Cinema Industry USA & Canada

Description: This thirteenth edition of our Moviegoing report identifies 2005, when admissions fell over 10% off the plateau formed by the combination of the Lord of the Rings and Harry Potter, as the defining moment of the North American exhibition industry. Since then, despite 3D and several successful movie franchises, the number of tickets sold has never recovered more than 3% above the 2005 number.

While the report stresses the ability of Hollywood to re-invent itself and regards a creative renaissance as inevitable, it points out the timing of this is unpredictable. In the meantime North American exhibitors are focusing on growing revenues through premiumisation of the cinema experience with big screen formats, both IMAX and their own brands, enhanced sound systems, and even so-called 4D. The rapidly developing trends in the premiumisation of customer comfort are also discussed, as the industry makes a big commitment to recliner seats and at-seat dining.

As well as looking at broad business trends in the industry, the report dissects the financial performance of the publicly quoted exhibitors which dominate exhibition: Regal, AMC, Cinemark, Carmike and, in Canada, Cineplex. Together accounting for more than half of North American box office, analysis of these companies' results gives a unique insight into the world's largest film exhibition industry.

Separate sections of the report look at the United States and the distinct market of neighbouring Canada; detailed statistics covering screens, admissions, box office revenues, ticket prices, concession sales and advertising revenues are included for both countries.

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