



Cine Sense: Five types of Hindi film-goers in India

The Hindi edition of Ormax Cine Sense: 2023 classifies 21.6 Million (2.2 Cr) Hindi film-goers in India into five segment, based on their movie-going behaviour and content taste

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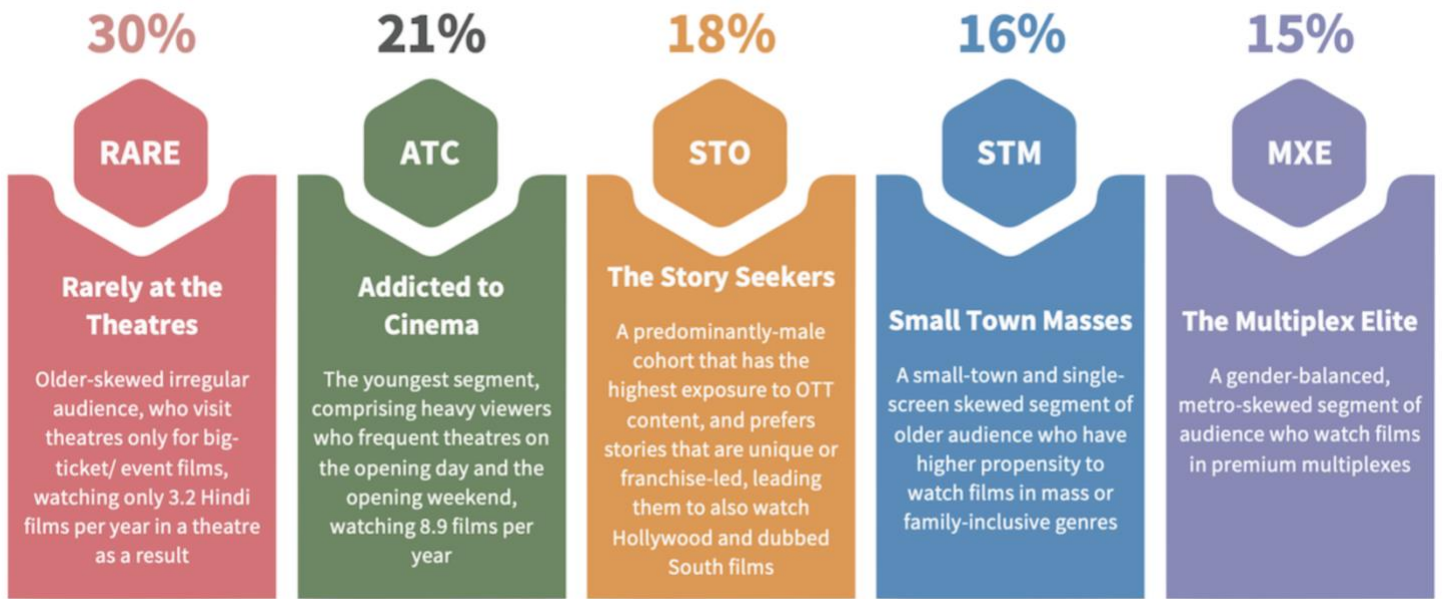
Summary

- Ormax Cine Sense: 2023 delves into the behaviour and perceptions of the Indian theatrical audience in the post-pandemic era
 - The report, based on primary consumer research conducted among 9,500 audiences across Hindi, Tamil, Telugu, Kannada and Malayalam theatrical markets in India, is India's biggest deep-drive into the movie-goers market
 - The report profiles audiences on a wide range of parameters related to their viewing behaviour, content taste and media habits
 - The Hindi edition of Ormax Cine Sense identified five type of movie-goers in India, which have been defined in this article
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The pandemic has altered the theatre-going behaviour in India in more ways than one. There cannot be a better time for a deep-dive into the entity called 'an Indian movie-goer'. Our recently-released report **Ormax Cine Sense: 2023** delves into the behaviour and perceptions of the Indian theatrical audience on a wide range of topics related to their movie-going choices, genre preferences, motivators and barriers to watch (or not watch) films, OTT consumption, marketing sources for new films, etc. Ormax Cine Sense is based on primary consumer research conducted among 9,500 audiences across Hindi, Tamil, Telugu, Kannada and Malayalam theatrical markets in India, to understand their viewing behaviour, content taste, and media habits in the post-pandemic era.

Audience Segmentation, where we cluster audience into distinct audience segments based on their behaviour and perceptions related to movie-watching, helps subscribers of the report (studios, producers, marketing agencies, etc.) understand their target audience in a way that goes beyond conventional demographic segmentation based on age, gender or geography.

In the Hindi language report, 21.6 Million (2.1 Cr) regular Hindi theatrical audience (defined as those who watched 3+ Hindi films in a theatre in 2022, and are of the age 15 years or above, in Urban India) were classified into five segments. The definition of these five segments, and their relative size, can be seen in the graphic below.



Ormax Cine Sense is available for subscription. For queries, please email us at report@ormaxworld.com, and we will connect with you soon.