

Fandoms on Social Media

Those who consider themselves fans of film/studio franchises.

Fandom is an interconnected global phenomenon

66% of the global internet population are fans of:



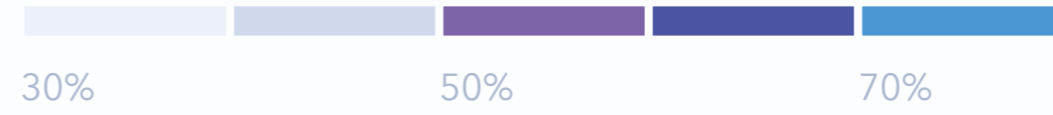
51% of franchises, on average, share their fans

44% follow brands they like on social media

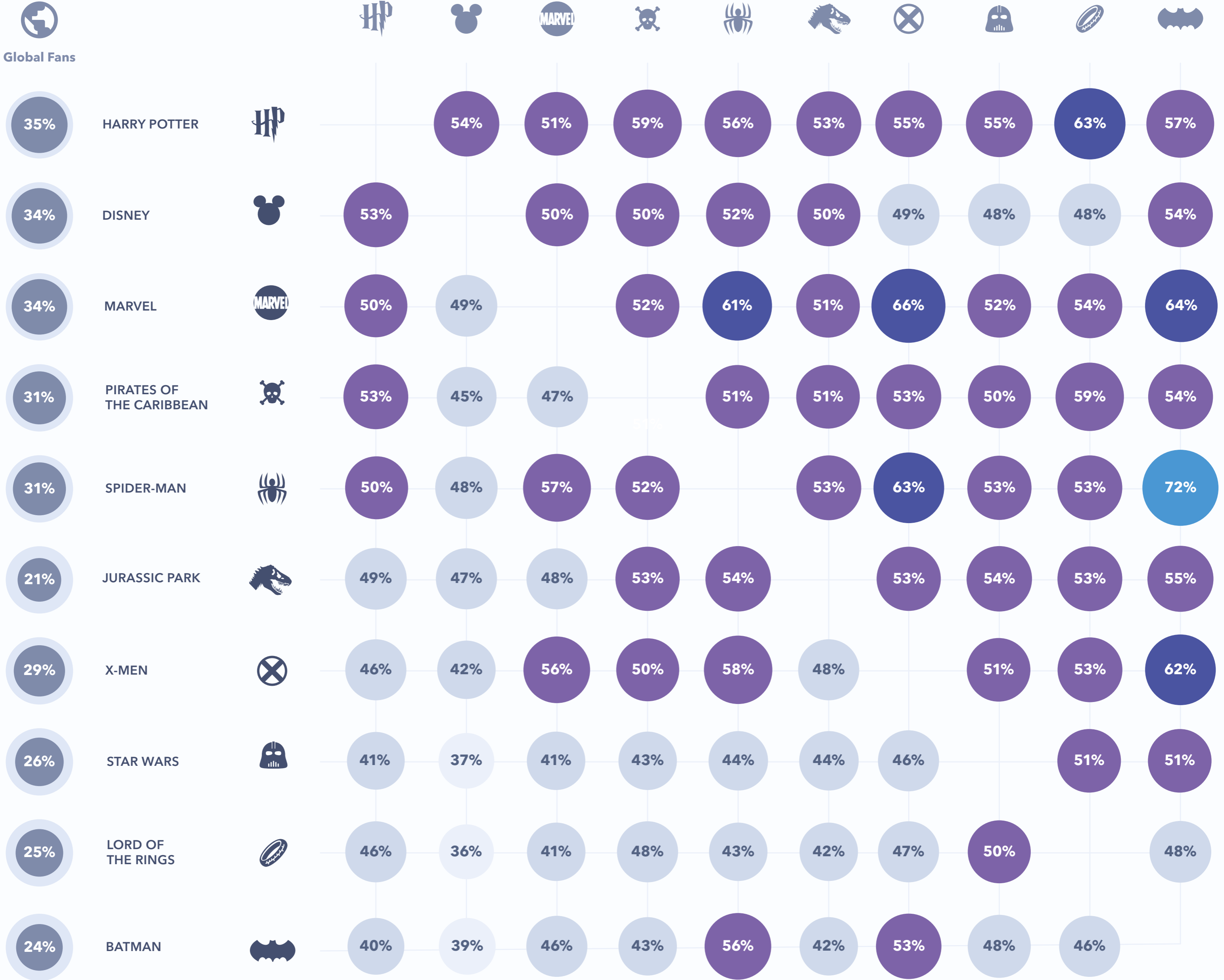
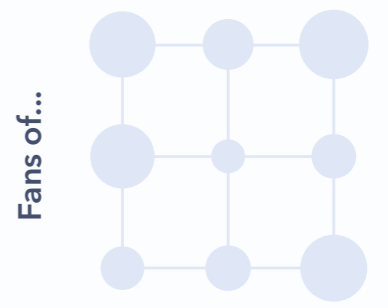
KEY

Which of these film franchises/studios would you consider yourself to be a fan of?

The shade of the circle represents the percentage of shared fans.



...who are also fans of



FANDOMS COME TO LIFE ON SOCIAL MEDIA

39% of fandoms are heavy* social media users



Top 5 reasons for using social media

Reason	IDX
To promote/support charitable causes	1.22
To follow celebrities/celebrity news	1.21
To watch/follow sports events	1.20
To not miss out on anything	1.17
To find funny or entertaining content	1.16

... platforms visited once a day or more

Platform	IDX
Pinterest	1.26
Twitch	1.23
Tumblr	1.22
Snapchat	1.22
Instagram	1.20

...account types followed

Account Type	IDX
Comedians	1.23
Vloggers	1.22
Singers, musicians or bands	1.21
Entrepreneurs/business people	1.20
Charities/good causes	1.19

HOW BRANDS CAN ENGAGE FANS OF THE BIG 4 FANDOMS

HARRY POTTER

AVERAGE AGE: 32 | GENDER: 52%

TOP REGION: MEA 1.20 IDX

MOST POPULAR: Thailand - 53% | LEAST POPULAR: Sweden - 24%

TOP SOCIAL MEDIA BY INDEX: t (1.31), s (1.27), p (1.26), b (1.25), r (1.24)

TOP PLATFORMS BY INDEX: Charity Networkers (1.36), Content Networkers (1.23), Celebrity Networkers (1.22), Sharers (1.19), Brand Followers (1.18)

DISNEY

AVERAGE AGE: 32 | GENDER: 57%

TOP REGION: MEA 1.35 IDX

MOST POPULAR: Philippines - 55% | LEAST POPULAR: Sweden - 20%

TOP SOCIAL MEDIA BY INDEX: p (1.30), s (1.28), t (1.27), r (1.18), s (1.18)

TOP PLATFORMS BY INDEX: Charity Networkers (1.36), Content Networkers (1.22), Shoppers (1.20), Sharers (1.20), Brand Followers (1.19)

STAR WARS

AVERAGE AGE: 35 | GENDER: 63%

TOP REGION: NorthAm 1.48 IDX

MOST POPULAR: U.S.A - 39% | LEAST POPULAR: Russia - 14%

TOP SOCIAL MEDIA BY INDEX: t (1.40), r (1.38), t (1.35), b (1.34), i (1.32)

TOP PLATFORMS BY INDEX: Charity Networkers (1.36), Professional Networkers (1.19), Content Networkers (1.17), Sharers (1.16), Brand Interactors (1.16)

MARVEL

AVERAGE AGE: 30 | GENDER: 61%

TOP REGION: LatinAm 1.56 IDX

MOST POPULAR: Philippines - 66% | LEAST POPULAR: Japan - 12%

TOP SOCIAL MEDIA BY INDEX: t (1.35), r (1.32), t (1.31), b (1.27), r (1.27)

TOP PLATFORMS BY INDEX: Charity Networkers (1.31), Content Networkers (1.28), Celebrity Networkers (1.23), Brand Followers (1.21), Sharers (1.19)

FANS OF THE BIG FOUR ARE MORE LIKELY TO SEEK INSPIRATION ONLINE



*Heavy social media users are defined as internet users who spend more than 2 hours per day on social media.
 This infographic is based on a data from GlobalWebIndex Q3 wave of research, covering 113,932 respondents in 44 countries. 30,452 of whom are fans of either Star Wars, Disney, Harry Potter, and Marvel Comics. Data regarding named social platform excludes respondents in China, bringing the total sample to 98,011.
 To see how we define social media segments, see our Knowledge Base.