

## Cinemas - China - December 2017

Report Price: £3005.20 | \$3990.00 | €3425.02

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“Recovering from a glitch in 2016, cinemas are back on track and seeing sustainable growth. Facing fierce competition from video streaming services, cinemas need to continue to invest in the latest film technologies, since rich formats are a key driver to convince consumers to go to the cinema instead of watching films at home.”

– Yihe Huang, Research Analyst

This report looks at the following areas:

- Rich formats differentiate in-cinema watching from online streaming
- Private cinemas an emerging trend
- Popular celebrities no longer a box office guarantee

Cinemas in this report refer to commercial cinemas, sites whose primary day-to-day function is the commercial display of content, ie companies that own, lease, manage or operate facilities for the day-to-day commercial display of films, including private cinemas.

In this Report, the market forecast focuses on box office only. Revenue generated by cinemas is segmented by box office (including domestic and imported film box office), ad revenue, and merchandise revenue. Domestic films refer to films produced by companies in mainland China, while imported films refer to those produced by companies outside of mainland China, including Hong Kong, Macau and Taiwan, and films imported by Zhongying or Huaxia. Merchandise revenue refers to revenue generated by cinemas selling merchandise, including snacks, soft drinks, posters, etc. Merchandise sold outside of cinemas are excluded. Ad revenue refers to revenue generated by pre-show advertisements, teasers, ads and promotions shown in waiting areas.

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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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