

In addition to being used as a survey of viewers of released works, it is also effective as a tool for verifying past comparative works in the promotion planning of future works to be released in movie theaters.

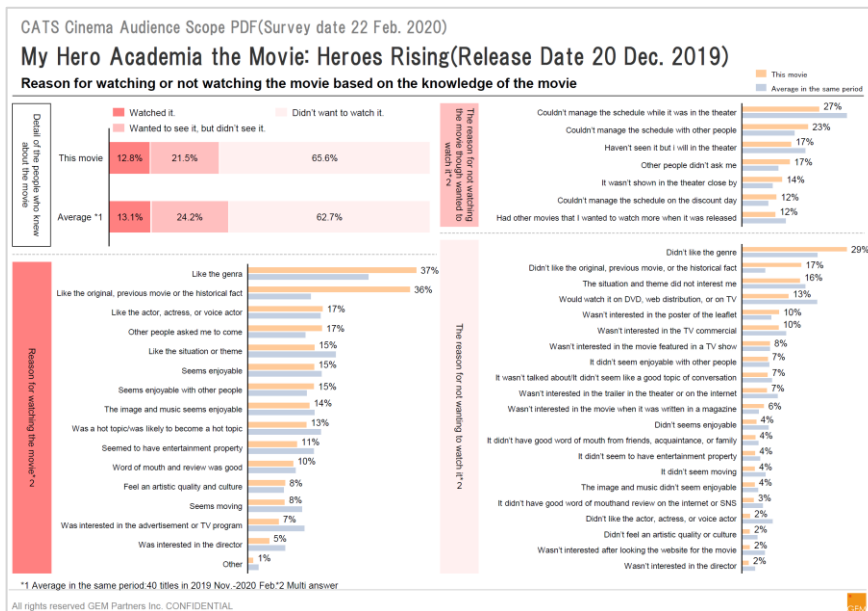
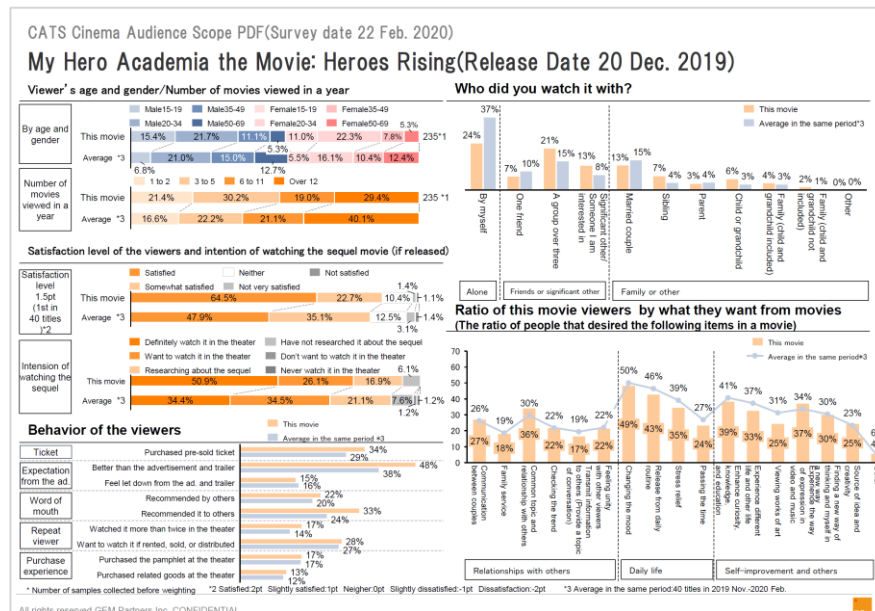


CATS Cinema Audience Scope (PDF)

This report includes viewer attributes, satisfaction levels, sequel intentions, viewing behaviors, and motivations, as well as the attributes of "those who are aware of the film but have not seen it" and their reasons. In addition to being used as a survey of viewers of released works, it is also effective as a tool for verifying past comparative works in the promotion planning of future works to be released in movie theater.

Features of This report

- ◆ Over 1,700 titles surveyed!
- ◆ Surveys are conducted using a common format and items, allowing for clear comparisons between titles.
- ◆ Norm values of films released in the same period are used to highlight the position of the surveyed titles.



Prices

- Japanese Ver.(PDF) or English Ver.(PDF) → Regular Price : ¥55,000/title Preferential Price* : ¥33,000/title
- Japanese Ver.(PDF) + English Ver.(PDF) → Regular Price : ¥66,000/title Preferential Price* : ¥44,000/title

*For companies that subscribe to the CATS Market Overview Report on an annual basis **All prices are tax-included.

Survey Items (1/2)

Viewer’s age and gender/Number of movies viewed in a year

By age and gender
(MT/M1/M2/M3/FT/F1/F2/F3)
Number of movies viewed in a year
(1-2/3-5/6-11/over 12)

Satisfaction level of the viewers and intention of watching the sequel movie (if released)

Satisfaction level
(Satisfied/Somewhat satisfied/Neither/Not very satisfied/Not satisfied)
Intension of watching the sequel
(Definitely watch it in the theater/Want to watch it in the theater/Researching about the sequel/Have not researched it about the sequel/Don’t want to watch it in the theater/Never watch it in the theater)

Behavior of the viewers

Purchased pre-sold ticket
Expectation from the ad.
Better than the advertisement and trailer
Feel let down from the ad. and trailer
Word of mouth
Recommended by others
Recommended it to others
Repeat viewer
Watched it more than twice in the theater
Want to watch it if rented, sold, or distributed
Purchase experience
Purchased the pamphlet at the theater
Purchased related goods at the theater

Who did you watch it with?

Alone
By myself
Friends or significant other
One friend
A group over three
Significant other/Someone I am interested in
Family or other
Married couple
Sibling
Parent
Child or grandchild
Family (child and grandchild included)
Family (child and grandchild not included)
Other

Ratio of this movie viewers by what they want from movies(The ratio of people that desired the following items in a movie)

Relationships with others
Communication between couples
Family service
Common topic and relationship with others
Checking the trend
Transmit information to others (Provide a topic of conversation)
Feeling unity with other viewers
Daily life
Changing the mood
Release from daily routine
Stress relief
Passing the time
Self-improvement and others
Enhance curiosity, knowledge, and education
Experience different life and other life
Viewing works of art
Experience the way of expression in video and music
Finding a new way of thinking and myself in a new way
Source of idea and creativity
Other

Continued on next page

Survey Items (2/2)

Reason for watching or not watching the movie based on the knowledge of the movie

Detail of the people who knew about the movie

Watched it./Wanted to see it but didn't see it./Didn't want to watch it.

Reason for watching the movie

- Like the genre
- Like the original, previous movie or the historical fact
- Like the actor, actress, or voice actor
- Other people asked me to come
- Like the situation or theme
- Seems enjoyable
- Seems enjoyable with other people
- The image and music seems enjoyable
- Was a hot topic/was likely to become a hot topic
- Seemed to have entertainment property
- Word of mouth and review was good
- Feel an artistic quality and culture
- Seems moving
- Was interested in the advertisement or TV program
- Was interested in the director
- Other

The reason for not watching the movie though wanted to watch it

- Couldn't manage the schedule while it was in the theater
- Couldn't manage the schedule with other people
- Haven't seen it but i will in the theater
- Other people didn't ask me
- It wasn't shown in the theater close by
- Couldn't manage the schedule on the discount day
- Had other movies that I wanted to watch more when it was released

Reason for watching or not watching the movie based on the knowledge of the movie

The reason for not wanting to watch it*2

- Didn't like the genre
- Didn't like the original, previous movie, or the historical fact
- The situation and theme did not interest me
- Would watch it on DVD, web distribution, or on TV
- Wasn't interested in the poster of the leaflet
- Wasn't interested in the TV commercial
- Wasn't interested in the movie featured in a TV show
- It didn't seem enjoyable with other people
- It wasn't talked about/It didn't seem like a good topic of conversation
- Wasn't interested in the trailer in the theater or on the internet
- Wasn't interested in the movie when it was written in a magazine
- Didn't seem enjoyable
- It didn't have good word of mouth from friends, acquaintance, or family
- It didn't seem to have entertainment property
- It didn't seem moving
- The image and music didn't seem enjoyable
- It didn't have good word of mouth and review on the internet or SNS
- Didn't like the actor, actress, or voice actor
- Didn't feel an artistic quality or culture
- Wasn't interested after looking the website for the movie
- Wasn't interested in the director

Survey overview

CATS Cinema Audience Scope (PDF)	
Survey method	Internet survey
Survey target	Males and females aged 15-69 living in Japan who watch at least one movie a year
sample size	4,000-5,000 samples The number of viewing samples varies for each title (minimum 30~). Please contact us if necessary.
Weighting of values	Weighted by sex, age, and movie-going frequency, based on population statistics published by the Ministry of Internal Affairs and Communications.
Frequency of Report Issuance	Issued after conducting a survey once every two to three months
Age Definitions in this Report	MT: Male 15-19 yrs, M1: Male 20-34 yrs, M2: Male 35-49 yrs, M3: Male 50-69 yrs FT: Female 15-19 yrs, F1: Female 20-34 yrs, F2: Female 35-49 yrs, F3: Female 50-69 yrs
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For inquiries, please contact

GEM Partners Inc.

E-mail : sales@gempartners.com

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