



Viffa Consult



Production

KENYAN FILMS AND STAGE PLAYS:

Consumer Perspective 2021

Take

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The film industry globally has experienced tremendous changes in the last two decades underpinned on rapid technological leaps as well as globalization.

Technological leaps have been experienced in production, distribution and exhibition. Digital screens have increased whilst the use of computer graphics and related digital technologies has transformed not only the process of film-making but also the content and modes of consumption of film.

Further global market leader in the form of Hollywood though dominant has increasingly been outward looking to tap potential of emerging markets such as Asia, India and west Africa among others.

Based on the experience of global market leaders; film industry is the main driver of tourism sector not to mention culture and heritage promotion and conservation.

Kenya's film industry therefore stands as an integral channel for promoting and conserving Kenyan cultural and national identity as well as holds the potential for providing thrust to the tourism sector and significant and sustainable job creation.

The demand or consumption side of film in Kenya has also experienced great transformation in the last two decades with changing taste and preference underpinned on; change in disposable income, technological transformation affecting mode of consumption, demographic changes, globalization among other factors.

Viffa Consult conducted an exploratory study on local film and stage plays in Kenya with the goal of drawing out the taste, preferences and habits of Kenya film consumers to enable local film value chain players make effective choices and improve their trade.

Specific objectives of the study were:

1. Establish film genres preferred
2. Establish mode of consumption
3. Factors affecting consumption of local film

Study Methodology

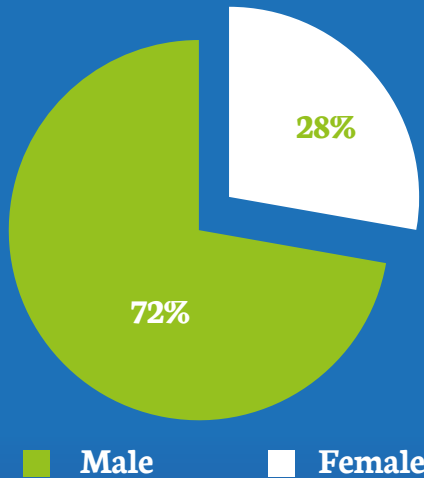
Study tool	Online and Telephone survey
Sample Size	145
Sample Design	Purposive {Counties; Nairobi, Kajiado, Machakos, Kiambu, Kisumu, Mombasa, Nakuru} Random {Within counties}



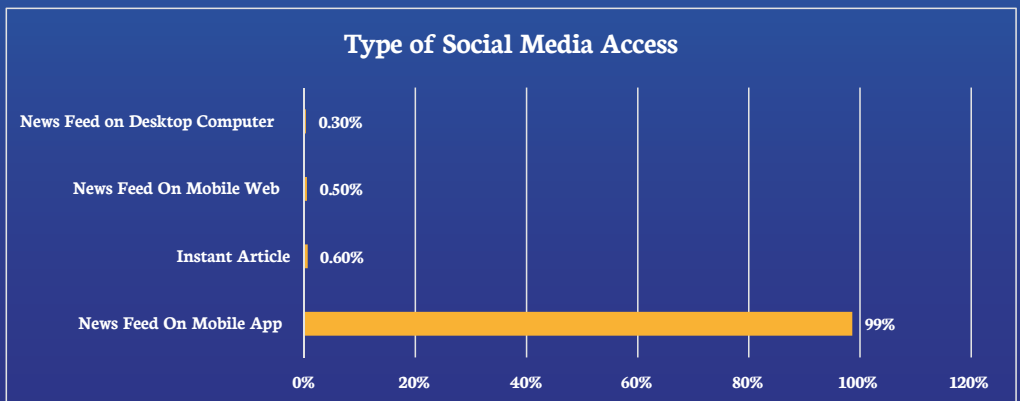
Social Media Engagement

The survey was shared across all social media platforms and performed as follows;

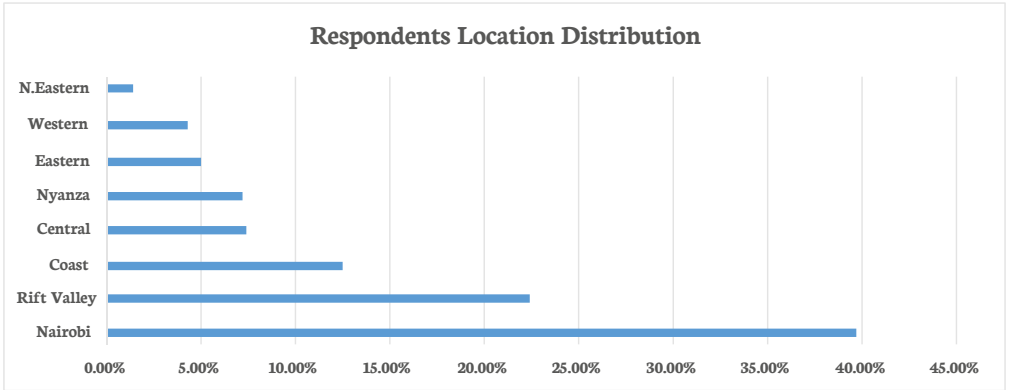
Gender Distribution



Type of Social Media Access to Survey

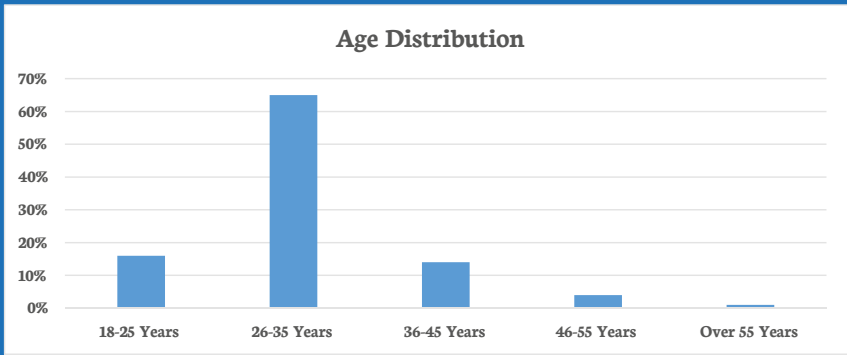


Respondents Location Distribution

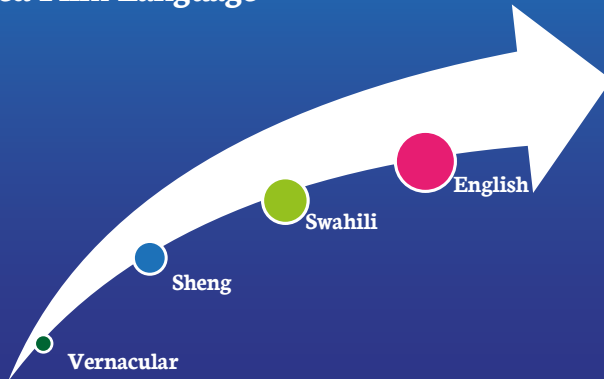


Survey Results

Age Distribution



Preferred Film Language



Top Film Genre Watched



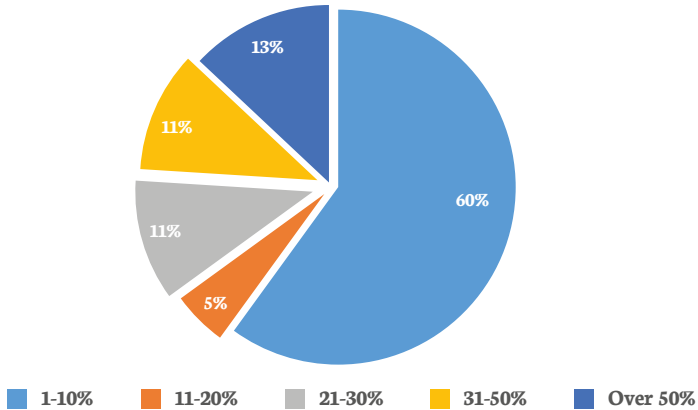
Insight

Top local film genre watched were Comedy, Drama and Romance.

Portion of Local Film out of Total Film Watched in 2020

{Local film is defined as Script Locally developed and Produced in Kenya}

Percentage of Local Film Watched



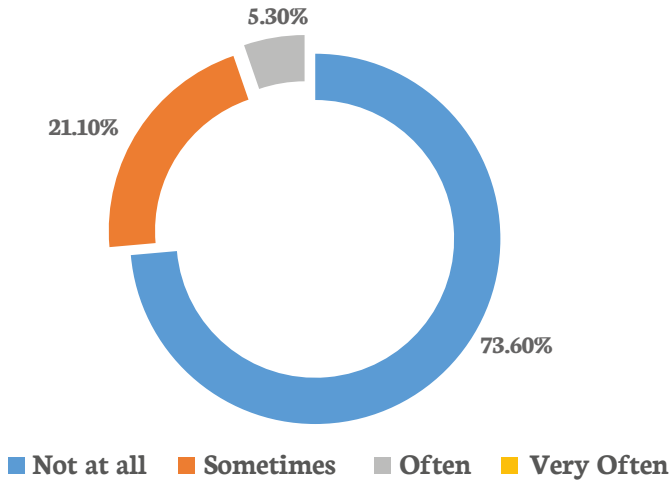
Regional Film Preference



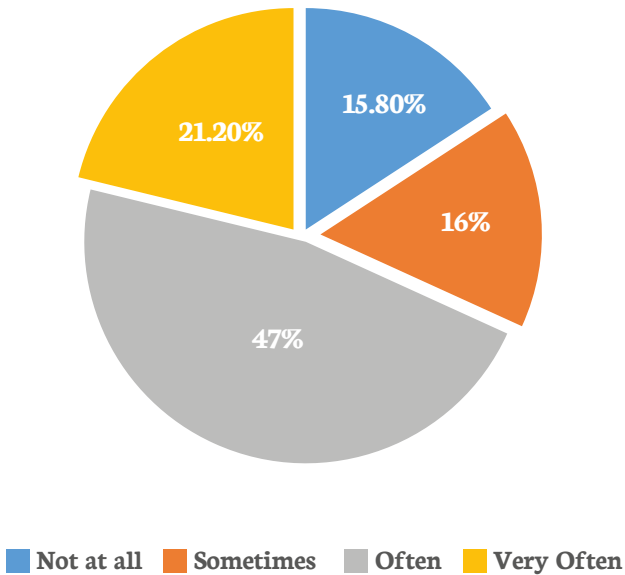
Top Platforms for Watching Film



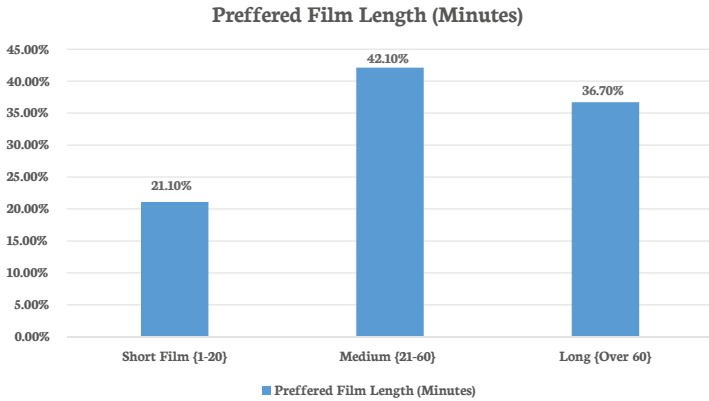
Frequency of Local Stage Plays Attendance



Frequency of Streaming Film Online in 2020



Preferred Film Length



Top Devices Used to Access Film



Factors Discouraging Consumption of Local Film





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