Movie Theaters - US - November 2014

Report Price: £2466.89 | $3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

"The movie theater industry is facing threats from all sides, with studios trying to shrink the exhibition window, consumers increasingly staying at home for their entertainment, and a new generation of moviegoers who expect entertainment content to be customizable and on-demand."
– Dana Spencer, Research Analyst – Lifestyles, Travel and Leisure

This report looks at the following areas:

- How high can ticket prices go?
- Why should viewers go to the movies when they are already paying for multiple video subscriptions at home?
- Will new media channels erode movies' core demographic?

Many Americans devote the majority of their leisure time to on-screen entertainment. They are drawn to movies and want to see blockbuster hits, but where they go to do so is of little significance beyond the price of tickets and movie theaters' proximity to their homes or work. Exhibitors face an ongoing challenge to make their facilities stand out in the crowd and show they can offer patrons something other movie theater chains cannot. At a more basic level, movie theaters are competing with the dizzying array of small-screen entertainment options available to consumers.

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

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