Cinema Industry Research - USA & Canada

Description: Predictions of the demise of the movie business at the hands of teens lacking the attention span to follow two hours of explosions are now so common as to verge on received wisdom but, as this report points out, movie attendance has been stable for the last ten years, and revenues rising. Instead, it argues that movies feed fundamentally on optimism and the business confidence that comes with it. From this it follows that the next big move in the business is more likely to be up than down.

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. The acquisition of Carmike by AMC is also discussed.

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, along with forecasts up to 2020.

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