



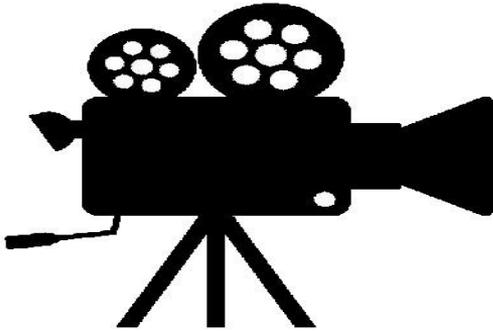
Dutch movies: from ‘sunday couch material’ to ‘cinema worthy’

A consultancy report for Stichting Filmonderzoek about how 11-16 year olds perceive Dutch movies and how their cinema going could be improved

Summary

This report was commissioned to examine why the interest in Dutch films has dropped from 2015 to 2016 among 11-16 year old Dutch teenagers. Furthermore, it recommends ways of increasing the engagement in various ways. The research draws attention to the fact that teenagers are more likely to engage with content that is realistic and less predictable. Next to these features, young adolescents addressed what they would like to see more of in Dutch movies, such as action, sensation, special effects, good acting and originality. In order to increase the interest in Dutch movies, the Dutch movie landscape is

recommended to cast celebrities, who are either good-looking or funny. Another key aspect is to increase the production of movies that target this age group specifically. Based on our research, the main reason for the decrease in interest is the decline in Dutch movie productions, that address 11-16 year olds. All recommendations are based on the group's responses.

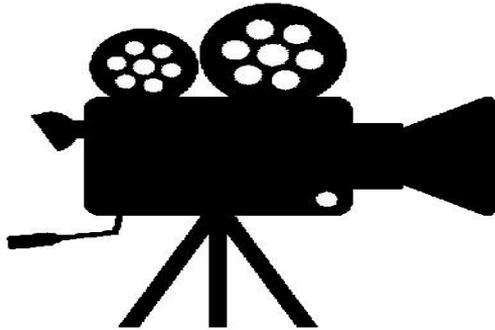


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Introduction

This consultancy report is written for Stichting Filmonderzoek. Stichting Filmonderzoek is an independent Dutch research company that is specialized in doing research for the Dutch film industry. They focus on the production, distribution and exploitation of films and provide practical insights through market research. Stichting Filmonderzoek therefore has a lot of facts about Dutch cinemagoers. Recently, they discovered a negative trend in cinema going of 11-16 year olds, namely that in 2016 only 27 percent of this age group visited a Dutch movie, while in 2015 this was 42 percent. To find out why 11-16 year olds saw less Dutch movies in the cinema and how to make them start going to the cinema again, Stichting Filmonderzoek would like to know how 11-16 year olds perceive Dutch movies and how their cinema going could be improved.



Research question

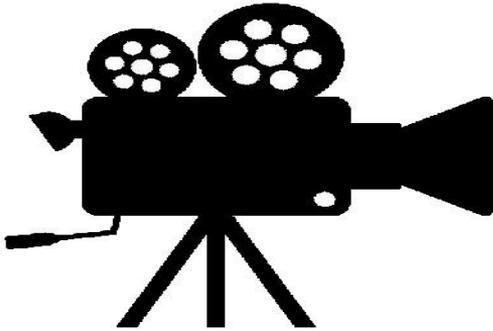
How do 11-16 year olds perceive Dutch movies and
how could their cinema going be improved?

Sub-questions

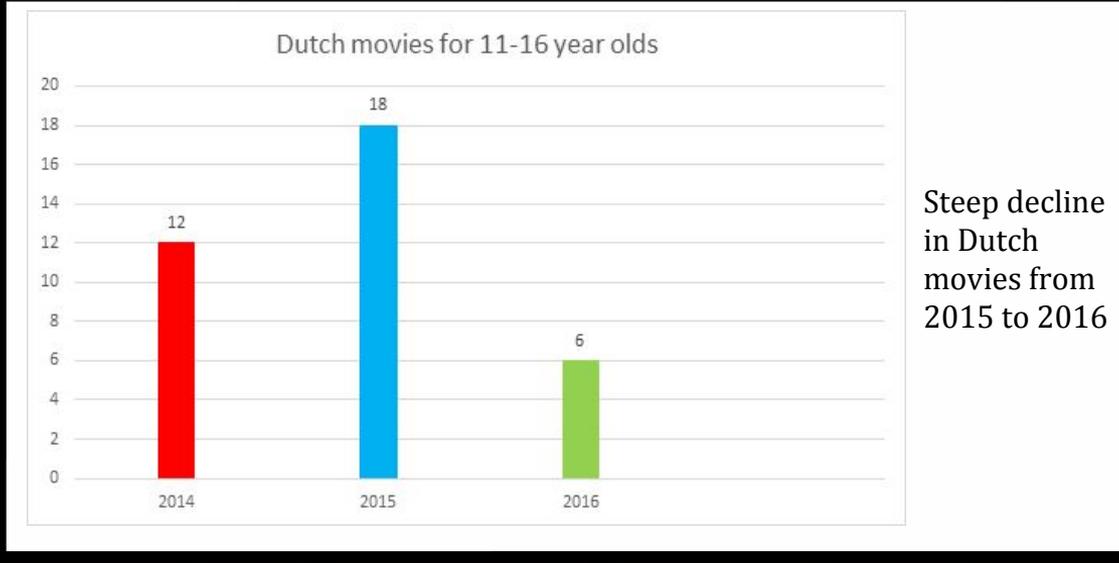


To answer the research question and to provide Stichting Filmonderzoek with proper recommendations about this topic, there are several sub-questions that have been answered during the research. These questions are as follows:

- ★ What association do 11-16 year olds have of Dutch movies?
- ★ What and who do 11-16 year olds like to see in movies?
- ★ Do 11-16 year olds miss certain genres or stories in the current Dutch movie selection?
- ★ Are 11-16 year olds aware of Dutch movies and via which media channels would they like to hear about them?
- ★ How do 11-16 year olds experience seeing movies in the cinema and how could their cinema going be improved?



How many Dutch movies came out in the last three years?

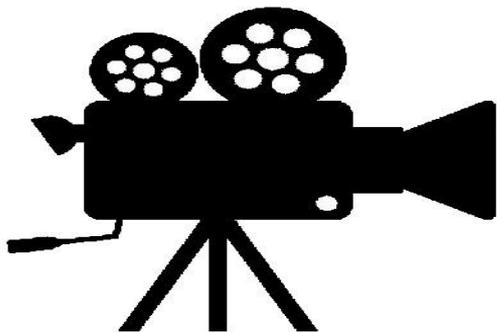




What is known about Dutch movies

One possible reason to explain that the percentage of 11-16 year olds that saw a Dutch movie in the cinema dropped from 2015 to 2016 could be that the amount of Dutch movies has dropped as well. When looking at the selection of Dutch movies, we saw the following:

- ★ 2014: circa 12 movies for this age group (such as *Pijnstillers*, *Oorlogsgeheimen*, *Gooische vrouwen* & *Pak van mijn hart*)
- ★ 2015: circa 18 movies for this age group (such as *Boy 7*, *Homies*, *Spangas in actie*, *Fashion Chicks* & *De Boskamp's*)
- ★ 2016: circa 6 movies for this age group (such as *Kappen*, *Mees Kees* & *Soof 2*)



This [decline in the amount of movies available for 11-16 year olds](#) is probably the main reason for the drop.

Who participated in the research?

- ★ Focus group with four 12 year olds
- ★ Focus group with six 15-16 year olds
- ★ Surveys among nineteen 11-16 year olds

9 boys



20 girls

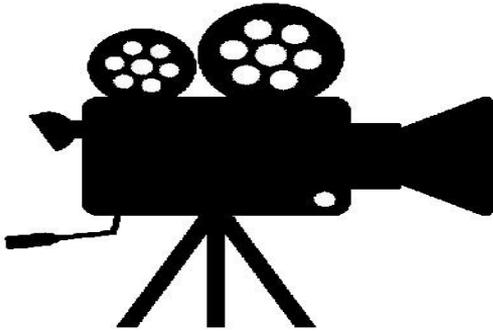


Methods



In order for us to answer the research question we held two [focus groups](#) and a [qualitative survey](#) among 29 children between the age of 11 and 16. This way there was a lot of in-depth information collected about Dutch movies and cinema going. Examples of questions that were asked are:

- ★ Which thoughts come to mind when you think about Dutch movies?
- ★ Name two Dutch movies that you like and what you like about them
- ★ Are there genres or storylines that you miss in Dutch movies?
- ★ What do you like and dislike about going to the cinema?
- ★ What could be improved to make you go to the cinema more often?



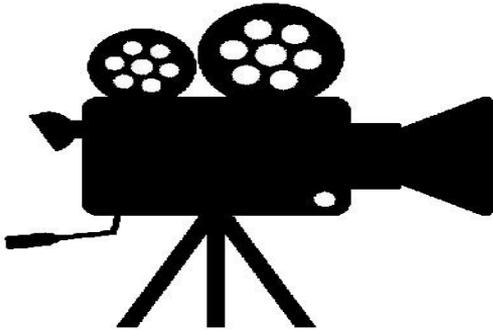
Which Dutch movies do you like?



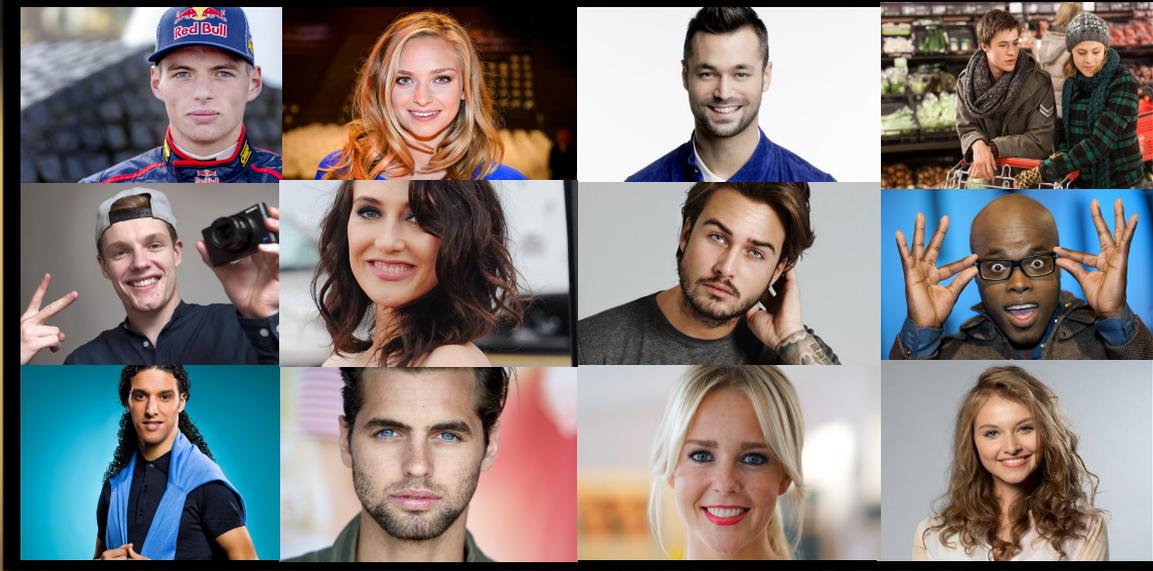
What association do 11-16 year olds have of Dutch movies?

When asking 11-16 year olds how they think about Dutch movies, several thoughts and associations come to mind. There are quite some Dutch movies that they like, which can be seen on the left page. General associations with Dutch movies are:

- ★ Dutch movies are low-budget and have bad special effects
- ★ Storylines are predictable and not very original
- ★ Dutch movies are often filled with bad acting
- ★ Actors playing in Dutch movies are often the same ones
- ★ A lot of romantic comedies with a happy end
- ★ A lot of movies for either younger children or adults
- ★ Dutch movies are nice for a sunday afternoon at home
- ★ American movies are better

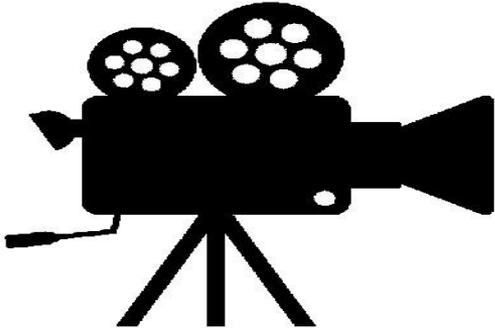


Which Dutch actors or celebrities would you like to see in movies?



What and who do 11-16 year olds like to see in movies?

When asking 11-16 year olds what they like in movies, a lot of different answers came up. They like [action, violence, suspense, sensation, science-fiction, drama, romance, mystery, fantasy, humor, singing, dancing, history, friendship, peer groups and so on](#). So, in terms of genres or story elements, there is no main preference. When asking who they like in movies, also many names were mentioned from [different kinds of entertainment disciplines](#), such as: professional actors, presenters, vloggers, sportsmen, music artists, comedians and tv personalities. Most 11-16 year olds like it when the actors are professionally trained and good, but other important characteristics are:



- ★ Being a Dutch celebrity
- ★ Being well-known and popular
- ★ Being good-looking
- ★ Being funny



What do you miss in Dutch movies?

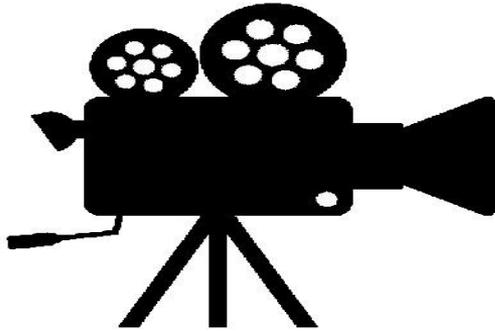
- ★ Action
- ★ Sensation
- ★ Suspense
- ★ Science-fiction
- ★ Special effects
- ★ Good acting
- ★ Realism
- ★ Originality

Do 11-16 year olds miss certain genres or stories in the current Dutch movie selection?

When asking 11-16 year olds what they miss in Dutch movies, two things came up a lot. Whether it is in terms of storyline, special effects, emotions, or acting, 11-16 year olds like it when movies are:

More realistic and less predictable

Even though there are Dutch movies that meet these conditions, 11-16 year olds would like to see more of the following:



- ★ Stories that could happen in real life
- ★ Complex characters who show real and extreme emotions
- ★ Stories full of action, suspense and good special effects
- ★ Good actors that are dedicated to their role
- ★ Humor and funny scenes



How would you like to hear about Dutch movies?



snapchat

But also:

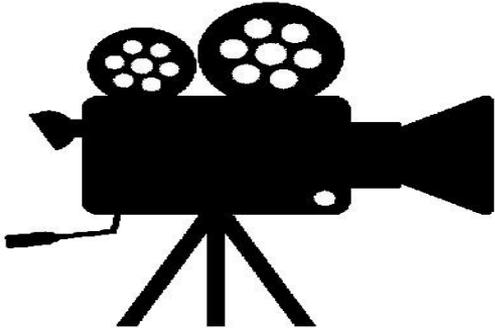


Instagram

facebook

Are 11-16 year olds aware of Dutch movies and via which media channels would they like to hear about them?

When asking 11-16 year olds about how aware they are of Dutch movies, they state that they do hear about most of them. They often see trailers on YouTube (either from their own initiative or as an ad on other Youtube videos), they see trailers in the cinema when watching another movie, they see posters, they hear about them from peers and they see commercials on tv. When asking how they like to hear about movies, most of the 11-16 year olds mention social media. [YouTube](#) is the most suitable social medium according to 11-16 year olds. They also mention that they like to see them on [television](#).



What do you like and dislike about seeing movies in the cinema?

Like:

- ★ Big screen in a dark theatre
- ★ Comfy chairs
- ★ Being transported into the movie
- ★ Good sound system
- ★ Eating popcorn/other food
- ★ Not being distracted
- ★ 3D movies (not for everyone)
- ★ Fun social activity

Dislike:

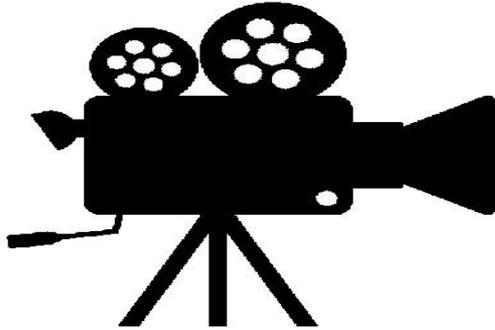
- ★ Expensive tickets
- ★ People who talk
- ★ People who chew loudly
- ★ You can't talk during the movie



How do 11-16 year olds experience seeing movies in the cinema and how could their cinema going be improved?



When asking about cinema going and cinema experience, a lot of 11-16 year olds mention that they go to the cinema quite often and that they like to see movies in the cinema with their friends. There are a lot of things they like and a few things they don't like. When asking about Dutch movies in particular, 11-16 year olds indicate that they would like to see Dutch movies in cinema, but they don't do it that often. They have the following reasons and recommendations:



- ★ Add more action, suspense and special effects in Dutch movies, so it's worth the money to see them on a big screen with a special sound system
- ★ Make the experience of Dutch movies more interesting by showing intense emotions that make you cry, and include realistic storylines
- ★ Make tickets cheaper for either Dutch movies or 11-16 year olds
- ★ Organize events (Girls Night, Pajama Day, invite Dutch actors)

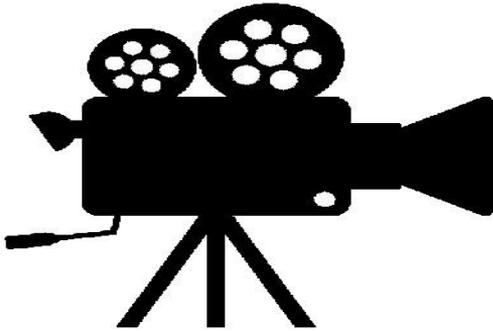
What are the characteristics of 11-16 year olds?

- ★ Sensation seekers
- ★ Attracted to extreme and risky media content
- ★ Interested in realistic and challenging content
- ★ Preference for sarcasm and wit
- ★ 'Awkward phase' so on the lookout for social cues (also in the media)
- ★ Raging hormones and experiencing sexual desires for the first time
- ★ Peers are really important
- ★ Like to watch movies which include role models they can look up to

What is known from the literature

When comparing the results from the focus groups and surveys to the literature about characteristics and preferences of 11-16 year olds, a lot of things match the findings. These similarities are that they:

- ★ Want more realism and emotional storylines, which can help them learn about life (this explains why movies like *Achtste groepers huilen niet* or *Spijt* are so successful)
- ★ Crave more action and suspense in Dutch films, because they seek sensation and are attracted to extreme and risky content
- ★ Want a good-looking cast, because this can help them with their raging hormones and exploring their sexual desires
- ★ Perceive going to the cinema as a fun social activity with peers
- ★ Mention the importance of humor



Final recommendations

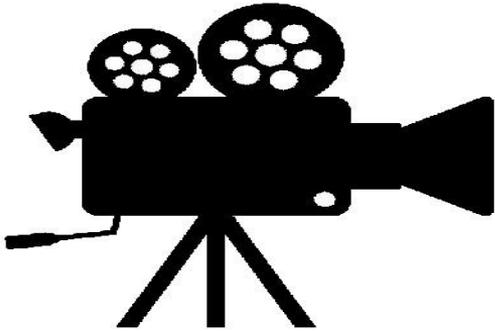
How to improve Dutch movies and cinema going among 11-16 year olds?

- ★ Make more Dutch movies that are suitable for this age group
- ★ Have a cast with well-known Dutch celebrities, who are good at acting, good-looking and/or funny
- ★ Don't be too concerned with sticking to one genre of entertainment, as long as the story is realistic and unpredictable
- ★ Make cinema tickets cheaper for this age-group or offer certain deals (for example by working together with other companies)

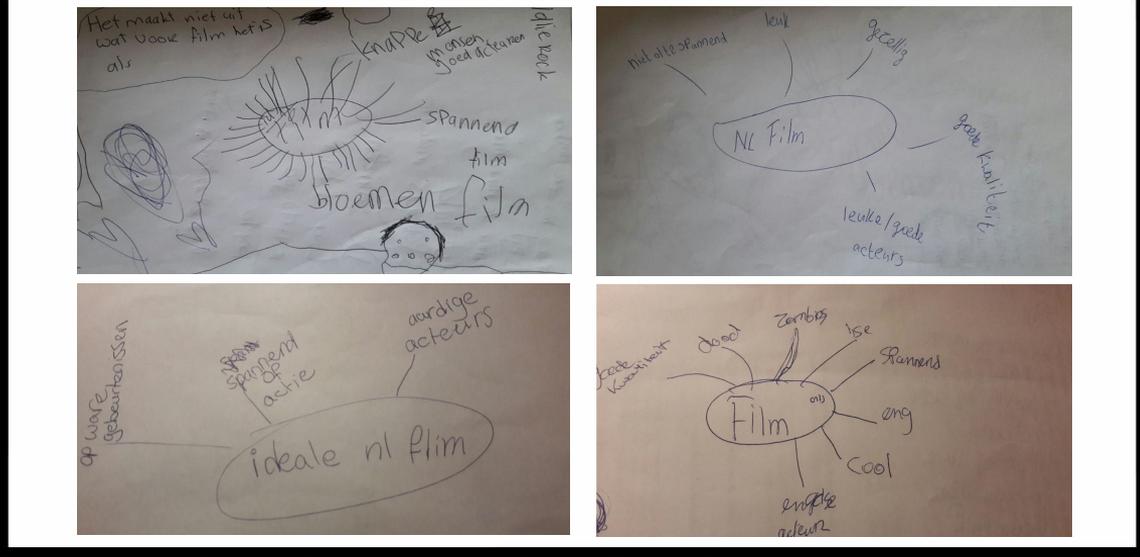
Further reading

For more information about 11-16 year olds and their media preferences, the following readings are recommended:

- ★ Crone, E. A., & Dahl, R. E. (2012). Understanding adolescence as a period of social–affective engagement and goal flexibility. *Nature Reviews Neuroscience*, 13(9), 636-650.
- ★ Magee, S. (2014). High school is hell: The TV legacy of Beverly Hills, 90210 and Buffy the Vampire Slayer. *The Journal of Popular Culture*, 47(4), 877-894.
- ★ Rideout, V. J., Foehr, U.G., & Roberts, D.F. (2010). *Generation M2: Media in the lives of 8- to 18-year olds*. Menlo Park, CA: Kaiser Family Foundation.
- ★ Valkenburg, P.M., & Piotrowski, J.T. (2017). *Plugged in: How media attract and affect youth*. New Haven, CT: Yale University Press.



What would your ideal Dutch movie look like?



Mindmaps made by 12 year olds

Three girls & one boy

The End



By: Lotte van den Berg
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 YOUNGWORKS

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