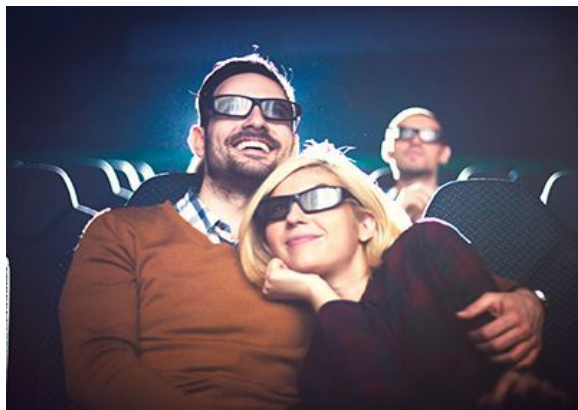


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“High consumer interest in 4DX cinema indicates that the format will not simply be a gimmick but could potentially become a genuine staple of the industry. Broadening the scope and appeal of the format will rest on using it to different degrees for different genres, with some films only having a subtle sprinkling of 4DX features.”
– Rebecca McGrath, Senior Media Analyst

This report looks at the following areas:

- **Upcoming innovations to help diffuse streaming service threat**
- **High interest in 4DX suggests it will be seen as more than just a gimmick**

2017 looks to be another very positive year for UK cinema, with admissions estimated to increase by 2.4% to 172 million. Growth has been driven by a strong film slate during the year, led by the release of the live action Beauty and the Beast and World War Two epic Dunkirk. The release of Star Wars: The Last Jedi in December 2017 will give the year one final boost. Mintel estimates that market value will increase by 4.7% to £1.7 billion due to rising ticket prices (a result of more premium offerings such as VIP – Very Important Person seating and IMAX – Image MAXimum).

Looking forward, Mintel forecasts the market will remain healthy, growing by 13% by 2022 to reach almost £2 billion. This will be aided by the launch of many popular franchise films and the expansion of technological innovations, such as 4DX, and potentially the introduction of virtual reality (VR).

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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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