

Interviews:

- 1. How often do you use the platform to watch movies?**
- 2. What time of day do you usually watch movies on the platform?**
- 3. How many movies do you typically watch in a week on the platform?**
- 4. Do you prefer watching movies alone or with friends/family on the platform?**
- 5. Which genres of movies do you prefer to watch on the platform? (Select all that apply)**

- Action**
- Comedy**
- Drama**
- Horror**
- Science Fiction**
- Romance**
- Documentary**
- Other (please specify)**

- 6. What are your favorites movies titles?**
- 7. How do you usually choose which movie to watch on the platform?**
 - Recommendations from the platform**
 - Personal recommendations from friends/family**
 - Popular or trending movies**
 - Specific actors or directors**
 - Other (please specify)**

8. Are there any specific actors or actresses whose movies you always watch on the platform? If yes, please list them.- Do you have any favorite movie directors whose films you always watch on the platform? If yes, please list them.

- 9. How important is the availability of new releases on the platform to you?**
 - Very important**
 - Somewhat important**
 - Not important**

10. Do you ever re-watch movies on the platform? If yes, how often?

11. Have you ever participated in any movie-related discussions or forums on the platform?

12. Do you prefer watching movies on the platform's website or mobile app?

13. How satisfied are you with the variety of movies available on the platform?

- Very satisfied**
- Somewhat satisfied**
- Neutral**
- Somewhat dissatisfied**
- Very dissatisfied**

14. How likely are you to recommend the platform to a friend or family member?

- Very likely**
- Likely**
- Neutral**
- Unlikely**
- Very unlikely**

15. In which place do you most often watch content on the platform? (transport, living room, bedroom, in garden, ...)

Robin:

Remy:

- 1- Every days or two days
- 2- In the Evening
- 3- Maybe 4 or 5
- 4- I usually watch movies with my wife
- 5 - We watch every kind of genres
- 6 - The Shawshank redemption
- 7 - I have my own watchlist
- 8 - I like prestations of Robin William or maybe Morgan Freeman
- 9 - Very important
- 10 - Yes, I sometimes rewatch movies. I watched my favorite one maybe 10 times
- 11 - Yes, i usually add critics on movies
- 12 - I use the app on my TV
- 13 - Somewhat dissatisfied
- 14 - Likely

Clara:

- 1- one time a week
- 2- In the Evening
- 3- 1 or less
- 4- I use to watch them alone
- 5 - I like horror and disney's movies
- 6 - Coco
- 7 - I read the catalog and choose randomly
- 8 - I don't really know the names of actors. I have no preference
- 9 - Somewhat important
- 10 - Disney's movies. some of theme, every years
- 11 - No
- 12 - I use my phone
- 13 - Somewhat satisfied
- 14 - Likely

Marion:

- 1- maybe every two weeks
- 2- In the Evening
- 3- 1 or less
- 4- I use to watch them with my boyfriend of alone
- 5 - I like comedies and romantic movies
- 6 - The truman show
- 7 - I read the catalog and choose randomly
- 8 - Jim carrey and steve carell
- 9 - Somewhat important
- 10 - Not really
- 11 - No
- 12 - One my computer in bed

13 - Very satisfied

14 - Likely

Eleonore:

1- one time a week

2- In the Evening

3- 1 or less

4- I use to watch them alone

5 - I like Documentary and drama movies

6 - Into the Wild

7 - I read the catalog and choose randomly

8 - Tom Hanks

9 - Somewhat important

10 - No

11 - No

12 - I use my computer

13 - Somewhat satisfied

14 - Likely

Richard:

1- One time per month

2- afternoon

3- Less than 1

4- I use to watch them alone or with my wife

5 - I like Western and Science Fiction

6 - Once upon a time in west

7 - I read the catalog and choose randomly

8 - Clint Eastwood

9 - Not important

10 - Sometimes. Every kind of movies

11 - No

12 - On TV with app

13 - Somewhat dissatisfied

14 - Neutral

Sylvie:

1- One time per month

2- afternoon

3- Less than 1

4- I use to watch them with my husband

5 - I like Musical and Drama movies

6 - The Big Blue

7 - I read the catalog and choose randomly

8 - Bill Murray

9 - Not important

10 - Sometimes. Every kind of movies

11 - No

12 - On TV with app

13 - Somewhat satisfied

14 - Neutral

Virginie:

- 1- One time per week
- 2- evening
- 3- 1 time a week
- 4- I use to watch them with my boyfriend
- 5 - I like Documentary and Comedy movies
- 6 - The Pianist
- 7 - I have my watchlist
- 8 - Christian Bale
- 9 - Somewhat important
- 10 - Never
- 11 - No
- 12 - On my phone
- 13 - Somewhat satisfied
- 14 - Very likely

Mathilde:

- 1- One time per week
- 2- evening
- 3- 1 time a week
- 4- Alone
- 5 - I like Romance and Action movies
- 6 - Drive
- 7 - I have my watchlist
- 8 - Ryan Gosling
- 9 - Somewhat important
- 10 - Often, my childhood movies
- 11 - No
- 12 - On my computer
- 13 - Somewhat satisfied
- 14 - likely

Mahé:

- 1- One time per week
- 2- evening
- 3- 1 time a week
- 4- Alone
- 5 - I like Science Fiction and Comedy movies
- 6 - Castle in the sky
- 7 - I have my watchlist
- 8 - Robin William
- 9 - Very important
- 10 - Never
- 11 - yes, i add critics on movies
- 12 - On my computer
- 13 - Somewhat satisfied
- 14 - likely

Pauline:

- 1- Two time per week
- 2- evening

- 3-21 time a week
- 4- With my boyfriend
- 5 - I like Romance and Comedy movies
- 6 - catch me if you can
- 7 - I have my watchlist
- 8 - Tom Cruise
- 9 - Very important
- 10 - Never
- 11 - No
- 12 - On my TV
- 13 - Somewhat satisfied
- 14 - likely

Nicolas:

Marie:

- 1- Sometimes
- 2- afternoon
- 3- 2
- 4- family
- 5- Comedy
- 6- Le bon, la brute, le truand
- 7- Personal recommendations from friends/family
- 8- Bourville
- 9- Not important
- 10- yes, 10 times years
- 11- No
- 12- web site
- 13- Neutral
- 14- Likely
- 15- Living room

Bruno:

- 1- Not often
- 2- evening
- 3- 1
- 4- family
- 5- Documentary
- 6- Avatar
- 7- Popular or trending movies
- 8- Funes
- 9- Not important
- 10- No
- 11- No
- 12- web site

- 13- Somewhat satisfied
- 14- Neutral
- 15- office

Océane:

- 1- Every weeks
- 2- morning
- 3- 2
- 4- alone
- 5- Romance
- 6- Rebelle
- 7-Recommendations from the platform
- 8- Tom cruise
- 9- Somewhat important
- 10- Yes, not often
- 11- No
- 12- mobie
- 13- Very satisfied
- 14- Unlikely
- 15- BedRoom

Adrien:

- 1- One time a month
- 2- evening
- 3- 1
- 4- alone
- 5- Science Fiction
- 6- Interstellar
- 7-Popular or trending movies
- 8- Nolan
- 9- Somewhat important
- 10- No
- 11- No
- 12- web site
- 13- Neutral
- 14- Likely
- 15- transport

Hugo:

- 1- Every weeks
- 2- evening
- 3- 3
- 4- familly
- 5- Science Fiction
- 6- Stars Wars
- 7- Specific actors or directors
- 8- george lucas
- 9- Not important

- 10- Yes, 1 times month
- 11- Yes
- 12- web site
- 13- Somewhat satisfied
- 14- Likely
- 15- transport

Lucas:

- 1- 2 times weeks
- 2- evening
- 3-2
- 4- family
- 5- Action
- 6- Stars Wars
- 7- Specific actors or directors
- 8- george lucas
- 9- Somewhat important
- 10- Yes, rarely
- 11- No
- 12- mobile
- 13- Neutral
- 14- Neutral
- 15- bedroom

Alexandre:

- 1- rarely used it
- 2- when I don't work
- 3- 1
- 4-family
- 5- Comedy
- 6- Jurassic Park
- 7- Personal recommendations from friends/family
- 8- Steven Spielberg
- 9- Very important
- 10- No
- 11-Yes
- 12- mobile
- 13- Somewhat dissatisfied
- 14- Very likely
- 15- work

Manoé:

- 1- Almost every day
- 2- evening
- 3- 4
- 4- friends
- 5- Horror
- 6- Titanics

- 7- Recommendations from the platform
- 8- Tom cruise
- 9- Very important
- 10- Yes, sometimes
- 11-No
- 12- mobile
- 13-Somewhat dissatisfied
- 14-Very likely
- 15- bedroom

Quentin:

- 1- average 3 time weeks
- 2- anytime
- 3- 3
- 4- friends
- 5- Horror
- 6- Squid Game
- 7- Popular or trending movies
- 8- stanley kubrick
- 9- Somewhat important
- 10- Yes
- 11-No
- 12- web site
- 13- Somewhat satisfied
- 14- Likely
- 15- living room

Antonino:

- 1- One times a week
- 2- evening
- 3- 1
- 4- friends
- 5- Action
- 6- Jurassic park
- 7- Specific actors or directors
- 8- Christopher Lee
- 9- Very important
- 10- Yes, Hardly ever
- 11-No
- 12- mobile
- 13- Very satisfied
- 14- Unlikely
- 15- bedroom