3D FILMS Report

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EXECUTIVE SUMMARY

- It is 2 years since the latest attempt to launch 3D films and it still remains a a pivotal talking point.

- Sentiment is generally positive – at least for those anticipating the latest film in 3D.

- However, there is a worrying amount of discontent about 3D:
  - In comment made after the film has been seen, negative reaction increases dramatically
  - The more influential the person, the more likely they are to be anti-3D, or at least air reservations
  - The 3 biggest 3D films of the Summer (Harry Potter, Pirates of the Caribbean, Green lantern) show a clear swing from positive anticipation to negative post-viewing reflection
  - Specific complaints include: high prices, uncomfortable glasses, inappropriate use of 3D, underwhelming 3D effects, heavy-handed 3D use, headaches and a growing understanding that some 3D films are not *filmed* in 3D at all, but added as part of post-production

- Overall, dedicated film bloggers feel that 3D can add value and be successful.
  - Bloggers are more likely to respect those films actually filmed in 3D, rather than adapted in post-production
  - Bloggers are increasingly sensitive to the sense that a film is simply a vehicle to showcase 3D technology
  - Interestingly, Avatar is still referred back to as a the best example of 3D use in a film

3D in General

Proportion of the reviews of a 3D film which **emphasizes the 3D aspect**

1000 COMMENTS
ABOUT
3D FILM

320 WILL COVER IN
SOME DEPTH
THE EFFECT OF 3D
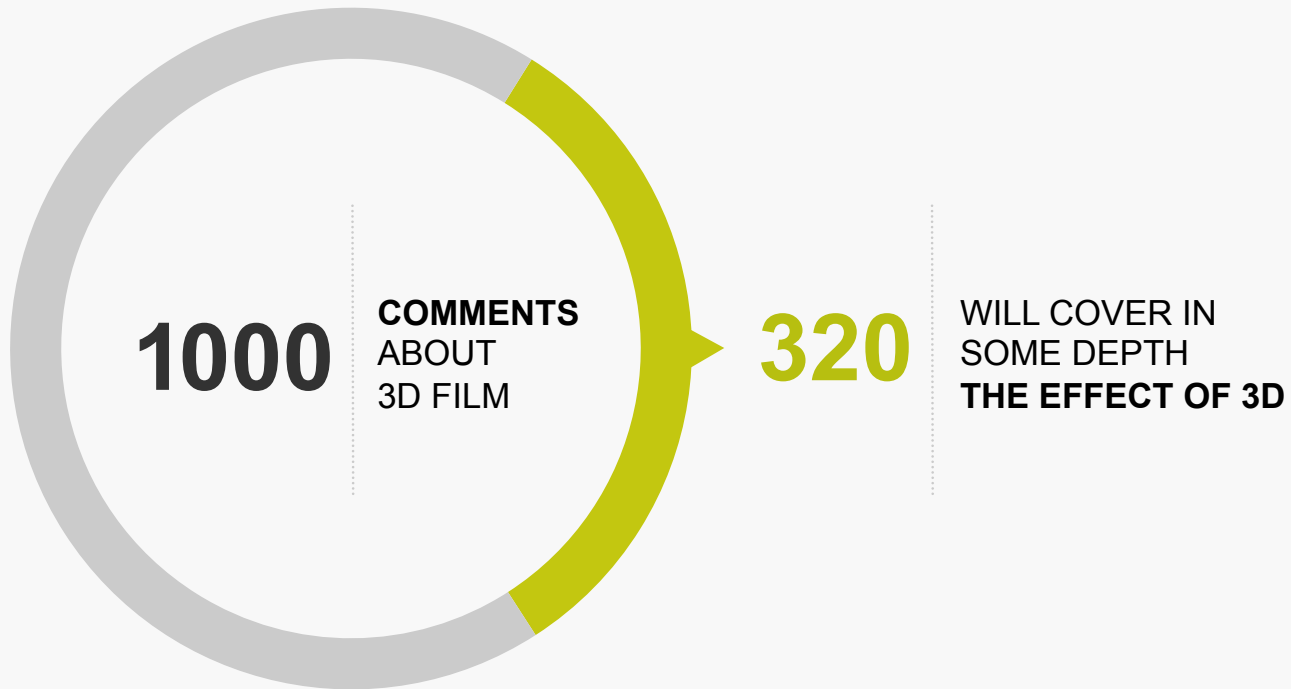
- The rendering of a film in 3D format is provocative.
  Almost 33% of comment critiques the success or otherwise of 3D

Comment about 3D made **in anticipation** of film viewing

1000 COMMENTS ABOUT 3D ON TWITTER

OVER **600** ARE **POSITIVE**

UNDER **200** ARE **NEGATIVE**
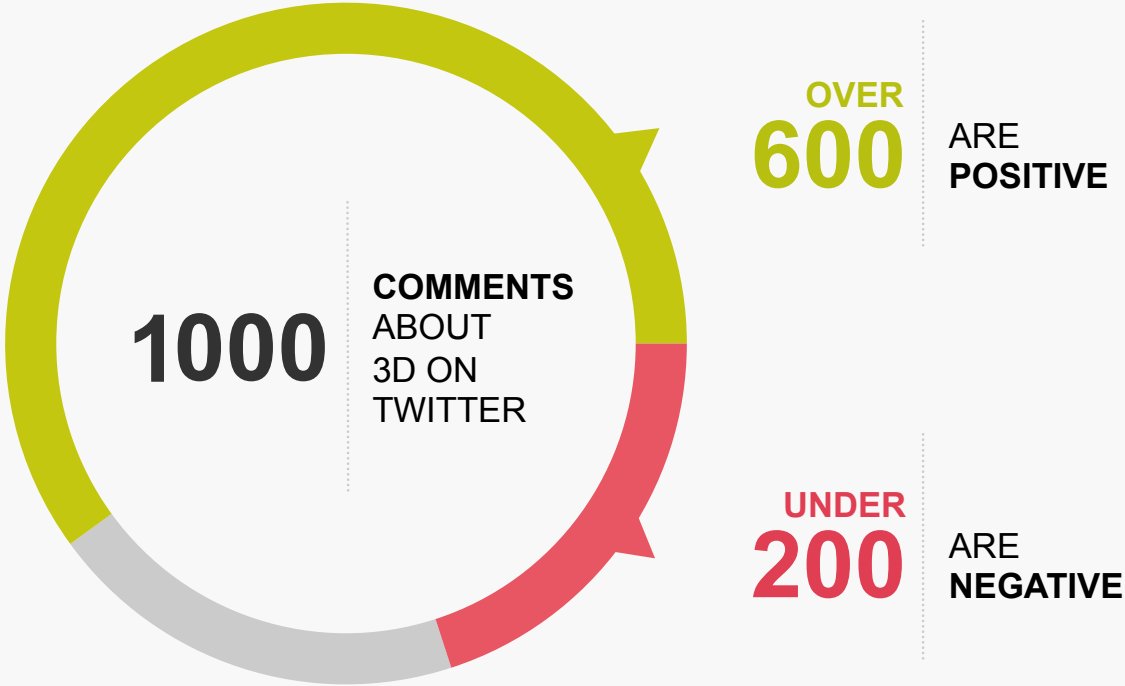
- The attitude toward 3D during anticipation of a film is mainly positive. The 3D aspect enhances the sense of event and special occasion. Particularly when in association with BFI IMAX showings

Comment about 3D made **after film viewing**

1000 **COMMENTS** ABOUT 3D ON TWITTER

OVER
450 ARE **NEGATIVE**

UNDER
300 ARE **POSITVE**
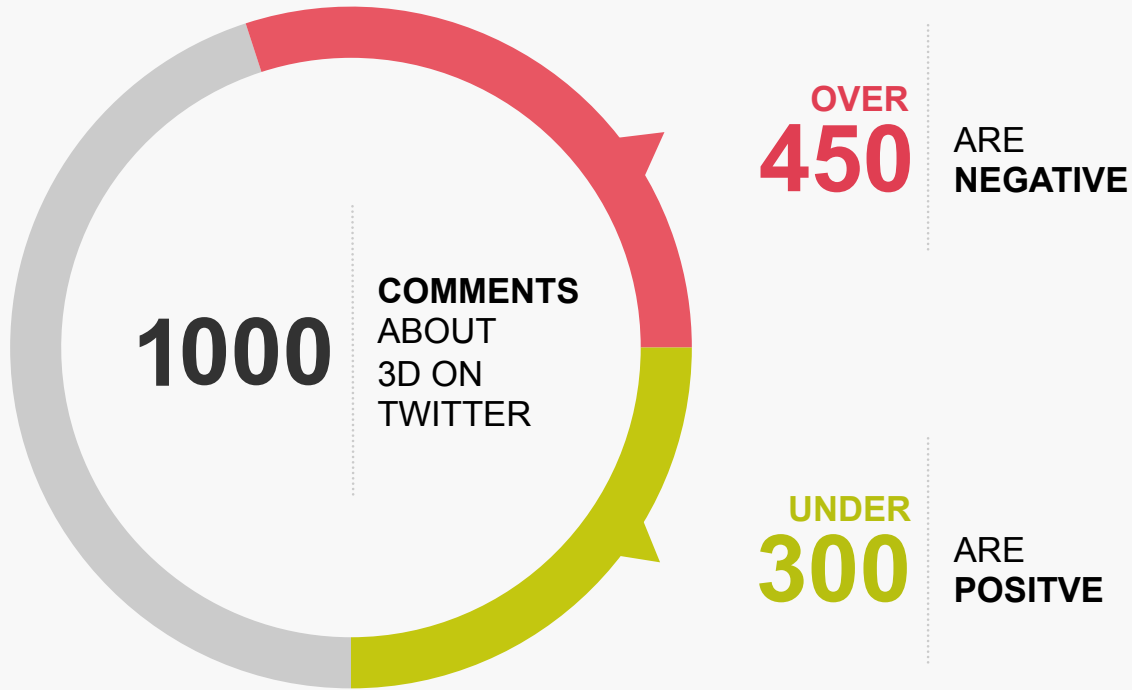
- Post film reaction sees a significant increase in negativity:
  - 20% of all comment during anticipation is **negative**
  - 45% of all comment during after film reaction is **negative**
  - **Positive** comment is cut in half once the film has been seen

KEY COMMENTS: Twitter – The more influential the tweeter, the more **negative** the tweet toward 3D

" **simonpegg** Live action less so. The cinema foyer is in 3D and I can't wait to get out of there and watch a film. 3D is novel, not evolutionary. "

TWITTER
1,426,315 FOLLOWERS

" **simonpegg** It worries me actually. If marketing execs can inflict 3D on the most successful film franchise of all time they can inflict it on anything. "

TWITTER
1,426,315 FOLLOWERS

" **JonnyBlueLove** Off to see Harry Potter! Not in 3D (Hate 3D films!!). "

TWITTER
40,129 FOLLOWERS

" **MailOnline** Has 3D film lost its lustre already? Just 38% of cinemagoers choose to watch Pirates Of The… http://goo.gl/fb/ugGln. "

NEWS
HEAVY RETWEETING
28,403 FOLLOWERS

" SpoilerTV Glee - 3D concert film flops at box office http://t.co/UBFzO78. "

TWITTER
21,792 FOLLOWERS

" **Martinr23** And watched my first 3D film today and have to agree with @kermodemovie that it's ok but no real need for it for HP8. "

TWITTER
12,499 FOLLOWERS

- At Twitter's influential high-end, the tone toward 3D is one of skepticism: a famous movie maker and celebrity, Simon Pegg, tends toward the negative, as do the majority of Twitter power users dedicated to film

KEY COMMENTS: Twitter – amongst tweeters with an average following, sentiment is still more **neg.** than **pos.**

" **tarek@DohaFilm** Man It doesn't always enhance it. 3D conversions that I've seen actually take away from the film.. "

TWITTER
1,892 FOLLOWERS

" **pjoy** Took the family to see Harry Potter IMAX 3D today, so glad we went for 3D as unlike some films it was subtle but used in the right places. "

TWITTER
1,011 FOLLOWERS

" **wodieskodie** Having a lovely birthday day off. Off to do some shopping and then my first ever 3D film - Harry Potter. Exciting! "

TWITTER
1,129 FOLLOWERS

" **Helenography** So if I want to see Fright Night in 2D I have the choice of 2 cinemas. Anyone want to convince me this film is actually worth extra 3D dosh?"

TWITTER
1,288 FOLLOWERS

" **JeremyLega**t When will this ridiculous fad of putting films in 3D end? So fed up with it. I don't want to watch Harry Potter in 3D. #2dtillidie"

TWITTER
1,162 FOLLOWERS

" **haileeypun** You know you're watching an amazing 3D film when it hurts your eyes and gives you a headache after you've seen it, that only happened twice. "
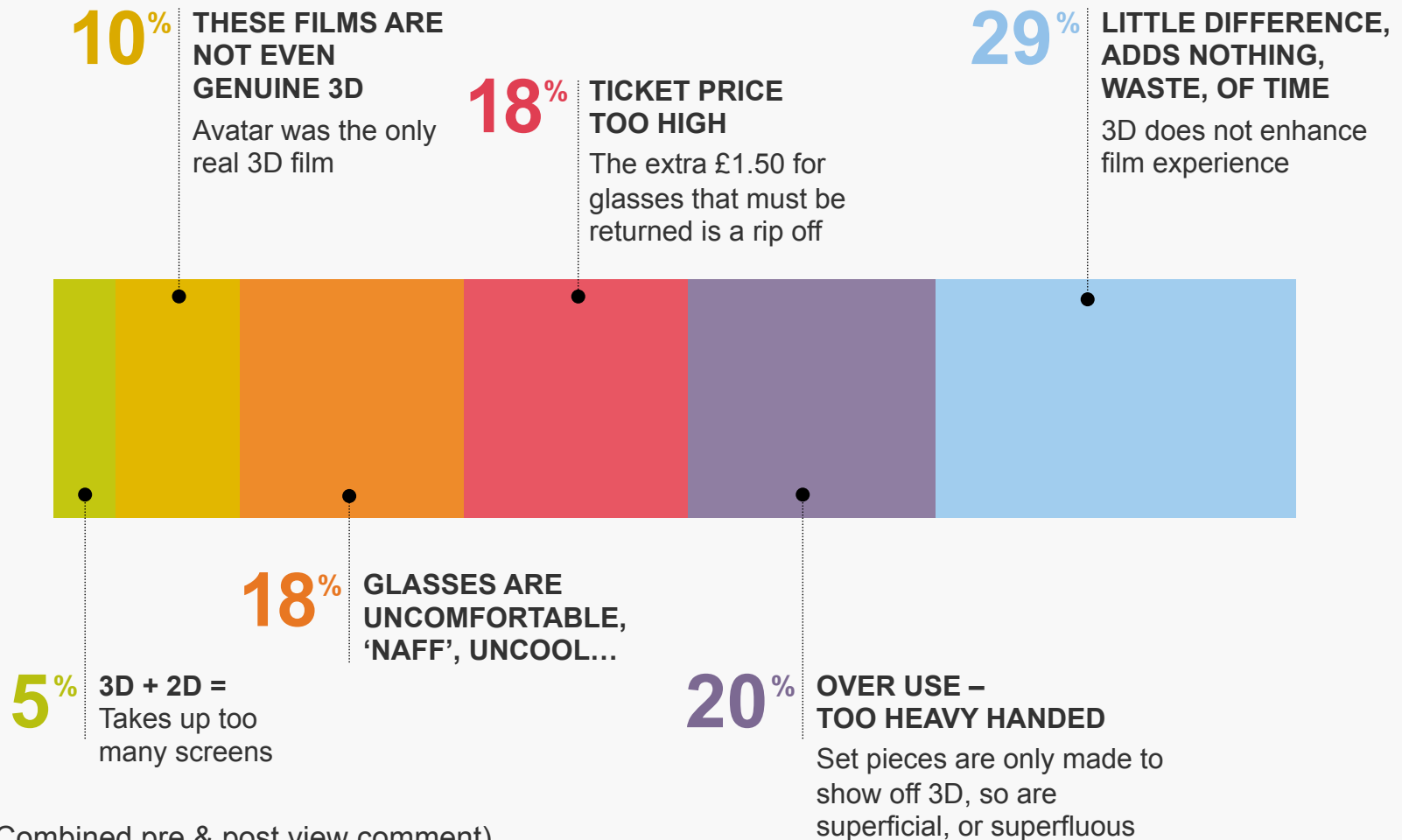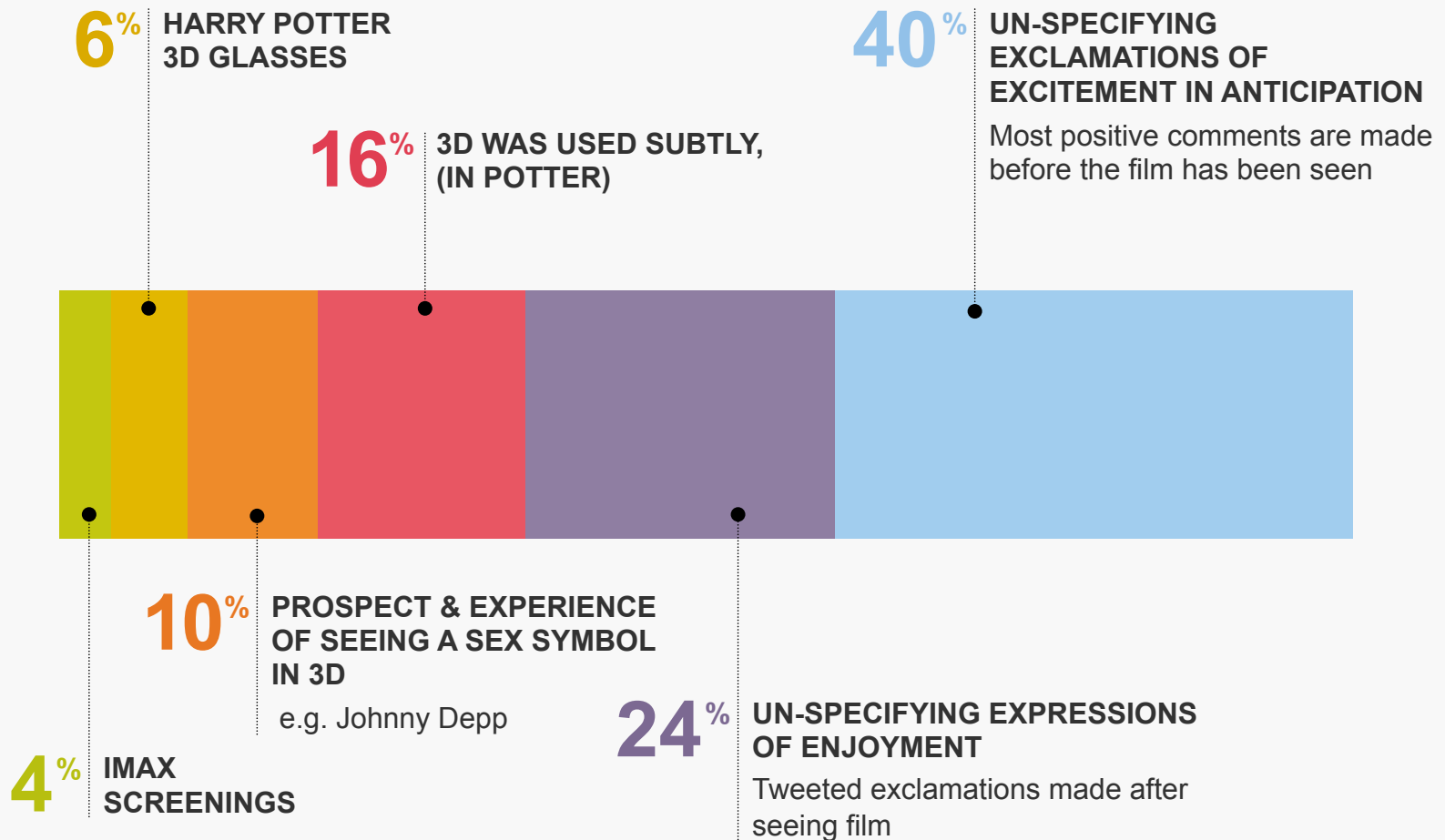
TWITTER
1,065 FOLLOWERS

- Amongst the average Twitter user, sentiment toward 3D is negatively marked. Positive sentiment comes mainly from tweets in anticipation of the film. These positive tweets are general exclamations, such as - "I can't wait to see film….I can't wait to see Johnny Depp in 3D…." But even here excitement is inflected with slight reservation, and ticket price protest

What is it about 3D that draws **negativity***?

10% **THESE FILMS ARE NOT EVEN GENUINE 3D**
Avatar was the only real 3D film

18% **TICKET PRICE TOO HIGH**
The extra £1.50 for glasses that must be returned is a rip off

29% **LITTLE DIFFERENCE, ADDS NOTHING, WASTE, OF TIME**
3D does not enhance film experience

5% **3D + 2D =**
Takes up too many screens

18% **GLASSES ARE UNCOMFORTABLE, 'NAFF', UNCOOL...**

20% **OVER USE – TOO HEAVY HANDED**
Set pieces are only made to show off 3D, so are superficial, or superfluous

*(Combined pre & post view comment)

What is it about 3D that draws **positivity***?

6% HARRY POTTER
3D GLASSES

16% 3D WAS USED SUBTLY,
(IN POTTER)

40% UN-SPECIFYING
EXCLAMATIONS OF
EXCITEMENT IN ANTICIPATION
Most positive comments are made
before the film has been seen

10% PROSPECT & EXPERIENCE
OF SEEING A SEX SYMBOL
IN 3D
e.g. Johnny Depp

24% UN-SPECIFYING EXPRESSIONS
OF ENJOYMENT
Tweeted exclamations made after
seeing film

4% IMAX
SCREENINGS

*(Combined pre & post view comment)

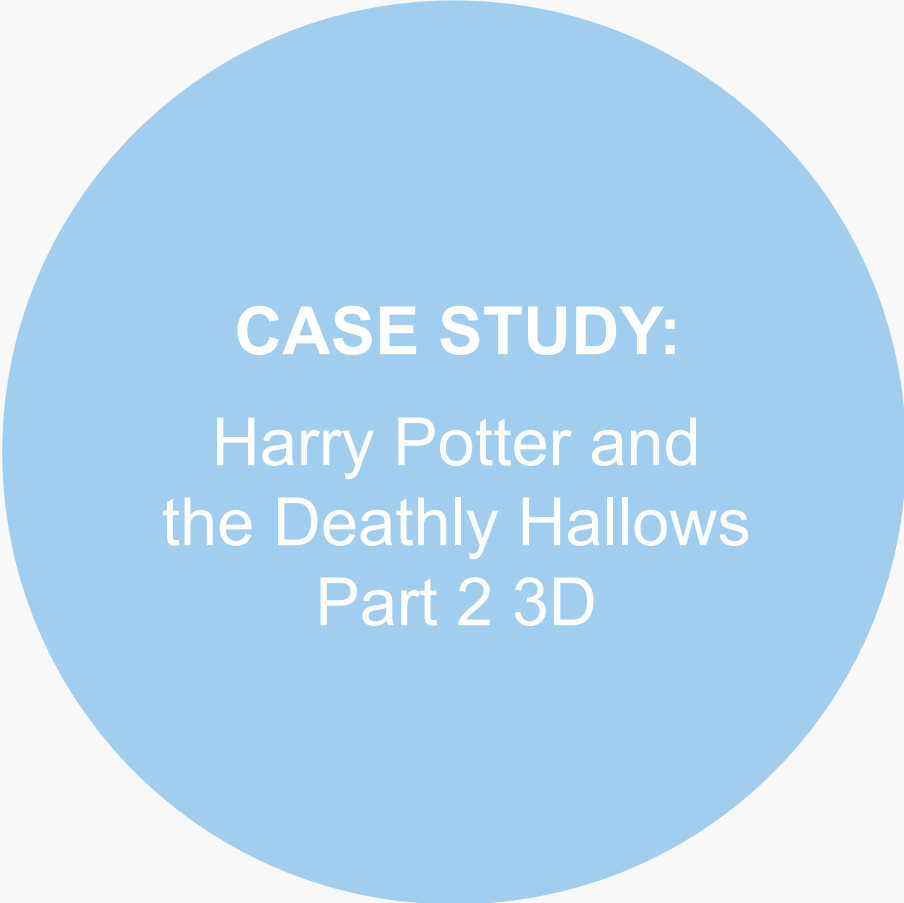# Top 3 Summer 3D films – relative discussion volumes over time
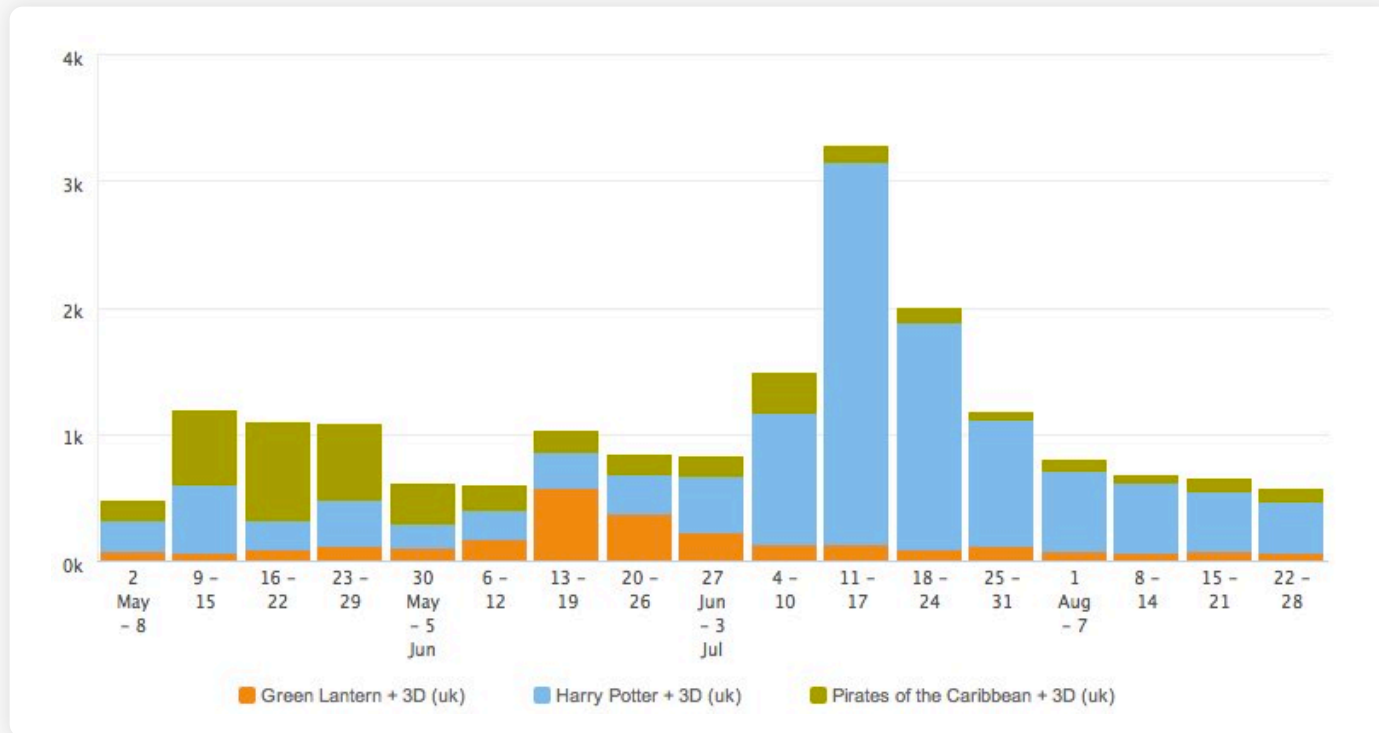
- Of the Summer 3D films, Harry Potter provoked the most reaction. Anticipation was high, and the reaction to the film in 3D was prolonged, if somewhat mixed (see Harry Potter slides)

  N.B. Two Independent films, 'Pina 3D', and 'Cave of Forgotten Dreams 3D', were released to low volume but **very positive reception**

Key Film Focus

CASE STUDY:

Harry Potter and
the Deathly Hallows
Part 2 3D

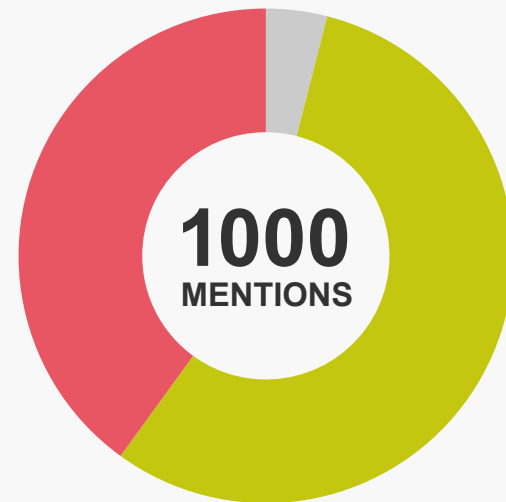# HARRY POTTER Sentiment shift between pre-film and post-film comment

BEFORE VIEWING

1000 MENTIONS

● **73% POSITIVE**
Anticipation…prospect of seeing Radcliffe in 3D…
Hear that Harry Potter 3D glasses are available…

● **25% NEGATIVE**
…Only in 3D!…£1.50 extra for glasses…
Hate those glasses….3D is so lame….Will feel sick…

● **2% NEUTRAL**
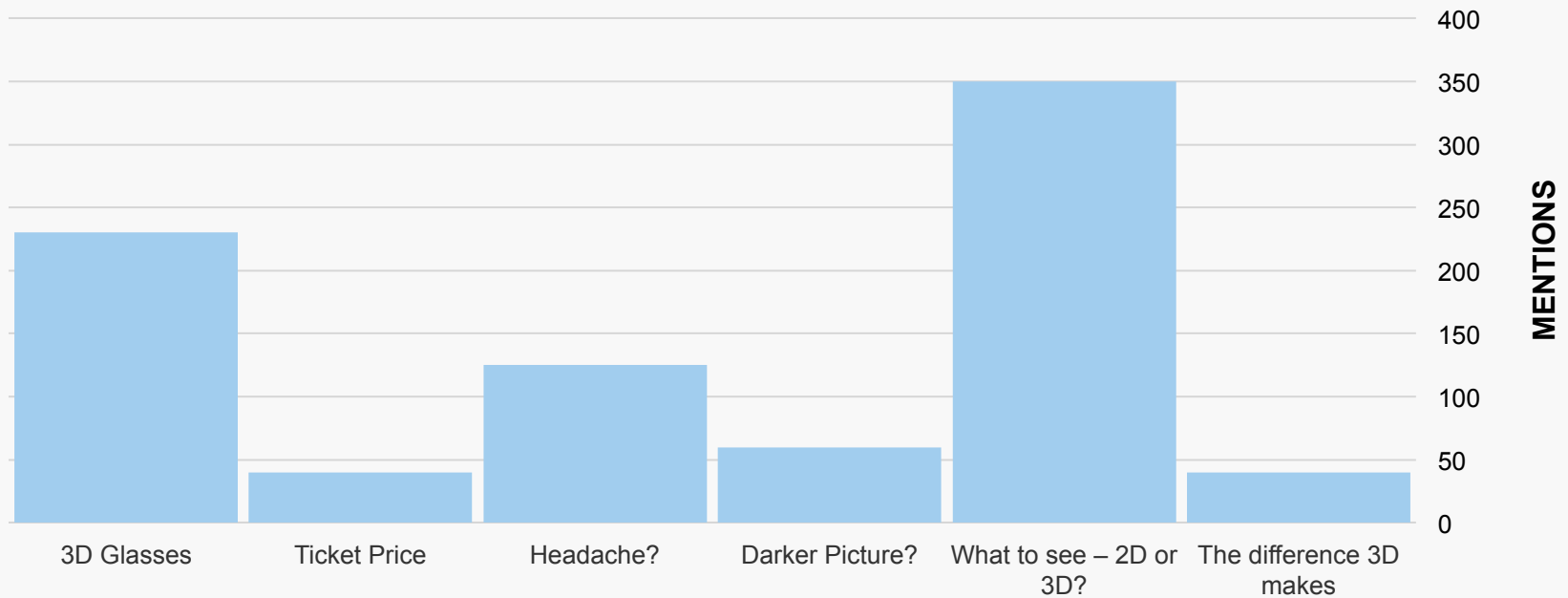
AFTER VIEWING

1000 MENTIONS

● **56% POSITIVE**
Good use of 3D in HP…3D was subtly used…
thoughtfully used….Harry Potter glasses are cool…

● **40% NEGATIVE**

● **4% NEUTRAL**

- Before viewing, sentiment in anticipation is **very positive**
- In comment made after film viewing **negative reaction increases to 40%** of all comment

HARRY POTTER Topic size breakdown

Chart: Bar chart showing MENTIONS by topic.
- 3D Glasses: ~235
- Ticket Price: ~40
- Headache?: ~125
- Darker Picture?: ~60
- What to see – 2D or 3D?: ~350
- The difference 3D makes: ~40

- Prospective viewers are unsure which format to follow. Loyalty to the 2D format of the previous installments is weighted against the intrigue of 3D
- The importance of Harry Potter as a test case for 3D is reflected in the weight of comment around exactly what difference 3D did or didn't make

HARRY POTTER Post-film topic breakdown by sentiment
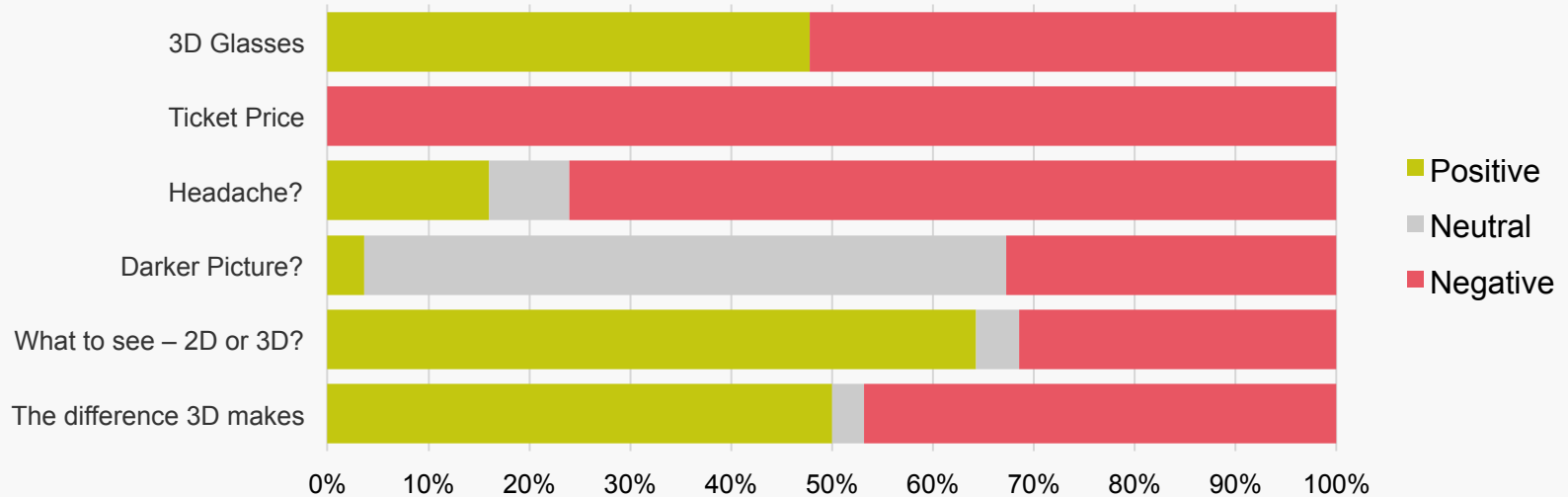
- On balance, reaction to Harry Potter in 3D is favorable
- The negativity toward 3D glasses is alleviated by the offering of Harry Potter Specs
- Before viewing, 2 out 3 of people decide to see 3D version
- 10% of viewers who comment on their experience of Harry Potter in 3D refer to the question of headaches. Of these, 75% testify to experiencing nausea and discomfort, while 25% discount the notion of headaches as a myth
- Ticket price provokes only negative feeling, and is connected with attitude toward the glasses

CASE STUDY:

Green Lantern 3D

GREEN LANTERN Sentiment shift between pre-film and post-film comment

BEFORE VIEWING

1000 MENTIONS

● **83% POSITIVE**
High proportion of expressions of positive anticipation, but with no particular aspect looked forward to

● **15% NEGATIVE**
Price…Only on 3D?..Not going, hate those glasses…. Hate 3D…Will feel sick…

● **2% NEUTRAL**

AFTER VIEWING

1000 MENTIONS

● **54% POSITIVE**
Green Lantern has renewed faith in 3D films….The 3D trailers and adverts were smart…

● **41% NEGATIVE**
…Hate glasses…lame…headache…just a post processing effect…film not filmed in 3D…GL in almost 3D…3D as bad as the film…waste of money…Rip off…
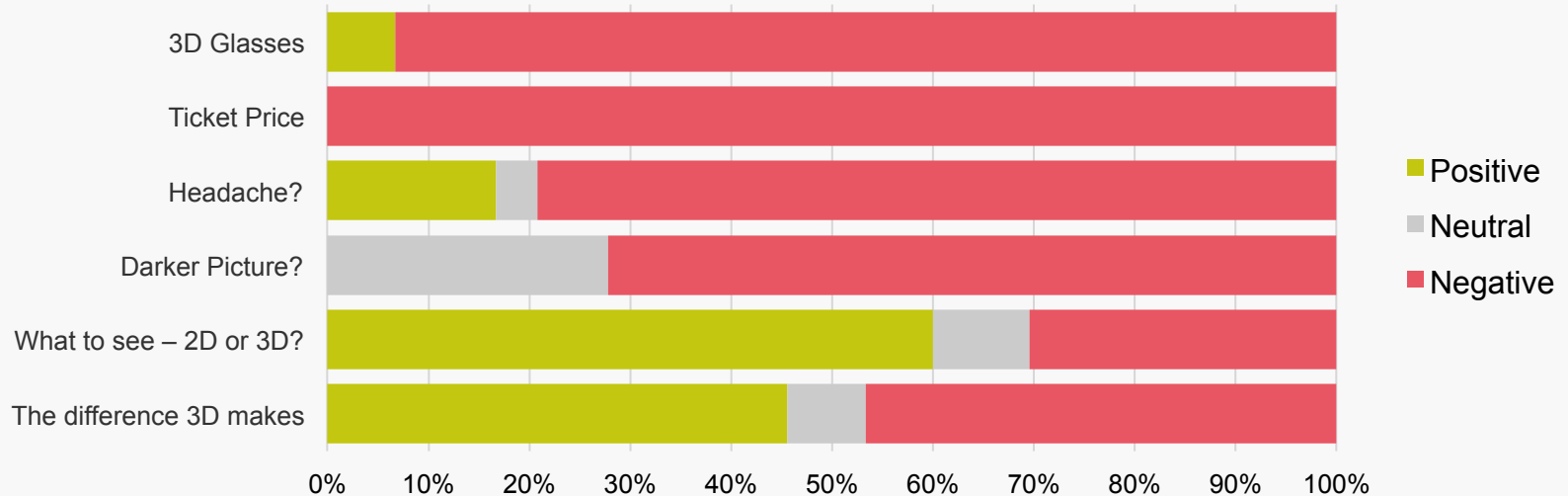
● **5% NEUTRAL**

- In anticipation of the film, the prevailing attitude toward 3D is **very positive** – and 10% better than for Harry Potter. Afterwards, In post-viewing feedback, **negativity increases almost 3 fold**. **Positive expression falls by over approx. 40**

GREEN LANTERN Topic size breakdown
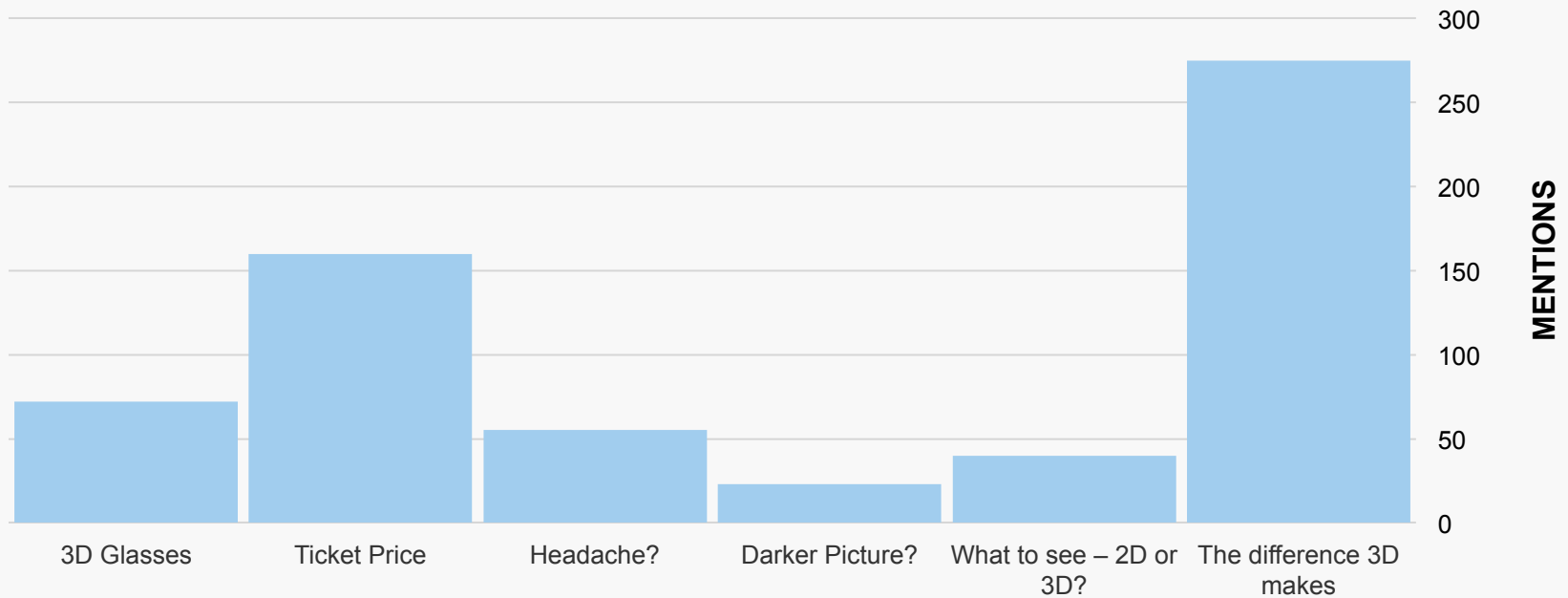
- The majority of feedback concentrates on the question of what type of difference 3D made. Points of resistance such as ticket price, rumors of headache, and the glasses are minor chords when compared to comment around the actual film watching experience

GREEN LANTERN Topic breakdown by sentiment

Chart: Topic breakdown by sentiment (Positive, Neutral, Negative)

- 3D Glasses
- Ticket Price
- Headache?
- Darker Picture?
- What to see – 2D or 3D?
- The difference 3D makes

Legend: ■ Positive ■ Neutral ■ Negative

X-axis: 0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

- Although most comment is positive over-all, most of the detailed comment with a clear topic is very negative – 3D glasses, ticket price, the question of whether headaches occur, and whether the screen is darker in 3D, all attract very negative response
- The majority of people decide to see the 3D version
- The verdict as to general viewing experience is split 50/50

CASE STUDY:

Pirates of the Caribbean:
On Stranger Tides 3D

PIRATES Sentiment shift between **pre-film** and **post-film** comment

BEFORE VIEWING

1000
MENTIONS
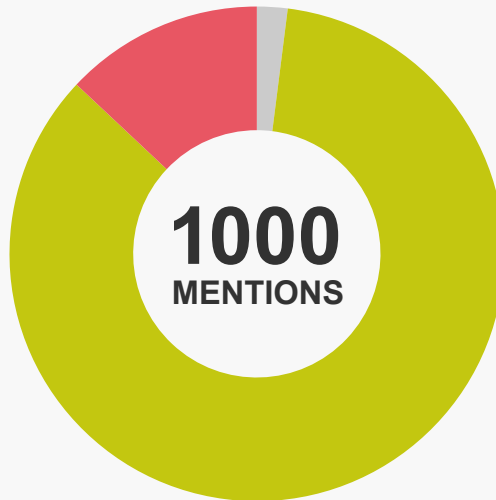
● **85% POSITIVE**
High proportion of expressions of positive anticipation, boosted by prospect of Depp in 3D

● **13% NEGATIVE**
Price…Only on 3D?..Not going, hate those glasses…. Hate 3D…Will feel sick…

● **2% NEUTRAL**

AFTER VIEWING

1000
MENTIONS

● **52% POSITIVE**
Johnny Depp in 3D!...The 3D ads and trailers were great
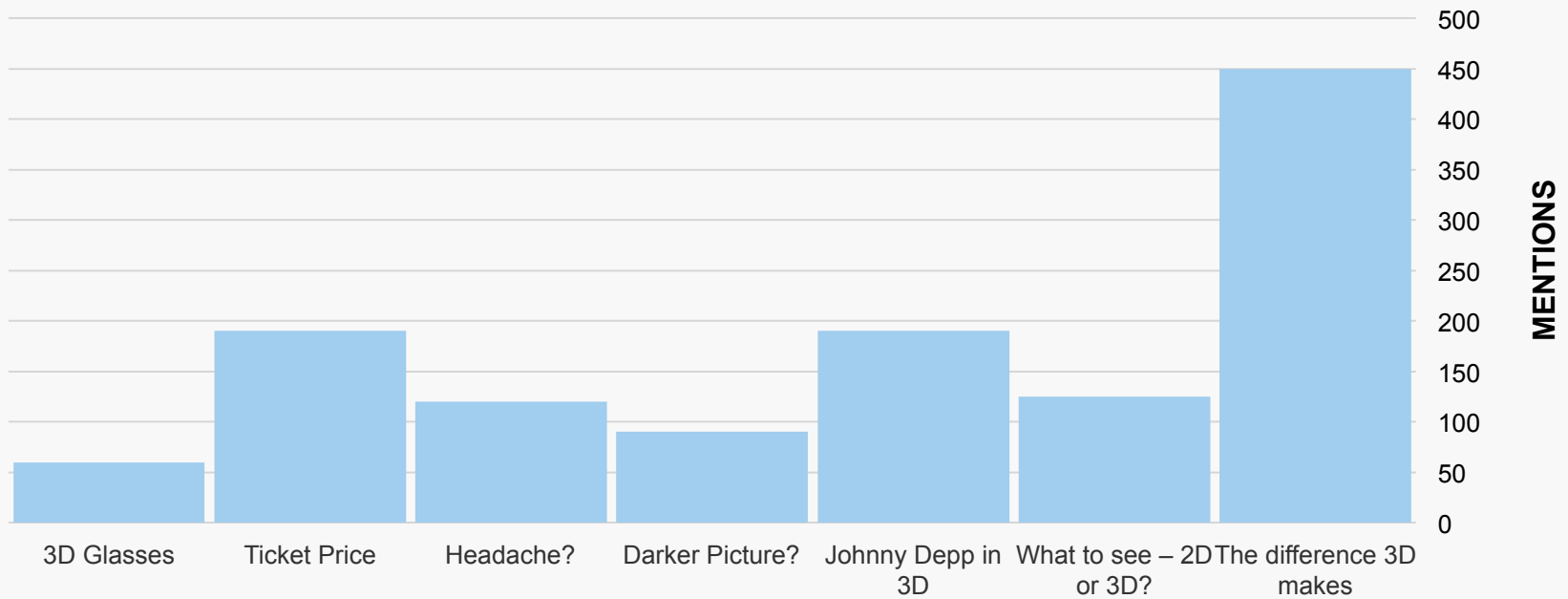
● **45% NEGATIVE**
Film not suited to 3D…hardly in 3D at all…Was it even filmed in 3D, or was it post production
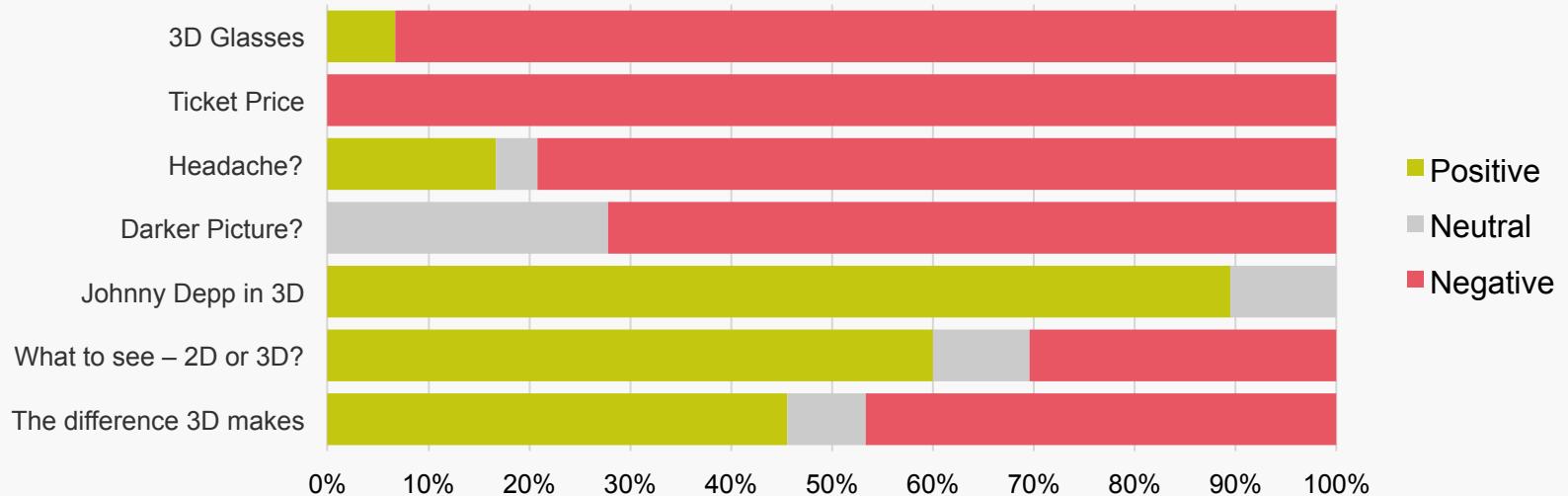
● **3% NEUTRAL**

- Within anticipation of the film, sentiment is **very positive**, partly fueled by the prospect of Johnny Depp in 3D!
- Post-film reaction sees a **3 fold increase in negativity**, and an **approx. 40% decrease in positive feeling.**

PIRATES Topic size breakdown

Bar chart titled "MENTIONS" (y-axis, 0 to 500):

Topic	Mentions (approx.)
3D Glasses	60
Ticket Price	190
Headache?	120
Darker Picture?	90
Johnny Depp in 3D	190
What to see – 2D or 3D?	125
The difference 3D makes	450

- The prospect of seeing Johnny Depp in 3D boosts positivity (see the following slide). The star-studded aspect film - the sexiness of its star – is a definite positivity generator for 3D

PIRATES Topic breakdown by sentiment

Chart legend: Positive (yellow-green), Neutral (grey), Negative (red)

Topics (top to bottom): 3D Glasses, Ticket Price, Headache?, Darker Picture?, Johnny Depp in 3D, What to see – 2D or 3D?, The difference 3D makes

X-axis: 0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

- As with the other Summer blockbusters, the topics of glasses and ticket price continue to represent stubborn and toxic points of resistance
- The question of whether headaches and the dark screen effect are a myth or are actually experienced finds moderate voice – with the verdict falling on the latter
- As with the other two films analyzed, the jury is split as to the benefits of 3D

Blogs

KEY COMMENTS Blogger and latest blog posts on 3D

" In my franchise retrospective, I commended the Saw series for its consistent maturity – for not once resorting to tired chase sequences straight out of Tension for Dummies. That, in its closing minutes, Saw 3D resorts to just that – complete with inconveniently locked doors and bafflingly bad hiding places – goes to show how far this franchise has fallen. This is not helped by the 3D gimmickry abused throughout, with the exception of a vertigo-inducing leap of faith Saw 3D often feels like an extra filmed for the Thorpe Park ride rather than a cinematic culmination of years of work. "

" Drive Angry foregrounds 3D in a gimmicky and gleeful way that is reminiscent of its original flowering in the 1950s and brief resurgence in the 1980s.

As a non-fan of 3D's current proliferation in live action features, I went into the screening expecting to be annoyed by the use of the format but hoping that the film's content would overcome my antipathy.

The opening scenes quickly waylaid my 3Disgruntlement, announcing in a shower of blood 'n' bullets that the filmmakers were utilizing the technology for laughs, not misguided notions of realism or an 'enhanced' story telling experience a la James Cameron. Thus, one happily delights in flaming bullets exiting gun barrels, beautiful American muscle cars roaring out of the screen, body parts flying about, and even a splintered baseball bat pinning a body to a wall.

This is the only way that 3D is at all satisfying for me: highlighted in a way that is obvious and amusing, and used in an unpretentious, goofy genre film like this one, which delivers exactly what the label promises. "

BLOG
47,000 VISITORS A MONTH
http://www.heyuguys.co.uk/2010/10/29/saw-3d-review/

BLOG
47,000 VISITORS A MONTH
http://www.heyuguys.co.uk/2011/02/23/drive-angry-3d-review/

KEY COMMENTS Blogger and latest blog posts on 3D

" I'm reading your new book now Mark and I'm loving it so far. I wish I could read out the chapter on 3D to everyone I know, non-stop, until they completely agree with me about the superfluousness of it all (they all agree with me that it ruins the drama of a film, but some say it is fun for kids.... grrr).. "

" The use of 3D is as saturated now as it has ever been, but saying this, it works in a way that amicably accentuates the experience. It's used overtly as a gimmick in the hope of adding to the films 'fun' intentions.. "

BLOG
59,731,000 VISITORS A MONTH
http://www.bbc.co.uk/blogs/markkermode/2011/09/the_good_the_bad_and_the_multi.html

BLOG
22,000 VISITORS A MONTH
http://www.liveforfilms.com/2011/08/21/review-fright-night-3d/

• **Negative** adjectives are 'superfluousness', 'gimmicky'. One influential blogger wants 3D only in 'goofy' B movie genre films, where 3D can be used unpretentiously, and obviously. This contrasts feedback on Harry Potter and Pirates, where subtle use of 3D was often met with approval

KEY COMMENTS Influential and comprehensive blog post on the future of 3D – the verdict is negative

" When you look at the history of 3D there has been a boom about every 30 years - the 1920s, the 1950s, the 1980s and now - and these booms have usually lasted about 5 years before the interested faded and producers stopped creating content in 3D. This current boom has a number of differences from previous ones - the technology is much better, the production values are far higher, the content is more varied and producers have developed a greater understanding of the grammar of 3D filmmaking. However perhaps the biggest difference is that we now have established methods for delivering high quality 3D into the home and there is an enormous amount of support for the format amongst both the content creators and the display manufacturers.

Unfortunately whilst audiences still seem excited by the prospect of large 3D event pictures there appears to be little mass market acceptance for 3D in the home. This lack of interest in domestic 3D is now combining with two worrying trends that have developed over the last year - the use of 2D to 3D conversion for movies and a falling percentage of 3D attendance when compared to those going to see the same film in 2D. Hollywood has never been slow to shoot itself in the foot and once the producers of Clash of the Titans saw the box office numbers from Avatar they quickly converted their movie into 3D during its post-production. The resulting film was an utter disgrace in terms of 3D but it did well at the box office and thus numerous other films were converted in a similar fashion. Even if the conversion process could create believable 3D - which it probably can't - the film would still have been created using the grammar of 2D filmmaking which for all the reasons that I have discussed in this article don't apply to 3D filmmaking. This lack of genuine 3D content is worrying and even more so when films that were actually shot with 3D cameras don't follow the basic rules for how the brain perceives 3D - Tron: Legacy is a good example of this

The second worrying trend is that fewer and fewer people are going to see films in 3D, preferring instead to see the 2D version. When Avatar was released the ratio of 3D to 2D attendance was 90:10 and that 10% probably equates the percentage of the population that can't see 3D. By the time Despicable Me was released last year the ratio had changed to 50:50 and with Pirates of the Caribbean: On Stranger Tides the ratio has dropped to 40:60. The reason for this might be that the novelty of 3D has worn off or that in these difficult economic times people aren't prepared to pay the inflated ticket prices for 3D. Given that a lot of 3D content consists of films aimed at children, the parents might also object to having to pay much more for an experience where the kids will spend half the time taking the glasses off. It might also be that people aren't fooled by the 2D to 3D conversion process and even with content created in 3D the process might not add value - one complaint regarding Pirates of the Caribbean: On Stranger Tides is that the film was too dark and in 3D people couldn't see what was going on. This is a shame because 3D has a lot to offer and when done well it can really enhance your viewing experience. One good example is Werner Herzog's Cave of Forgotten Dreams where the 3D allows you to see how the contours of the rock actually enhance the cave paintings.

How this will eventually play out is anyone's guess but it is interesting to note that The Hobbit is being filmed in 3D with the first part slated for release in December 2012. By then the 3D boom will have lasted for about five years and given the current consumer apathy and falling 3D attendances it is possible that public interest in 3D will be over. Could it be that The Hobbit will be the Dial M For Murder of our generation? "

BLOG
POSTED JUNE 6TH 2011

http://www.avforums.com/forums/3d-tv-technology/1467555-everything-you-ever-wanted-know-about-3d-but-were-afraid-ask.html

Review & Methodology

REVIEW OF KEY FINDINGS

Headlines

- 3D Enhances levels of anticipation of film screening. However, the public express greater negativity once the film has been viewed. On average, the viewer is 35 – 40% more negative about the 3D aspect of film than they were before the screening

- The levels of negative reaction are reasonably consistent across the 3 big Summer film releases

A Confused Picture

- The sources of 3D disappointment varies and is sometimes conflicting

- Cinema goers either find the 3D effect too subtle, or admirably subtle; too heavy handed, or satisfyingly 'in your face'

- Two concerns – headaches, and suspected 'darker screen' effect – were pointed to by people as real, experienced issues, and not just truisms

Harry Potter & Pirates

- Harry Potter and the Deathly Hallows enjoys the highest level of anticipation. Within this anticipation 3D acts to either enhance expectation, or is suspected of hijacking the franchise to cynical ends

- The verdict on 3D for Harry Potter is not endorsing: tweets made after viewing are 40% negative / 56% positive

- The verdict for 3D for Pirates of the Caribbean: on Stranger Tides is not endorsing: tweets made after viewing are 45% negative / 52% positive

- The Harry Potter screenings that offered customized HP 3D glasses alleviated the strong resentment toward paying for and wearing 3D glasses

- Positive reaction to 3D comes via its enhancement of the sexiness of Johnny Depp (an aspect echoed to a lesser degree for Daniel Radcliffe)

Enduring Points of Resistance

- Ticket Price for 3D, perceived to be at least £1.50

- 3D Glasses – the extra cost and discomfort and 'naffness' of them (alleviated, as suggested above, by film-specific, customized pairs

3D and Independent Cinema

- Two successful, limited release Independent films – Pina 3D and Caves of Forgotten dreams 3D – were very well received. However fallout in social media was minor. These films did not have a significant effect on perceptions of 3D itself, within online social media

IDENTIFYING AND ANALYZING THE DATA

Search queries were built to capture the most pertinent social media comment and blog verdicts

Three data fields were investigated

- 3D experience in general
- 3 key Summer films – Harry Potter 3D, Pirates of the Caribbean 3D, Green lantern 3D
- The most influential, latest blog posts

For each of 4 fields - 3D experience in general and the three nominated films - a highly representative sample of 1000 mentions were identified and analyzed. The mentions were primarily drawn for Twitter, Facebook, and key blogs

Comment around each of the three analyzed films was divided into preview and review: comparison was then made between comment made before film viewing, and that made after

The latest blog posts from influential bloggers was identified and presented, with profile summary

*Green Lantern Analyzed data size - 500 mentions

CONTACT

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