

Cinemas - UK - December 2018

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“Rising ticket prices may deter cinema-goers from visiting as regularly as they’d like. Cinema operators are therefore looking at revenue streams beyond raising ticket base prices, including investing in widescreen theatres and ultra-comfortable VIP seating.”

– **Andrew Moss, Consumer Technology Analyst**

This report looks at the following areas:

However, by increasing the range of ticket options they risk losing clear differentiation between standard and premium options that could lead to confusion from customers.

- Discounting a vital part in driving admissions
- Increasing premium options but losing differentiation

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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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- Summer cinema impacted by World Cup fever
- Superheroes and sequels lead the box office charts
- Solo: A Star Wars Story underperforms
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Cinema operators want to maintain appropriate release window

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Odeon Leicester Square flagship to re-open

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Cineworld invests in IMAX, 4DX and ScreenX
 Google Home supports ticket purchasing with voice
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 Regular viewers more likely to watch premium screenings
 Mobile booking matches PC bookings
 Six in 10 had a discounted ticket for their last trip
 Booking fees impacting booking choices
 Discounts a key factor in choosing a new cinema

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No change in overall cinema visitors in 2018
 Over a third visit at least once a month
 Young people continue to be cinema's largest demographic

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