Cinema Industry Global Subscription

Description: CINEMA INDUSTRY RESEARCH

Our core activity is researching developments in cinema markets across the Americas, Asia-Pacific and Europe. We follow growth in the multiplex sector, the continued penetration of digital projection and 3D, and watch how cinema admissions, ticket prices and box office are developing. We take an interest in audience demographics, and other revenue sources for cinemas such as refreshment sales and on-screen advertising.

Upstream we watch film industries to evaluate how far the future stream of product can support growth in the cinema sector. This focus is not confined to the Hollywood industry. Recent years have seen a trend towards film industries even in small countries achieving commercial success, while the film industries of others like France, Japan and Korea have long been hugely important.

We also research companies, especially financial data. Consolidation strategies are an ongoing feature of cinema industries, providing cinema chains with a source of growth and economies of scale to support further investment.

Each year we publish reports on the cinema markets of tens of nations. Some reports cover only one (for example, India), others film distribution territories (USA and Canada), and others geographical regions (Scandinavia). Sometimes we publish reports on specific issues (for example 3D). This research is available either as individual reports or in (discounted) annual subscription package.

ABOUT THE SUBSCRIPTION PACKAGE

Subscriptions run from January 31 to January 31. Subscribers get access to the entire research output during the period, including regular notifications of when new research becomes available. Subscribers can also access all current research at the time they subscribe. Thus subscribers signing up in February have immediate access to all the previous year’s research as well as the next year’s updates. As with all research, use is limited to staff at a single geographical location. Clients seeking licences covering multiple sites should contact us.

Global subscriptions guarantee a significant discount on the cost of research purchased separately.

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