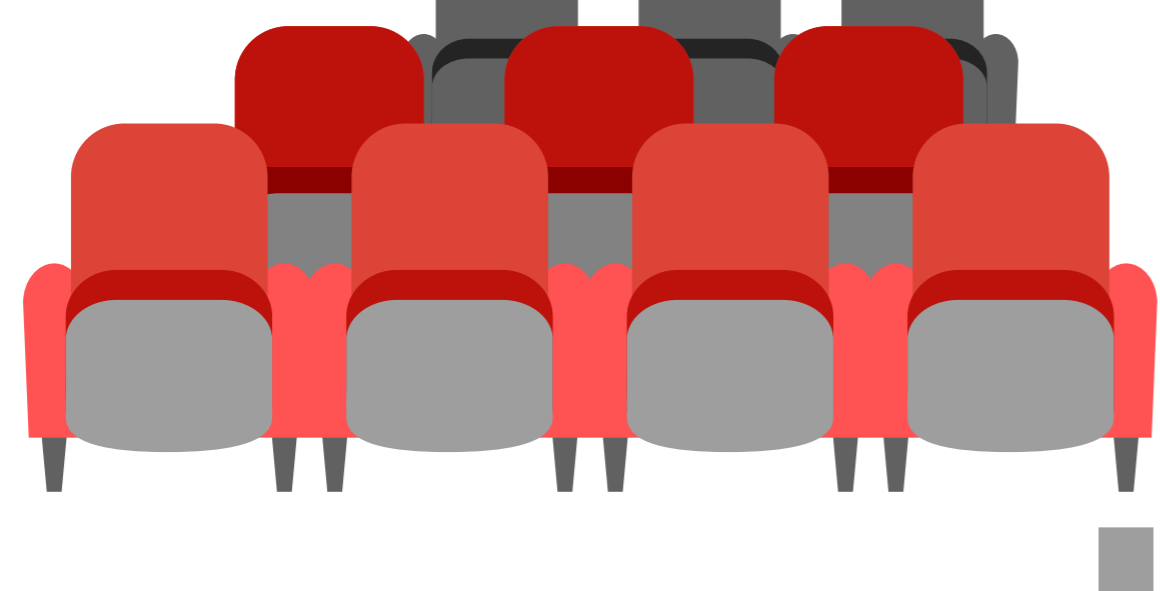
## MOVIE CONTENT HAS STAYING POWER

Most views happen the month leading up to a film's release, but there's also a lot of interest in a movie after it's in theaters.

### VIEWS OF MOVIE-RELATED CONTENT ON YOUTUBE BY GENRE



## WHAT MATTERS TO MOVIEGOERS DEPENDS ON GENRE



**70%**

of moviegoers consider **MORE THAN ONE MOVIE**

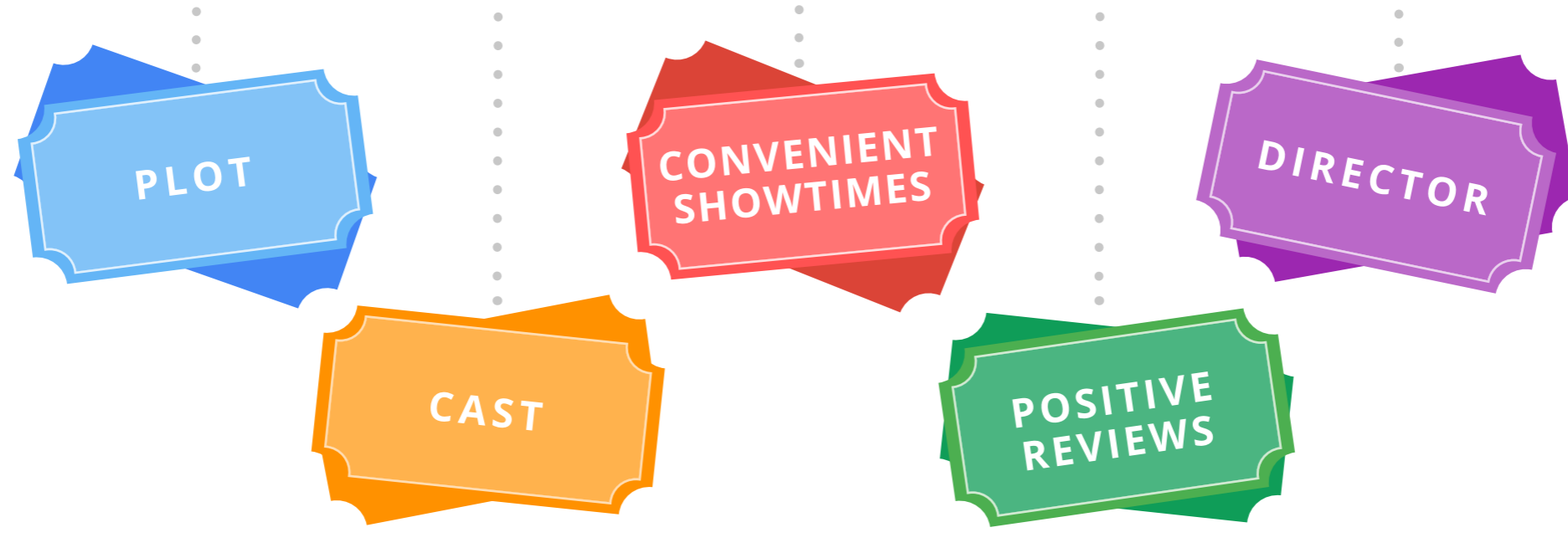
before deciding which one to see.

### PEOPLE WHO SAW...

DRAMA COMEDY HORROR FAMILY ACTION



### CARED MORE ABOUT...



### WHEN MAKING UP THEIR MIND.

## TOP QUESTIONS ASKED ABOUT MOVIES

WHO

- who plays \_\_\_\_\_ in \_\_\_\_\_?
- who sings \_\_\_\_\_ in \_\_\_\_\_?
- who made \_\_\_\_\_?

WHAT

- what movie should I watch?
- what is \_\_\_\_\_ about?

WHEN

- when does \_\_\_\_\_ come out?
- when does \_\_\_\_\_ dvd come out?

WHERE

- where is \_\_\_\_\_ playing?
- the movie where \_\_\_\_\_.

WHY

- why is \_\_\_\_\_ rated \_\_\_\_\_?
- why is \_\_\_\_\_ called \_\_\_\_\_?

People want to know about all kinds of things—cast, plot, soundtrack, ratings, showtimes and more.

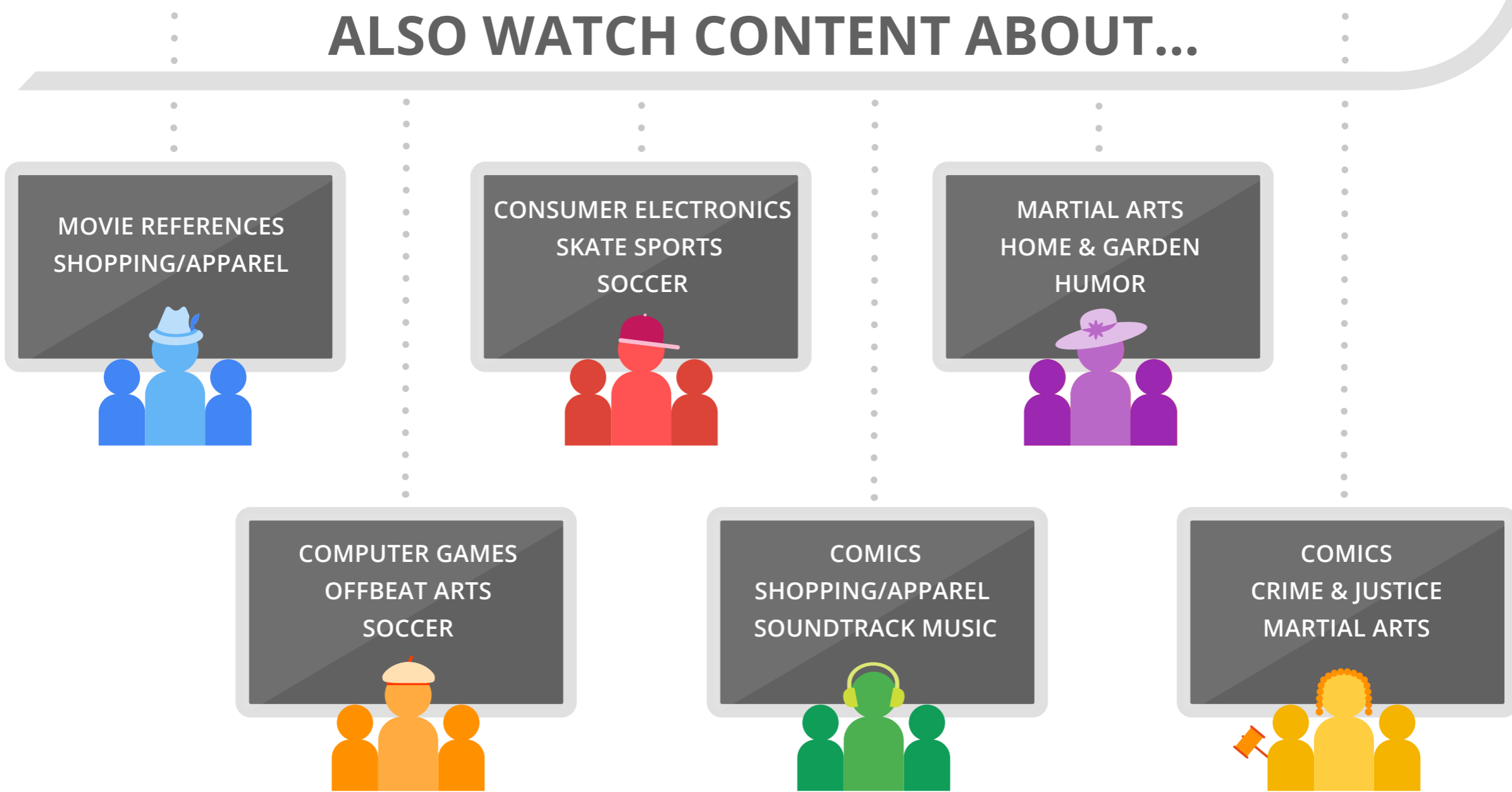
## SEEING THE BIGGER PICTURE OF MOVIEGOER VIEWERSHIP

### PEOPLE WHO WATCHED TRAILERS ON YOUTUBE FOR...

DRAMA COMEDY HORROR FAMILY ACTION BIG FRANCHISE



### WERE MORE LIKELY TO ALSO WATCH CONTENT ABOUT...



Sources: Google Search Data, January 2013–August 2014; Google/Millward Brown Digital, "Moviegoer Decision Path," September 2014, Base: Moviegoers who have planned to see a movie in theater in the past six months, N=1575; Google Data, January 2013–September 2014, Indexed views on YouTube content related to 364 top movies; MPA Theatrical Market Statistics, 2013