

The Bollywood Theatrical Accompaniment Report 2024

An understanding of Hindi theatrical audience's accompaniment
behaviour for post-pandemic films





Introduction



- Theatre-going, as an activity, stands out from other forms of entertainment, as it offers the audience entertainment that is deeply rooted in the idea of ***social experience***
- However, different social groups exist for audiences to partake in this activity with, and understanding the nature of social group for a particular film will help in developing a sharper marketing strategy for it
- To understand this in detail, and see how this varies by film, accompaniment data was collected for **24 post-pandemic Hindi films** among theatre viewers, post release, where they were asked to pick one out of the following four options based on whom they went to the theatre to watch the film with



Friends/Siblings



Spouse/Partner



Entire Family



Alone



Films Analysed



12th Fail



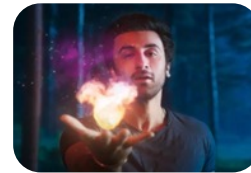
Animal



Article 370



Bhool Bhulaiyaa 2



Brahmastra



Crew



Dream Girl 2



Drishyam 2



Dunki



Fighter



Fukrey 3



Gadar 2



Jawan



Maidaan



OMG 2



Pathaan



Rocky Aur Rani
Kii Prem Kahaani



Salaar Part 1:
Ceasefire



Sam Bahadur



SatyaPrem Ki
Katha



Shaitaan



Srikanth



Teri Baaton Mein
Aisa Uljha Jiya

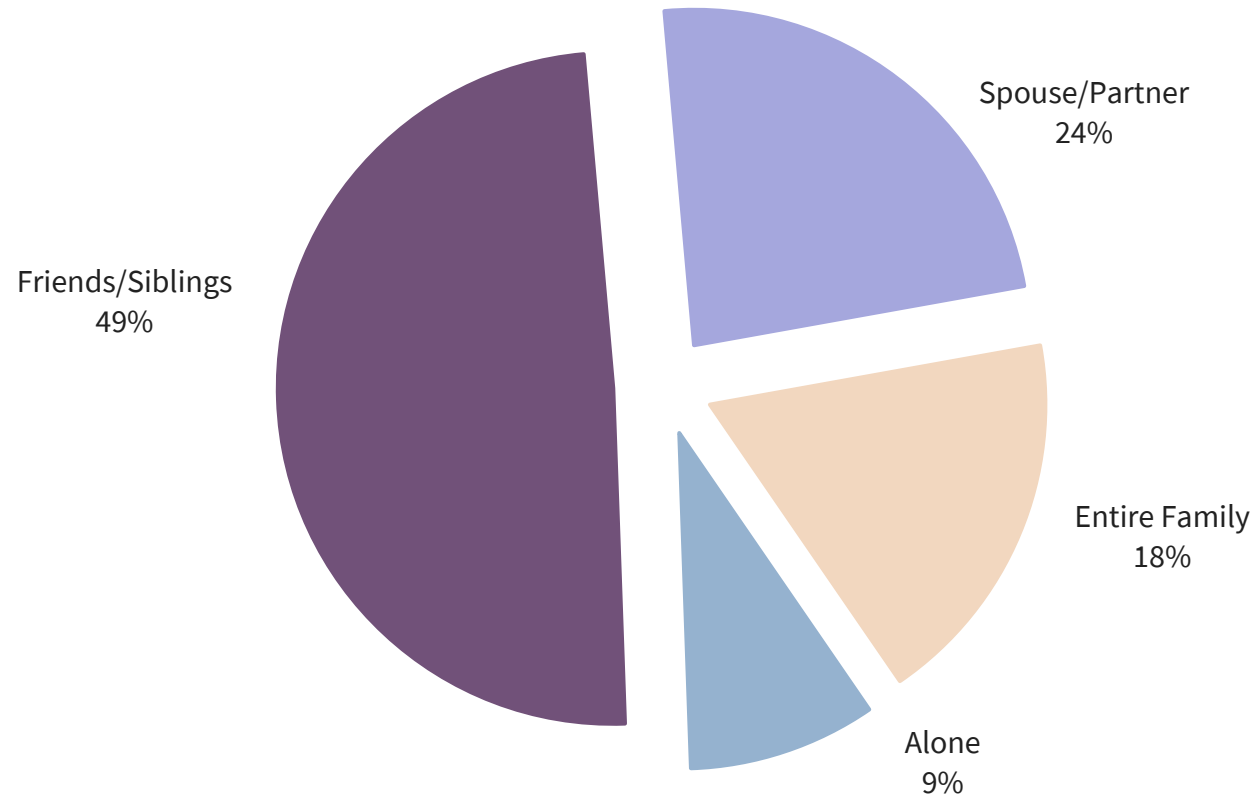


Tiger 3

Accompaniment data was collected for 24 post-pandemic films, selected based on a combination of their Lifetime Box Office and Ormax Power Rating (OPR).



Accompaniment (Average of 24 films)



The chart above presents the average accompaniment profile across the 24 films.

Theatre-going, as a category, is dominantly a **similar age-group activity**, with 73% of the audience preferring to watch films with either friends, siblings or spouse/partners. This makes theatre-going fundamentally distinct from television (family-centric) and streaming (predominantly solo consumption).

Accompaniment Clusters





Accompaniment Clusters: Process



Accompaniment profile collected for 24 Hindi post-pandemic films, after their release



Bucketing films into unique clusters, based on similarity in their accompaniment profile



Labelling each cluster, based on the dominant social group driving each cluster

The 24 films were divided into five different clusters based on similarity in their accompaniment profile.



Accompaniment Clusters



Date Films

Films with higher skew towards spouse/partner group

Pal Pleasers

Films that are watched most with friends

Family-Friendly Flicks

Clean and inspiring films that can be watched with the family

Event Entertainers

Event films that hold universal appeal

The Outlier

A film that broke the trend in theatrical consumption

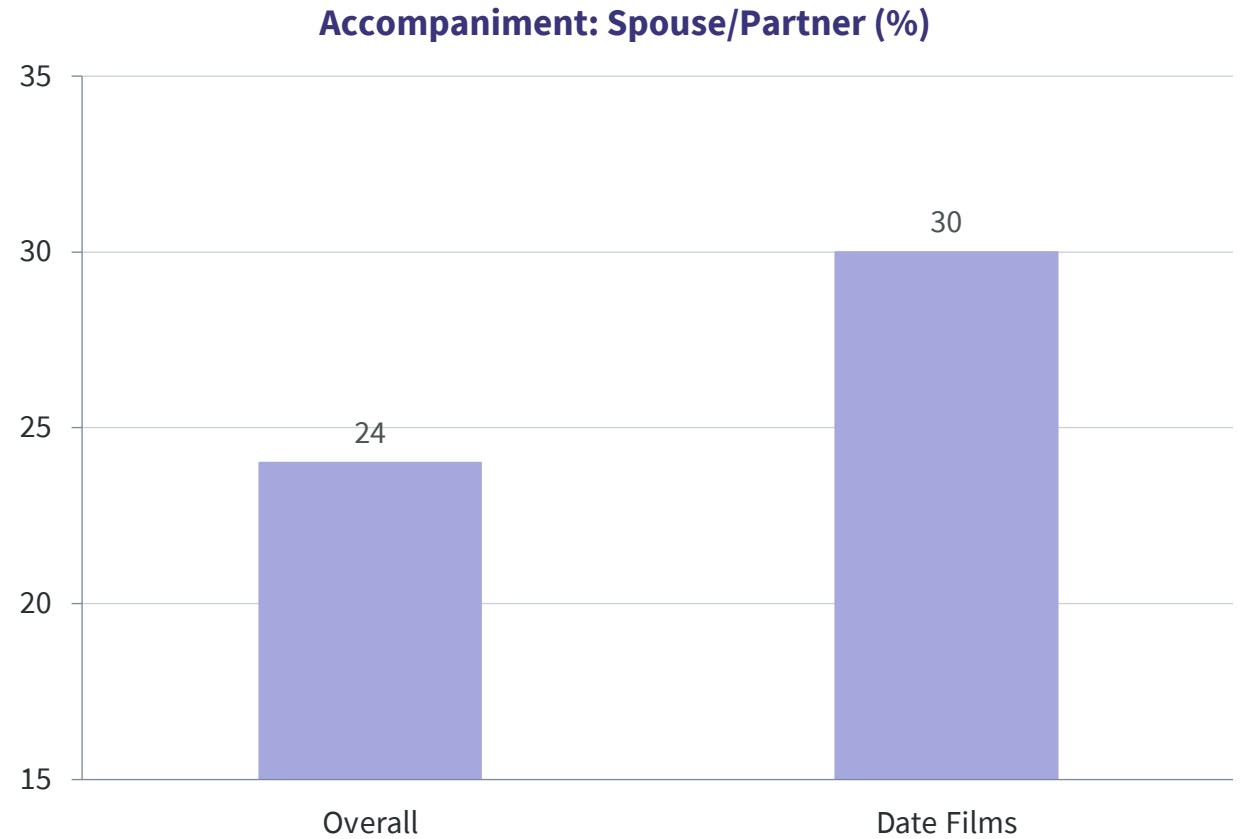
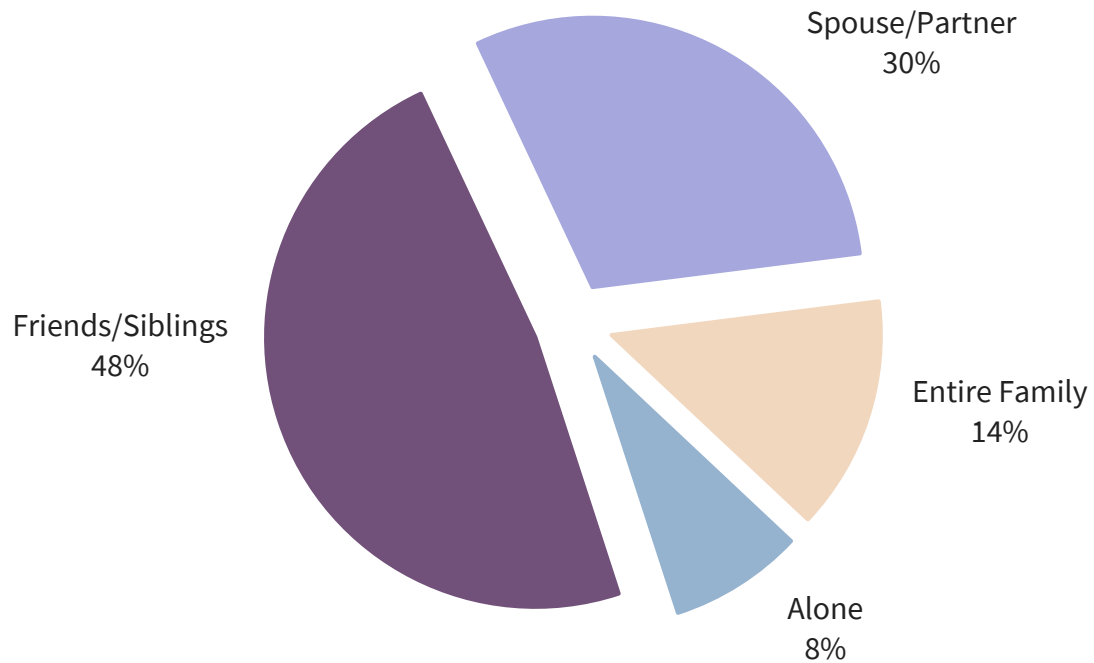
Interestingly, friends/siblings emerges as the dominant social group, across clusters. Certain social groups have higher skews among certain clusters. Understanding where a particular film belongs will help in crafting a sharper marketing strategy.

Date Films





Date Films



The accompaniment for Date Films has the highest skew for the 'Spouse/Partner' group, with a 30% incidence rate, the highest across clusters.



Date Films: Cluster Commonalities



Rocky Aur Rani Kii
Prem Kahaani



Satyaprem Ki Katha



Dream Girl 2



Teri Baaton Mein
Aisa Uljha Jiya

Elements common to films in the cluster

Romantic comedies

Youthful protagonists/themes

Young lead cast

Presence of strong music

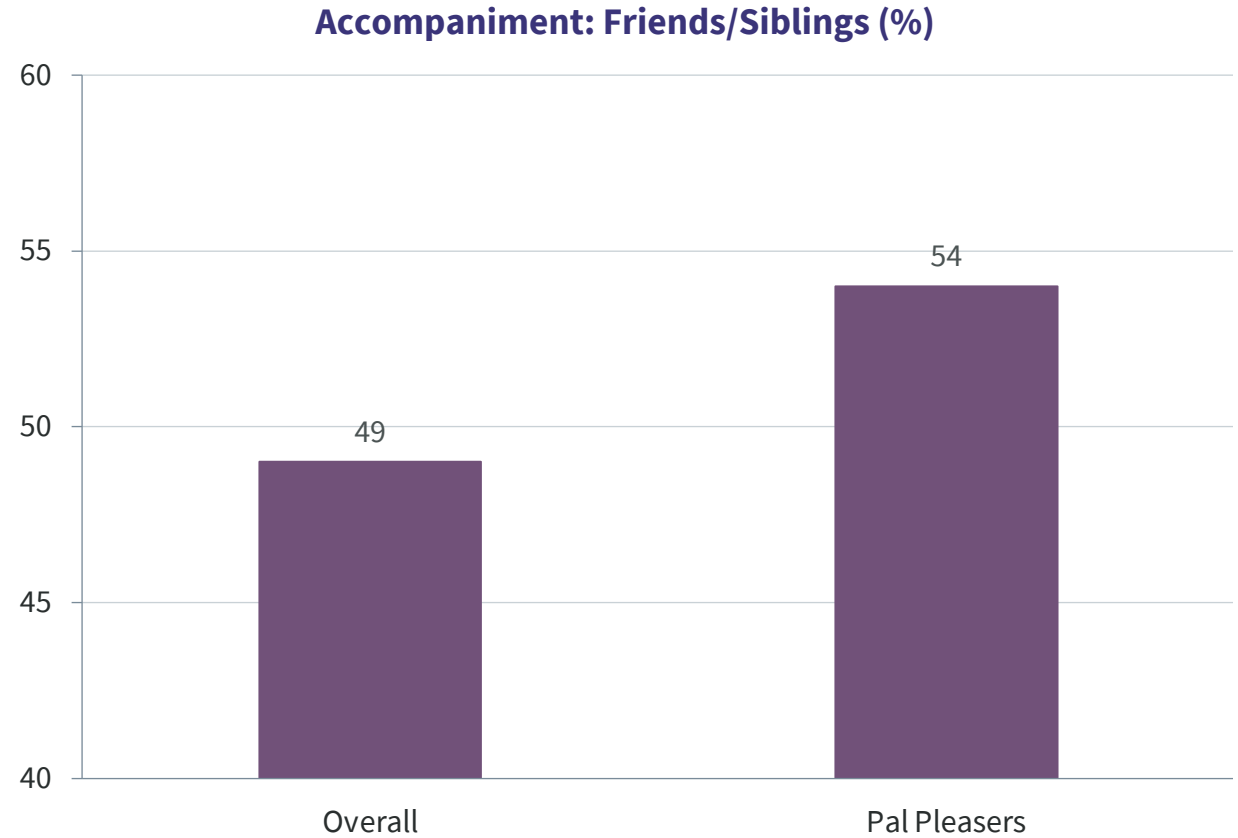
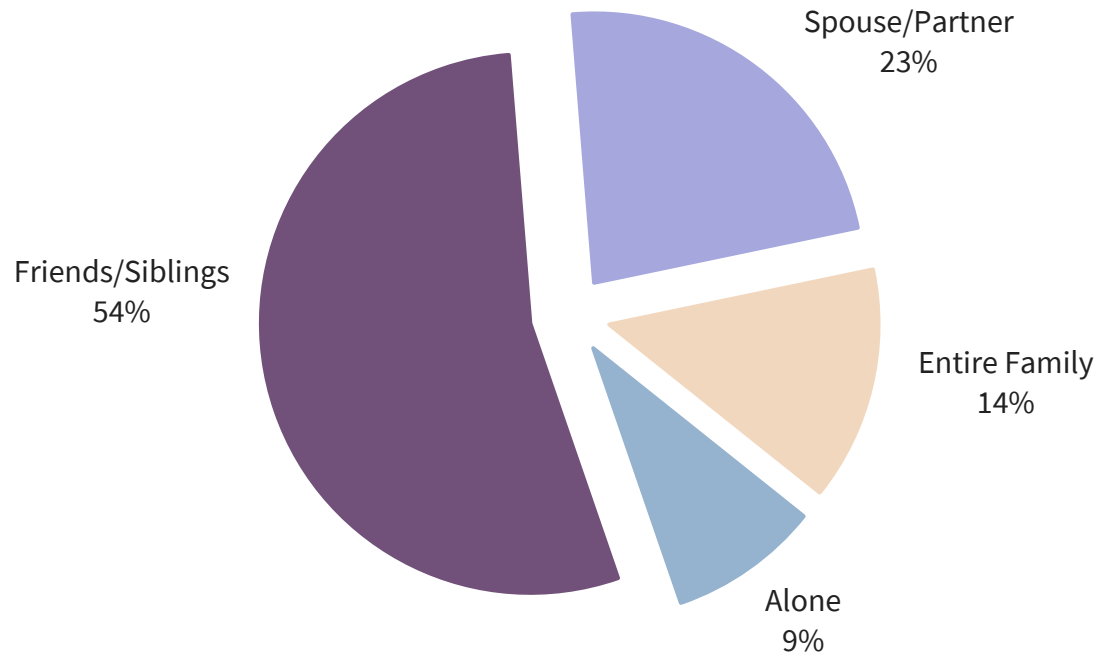
Besides the genre of these films, the presence of strong music is a crucial factor determining their success. The themes and topics of these films make them more inclined to be watched with Spouse/Partner.

Pal Pleasers





Pal Pleasers



‘Friends/Siblings’ is the most consistent theatre-going group for theatrical films in general. However, within this, there is a cluster of diverse films that have a further friends/siblings skew in their accompaniment.



Pal Pleased: Cluster Commonalities



Bhoor Bhulaiyaa 2



Fukrey 3



Salaar Part 1:
Ceasefire



Fighter



Crew

Elements common to films in the cluster

Camaraderie among peers

Team players

Humour & banter

Ensemble casts

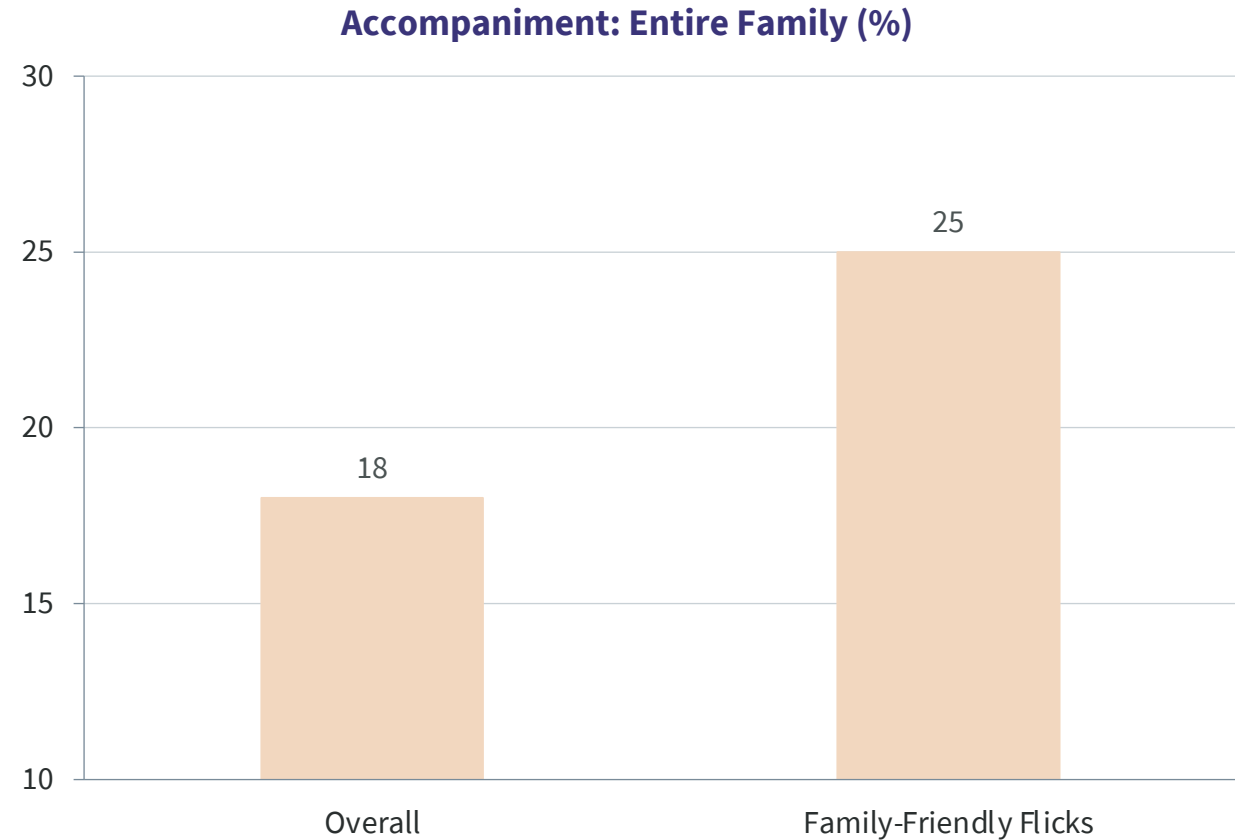
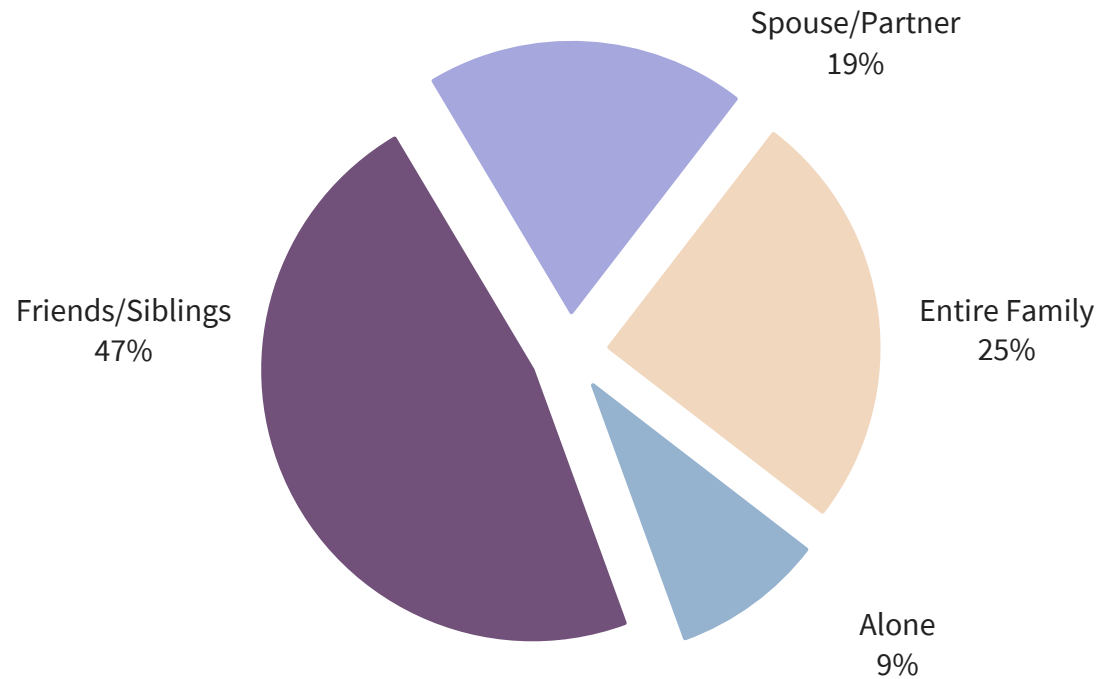
The cluster has a diverse set of films in terms of genres, ranging from Comedy to Action. However, interestingly, these films have an undercurrent or subtext of 'friendship' as a theme, and generally have ensemble casts, driving more friends' groups to the theatres, as a unit.

Family-Friendly Flicks





Family-Friendly Flicks



This cluster of films have ingredients that makes them most suitable to collective viewing with the family. Such films often manage to have significant conversion of first-day to lifetime collections, because their audience profile is not skewed towards the youth, who drive openings at the box office.



Family-Friendly Flicks: Cluster Commonalities



Brahmāstra



Drishyam 2



Gadar 2



Jawan



12th Fail



Sam Bahadur



Dunki



Article 370



Maidaan



Srikanth

Elements common to films in the cluster

Clean films (without abuses and/or overt sexuality on display)

Optimistic & Inspiring

Fight against the system

Earnest characters

Films with a 'clean' and family-friendly treatment, without the overt presence of sexuality and/or vulgar language, with happy and inspiring stories, manage to drive families to the theatres, as a collective.

Event Entertainers





Event Entertainers



This cluster's accompaniment profile exactly replicates the overall category.



Event Entertainers: Cluster Commonalities



Pathaan



OMG 2



Tiger 3



Shaitaan

Elements common to films in the cluster

90s' heroes

Adrenaline-driven

Cinematic

Masala

Festive releases

Films in this cluster stand out as event offerings, and thus have a universal audience profile, representative of the overall category. The presence of family-friendly elements is balanced by the excitement of the youth to watch these films.

The Outlier

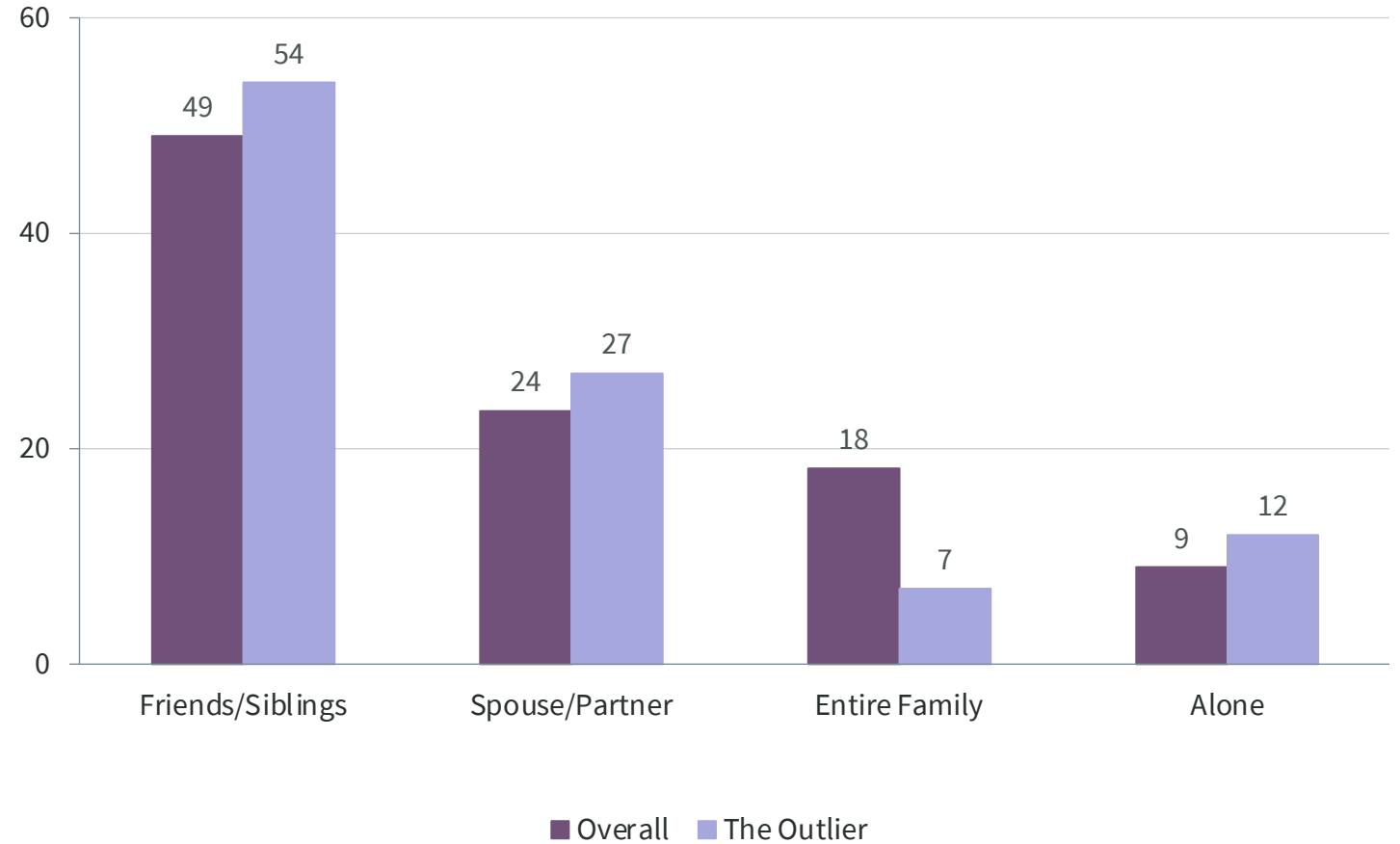




The Outlier



Animal



Animal has a unique accompaniment profile, distinguished by lowest accompaniment for 'Entire Family' (7%), due to its overt violence, vulgar language, and sexual themes, making it an outlier.

Leveraging the report in Film Marketing





Marketing & Promotional Implications



This report provides an insight into ***what types of films*** are driven by which ***specific social group***, vis-à-vis the typical theatrical viewing pattern for Hindi films

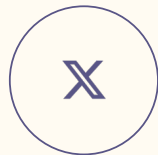
An upcoming film could first be assigned to a cluster, and thereby, its likely accompaniment can be predicted, and accounted for in planning the marketing strategy for the film

This report can, therefore, be leveraged by producers and exhibitors to carve targeted promotions and strategies for the social groups that drive the respective clusters, ranging from strategic decisions like positioning the film, to more tactical ones like discounts and offers to boost demand

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