

NEWS & EVENTS > Audience In The Mind: Understanding Cinema

Audiences

POSTED ON  
13 MAR 2014

## Audience In The Mind: Understanding Cinema Audiences

# AUDIENCE IN THE MIND

1394097505597\_0570x0354\_1394097525490Since

2008, **CineRegio** – the European network that groups together 43 film funds – has been publishing a series of reports linked to the digital revolution and cinema audiences. Entitled “Audience in the Mind”, this fifth and final report focuses strongly on the close relationship between content and its audience. It has been published thanks to **Michael Gubbins**, former editor-in-chief at Screen International, and now a media analyst and consultant working through his company, **SampoMedia**.

With this 125-page report, Gubbins reveals how, in our digital society, any project looking to make money or to have a cultural impact – or to achieve

both of these objectives together – needs to consider three areas of consumer expectation: experience, access and ownership. While the report primarily focuses upon European cinema audiences, Gubbins' findings can be easily transported to other regions.

Through analysing concepts, proposals for structuring new audiences and, above all, a great number of studies on specific and innovative projects that illustrate his points, Gubbins provides a document that constitutes an excellent starting point for any professional wanting to broaden his or her knowledge of digital consumer behaviour, or simply to become acquainted with it. The report contains many references and numerous notes that link to other publications, allowing the reader to continue his or her research into any point mentioned.

According to **Charlotte Appelgren**, Secretary-General of CineRegio:

*"Audience in the Mind has both the potential and the ambition to alter the way the film industry thinks and acts, offering a foundation for creating and distributing more audience-driven projects. More than ever, the European film industry needs to readjust its strategy by changing its mindset and integrating the new skills required to reach a constantly evolving audience. It is high time to implement innovative strategies that will allow the industry to be refined in order to bring it into line with the new behavioural patterns of audiences."*

In the end, reading "Audience in the Mind" should lead to a sole and obvious conclusion for any professional producer, distributor or promoter of audiovisual content: there is an urgent need to adopt a digital strategy geared towards today's audience. This is described in much greater detail in the report, which is available for free [on the CineRegio website](#).

---

## SIMILAR CONTENT

POSTED ON  
23 MAY 2016



## British Council | Fit for China Digital Showcasing & report

### PUBLICATIONS

CHINA UNITED KINGDOM

DEADLINE

20 OCT 2014



## AIMAC 2015 | call for research papers

Aix-en-Provence - Marseille

26 juin > 1<sup>er</sup> juillet

26 June > 1 July

Télécharger l'Appel à communication  
(Call for contribution to the conference)

### OPEN CALLS

FRANCE INTERNATIONAL

POSTED ON

05 JAN 2011

## First 3D theater open its door in Pakistan

BY CLAIRE ROSSLYN WILSON  
08 DEC 2017

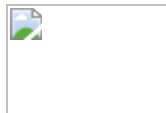
## Culture and the Sustainable Development Goals: Shaping perceptions and inspiring change



INSIGHTS  
ASIA EUROPE MYANMAR

BY KERRINE GOH  
24 FEB 2007

## Films and Business Strategies



BY KERRINE GOH  
03 APR 2005

# European Filmmakers Guides to Distribution



## COUNTRY

EUROPE

## DISCIPLINE

FILM

## FEATURES

ASIA-EUROPE

## ABOUT ASEF CULTURE360

**culture360.asef.org** brings Asia and Europe closer by providing information, facilitating dialogue and stimulating reflection on the arts and culture of the two regions.

**MORE ABOUT ASEF CULTURE360 | FAQ |** [!\[\]\(6bb0e4f14c4133b37d2887cb37e67ddd\_img.jpg\)](#) [!\[\]\(5677a36a9444aca55c9ef7a9b7d8dd5c\_img.jpg\)](#) [!\[\]\(678dcfc0c73e5cf2048495727be3f5de\_img.jpg\)](#)

This website was created and maintained with the financial support of the European Union. Its contents are the sole responsibility of the Asia-Europe Foundation (ASEF) and do not necessarily reflect the views of the European Union.



About us

Team

Partners

FAQ

Brand guidelines

How to partner with us

Contact us  
#ASEFCulture

ASIA-EUROPE FOUNDATION (ASEF) 2017 | [TERMS OF SERVICE & PRIVACY POLICY](#) | [CREATIVE COMMONS ATTRIBUTION - NON COMMERCIAL SHARE](#)