

# Entertainment



**Entertainment Online Audience Insights**  
November 2013

# Fairfax Media's Entertainment Audience Study

Our aim was to explore the interactions our audience have with the Entertainment website, in particular understanding how they are using the website to shape their social life.



Survey conducted via;

**Entertainment  
Website  
(SMH/AGE/BT/WT)**

**Entertainment  
E-newsletter**



Survey ran from  
**4<sup>th</sup> to 24<sup>th</sup>  
October 2013**



**695**  
respondents



Incentivised by the  
chance to win  
**1 of 2 iPad Mini's**

## *Insight 1*

Fairfax Media's  
entertainment audience  
love our online  
entertainment section,

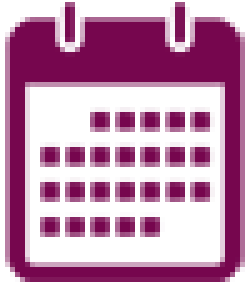
**68%**

claiming it as  
“their favourite”  
entertainment website



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# Frequent visitation to the Entertainment website with majority arriving through links in the e-newsletter



**78%**

of Fairfax Media's audience visit the Entertainment website at least weekly

**31%**

Daily

**45%**

Every few days

**12%**

Every few weeks



**67%**

Links on the e-newsletter



**33%**

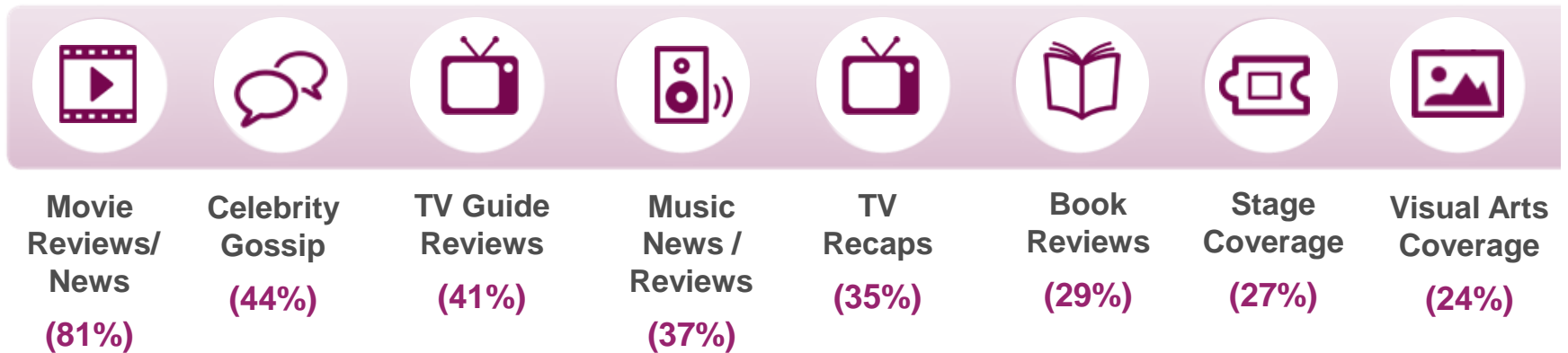
Links on the homepage



**15%**

Follow links in the Paper

# A variety of topic areas draw people to the site, with movie reviews / news a key favourite



Movie reviews / news is the one area that equally appeals to all, regardless of age or gender.

Our females and 18-34's mainly visit the website for celebrity gossip.  
Our 55+ audience are drawn to the website for TV guide reviews, book reviews,  
stage and visual arts coverage.

*Insight 2*

91%

have attended or participated in an entertainment activity (been to the cinema, art gallery or theatre etc) in the last 3 months



Source; Fairfax Media Entertainment Survey, October 2013 (n=695)

Q. Thinking of the last 3 months, which of the following activities have you done / saw?

**Entertainment**

# Entertainment is an integral part of their lives, with going to the movies, art gallery or theatre some of their 'favourites'



In the last 3 months  
Fairfax Media's  
Entertainment  
audience have ...



Purchased  
a DVD  
| **47%**



Attended an art  
gallery / exhibition  
| **41%**



Watched a movie  
/ TV series on Pay  
TV (i.e. Foxtel)  
| **37%**



Went to the  
theatre (i.e. ballet,  
musical, opera)  
| **33%**



**Seen a movie  
at the cinema**  
| **75%**



Saw a comedy  
show / play  
| **26%**



Attended a major  
music show (i.e.  
Pink, Andre Rieu)  
| **19%**



Attended a  
classical music  
concert  
| **15%**



Attended a  
music event (i.e.  
Big Day Out)  
| **13%**

Source; Fairfax Media Entertainment Survey, October 2013 (n=695)

Q. Thinking of the last 3 months, which of the following activities have you done / saw?

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### *Insight 3*

# 2in5

agree advertising  
influenced or  
inspired them to  
attended an  
entertainment  
activity



Source; Fairfax Media Entertainment Survey, October 2013 (n=695)

Q. You've indicated that you have gone to the cinema, art exhibition or stage events in the last 3 months, could you please inform us what influences you to see a particular movie/attend an art gallery/ stage event? (Advertising refers to print or online, entertainment event refers to movie, art or theatre)

**Entertainment**



# Advertising plays a significant role in influencing & informing our audience about upcoming entertainment

59%



of our stage event attendee's heard about a stage event through advertising; 41% by print advertising, 1in3 by online

56%



of our art gallery attendee's heard about an art gallery through advertising; 42% by print advertising, 1in4 by online

2in5



of our cinema goers agree their movie choice is influenced by advertising; 27% by online advertising, 1in5 by print

Source; Fairfax Media Entertainment Survey, October 2013 (Base: See a movie in the last 3 months (n=373), been to art gallery (n=210), been to stage event/comedy show (n=219) )

Q. You've indicated that you have gone to the cinema, art exhibition or stage events in the last 3 months, could you please inform us what influences you to see a particular movie/attend an art gallery/ stage event?

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A microphone on a stand is positioned in the lower right corner of the image, set against a vibrant red, vertically-pleated curtain that fills the background. The lighting is dramatic, highlighting the texture of the fabric and the metallic sheen of the microphone.

*Insight 4*

92%

of our audience have undertaken some form of action as a result of reading content on Fairfax Media's Entertainment website

Source; Fairfax Media Entertainment Survey, October 2013 (n=695)

Q. Could you please inform us what actions you've undertaken as a result of reading content on our entertainment website?

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# Our Entertainment content is highly influential, inspiring & driving our audience to take action



Visited a website they saw advertised / read about  
**| 58%**



Planned something to do during the weekday / weekend  
**| 55%**



Purchased a book / e-book  
**| 36%**



Booked a ticket to a show (i.e. gallery, theatre)  
**| 30%**



**Visited the cinema**  
**| 65%**



Visited an art gallery / exhibition  
**| 27%**



Been to a stage performance (i.e. theatre, comedy)  
**| 26%**



Attended a classical music concert  
**| 13%**



Attended a classical music concert  
**| 13%**

Source; Fairfax Media Entertainment Survey, October 2013 (n=695)

Q. Could you please inform us what actions you've undertaken as a result of reading content on our entertainment website?

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*Insight 5*

2in5

are high income  
earners with a  
household income  
\$100k+

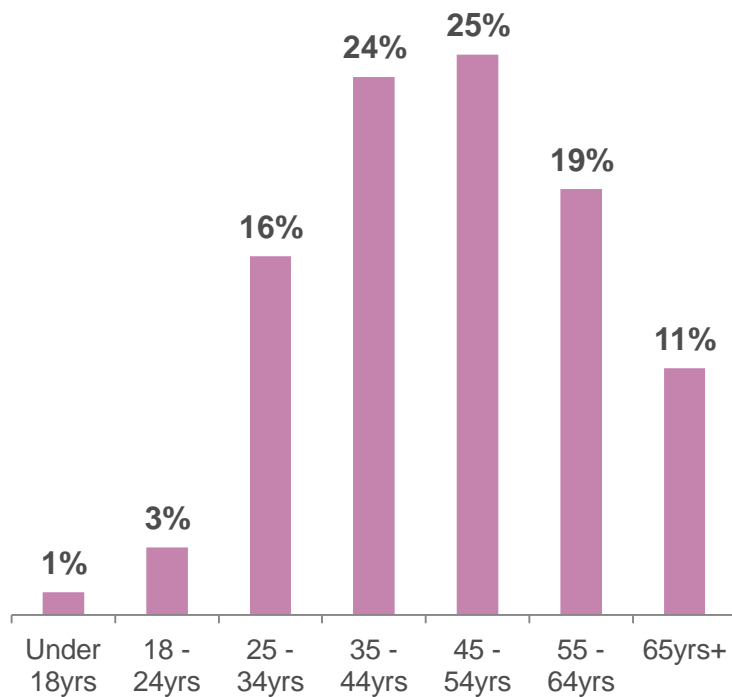


Source; Fairfax Media Entertainment Survey, October 2013 (n=695)

Q. What bracket do your household income fall into.

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# Reach a premium audience with a high household income



## Family Structure

- Young Single - **17%**
- Young Couple - **14%**
- Young Family(children all under 16) - **21%**
- Older Family (children at home, some over 16) - **15%**
- Older Couple (no children at home) - **33%**



## Household Income

- \$20k - \$60k - **15%**
- \$60k-\$100k - **21%**
- \$100k-\$150k - **20%**
- \$150k+ - **17%**

Source; Fairfax Media Entertainment Survey, October 2013 (n=695)

Q. Are you male or female? And Q. What age bracket do you fall into? And Q. What state do you live in (NSW includes ACT)? And. What is your family stricture. And Q. What bracket do your household income fall into.

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For more information or to see the full findings from the survey, please contact your Fairfax Media sales representative