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Shane Mc Dermott 20474754

Research Methods and Dissertation

Analysis of Film Industry After the Covid 19 Pandemic

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Introduction

Abstract

The film and movie theater industry is an important and historic industry that operates worldwide and was impacted by the covid 19 pandemic as well as how the industry has emerged from the pandemic. The covid 19 pandemic impacted many industries globally so in this paper how covid impacted such an established and global industry will be analyzed. The industry has faced problems with film production being shut down, so it is going to be examined how an industry reacts when there is not enough demand to meet the supply. The industry has renet change with the introduction of online direct to consumer distribution method in streaming services, so we evaluate the impact that had to market and the disruption that was caused in the industry. With the covid 19 pandemic only recently occurring there has been very little research into how the film industry has been affected. the research question is Did the covid 19 pandemic negatively impact the film and movie theater industry and how the impact effect of the pandemic impact the distribution methods and consumers with consumers behavior in this market and affect consumers viewing habits?, with the aims of the research to find the effect that the covid 19 pandemic had on distribution methods, consumer beahviour and interest and price within the industry. To complete this analysis quantitative research will be used to examine the data on consumers viewing habits and behaviour to see how the have been changed since the pandemic and what changes that they have caused in the industry.

Background

The film and movie theater industry is a big global industry that has been an important part of the entertainment industry. The film and movie industry is an established and historic industry that has been operating for over 100 years. The industry was significantly impacted by the covid 19 pandemic with movie theaters around the world being forced to close because of the pandemic and film production was also forced to stop which meant that new movies were unable to be filmed which caused film studios to be left unable to bring the supply of new movies to the market. Since the movie theaters have reopened because of the stopping in production due to the pandemic there have been fewer new films available for movie theaters to release in cinemas when the cinemas reopened to draw in customers (B, Adgate, 2021) which has meant that movie theaters have been unable to supply customers with new movies and therefore attract customers. The film industry has been impacted by the introduction of streaming into the industry a new direct to consumers method of distribution in the industry has now become mainstream and an

integral part of the industry. Streaming services which began with the introduction of Netflix and now with Amazon prime video, Apple Tv, Disney Plus, Paramount plus and HBO Max. Nearly every major production company has now created or partnered with a streaming service. The problem that the film industry is facing is the negative financial performance levels of the industry with movie theaters since the pandemic where the industry has not at the moment been able to return to the financial performance and box office levels from before the pandemic. The movie theater industry has seen a decrease in the number of people that are going to the cinemas and the frequency in which that they are returning (Statista 2023).

The covid 19 pandemic and the impact that it caused on the industry has caused big movie studios to implement new distribution strategies such as releasing their movies direct to streaming services and home video and not to cinemas as well as a day and date release strategy which has seen (A, Couch, P, McClintock, 2020) movies get released and open in movie theaters and streaming services on the same day. This has also occurred with the agreed theatrical window between movie theaters and films studios the agreed time that a film must spend in movie theaters before being released on home video or streaming services which before the pandemic was a ninety day exclusive window that movie theaters had to play the movie to audiences have shortened with movie theaters being forced to agree shorter exclusive windows with each studio with some being as short as 17 days and some of the longer ones such as between AMC movie theaters and warner brother studios of forty five days (Ahouraian, 2021). This occurred because movie theaters were financially struggling due to the pandemic as they were forced to close and had been before the pandemic a discussion on shortening this window that movie theaters had been unwilling to have but because of the pandemic the film studios were able to use their leverage to shorten the release window. Which has meant that consumers do not have to wait as long until a movie is available on streaming and that the movie could be available to watch on streaming before the customers get a chance to see it in the cinema. There are also higher quality pirated versions of the movie available earlier of a higher quality because pirating sites can pirate of the high quality versions available on streaming sites and during the pandemic piracy saw an increase globally (Escandon, 2020). The film and movie theater industries were forced to change because of the impact that the covid 19 pandemic had on the industries along with the effect of streaming services as well as the effect that both had on consumer content viewing habits.

Rational

With the film industry being such an established and historic industry it is important to examine how such an industry would be affected by the covid 19 pandemic and the implications that such an event would have on the future of the industry. To gain an understanding of the factors which have caused such an established industry such as the film and movie theater industry to struggle as it attempts to recover and overcome the problems the industry has faced since movie theaters have begun reopening after the pandemic. With the pandemic disrupting film production it is important to look at how an established global industry is impacted by a lack of supply of the product which was seen in the film industry with the stopping of filming because of the covid 19 pandemic as well as coming out of the effect of the pandemic with the actors and writers strikes in Hollywood. This led to when cinemas began to reopen after the pandemic and demand increased that there was a limited number of new films available to be released to satisfy the customers. It provides insight into what can occur in a major industry when the industry is unable to supply their customers and how the lack of supply impacts that industry. We can use what happened in the film industry to examine how similar industries could be affected in a similar situation.

With the introduction of a new online direct to consumer distribution method in the industry with streaming service it should be examined how it effects and disrupts the industry so that it can be understood how such an established industry is impacted and reacts to new method of distribution with streaming which acts as a new competitor in the market and disrupts the industry. To examine the new distribution strategies that have been implemented within the industry such as direct to streaming and day and date release to see how they have affected movie theaters and how consumers have responded.

To understand how consumers preferences and interests have been impacted by the covid 19 pandemic in the film and movie theater industry so that we can evaluate the changes that the industry will have to make going forward so that they can meet the consumers changing demands. This will allow for a better understanding of how consumers in the industry became accustomed to certain viewing habits due to the impact of the pandemic

and how they have been carried by consumers post pandemic. To give insight into how the industry could adapt their strategy to meet the changing viewing habits of consumers and be financially successful. To look at the shortening of the theatrical exclusivity window and to see how that has affected consumers preferences with consumers not having to wait as long to watch a movie at home and have a shorter time period available to watch a movie in the cinema. So that is how we can see how the shortening of this theatrical exclusivity window impacted distribution methods and to examine the new distribution strategies that have been implemented within the industry such as direct to streaming and day and date release to see how they have affected movie theaters and how consumers have responded. To examine the impact that the covid 19 pandemic had on pricing within the movie theater industry and to analyse how consumers have reacted to this change as well as how movie theater has made financial changes because of the pandemic in attempt to recover from the impact of the pandemic and to see how this changes effected consumers.

With everything that has happened in the film industry in recent years it is important o look at how a major global industry is changing and adapting as it faces constant challenges and a changing business landscape.

Literature Review

It is important to review literature for this work relating to the film industry as well as how the industry has been performing in recent years and review how the covid 19 pandemic has impacted the industry. New distribution methods within the industry such as streaming, the financial aspect of the industry and price as well as consumers interest in the film industry need to be examined.

Hollywood survival strategies in the post-COVID 19 era (M, Johnson jr, 2021) article looked at the impact that the covid 19 virus had on the movie industry and how the industry has adapted to deal with the pandemic. It also looks at how the pandemic benefited streaming. The study analysed how the industry moved towards streaming and the strategies that were used to survive the pandemic effect the movie studios in the future. The paper argues that the old way of movie distribution through firstly playing in movie theaters and then going to streaming is going to fail and that transitioning to becoming more streaming focused distribution is the only way to succeed. I found that this paper, while providing good insight into streaming and the impact of covid 19 on the movie industry, did not factor in the movie theaters and the revenue that is provided to movie studios from the box office of the movie theaters. The paper provided some valid criticisms of distribution through movie theaters but did not take into consideration the benefits from this method of distribution as seen through revenue that this industry brought in before the pandemic at the box with in 2019 the global worldwide box office being 42.5 billion dollars (Tartaglione, 2024).

Direct Selling, Reselling, or Agency Selling? Manufacturer's Online Distribution Strategies and Their Impact (Xujin, Shuxing, Jing, 2020) is a paper that looked at how new online distribution methods and direct to consumer selling has impacted other industries. This paper is not related to the film industry but looks at how a new online distribution method impacts industries in general and how other industries have been affected by this. The paper finds that this online distribution can lead to a loss of profit for the traditional retailer which occurs because of the competition between the two industries. The paper finds that the consumers tend to benefit from this new distribution strategy but this leads to the profit of the total supply chain incurring a loss because of the competition that occurs between the two supply chains. The paper determines that each supply chain must factor in the others perspective and work in cohesion for them to choose a distribution strategy that allows for the profit of the total supply chain to be maximised. This paper while not looking specifically at the movie industry examines a lot of factors that have now impacted the industry with the analysis of how other industries have been impacted by online distribution it can be compared with what is occurring within the film industry with the new online distribution method of streaming and the impact that it has had on the film industry. The importance of cohesion and working together can be examined with the film industry with most film studios releasing movie and media through both movie theaters and streaming services but with some streaming services such as Netflix having a very small supply chain to movie theaters as well as being reliant distribution online through their streaming service it can be seen how the competition develops between the two distribution methods as some companies in the industry are not benefited with cohesion between the supply chains due to be focused on or only involved in one form of distribution to compete meaning that competition must follow or be at risk at falling behind in that sector due to the competitiveness of the film industry. This paper provides good insight into the product distribution and new supply chain, which is direct to consumer through online services, while this paper is not about the film industry, but the discussion and analysis of online distribution strategies in this paper and how the online distribution methods must be managed with traditional distribution methods for business and industries to have success. This paper was used as even though it does not relate to the film industry an understanding of online distribution and how it affects major industries is important due to online distribution being a factor that has come into the film industry and disrupted it, that it is key to understand the implications that online distribution has on industries as well as how other industries have adapted.

Revenue management in the context of movie theaters: Is it fair (C, Choi , M,Jeong and A,S. Mattila 2015) looked at the financial aspects of the movie theater industry as well as

pricing within the industry. The paper proposed methods in which movie theaters could be more efficient and maximise their profits. It proposes premium pricing methods for peak hours and popular films and lower prices for less popular times and films. This Revenue management method has been utilised within other industries successfully so it is interesting to look at how it could affect the movie theater industry a time when profits are lower. This paper did not find most of the Revenue management rate fences effective within the industry, it did find some like time pricing could be effective within the industry. The paper only found a correlation between financial effectiveness and the revenue management method in some cases, but it did gather some important data on the industry and provide key financial information about the industry that I read will help me with further work on the project.

The paper *Estimating a War of Attrition: The Case of the US Movie Theater Industry* (Takahashi, 2015) examines how the film industry has been combatting the decrease in demand and the emergence of streaming services. The paper looks at supply and demand in the film industry over the history of the industry to examine how they have changed and how the industry has reacted. The paper also analyses the competition that the film industry has faced through television and now streaming. The paper evaluates the business strategy being used by movie theaters and film industry to fight against the decreasing demand that movie theaters have been seeing and how effective that the strategy has been. The paper finds that the film industry is a declining industry and that

The paper takes focus on the long term history of the film industry going back to the 1950's and looks at the demand in the film industry and compares that to now, which does not take into account the change in society and technological advancements. Nearly every industry is different in fifty years so this paper expecting that the demand would be the same and there would not be alternatives and using that to say that the movie theater industry is declining when it has brought in record revenue as an industry in recent years before the pandemic with revenue growing at upward scale and record revenue of \$11,892,160,011 in 2018 in the United States (Carillo, 2023) would have highlighted that the industry was not declining like said in the paper. The paper covering too broad of a time period which does not allow for in depth analysis into the times of change within the industry and the paper should have looked at a shorter timeframe where they could be more focused and concise which would have allowed for a more in-depth analysis.

On the pricing of quality attributes at movie theaters (Arteaga, Coronado, Flores, (2019) paper looked at price and its role and impact within the film industry as well as consumers satisfaction and how they impact price. This paper also discusses streaming services and the impact that they have on price in movie theaters as well as how movie theaters can react and compete with price and innovation. The paper highlights the importance of movie theater providing their audience with a valuable experience as well as the further enhancing of that experience that will be required of movie theaters are to keep its position as the main outlet for the release of a film. The paper looks at price discrimination and how movie theaters use price discrimination with new technological features EG Imax and 4k as well as technological factors such as 3d screening which have been a factor in the industry for a long time, with better seats and service quality being methods of price discrimination that are being used by movie theaters. The paper notes how cinemas have been able to use the methods of price discrimination to bring in more revenue while projecting an appearance of fairness to consumers by not increasing their base price. The paper links with (C, Choi , M,Jeong and A,S. Mattila 2015) paper where they discuss how by putting a perceived higher value on the experiences through these improvements' cinemas have been able to show consumers a perception of fairness who find that consumers find an increase in price unfair if the increase is not related to an increase in cost. Which is why movie theaters use price discrimination on extras than on the base price and charging different prices for different movies. The paper found that price discrimination is a highly effective tool used in increasing revenue for movie theaters and should focus on pricing their products based on the consumers' willingness to pay as a guide for decisions on pricing. This paper gives good insights into price in the cinema and how that cinemas compete with streaming services but its discussion on using price discrimination to keep base price down so that consumers feel valued is outdated as with this paper being published before the covid 19 pandemic and the increase in energy costs after the pandemic which both lead to high inflation which caused movie theaters to increase their prices with even the base price being impacted and movie ticket prices increased. The paper does link with (Choi,Jeong, Mattiila, 2015) where they discuss how consumers might find the price increase fair due to the increase of operational costs after the pandemic but still some consumers will be unsatisfied due to the price increase. With the film industry changing so drastically since the covid 19 pandemic this paper while still providing good fundamentals on pricing within the industry that is still relevant, but an updated analysis is needed to factor in the disruption of covid and what has followed including the increased in energy costs and the strikes in Hollywood. Good insight and research in pricing and costs within the movie theater industry in this paper provides the foundation for the factors to be further examined in the paper.

No Lights, No Camera, No Action: Indian Movie Industry Practitioner Perspectives on Life After the Pandemic (R,Kamineni, R,Rentschler 2023) looked at the impact of covid 19 and the effect that covid has had on both physical distribution through movie theaters and streaming. The paper examines the film industry globally after the covid 19 pandemic and analyses the struggles that movie theaters are having in attempting to recover from the pandemic and the problems that have arisen due to the pandemic. The paper finds that consumers viewing habits have been changed with pandemic as they were unable to go to movie to the movie theaters and became accustomed to watching movies at home. It also highlights how studios adapted and became more streaming focused due to the lack of revenue through movie theaters and consumers viewing habits changing. The paper took a more global approach and looked at how covid 19 affected the film industry around the world. The article gave good insights into the industry due to the fact that it had been written since covid 19 and looks at the impact that covid had on the industry as well as how studios have adapted their strategies and approaches because of covid.

Covid 19 and Movie Theaters (N, Bowman, S, Bichard W, Volchenkov 2022) This paper looked at the impact that covid 19 had on movie theaters as well as the future ramifications of covid on the industry. The paper used a survey to look at people's cinema going behaviour before and after covid to see how covid affected the movie theater industry. The research found that there was a decrease in participants going to the movie theaters from before covid to after covid when movie theaters reopened. The research also found that frequency in which people used steaming services after the pandemic had increased from the numbers before the pandemic. This paper had good information focusing on consumer behaviour in the movie industry and examined what consumers were looking for. The research carried out in this paper focused on a younger audience and did not include the behaviour of older participants which I found that even though the paper brought had some good information on consumer behaviour I felt that the research gathered was negatively impacted by not having a more diverse audience base which limited the research.

Netflix fictional feature film originals: an analysis of release strategies (A,Roig,J,Clares-Gavilán,J,Sánchez-Navarro ,2021). Looked at the release strategy of Netflix original films and it analysed the day and date released strategy that is used by Netflix when releasing original films on the platform. The paper looked at the effectiveness of this release strategy

when compared against traditional release strategies. The paper found that Netflix's day and date release strategy was more effective in its films reaching a wider audience globally than traditional distribution methods. The paper gave important insight into Netflix's release strategy when compared against traditional distribution as well as good insight into the world of streaming but did not consider the financials that were involved in streaming and did not factor this into its analysis which I found was such important omission and is something that must be factored into the discussion.

The Business of Show Business Act II: Appraising the Movie Theater (Gimmy, Condon 2013) provided a detailed breakdown and analysis of the financials and business side of the film and movie theater industries. The understanding of the business side of the industry and what occurs behind the scenes in the running of the industry provides a better understanding of the industry that will be further used in this paper. The paper describes the contract negotiations and the agreements between distributors and movie theaters with the paper analyses how. Fifty percent of what a movie makes in the movie theater goes to the movie distributor. In this paper the discussion of the importance of bringing new movies to the audience at a constant flow and the importance of keeping up the supply of new movies to draw in customers. The paper evaluates pricing and its importance in the industry while analysing how during the financial troubles in 2010- 2011 where cinemas were forced to increase their prices because of financial troubles from previous years they only increased prices by one percent which was below the rate of inflation at the time of three percent because the theaters aimed to keep the average cost of a ticket below eight dollars so that they could keep the cinemas as an affordable entertainment policy especially for families. The analysis of consumers who are categorised as frequent moviegoers which are customers that purchase a ticket at least once a month with paper finding that while only accounting for ten percent of the population this group accounted for forty eight percent of the tickets that were sold in 2011. This highlighted the importance for the movie theater industry of the customers who are categorised as frequent moviegoers as they account for as forty eight percent of the money that the theater brings in from ticket sales while also pointing out how reliant the industry is on this small group of customers. The majority of people who were categorised as frequent moviegoers fell between the ages of twenty five and thirty nine which help which showed the target audience and age range that the film and movie theater industry should focus on. The paper also finds that people who go to the cinema once a year account for two percent of ticket sales which highlights that this large group of consumers only accounts for such a small percentage of the movie theaters overall ticket sales. The paper is effective in its analysis of pricing as its discussion on pricing and the importance

of keeping prices affordable for consumers so that the audience is not outpriced by the cost of going to the cinema or does not go as often therefore decreasing the demand from the audience to visit the movie theaters as frequently can be related to what movie theaters are currently going through where cinemas have been forced to increase their prices after the pandemic and the decrease in consumers going to the cinema that has followed since the pandemic. While this paper was a bit outdated it did provide an in depth and thorough analysis of the business side of the industry during a time when industry faced troubles from the fallout of the financial crash in 2008 as well as the 2007- 2008 strike from the writer's guild of America (WGA) and provides insight on how this impacted the industry which could be used to help analyze how the industry will be impacted and react coming out of the pandemic.

The Effects of Covid-19 Pandemic on Audience Practices in Cinema, Television, and Ott Platforms (Okumuş, 2022) found that the film industry seen a decrease in movie audience from 2019 to 2021 globally due to the pandemic restrictions combined with economic difficulties faced at that time. The paper highlighted how the easy accessibility of television and internet online platforms combined with the ability to subscribe to these platforms annually or monthly at around the same price of a cinema ticket helped reduce the value for consumers away from the movie theaters to online streaming services. The paper showed that while movie theaters were struggling with this seen with the north American box office dropping from 11.4 billion in 2019 to 2.2 billion in 2020 (Carter, 2021) and in the United Kingdom market there was an eighty percent drop in the spending on advertisements in the cinema which highlights another loss of revenue. This occurred while the online video subscriptions rose by twenty six percent from 2019 to 2020 a big increase while movie theaters were struggling as seen while in 2019 the movie theaters accounted for forty three percent of the global entertainment revenue this fell to fifteen percent in 2020 (Adgate, 2021). The paper analyses how the breakdown of the theatrical window the timeline in which a movie must play in cinemas before it can become available on home video or to streaming which have meant that consumers do not have to wait as long for a movie to become available at home and now have easy accessibility of the product earlier and which has negatively impacted the movie theaters. The paper is up to date with what is happening in the industry and provides good insight into how covid affected the industry. The analysis of the pandemics impact on streaming services and how the pandemic benefited streaming services with subscriptions to these services growing significantly during the pandemic and with the accessibility of streaming services and with their payment plans the customers are likely to become accustomed to streaming services and keep their subscriptions when the pandemic is over.

The impact of the COVID-19 pandemic on the film industry in strategic and financial terms. Is the pandemic completely changing the rules of the game (R, Miedziak, 2022) looked at the impact that the pandemic had on the industry and how the industry adapted. It evaluates the release of big films into the market during and coming out of the pandemic as well as the release strategies which were utilised by each major studio. It looked at strategies of the industry during and post the pandemic and evaluates how effective they will be. The paper provides valuable information and good points on the industry during the pandemic with its comments on Disney's release strategy during covid and its effectiveness in bringing the brand together but the paper was written when the industry only started coming out of the pandemic so some of the long term predictions and analysis of the industry have become outdated in the time since the paper was published like with the point that the day and date release strategy used during the pandemic would become the common distribution practice of the industry has not occurred.

The paper Why are Consumer Tastes and Expert Judgments, Different? A Case Study of the Movie Industry (H, Lin 2014) looked at what consumers tastes and interests were in the industry. The paper includes key insights into what attracts the audience to certain films and what draws them to the cinema. This paper looks at consumers interest before streaming became a mainstream factor in the industry and the covid 19 pandemic impacted the industry which makes the paper outdated in that regard, but the paper allows for the consumer tastes and interest to be examined so that the changes in the consumers tastes and interests since the covid 19 pandemic and the impact of streaming services can be identified. This paper looks at what draws the audience to the cinema and provides insight into what made movies successful. The breakdown of what a movie required to be successful can be compared with further research into the market and industry today. The paper is short and does not provide detailed insight into each factor that leads to a movie success and ability to attract customers but does lay out the factors that must be considered so that they can be used to analyse the current film industry and the market.

These papers look at the movie industry and provide different perspectives for the industry as well as viewpoints into important parts of the industry. Some of the papers used quantitative methods so important that I was able to see how the data gathered for these papers was implemented. These papers provided insight into distribution methods in the industry with Netflix's release schedule the day and date release schedule which has been used by most streaming services in the industry as well as distribution through movie theaters. I can use some of the data from the financial figures from the studios and the box

office results of the theater's and data gathered from my research in these papers in my own project. When the information from these papers is combined it helps with the understanding of the industry. With the impact of online distribution with streaming services and how it affected the film industry being looked at in this paper it is important to look at this issue and how it affected other industries so that it can be related to the film industry. These papers gave insight and analysis on consumer preferences with consumers tastes and interests being examined in the papers so that this work can be used to examine and compare with the work that will be completed in this paper.

Methodology

Research Design

Quantitative research is the method of research which will be used in this research. The Quantitative methodology is statistically based and allows for data to be calculated and measured. Quantitative methods allow for the data and figures to be evaluated statistically through structured tables and some data can only be examined through numerical calculations that are using quantitative data analysis methods (J, Schoonenboom, 2023). The quantitative methodology allows for comparisons to be made in the film between different distribution methods such as streaming services and movie theaters as well as both the film industry before and after the covid 19 pandemic and consumers viewing habits before and after the covid 19 pandemic so see what changes have occurred within the industry. Due to the performance of the industry being analysed through financial figures that a movie makes at the box office and through viewing numbers on streaming the quantitative research method allows for these figures to be broken down and analysed effectively. The Cronbach alpha score was used to test the reliability of the research so as to make sure that the research was reliable and acceptable. The Pearson correlation coefficient which was used in this research to find correlation between different questions and categories used in this research. This was effective in linking certain consumer interests and behaviour together so that we could see why certain interests and habits had changed and what changed with them. The survey was designed to allow for correlations to be found between different categories or questions. The optimism scale was also used in this research to analyze consumers levels of satisfaction with certain factors within the film industry which allowed for the level in which consumers agreed to points or their interest to be clearly outlined. The research that was carried out was cross sectional research which entailed having data be collected for individual participants at a single point in time. Inferential statistics were used so that estimates could be made on the characteristics of the large population and to test the hypothesis about that population. The research was designed to find what consumers behavior and interests are on different aspects of the film industry as well as seeing how consumer viewing habits related to what is happening in the industry. The research was made so that the data and results could be compared against each other and so that correlations could be found within the industry so it can be seen what is causing things to happen in the industry.

Instrument

The instrument that was used to gather data and information in this research was a survey. The survey is conducted to gather data on consumers' interests and behaviour with movie theaters and streaming. A survey among consumers was set up to see if the performance

of the industry and what is happening to the film industry could be affected by consumers changed viewing habits. This survey was conducted using google forms and allowed for participants who are consumers in the industry to give feedback on what their preferences as a consumer were. The survey had nineteen questions for the participants which covered different areas of the film industry and consumers viewing habits. Questions on the survey were asked using the Likert scale so that participants would have a variety of options which could be analysed against each other. Using a Likert scale allowed consumers to fill out what level of satisfaction or dissatisfaction they had with a certain point or their level of agreement or disagreement. Providing participants with more options to fill out on the questionnaire allowed for better insight to be gained and the optimism scale to be used for certain questions. The survey on consumer preferences allows for a correlation to be found between the performance of the film industry and the interest of consumers and how they have changed due to the impact of a new distribution method with streaming in the market and how the covid 19 pandemic affected the market and consumers preferences. With the survey we were able to find the standard deviation which was used to find if the data gathered was clustered around the mean or spread out showing the research if the answers to the questions were varied or normally distributed.

Sample

The sample for this research used convenience sampling which means to participants of the research being selected because of the availability and accessibility in participating in the research. This sample was made up of participants that could be contacted and where willing to participate in the research. The sample for this research was made up of one hundred and two participants for the research. The sample was made up from participants of all different age groups and backgrounds to provide the research with a varied age demographic as to provide the research with participants that represent the overall population, and consumers interests in the film sector. So that the interests, behavior and viewing habits of consumers relating to the film industry can be analysed and tested.

Data Analysis

The data was initially analysed using Microsoft excel which was easily transferred from the questionnaire that was carried out on google forms. Microsoft excel was used first to find a quick and basic breakdown of the results that were gathered from the questionnaire so that the results could be examined early to see how the research was progressing. When a more in-depth analysis was required for the research the data analysis for this research

was carried out through the Statistical Package for the Social Sciences (SPSS). Which was used to document and analyse the data that was gathered and was very effective in calculating the results of the data that was gathered for the research so that data could be used in the research. The results of the data which was gathered were then broken down and outlined in this paper.

Limitations

The limitations of the research of the research were the film and movie theater industry still dealing with the fallout of the covid 19 pandemic meaning that there was not lots of previous research written about the subject and that convenience sampling was carried out to find participants for the research. Another limitation of this research was the time limitation involved with the research

The research for this study was carried out in 2024 while the film and movie theater industry is still emerging from the covid 19 pandemic and the fallout that followed meaning that this paper is limited by the industry still trying to get back to normal before the pandemic levels which was further hindered by the writer and actors strikes in 2023 so at the current moment a full analysis of the impact of the covid 19 pandemic can not be implemented but we can analyse how the industry is currently reacting and how the future is forecasted for the industry. With this being a recent problem for the film and movie theater industry while there is a good amount of previous research available there is not loads of previous research into the area available and that research that was written was published and wrote in a stage where the film and movie theater industry is emerging from the fallout of the covid 19 pandemic or during it and a lot has changed since. There were a few older research papers in this paper that were written before the pandemic and are outdated in that sense, but the papers have been able to provide good analysis to the state and normality's of the industry before the covid 19 pandemic which have been in effective in allowing for comparison in this paper between the industry before and after the pandemic. As discussed in sampling the research used convenience sampling which meant that sample for the research was made up out of participants based on their accessibility in filling out the questionnaire while the participants come from varied age groups and from different backgrounds they are still made up of people that could be gotten to participate in the research and might not be fully representative of the overall population. The participants of this research coming from convenience sampling are mainly Irish audience and do not fully represent the overall global environment. When conducting the questionnaire for the research and finding out the age of participants to analyse results against age the category of fifty plus was used which covered to broad of

age category in comparison with the other age categories such as thirty to forty which skewed the age result in favor of fifty plus and another age category should have been put in place to split people over fifty and therefore the age range would not have appeared as skewed as the participants were spread across a broad age range just one category was much bigger than the rest. The research was limited with a time deadline was set for when the research had to be submitted to the college, so this did not allow for long term research into this area over a few years to see the long term effects on the industry.

Future studies should look at waiting until the film and movie theater industry has fully emerged from the covid 19 pandemic, and more research is available to use in their study when we have seen the industry operating as normal. Future studies should also look at using a random sample made up of participants from around the world to see how the film and movie theater industry has changed around the world. With the industry constantly changing a longer term approach would allow for the changing of the industry to be better analyzed.

Ethics

For this research, an ethics form was filled out outlining that the research will follow the ethics guidelines and procedures set out by the NCI (National College of Ireland) ethics committee. The ethics form was written, signed and handed in with the research proposal for this research. A review of the ethical guidelines and procedures was carried out to develop an understanding of the ethics that were involved while carrying out research and becoming aware of the ethical risk which would be involved in the research so that safeguard would be put in place to stop the risks from happening. An understanding of the confidentiality and data protection that is involved in research was learned to ensure that the data that was gathered from participants for the research was safely stored and protected. The participants in this research have been provided with anonymity and for their data to be safely and securely stored. A consent form was written out outlining what was involved in the research and what participation in the research entailed so that the participants were aware of what the process involved. All one hundred and two participants had to sign a consent form before answering the questionnaire and participating in the work where they agreed to take part in the research. In the consent form participants were provided with contact information so that they could contact about any queries that they had with the research.

Research Question

Did the covid 19 pandemic negatively impact the film and movie theater industry and how the impact effect of the pandemic impact the distribution methods and consumers with consumers behavior in this market and affect consumers viewing habits?

This research is to see what impact the covid 19 pandemic had on an established global industry where the supply was stopped due to the stopping of production new films due to covid restrictions as well as with distribution with movie theaters being closed looking at the industry adapted distribution and how an alternative distribution method in streaming services played into this and to see how consumers reacted to this change and how their behavior and viewing habits changed in relation to movie theaters and streaming services.

Hypothesis

1. The effect of the covid 19 pandemic had in relation to new distribution methods and streaming services negatively impacted Movie theaters
2. Consumers behaviour with their interests and viewing habits have changed since the pandemic and have become more streaming focused
3. The increased prices due to the covid 19 pandemic and the cost of living problems have negatively affected movie theaters

The hypothesis points 1 and 2 had a lot of in common when the results were analysed there as well was a good amount results that linked them together which led to the two themes being combined so that clearer and cohesive results could be found

Findings/ Results

The Cronbach Alpha score for the data that was gathered in this research was .62 which highlights that reliability score for the research is an acceptable level of reliability for the research on the Cronbach Alpha reliability scale.

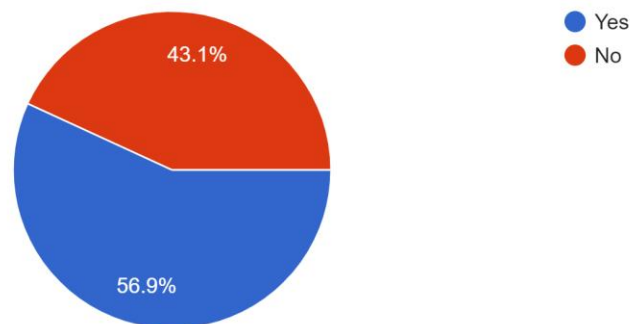
Question: have your viewing habits change since the covid 19 pandemic

	%
Yes	56.9%
No	43.1%

Mode	Yes (56.9%)
Standard Deviation	.49

Since the Covid pandemic have your content viewing habits changed

102 responses



56.9 percent of those who participated in the research answered said that since the covid

19 pandemic their viewing habits had changed regarding the content that they watched and the method in which they watched that content. It was only a small majority as 43.1 percent of participants answered that since the covid 19 pandemic their viewing habits had not changed. The research highlights that there is a change in consumers' behaviour in regard to the film and movie theater industry.

Using the Pearson correlation there was a small correlation of .25 found between those whose viewing habit had changed after the covid 19 pandemic and whether participant had watched more or less movies through streaming service after the pandemic indicating that those who viewing habit had changed had led to their increase in watching movie through streaming services.

Theme 1: Distribution methods: Movie Theaters versus Streaming services + Theme 2: Consumer Behaviour

Question1: How frequently do visit the cinema?

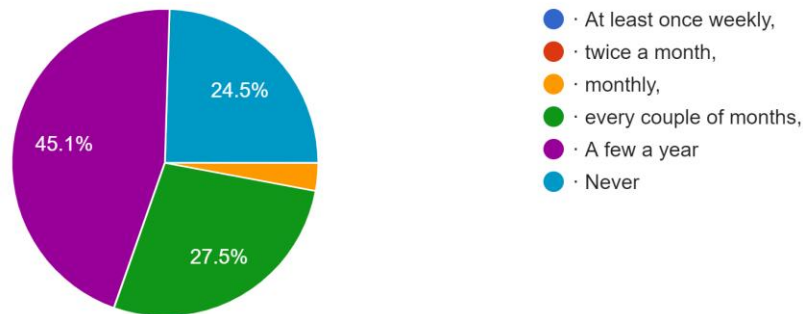
Question 2: How frequently do you watch streaming services?

	Cinemas	Streaming Services
Once a week	0	39.2%
Twice a Month	0	27.5%
Monthly	2.9%	7.8%
Every couple of Months	27.5%	16.7%
A few times a Year	45.1%	5.9%
Never	24.5%	2.9%

	Cinema	Streaming Services
Mode	A few times a year (45.1%)	Once a week (39.2%)
Standard Deviation	.8	1.43

How frequently do you visit the cinema

102 responses



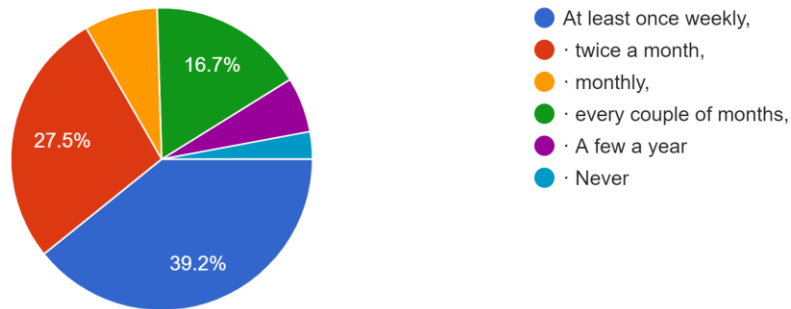
The Research that the majority of cinema goers visit the cinema only a few times a year with 45.1 percent of consumers falling into this category. The second most answered category was consumers only go to the theaters every couple of months with 27.5 percent. With the research finding that only 2.9 percent of participants falling into the frequent moviegoer category a crucial group for movie theaters which are a crucial audience for movie theaters because these customers bring in a lot of revenue for movie theaters. There are 24.5 percent of participants that do not visit the cinemas are a big audience of consumers that movie theaters have been unable to attract to watch movies in cinemas. Out of the participants interviewed 75.5 percent of consumers visit the movie theaters at least once a year. The standard deviation of .8 shows that the results from participants responses are clustered.

Using Pearson Correlation there was a .47 correlation highlighting a moderate positive correlation between the question on people who visit the cinema frequently and those who rush out to watch the cinema where we see people who frequently visit the cinema the most frequently monthly are more likely to rush out and watch a movie as well there is a correlation between those who wait until a movie available on streaming or don't go at all with people who either do not visit the movie theaters frequently or those who do not visit the cinema at all. There was correlation found with frequency in which participant

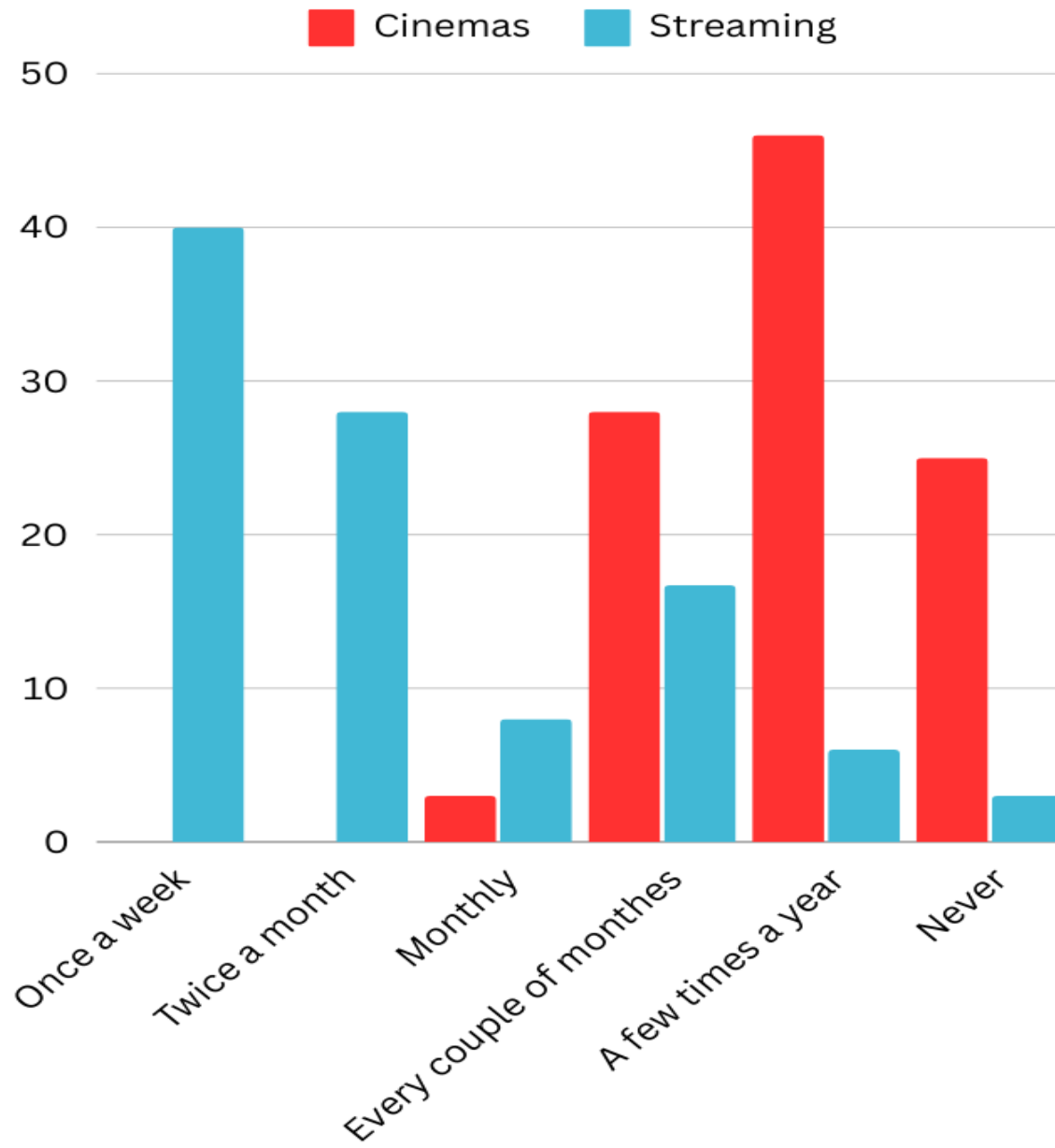
attended the cinema and

Do you frequently watch movies on streaming services (e.g. Netflix, Amazon Prime video, Disney Plus)

102 responses



It was found that with consumers that watch movies through streaming services that the majority of consumers 39.2 percent of consumers watch a movie a week on streaming services. It was found that as the frequency of consumers watching a movie on streaming services reduced the percentage of consumers who view movies on streaming services at that frequency decreased apart from every couple of months were the results showed an increase over consumers who watched movies through streaming services monthly. The contrast between the two results showed that consumers were watching movies more frequently on streaming services than when compared against movie theaters. It was shown that at least 97.1 percent of consumers annually watch a movie on streaming services while that number for consumers who had watched a movie at least once during the year in movie theater was 75.5 percent of consumers. At least 74.5 percent of participants have watched a movie on a streaming service at least once a month when compared with the movie theaters where that figure was 2.9 percent.



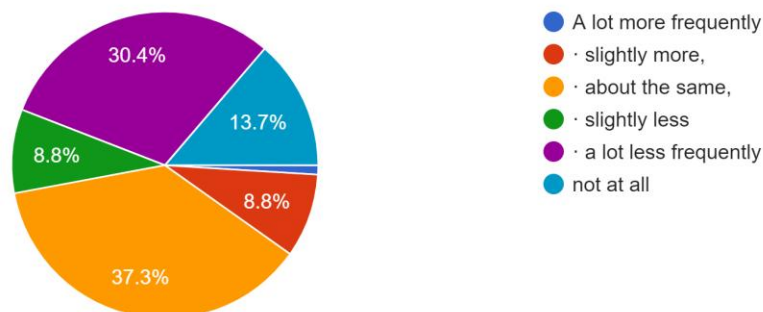
Question 3: Have you gone to the cinema more or less frequently since before the covid 19 pandemic?

Question 4: Have you watched movies on streaming services more or less frequently since before the covid 19 pandemic?

	Cinema	Streaming Service
A lot more frequently	1%	38.2%
Slightly more frequently	8.8%	26.5%
About the same	37.3%	23.5%
Slightly less	8.8%	4.9%
A lot less frequently	30.4%	5%
Not at all	13.7%	4.9%

	Cinema	Streaming Service
Mode	About the same	A lot more frequently
Standard Deviation	1.3	1.32

Have you gone to the cinema more or less frequently since before the Covid 19 pandemic
102 responses



During the research we analysed consumers viewing habits to see how they had changed since the covid 19 pandemic and found that there was more of an increase in consumers who watched movies on streaming services when compared against the consumers who visited the cinema more frequently after the covid 19 pandemic.

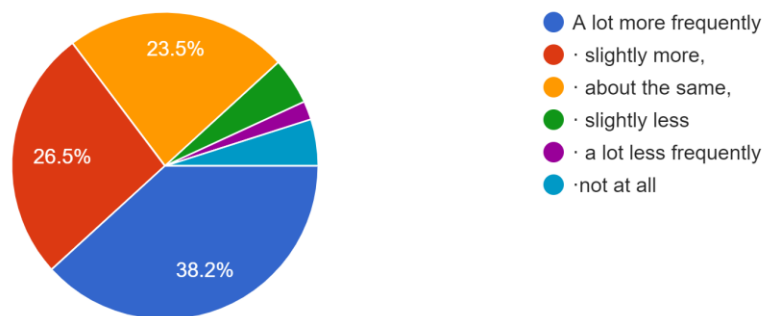
The most commonly answer for the question do consumers go the cinema as frequently after the covid 19 pandemic was about the same which was answered by 37.3 percent of the participants, but which was followed by the second most answered which was a lot less frequently with 30.4 percent. Out of the participants that were asked 39.2 percent of participants answered of participants answered that they go to the cinema less frequently as well as an additional 13.7 percent of participants answered that they now do not go to

the cinema compared to the only 9.8 percent of participants that now answered that they go to the cinema more frequently since the covid 19 pandemic. This shows that 52.9 percent of consumers go less frequently than before covid, 37.3 percent of consumers go around the same and 13.7 percent now go more frequently.

Using the optimism scale so how consumers attendance of going to the cinema has been affected came in with a score of -58.8 percent on the optimism scale highlighting the decrease in consumers attending the cinema from consumers who still go to the cinema while 13.7 percent of consumers answered that they now do not go to the cinema since the covid 19 pandemic. This can be linked with the decrease in people attending the movies and box office revenue figures from around the world as we can see with the research that there is a large group of consumers that are visiting the movie theaters less frequently since the covid 19 pandemic.

Since the covid pandemic have you watched more/less movies on streaming services since before the Covid pandemic

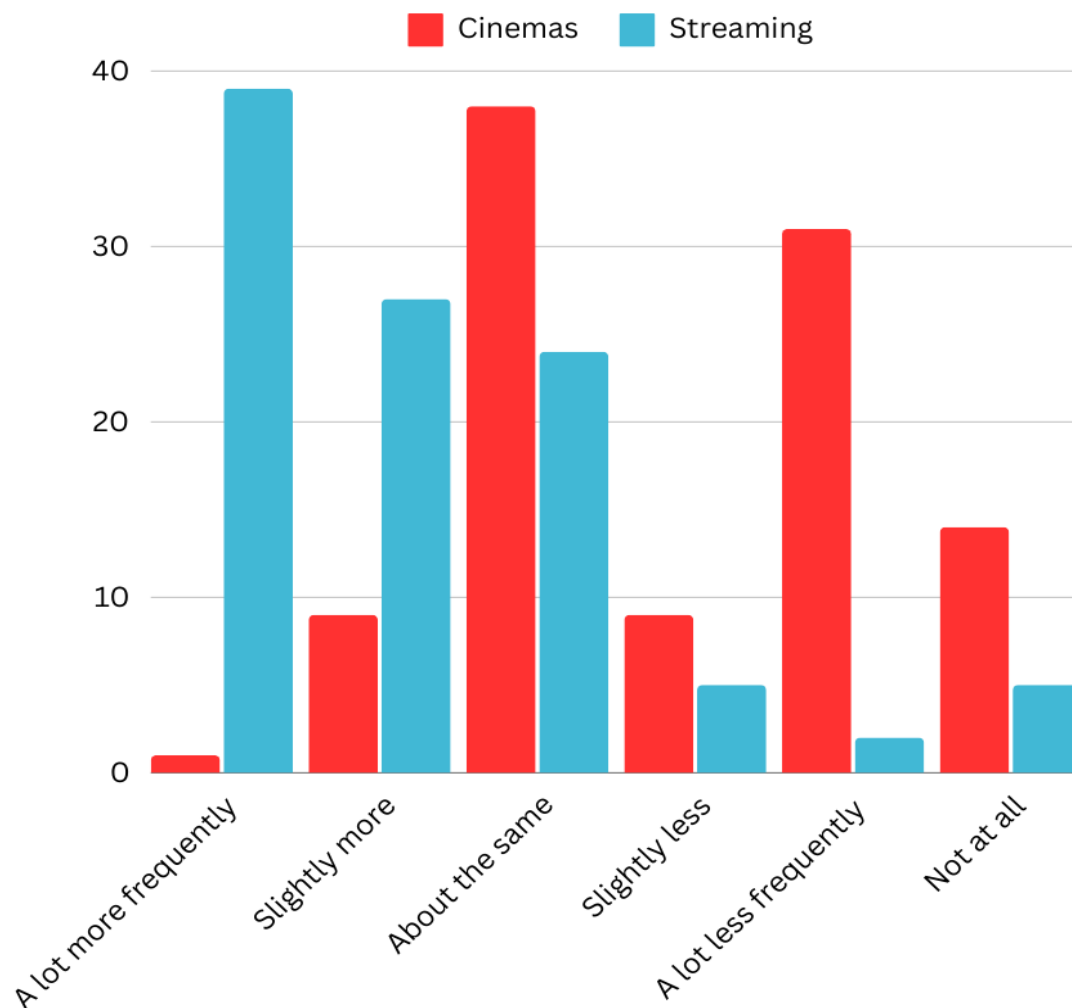
102 responses



When consumers were asked if they watched movies on streaming more frequently than before the pandemic the most popular answer was that consumers watch movies a lot more frequently with 38.8 percent of participants answering. 54.7 percent of participants answered that they either watch movies on streaming more frequently or a lot more frequently compared against 6.9 percent of consumers that watch movies on streaming services less frequently or a lot less frequently since the covid 19 pandemic. It was found that there was an increase in people watching more films more frequently on streaming services since the covid 19 pandemic when compared against people who watched who watched movies on streaming less frequently. There was 23.5 percent of participants that said that they watch movies on streaming services now, about the same as they did before the pandemic. This highlights that consumers have become accustomed to watching

movies on streaming services since the covid 19 pandemic and now are more likely to watch movies through streaming services than before the pandemic.

On the optimism scale people watching more movies on streaming services than before the pandemic had a score of 93.9 which is highlighted with the increase in streaming memberships seen with the pandemic and is a big contrast to the score of -58.8 percent that was seen on the optimism scale with people attending the cinemas with streaming services seeing more of an increase than movie theaters are seeing a decrease.



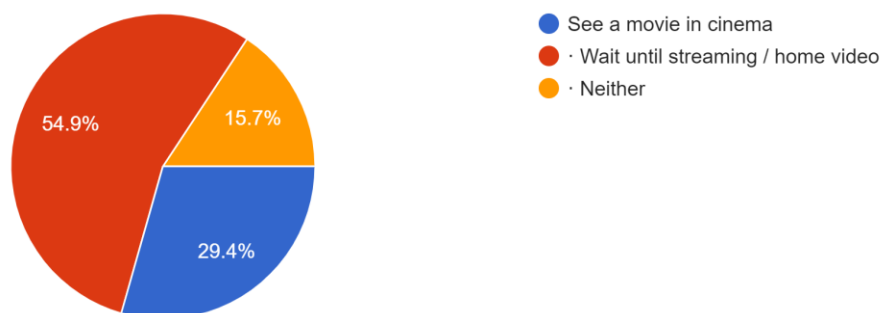
Question 5: Are you more likely to wait until a movie has become available on streaming or go to see the movie in a cinema?

	%
See a movie in Cinema	29.4%
Wait until it becomes available on streaming or home video/ digital	54.9%
Neither	15.7%

Mode	Wait until it becomes available on streaming or home video/ digital (54.9%)
Standard Deviation	.65

Are you more likely to wait until a movie has become available on streaming to see the movie than to go to the cinema?

102 responses



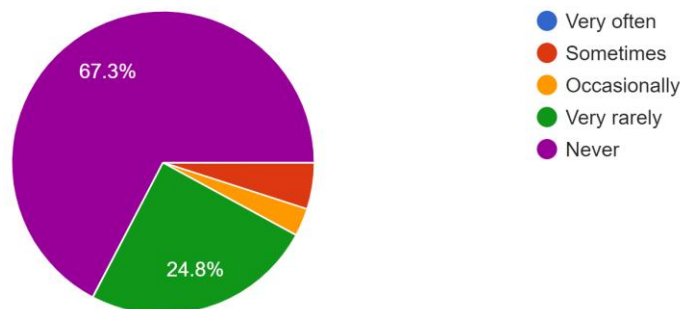
Consumers are now more likely to wait until a movie becomes available on home video or streaming than to see a movie in cinemas with a majority of participants 54.9 percent answering that they are more likely to wait until a film has become available on streaming service or home video/ digital than to watch it in the cinema. It is shown that there is a gap of 24.7 percent between those who wait until a film has become available on streaming service or home video/ digital than to go to watch it in the cinema with it being found that from the consumers who participated that only 29.4% are likely to see a movie in the cinema. As well 15.7 percent categorized themselves as neither watching a movie in the cinema or waiting until it becomes available on streaming or home video/ digital. This shows that audiences are moving away from going to the movie theaters to watch a movie to now watching movies on streaming services. This can be linked to the exclusive theatrical window being shortened so now consumers do not have to wait as long as before covid. Examining how people attend the cinema and what their preferences are is important as we look at the changing landscape of movie theaters

Question 6: Do you often go to repeat viewings of movies?

	%
Very often	0%
Sometimes	5%
Occasionally	3%
Very Rarely	24.8%
Never	67.3%

Mode	Never (67.3%)
Standard Deviation	.76

Do you often go to repeat viewings of movies
101 responses



Repeat viewings of movies are important for movie theater and are a factor in movies that are being released in movie theaters being successful in the rewatch ability that they have in their ability to bring audiences back to the cinema again to watch a movie. The research found that 67.3 percent of consumers who participated in this survey never go back to the to watch a movie and which is followed by 24.8 percent who do so very rarely. This is in comparison to the categories that are more likely to return with occasionally with three percent and sometimes with five percent. Using the optimism scale with consumers behaviour it was analysed that repeat viewing shad an optimism score of –156 out of the 101 participants that participated in the research further highlighting that most customers do not go to repeat viewings of movies. This low score of people going back to the cinema to rewatch a movie that they have seen which in the past used to be higher highlights that has been affected by the theatrical exclusivity window shortening leading to movies not spending as long in cinemas and therefore not providing the consumers with the time to go rewatch a movie in cinemas as well as the accessibility in providing consumers with the

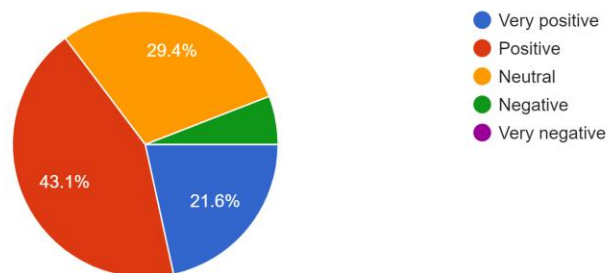
ease to watch a movie on streaming when it has been released on streaming services means that people are less likely to go to repeat viewings.

Question 7: How have your last few experiences been at the cinema

	%
Very Positive	21.6%
Positive	43.1%
Neutral	29.4%
Negative	5.9%
Very Negative	0%

Mode	Positive (43.1%)
Standard Deviation	.85

How have your last few experiences been at the cinema
102 responses



Customers are having a positive experience when going to the cinema with the most commonly answered being positive with 43.1 percent of consumers saying that their last few experiences at the cinema were positive. 64.7 percent of consumers say that out of their last few experiences at the cinema were positive to very positive and this is compared to only 5.9 percent of customers having their last few experiences at the cinema being negative. On the optimism scale the last few experiences of consumers at movie theaters were 80.4 percent positive. This highlights that the majority of consumers are having good experiences when they go to the cinemas and that they are satisfied with their experience at the movie theaters. With another part of the research questionnaire providing participants with the ability to provide additional feedback on responses on what caused them to have a positive or negative experiences from the thirty three responses it was mostly said that the participants enjoyed their experiences especially with done up and renovated cinemas. Many participants responded that they like to treat going to the

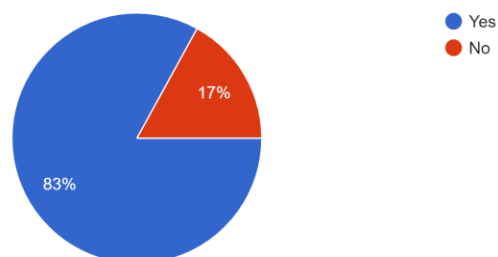
cinema as a night out which they enjoy. The negative response mainly discussed that their negative experience was caused by disruptive audience and that they preferred watching the movies in their own home because there is no audience. While a lot of the negative comments were about disruptive audiences there were some positive comments about the atmosphere that comes from watching a movie with an audience providing an enjoyable experience.

Question 8: Do you feel that movies arrive on streaming/ home video or streaming earlier than before the covid 19 pandemic

	Yes	No
Movies Arrive Earlier	83%	17%

Mode	Yes (83%)
Standard Deviation	.39

Do you feel that movies arrive on streaming/ home video earlier than before the Covid pandemic
100 responses



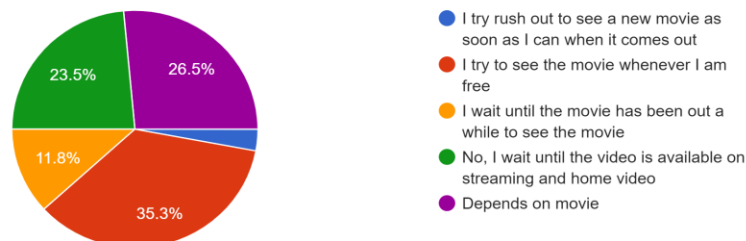
Consumers feel that a movie arrives on streaming or home video/ digital earlier now than before the covid 19 pandemic with a big majority of eighty three percent of consumers feeling that way while only seventeen percent did not. This highlights that consumers feel that they do not have to wait as long until they watch a movie on streaming services or home video/ digital. The theatrical exclusivity window has been shortened after the pandemic with movies arriving on home video or streaming a lot earlier than they did before the pandemic and this result highlights that consumers have noticed this change and would have changed their viewing habits in relation to movie theaters and streaming as a result.

Question 9: Do you rush out to see a new movie?

	%
I try rush out to see a new movie as soon as I can when it comes out	2.9%
I try to see a new movie whenever I am free	35.5%
I wait until a new movie has been out a while to see the movie	11.8%
No, I wait until the Movie/ Video is available on steaming or home video	23.5%
Depends on the Movie	26.5%

Mode	I try to see a new movie whenever I am free (35.5%)
Standard Deviation	1.3

Do you rush to see a new movie in cinema
102 responses



The most popular answer was that participants try to get out to see a movie whenever they are free with 35.5 percent of consumers answering this category. This 35.5 percent combined with the 11.8 percent of consumers who wait until the movie has been out a while to see the movie means that 58.8 percent of consumers do not rush out to see a movie as soon as it is released in cinemas. With the shorter theatrical release windows since the covid 19 pandemic could lead to these consumers missing the theatrical window because they have not rushed out to see a movie. With only 2.9 percent of the movie going audience rushing out to see a new movie as soon as it is released in cinemas but 26.5% answered that it depends on what movie is released whether they rush out to see it in cinemas highlighting that some new film could cause them to rush out and see it. 23.5

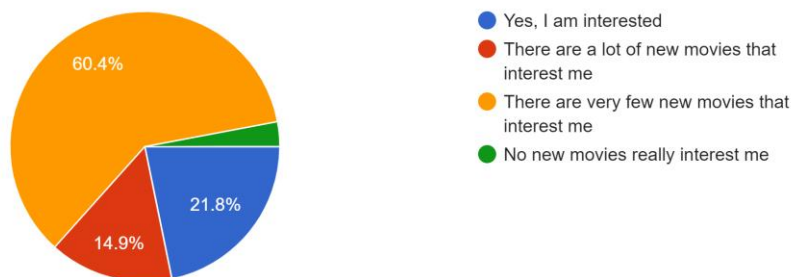
percent of consumers wait until a movie is available on streaming services or digital/ home video and do not go out to the see a movie in cinemas and with movies arriving on streaming services and home video/digital earlier these consumers do not have to wait as long for a movie that they want to see because movies are now available earlier on streaming services or home video/ digital for consumers to watch.

Question 10: Are you interested in the types of new movies that are being released?

	%
Yes, I am interested	21.8%
There are a lot of new movies that interest me	14.8%
There are very few new movies that movies that interest me	60.4%
No new movies really interest me	2.9%

Mode	There are very few new movies that movies that interest me (60.4%)
Standard Deviation	.87

Are you interested in the new types of movies that are being released
101 responses



The most commonly answered category with over half of the responses is the category there are very few new movies that interest me with 60.4 percent of the responses. The percentage of consumers that showed an interest in some of the new movies being released was 36.6 percent and which compared to consumers who have very little to no interest in new movies which was 63.7 percent. It was notable that there are still some movies that will interest 977.1 percent of the audience even if it is only a small amount for a big group there still are some movies that interest them but also that there is not enough and there is only 2.9 percent where no new movies interest them. On the optimism scale consumers of being interested in new movies that are being released had a score of minus 14.6 percent highlighting that consumers are dissatisfied with the new movies that are

being released and that they do not attract them to go to the cinemas to watch movies. This can be linked to the decrease in the number of films being released annually since the covid 19 pandemic because of film production being shut down as well as the writers and actors strikes affecting film production meaning that the amount of different types of movies that are being released or the amount of movies in each genre that are being released has reduced across the board, highlighting that for everyone there are fewer movies to interest them.

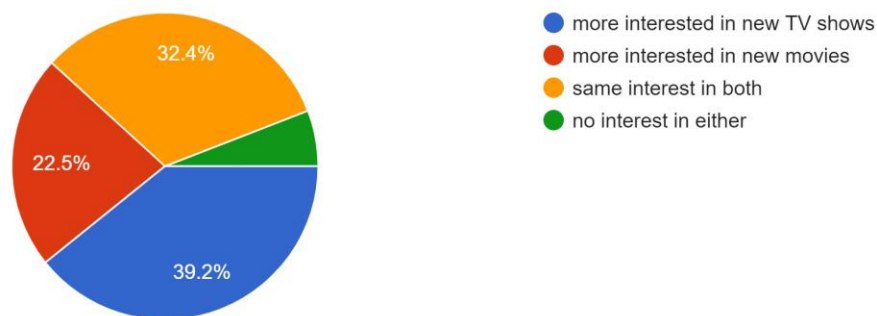
Question 12: Are you more interested in new tv shows or movies?

	%
More interested in new tv shows	39.2%
More interested in new movies	22.5%
Same interest in both	32.4%
No interest in either	5.9%

Mode	More interested in new tv shows (39.2%)
Standard Deviation	.97

Are you more interested in new tv shows or new movies

102 responses



When looking at what form of content interest's consumers between new tv shows and new movies and it was found that the most commonly answered option was that 39.2 percent of consumers are more interested in new tv shows than new movies. Which highlights the competition that movies are facing from tv shows which are viewable on streaming services. With more interest in new movies being the third most commonly answered question with 22.5 percent of the responses behind the same interest in both new tv shows and new movies with 32.4 percent. Which highlights an advantage that streaming services have over movie theaters as streaming services provide new tv shows to audiences while movie theaters do not. At least 54.9 percent of consumers are

interested in new movies from the survey meaning that there is an audience there for movie theaters. The survey found that only 5.9% of consumers do not have an interest in new movies or tv shows

Theme 1 + 2 Pearson Correlations

Using the Pearson correlation there was a small correlation of .25 found between those whose viewing habit had changed after the covid 19 pandemic and whether participant had watched more or less movies through streaming service after the pandemic indicating that those whose viewing habit had changed had led to their increase in watching movie through streaming services.

There was a strong positive correlation of .57 between participants in how often consumers visit the movie theaters and then a comparison with how the frequency has changed since the covid 19 pandemic highlighting that those who answered that they are going to the cinema less since covid are not going to the cinema regularly during the year. Highlighting that the answers participants provide in regard to their view habits changing in relation to the movie theater are being backed up by how often they visit the movie theater. This backing up of participants changing viewing habit seen through the Pearson correlation was also seen in streaming services which had a strong positive correlation of .56 highlighting that consumers viewing habits have been changing with streaming and they are watching movies through streaming services a lot more often since the pandemic

Using Pearson Correlation there was a .47 correlation highlighting a moderate positive correlation between the question on people who visit the cinema frequently and those who rush out to watch the cinema where we see people who frequently visit the cinema the most frequently monthly are more likely to rush out and watch a movie as well there is a correlation between those who wait until a movie available on streaming or don't go at all with people who either do not visit the movie theaters frequently or those who do not visit the cinema at all.

There was a moderate correlation of .41 found with frequency in which participant attended the cinema and those participants' experiences in the movie theaters highlighting that those who had positive cinema experiences were more likely to visit the movie theater more frequently while those who had negative experiences were very likely to not visit the movie theaters and watch at home. As well those with positive experiences were more

likely to have not dropped in the frequency in which they visit the cinema after covid as those who had bad cinema experiences stopped visiting the cinema as much after covid and those who had good experiences were less likely to drop in the amount in which they visited the movie theater with the small Pearson correlation of .33 found between participants answers.

There was a moderate correlation of .37 found between those who rush out to the cinema and those who wait for streaming highlighting that there are people who want to see a movie in theater and not wait until that movie is available on streaming and it also show that there is a correlation between those customers who do not want to rush to see the movie in movie theaters and want to wait until streaming revealing that are now consumers that will chose not to go see a movie in cinemas and wait until it is available on streaming

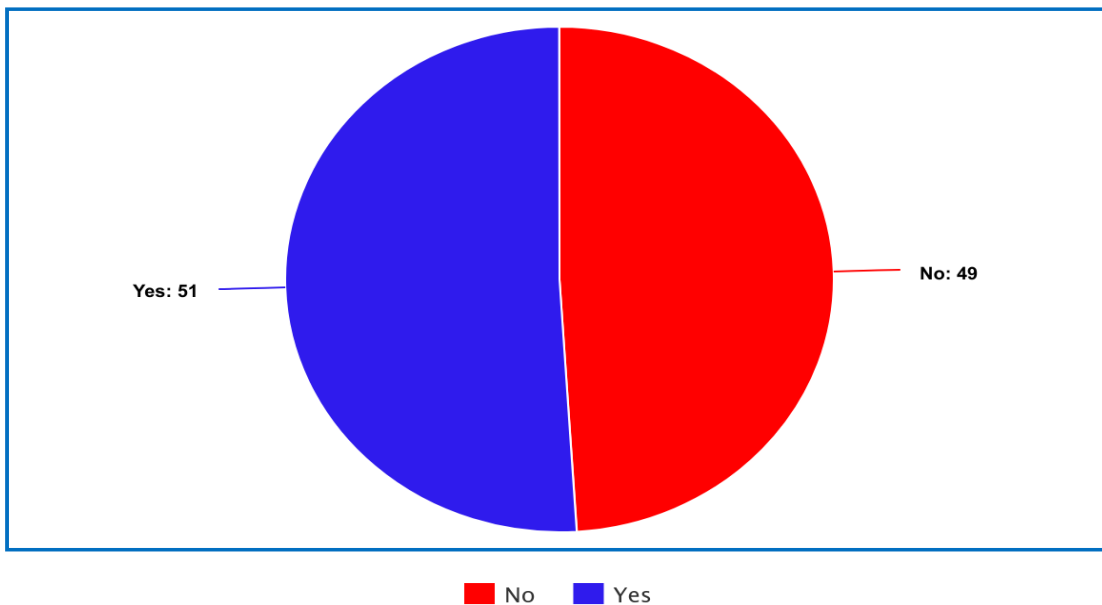
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Theme 3: Price

Question 13: Does price affect your willingness to go to the cinema ?

	Yes	No
Price affect willingness to go to cinema	51%	49%
Mode	Yes (51%)	
Standard Deviation	.50	

Would the price of going to the cinema affect your willingness to go to the cinema



When asked 51% of participants answered that price impacted their willingness to go to the cinema while 49% answered that it did not affect their willingness to go to the cinema. This highlights that there are two significant segments of consumers in relation to price when it comes to movie theaters with both groups splitting the consumer group. This shows the price sensitivity of the audience in the film and movie theater industry. With ticket prices increasing since the covid 19 pandemic and fifty one percent of participants saying price affects their willingness to go to the cinema and 58.8 percent of participants saying that they would be less likely to go to the cinema if ticket prices were to increase this can be analysed against the 57.9 percent of consumers that go to the movie theaters less now than before the covid 19 pandemic where prices have since increased after the pandemic for movie tickets. With ticket prices around the world increasing this is leading consumers where price impacts their willingness to go to the cinema are not going to the cinema as often. This shows that there is both a significant audience of the movie industry is price sensitive and a significant audience where the movie theater is not

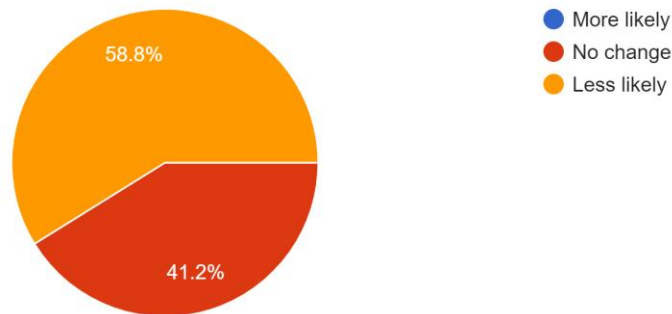
Question 14: Would you be more/ less likely to go to the cinema if the price of the tickets increased?

Question 15: Would you be more/ less likely to go to the cinema if the price of the tickets decreased

	Price Increase	Price Decrease
More likely	0%	51.5%
No change	41.2%	47.5%
Less likely	58.8%	1%
	Price Increase	Price Decrease
Mode	Less likely (58.8%)	More Likely (51.5%)
Standard Deviation	.49	.52

Would you be more/ less likely to go cinema if the price of tickets increased

102 responses

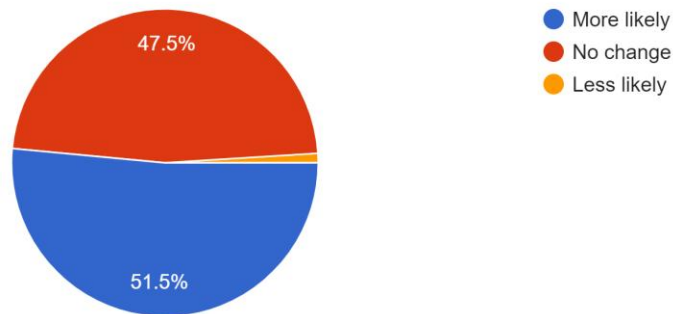


When asked 58.8% of participants answered that they would be less likely to visit the cinema if the price were to increase and 41.2% of participants answered that it would not affect how frequently that they visit the movie theaters. We see that there is a significant percentage of the movie going audience where price does not affect their willingness to go to the cinema as seen with the previous question answered in this research would the price of going to the cinema affect your willingness to go to the cinema, Where forty nine percent answered no, we see that through their answer with this question and the next question where consumers are asked how a price increase would affect their willingness to go the cinema and 41.2 percent still answered that a price increase would not affect their willingness to the cinema highlights that there is a significant group within the movie going audience that is unaffected by the changes in price of tickets to go to the cinema.

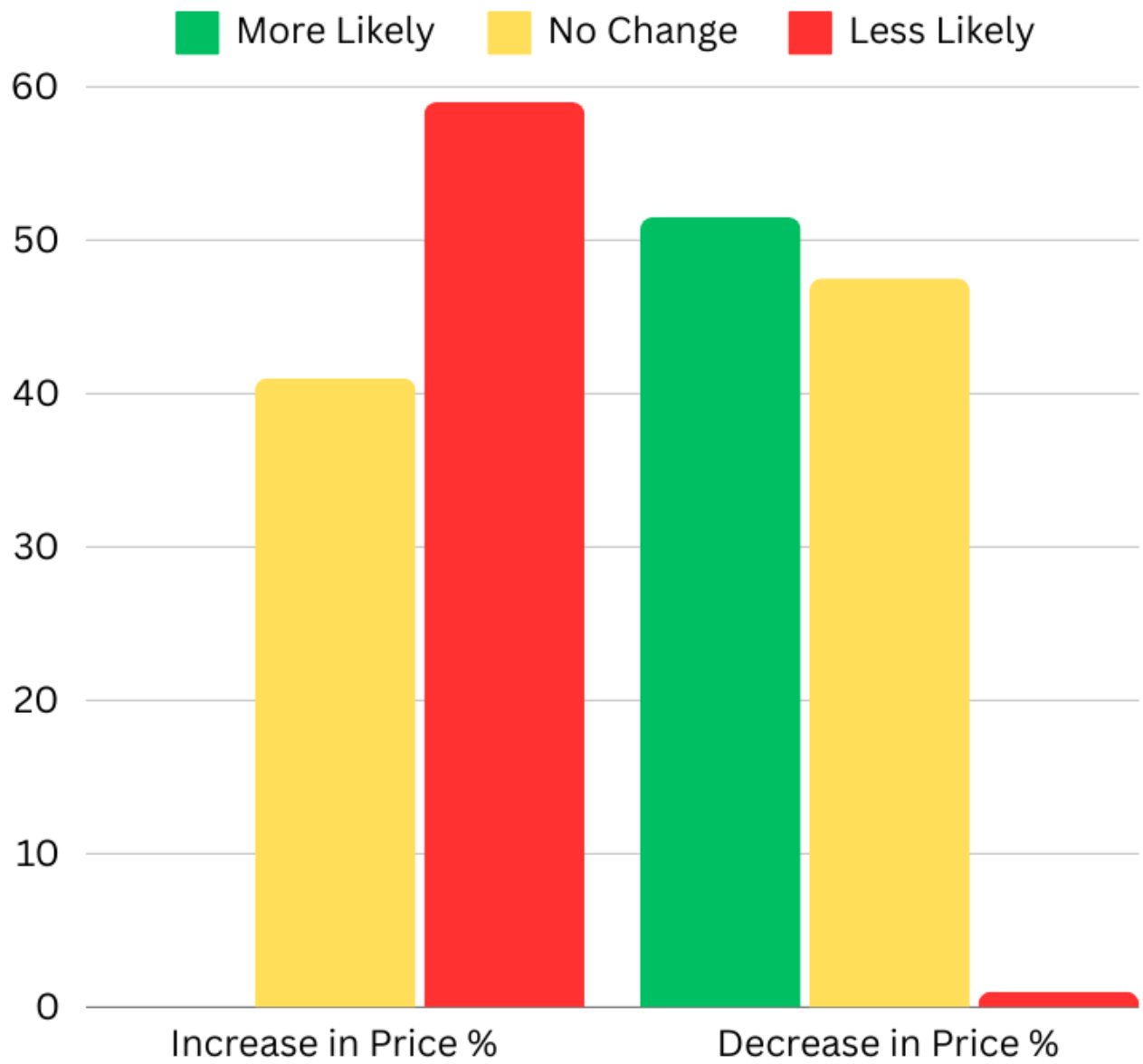
Movie theater ticket prices have risen in recent years after the covid 19 pandemic so that this can be linked to the decrease in people going to the movie theaters as seen with this research with 58.8 percent of consumers saying that the increase in price would make them less willing to go to the cinema these are the consumers who are going to be affected by the increases in prices and with this being a significant amount of the movie going audience that will now visit the movie theaters less frequently because of the price of movie tickets being increased after the covid 19 pandemic meaning that this will have a negative impact on movie theaters as they will have less customers.

Would you be more/ less likely to go to the cinema if the price of tickets decreased

101 responses



The majority of participants 51.5% answered that they would be more likely to go to the cinema if the prices were to decrease while 47.5 percent answered that it would not change the likelihood of them visiting the cinema and one percent answered that it would make them less likely to go to the cinema. This shows that the movie theaters would be able to attract more customers to the cinemas if they decreased price out of the group which price effects their willingness but there is still 47.5 percent where a decrease in price would not make them more likely to go to the cinema.

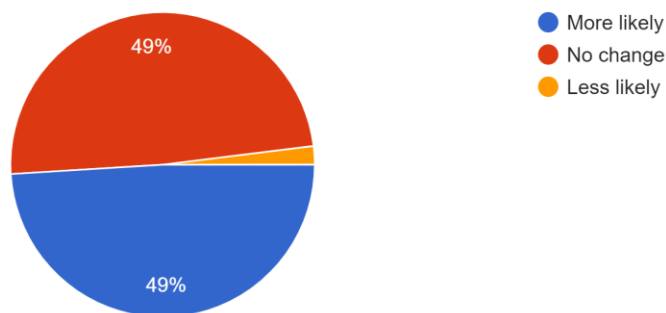


Question 16: Are you more or less likely to go to the cinema at a reduced pricing hour or when there is an offer or deal in place when compared against peak hours?

	More Likely	No Change	Less Likely
Reduced pricing hours or offer/deal in place	49%	49%	2%
Mode	More likely (49%) + Less likely (49%)		
Standard Deviation	.54		

Are you more or less likely to go to the cinema at reduced pricing hours or when there is an offer/deal in place when compared to peak hours

102 responses



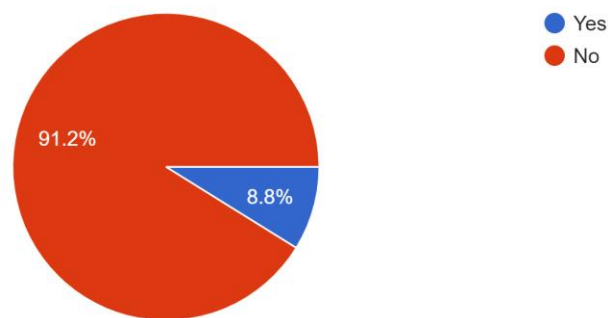
We examined that our participants were more willing to go to the cinema during reduced pricing hours with 49% of participants saying that they were more willing to go cinema at reduced price or when there where deals in place instead of during peak hours while two percent where less likely to go during reduced pricing hours or when there was a deal in place and 49% of participants said that it did not affect their willingness to go to the cinema. The reduce pricing hour as well as offer and deals are brought in to attract customers to watch a movie at a time when the cinemas are not as busy so with 49 percent of customers more likely to go to the cinema at reduced pricing hours or when there is an offer or deal in place highlights how these strategies have been effective at drawing in customers when the cinema is not as busy.

Question 17: Do you use a loyalty programme or cinema membership when going to the movie theaters?

	Yes	No
Loyalty programme or cinema membership	8.8%	91.2%
Mode	Yes (8.8%)	
Standard Deviation	.28	

Do you use a loyalty programme or membership when going to the cinema

102 responses



With the analysis it was examined that most consumers do not use a loyalty programme or cinema membership with 91.2% of participants not using a loyalty programme or cinema membership while there is only 8.8% of participants that do have a loyalty programme or cinema membership. This highlights that such a big majority of consumers do not have a loyalty programme or membership for going to the cinema and it is such a small minority that have one. Cinema memberships have and can be an effective way for movie theaters to bring in a constant stream of revenue but with the research showing that only 8.8 percent of consumers use a loyalty programme or cinema membership this highlights that these programmes and memberships have not been effective. This can be linked to consumers not going to the cinema frequently enough for a loyalty programme or membership to be of value to the consumers that it worthwhile and finically beneficial for the customers to have a membership or join a loyalty programme because they will not go to the cinema enough to receive value from the cinema membership or to use a loyalty programme.

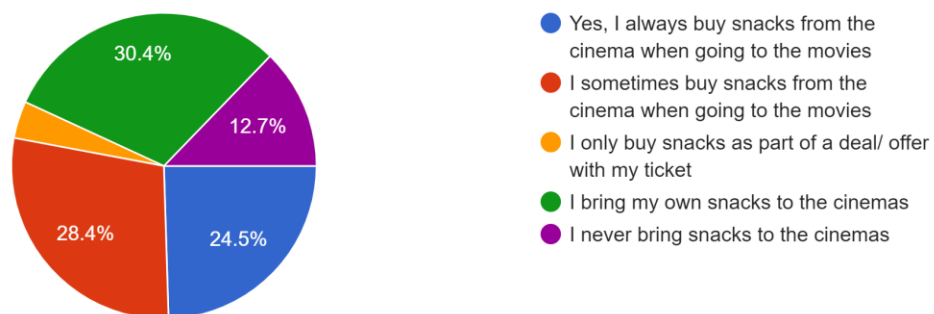
Question 18: Do you buy any snacks/ condiments from the cinema when you are going to see a movie?

	%
Yes, I always buy snacks from the cinema when going to the movie theater	24.5%
I sometimes buy snacks from the cinema when going to the movie theater	28.4%
I only purchase snacks from the cinema as part of a deal/ offer with my ticket	3.9%
I bring my own snacks to the Movie theaters	30.4%
I never bring snacks to the cinemas	12.7%

Mode	I bring my own snacks to the Movie theaters (30.4%)
Standard Deviation	1.44

Do you buy any snack/ condiments (popcorn, sweets or drinks etc) from the cinemas when going to see movie

102 responses



With snacks and condiments that are sold by the cinema being an important revenue stream for the movie theaters it was found that 24.5 percent of the consumers that go to the cinema always purchase snacks and condiments when they go to the movie theaters. While 28.4 percent will only sometimes purchase snacks and condiments when they go to the cinema combined with 3.9 percent who only purchase snacks as part of a deal with their ticket this represents for movie theaters an audience of 32.3 percent that will not always purchase snacks and condiments when do go to the cinema but will occasionally purchase snacks/ condiments from the cinema. There is 43.7 percent of the audience that will not purchase snacks from movie theaters, either the 30.4 percent that bring their own

snacks or the 12.7 percent who get or bring snack/ condiments to the cinema. Snacks and condiments are an important revenue stream for cinemas and with 43.7 percent not purchasing snacks/ condiments that only leaves 56.3 percent of the movie going audience who can provide that revenue to movie theaters through their purchasing of snacks/ condiments with their movie ticket

Theme 3: Price Pearson Correlations

There were multiple Pearson's correlations found when looking into price in the film and movie theater industry ranging from moderate to strong.

There was a moderate positive correlation found in price between with a .38 Pearson correlation found between consumers price affecting consumers' willingness to go to the cinema and would you be more or less likely to go the cinema if prices were to increase highlighting that the same participants care about price when going to the cinema and when the price increases they are less likely to go to the cinema but points out that those who price does not affect their willingness to go to the cinema have no change in how often that they go to the cinema when prices increase meaning that they still find the experience of going to the cinema as valuable.

There was a positive strong Pearson correlation of .51 found between price affecting consumer willingness to the cinema and if the cinema prices were to decrease who consumers be more or less likely to go showing that the consumers who are affected by price are more likely to go to the cinema if prices were to decrease showing that customers go to the cinema more when prices decrease.

The correlations show that these variables move together and are linked together highlighting that there is significant price sensitivity within the film and movie theater industry. It shows that there is both a meaningful group of consumers that are unaffected by price in their willingness to go to the cinema and there is a group where the price does affect their willingness to go to the cinema. This was provided in the results of the research showing a fifty-fifty split between both groups highlighting that they are both meaningful groups within the industry which is shown through the strong positive correlation in the theme of price

We a strong positive Pearson correlation of .51 between those who were more likely to go the cinema if the prices are cheaper and those customers who go to the cinema at reduced pricing hours and when there is a deal and offer in place which shows that these customers actually go to the cinema more frequently when prices are cheaper and deals and offers are in place

Pearsons's correlation showed a negative correlation of .51 between when the price of ticket is increased and when the price is decreased showing that when the same participants when the price increase, they are less likely to go cinema are the same participants that when the price decreases, they are more likely to go to the cinema. This further highlights that there is this price sensitive element of consumers when it relates to their willingness to go to the cinema

Discussion

The first result showed that a significant group of consumers had their viewing habits changed since the covid 19 pandemic this can be further highlighted with what has happened in the film and movie theater industry where the film industry has been significantly impacted by the pandemic with subscriptions to streaming services increasing and movie theaters having a decrease in revenue since the pandemic (Whiting, 2020) this transition from audiences from cinemas to streaming services because of the pandemic has seen audience members who had previously not been subscribed to streaming services sign up during the pandemic. This change in consumer viewing habits seen through the pandemic can be linked to the results shown in this research highlighting that the majority of consumers (56.9%) that participated had their content viewing habits changed since the covid 19 pandemic. This change in consumers viewing habits can be attributed with the major film studios changing their film distribution methods during the pandemic during the pandemic and this leading to consumers changing their viewing habits as studios such as Warner's brother's studio released their movies through the day and date release method which seen movie get released in cinemas and on streaming services in the same day providing consumers with ability to get accustomed to watching big new movies that were released at home through streaming services and home video/ digital ad not have to go to the movie theater to watch new releases (Marchant, 2020). Now that the industry has emerged from the covid 19 pandemic we are seeing consumers visit the movie theater less often to watch a movie and an increase in the consumers who are watching movie through streaming services and home video/ digital. This research has shown that there are now 54.7 percent of the movie going audience that now wait until a movie has been released on streaming services or home video/ digital to watch the movie watch the movie than go to the movie theaters to watch the movie with 29.4 percent of the audience only choosing this.

Theme 1: Distribution methods: Movie Theaters versus Streaming services + Theme 2: Customer Behaviour

The results of the research showing that consumers viewing habits have changed and they were more streaming oriented since the pandemic and this change has negatively impacted movie theaters and how often people go to the movie theaters.

In analysing the frequency in which consumers visit the movie theaters only 2.9 percent of cinemas visit the cinema at the frequency of once or more a month which would be categorised as frequent moviegoers an important audience group for consumers because before the pandemic this group while only being 10% of the consumer base accounted for forty eight percent of the movie theaters revenue (Gimmy, Condon 2013)

This decrease in movie goers categorised as frequent moviegoers highlights the struggles that movie theaters are facing with their important audience group decreasing by over fifty percent which leads to their revenue decreasing. With the amount of new movie being released since the pandemic there are less movie in cinemas for the frequent moviegoers to watch in cinema .These struggles that cinemas hare facing has led to major movie theater chains such as the second biggest global movie theater chain Cineworld having had financial troubles after the pandemic after suffering losses of 2.7 billion in 2020 and 566 million in 2021 as cinemas began to reemerge after the pandemic. In 2022 the Cineworld stock further declined as the revenue at the us box office was thirty percent below per pandemic levels (Cooban, 2022) highlighting that fewer people are going to visit the cinema as often since reopening after the pandemic as was seen through consumers responses in the research were 39.2 percent of consumers answered that they were visiting the cinema less frequently or a lot less frequently since the covid 19 pandemic and 13.7 percent answered that now they do not visit the cinema at all since the pandemic as well as having a score of -58.8 using the optimism scale highlighted this negative for the movie theaters that consumers are not going to the cinema as often since the covid 19 pandemic. Cineworld blamed this loss of revenue on the limited film roster after the pandemic which has seen that there are not enough new movies being released of all different varieties to attract consumers to visit the cinema.

The results in this paper showed than consumer watching movies through streaming services has grown with 54.7 percent of consumers saying that they watch movies through streaming services more than they did before the pandemic and 75.5 percent of consumer watch movies at least once a month through streaming services. On the optimism scale scoring of people watching movies more frequently than before the pandemic of 93.9 in streaming's favour. This is linked to the paper by (R,Kamineni, R,Rentschler 2023) which found that streaming services would be the future of the film industry and (Takahashi,

2015) which said that streaming services would take demand away from movie theaters. Other papers such as (H, Lin 2014) showed that consumers were moving towards streaming services which was seen in the strong positive Pearson's correlations of consumer watching movie more often through streaming services after the pandemic and the high frequency of people watching movies through streaming services.

The results in this paper have shown a decrease in people attending the movie theaters and the increase in people watching movies through streaming services. This links with (Okumuş 2022) in his paper where he highlighted that the movie audience has decreased with the pandemic while streaming service have increased pointing out the increase in numbers for viewership and subscriptions for streaming services has increased since the covid 19 pandemic. As well as how during the pandemic customers who had not previously used streaming services began signing and consumers have become accustomed to the ease and accessibility that streaming services provided them. This has been found through the results in this paper where people viewership of streaming services score a 93.8 score on the optimism scale since the pandemic with 54.7 percent of the audience watching movies more frequently through streaming services than before the pandemic and 74.5 percent watching a movie through a streaming service at least once a month. The ease and accessibility of watching a movie through a streaming service has given streaming services an edge over movie theaters as a distribution method in the film industry especially with the exclusive theatrical window shortening since the pandemic where movies are now releasing earlier since the pandemic on streaming services (Okumuş 2022), this decrease in the theatrical exclusivity window where before the pandemic movies had to spend ninety days in theaters before they can be released on streaming services or on home video/ digital to right now where that exclusivity window is different for different production studios with some of the longest windows being only forty five days and some of the shortest being 17 days (Ahouraian, 2021) meaning that customers do not have to wait as long to watch a movie on a streaming service as it becomes available sooner and customers who want to watch a movie when it is released in cinemas might not be able to get around to watching the movie in cinemas before it is released on home video and streaming analysed through the results in this paper where the research found that only 2.9 percent of the audience rushing out to see all the movies that they are interested in (while 26.5 percent said that them rushing out depended on the movie being released and certain films could cause them to rush out but most do not meaning that if that the 35.3 percent of consumer who want to watch the movie in movie theaters but have to wait until they are free might miss the chance to see the movie in cinemas and the 11.8 percent who wait until the movie is out a while to see the movie only have a small window of time to watch a movie before it moves to streaming services or home video/ digital. A

significant amount of the consumers has started waiting for a movie to now become available on streaming services with 23.5 percent answering that they watch movies at home through streaming services and home video/ digital instead of rushing out to the cinema leading to the big audience loss for movie theater and a gain for streaming services. This paper has shown that consumers have noticed this shortening of the theatrical exclusivity window with eighty three percent of participants saying that they feel that movies arrive on streaming or home video earlier now than before the covid 19 pandemic and are aware of this and are changing their viewing habits as a result.

With the covid 19 pandemic stopping the film production of new films along with actors and writers strikes that occurred after has meant that movie theaters have been limited in the number of new movies and blockbusters being released has been limited with a thirty three percent drop in 2022 in wide release movies compared in 2019 (Clark, 2022) because the studios have not been able to supply them with enough new movies as the industry emerged from the pandemic which has left movie theaters unable to meet the demand for new movies due to the lack of supply. In the study it was found that 60.4 percent of consumers answered that there were very few movies that interested them and combined also with the three percent that said that there were no new movies that interested them being released. With there being less new movies released since before the pandemic there are less new movies to draw in audiences and big blockbusters which bring in revenue for movie theaters. For consumers because there are less new movies of all different genres being released this means that there will be fewer movies to interest those consumers if the certain movie interest and genres that they like being released which could see these consumers look to alternatives like streaming services to find new movies that they like. This lack of new films is linked with consumers going to the cinema less frequently since the pandemic as there are fewer movies can interest them being released. This highlights that movie theaters were negatively impacted by the covid 19 pandemic.

These results showed that in the research that consumers interest and viewing habits had changed during the pandemic with the consumers being more streaming focused and which has negatively impacted the movie theaters which have been struggling since the pandemic and consumers have been going less frequently to the movie theaters. The hypothesis that movie theaters have been negatively impacted by now distribution methods and the second hypothesis that linked in is consumers content behaviour and interests has become more streaming based is shown to be true as seen with the results, the response of the population and what has resulted in the film industry.

Theme 3: Price

It is seen in this research that the price increases that hit the film industry with movie tickets has negatively impacted movie theaters within the industry as they have seen costs increase and have been forced to increase the price of a movie ticket with the average price of a movie ticket increasing, which we have seen through the research where consumers are less likely to go to the cinema if the price of the movie ticket increases meaning that movie theaters are losing some of the audience at time when they are facing increased competition from streaming services.

From 2019 to 2021 the average ticket price in the United States rose from \$9.16 to \$9.57 (Carollo, L. 2024) which is an increase of 4.5 percent in the average price of a movie ticket in the United States and other market like Australia seeing the average ticket prices rise from 14.5 American dollars to 16.96 American dollars (Hughes, 2024) which is an increase of 2.46 Australian dollars and which is a seventeen percent increase in the average price of a movie ticket in the market. With the research showing the price sensitivity within the film and movie theater industry and how there is a significant sector of the movie going audience which price affect their willingness to visit the cinemas and 58.8 percent the moviegoing audience being less likely to go to the cinema if the price increases are now less likely to go cinema with ticket prices being increased for movie theaters around the world. These price increases do not affect a certain element of consumers who still frequently visit the cinema as they see attending the cinema as an experience or a night out and see a value in attending the cinema. If these prices were to further increase customers would start to attend the cinema even less frequently. The importance of keeping movie ticket prices affordable for the moviegoing audience is crucial for movie theaters as (Gimmy, Condon 2013) found that customers normally do not visit the cinema alone and prices need to be affordable for groups such as families for movie theaters to have success highlighting that during the financial crisis of 2008 and the aftermath how movie theaters were forced to keep prices down during this tough time for the industry to ensure that they did not lose customers due to pricing. Movie theaters bring in a lot of revenue through snacks and condiments when customers visit the movie theaters with 24.5 percent of consumers always buying snacks and condiment at the movie theater and at least 56.3 percent if customers that sometimes or always purchase snacks and if these customers are not going to the cinema the movie theaters miss out in that revenue as well.

Different pricing strategies have been effective for movie theaters in bringing in customers and revenue as seen with this study as forty nine percent of consumers are more likely to visit the cinema during reduced pricing hours or when a deal or offer is in place which occur around nonpeak hours highlighting the effectiveness of bringing customers to the cinemas at times which would normally not be as busy. (C, Choi, M, Jeong and A.S. Mattila 2015) looked at pricing and profit maximization in regard to movie theaters saying that profit

maximisation and differentiation strategies can be effective for movie theaters when they provide the consumers with a perceived fairness and value in which reduced pricing hours are effective in pushing consumers to these cheaper times and allow cinemas to get more revenue from peak hours. This combined with our research shows how cinemas have been able to adapt these pricing strategies successfully and draw in customers.

The Pearson correlations which are shown within price back up that these pricing strategies are effective as seen through these previous studies which are discussed with a strong positive of .51 shown between consumers who are more likely to go cinema if the prices were decrease and those consumers who go to the cinema at reduced hours or when there is a deal/ offer in place show s that the price differentiation previously discussed and also with (Arteaga, Coronado, Flores, 2019) show that consumers have been affected by the increase in price and when they are given the option to go to the cinema at a cheaper price they go more often which highlights the effectiveness of these strategies and the increase in prices negatively impacts movie theaters ability to attract the price conscious element of the moviegoing consumers to the cinemas.

This price increase has come at a time when the industry is competing with streaming services as a place where consumers can watch movies and streaming services are able to offer tv shows and multiple new movies a month their subscription service where consumers feel they are getting value with their subscription. Movie theaters have introduced their own loyalty programmes and cinema memberships to make their customers feel like they are receiving value and to try to draw in more customers. These loyalty programmes and memberships have been at times successful for movie theaters and allowed them to bring in money but with 91.2 percent of consumers interviewed in this research saying that they do not use a loyalty program cinema membership and only 8.8 percent having one this highlights that these memberships have not caught on when compared to streaming services and what percentage of consumers use streaming services.

The results shown in the research along with analysis from previous research highlight that the increase in movie ticket prices has negatively impacted movie theaters and which has resulted in them losing some of their audience. The research showing that there is two group with the cinema going audience one that is unaffected by price in their willingness to go to the cinema and the price sensitive group which we have seen are more likely to go cinema when the prices is lower as well as less likely to go to the cinema when the price is increased and actively go to the cinema more when the price is decreased during reduced priced hours or deals and offers. This increase in price is happening at a time when cinemas need to draw in customers and make customers accustomed and used to going

back to watch movies in movie theaters since the covid 19 pandemic and competing with streaming services which highlights the hypothesis that the increasing in ticket pricing is negatively impacting movie theaters.

Conclusion

The paper shows that consumers viewing habits have changed during the covid 19 pandemic with consumers going to the movie theaters less frequently after the pandemic and watching movies more frequently through streaming services and home video/ digital with the covid 19 pandemic causing movie theaters to close down and which forced consumers to have to watch new movies through streaming services or home video/ digital which still had the ability to release new films to their members as seen with major blockbuster which were set to be released in theaters such as Disney's Mulan which was released on Disney Plus, the king of Staten island and trolls world tour (Bruney, Kirkland 2020) leading to consumers now that movie theaters have reopened waiting until a movie is available on streaming services or home video/ digital to watch it than going out to the cinemas. The reduction in the theatrical exclusivity window while movie theaters were

struggling during the pandemic has also meant that consumers do not have to wait as long until a movie is released on streaming services or home video/ digital if they want to watch a movie and with a big majority of consumers being aware of this, they can now plan accordingly. This shows that consumers have benefitted from these changes in the industry due to the pandemic and they now have more power and choice in the marketplace. For film studios they can now benefit off having a new distribution method to release their movies through and it decreases their dependency on movie theaters, but the film studios are still heavily reliant from the revenue which they bring in from the box office of the movie theaters and need that revenue to be financially successful with the industry still bringing in 33.9 billion globally at the box office (Tartaglione, 2024) while still not reaching pre pandemic levels yet with 42.5 billion at the global box office in 2019. We are seeing that movie theaters have been negatively impacted by the covid 19 pandemic as seen with Cineworld the second largest global movie theater chain which has seen financial struggles as a result of the pandemic and since reopening and with the movie theaters importance and history within the film industry it will have to see how the movie theaters will have to adapt and change to stop the decline in the industry and keep their current audience base while trying to bring back some of the customers that they lost during the pandemic and gain new customers. This research did show that even with the loss in the number of people attending the movie theaters still have a meaningful audience that attend the movie theaters.

The key factor from the covid 19 pandemic window has been the shortening of theatrical exclusivity window and the impact this shortening has had on consumers and the negative impact on movie theaters where movie theaters get less time to play exclusivity in movies theaters because of the deal which was signed at the start of the pandemic when movie theaters were struggling which has a negative impact on movie theaters as consumers are now able to wait a short time until the movie is available on streaming services to watch the movie which means movie theaters lose out on customers as unless the audience is an avid moviegoer or really excited about the movie they might just wait until the movie is available on streaming or miss the chance to watch the movie in theaters before it arrives on streaming because as soon as a movie arrives on streaming movie theaters are less likely to play the movie anymore due to competition from home entertainment. As pointed out in the study consumers are aware of this change and many have changed their viewing habits as a result or with a lot of the movie going audience not rushing out to movie theaters, they might miss the chance. A problem that arrives when a movie arrives on streaming or home video/ digital is that a high quality version of the movie is now able to be put up online earlier which means some customers can watch the movie through this where the film industry gets not revenue and during the pandemic movie

piracy increase with movie being released on streaming service and immediately high quality versions being uploaded to Piracy sites (BBC, 2020). The decrease in the exclusive theatrical window the movies box office seeing a decrease as film do not see the financial returns that movie theaters can provide in later weeks and the box office is reduced as there is fewer repeat viewing of movies now as see in the research as consumers can wait a short time to rewatch the movie at home. Repeat viewing in the past have been key in movies in big blockbusters making a lot of revenue at the box office and now they have lost that revue as well as movies earning money in later week of release through positive word of mouth through to shortening window. This shortening theatrical window negatively affects a film studios revenue at the box office and reduces the potential awareness about the movie from a longer theatrical run, which unless the movie being released on streaming after cinemas bring in a big amount of new subscriber this results in the film studios losing out on money.

We have seen that the increases in price seen in movie ticket prices around the world has led to consumers attending the cinemas less after the pandemic. It has been shown that there are price sensitive consumers in the industry and the increase in price make those customers less willing to go to the cinema to the cinema with the increases in prices with these consumers seeking out ways to attend the cinema when prices are reduced to reduced pricing hours as well as deals and offers. Customers are going to the cinema less now because of the increase in ticket prices. The movie theaters also need to keep up attendance at the cinemas because the snacks and condiments sold in cinemas bring in important revenue so if consumers are not going to the cinema they are losing out on that revenue as well.

The competition that movie theaters are facing through new methods of film distribution with streaming services along with covid leading to a change in consumers viewing habits and an increase in movie ticket prices negatively impacting movie theaters as consumers now have more options and alternatives for watching movies which gives consumers more choice when deciding how they will watch new movie. Movie theaters now have to do more to draw in customers and to appear as a better moviegoing option than their new competitor streaming. The pandemic stopping the production of new films which has led to movie theaters being unable to supply the customers with new movies which are being release which has had a negative effect on movie theaters as this is happening with a time in which they are in competing with streaming services which also have tv show which gives them more content to meet consumer demand while cinemas are struggling to meet consumer demand. Movie theaters are losing out on revenue because of the stopping of

production as they fewer big wide release film and blockbuster playing for customers to watch which movie theaters like Cineworld have blamed for low profit level and we have seen a decrease at the box office with these fewer films being released. The research showed that that variety and options that streaming services provide by also providing tv shows with membership along with new movies means that consumers who prefer tv shows will use streaming services and can watch movie through them while movie theaters do not provide these customers who are more interested in tv with the capability to watch tv shows. With not as many movies being released with the pandemic consumers were able to watch tv shows instead due to the access through streaming. This with tv shows also being provided with streaming services along with ability to watch multiple movies a month provides consumers with a perceived value for money when compared against movie theaters

So, bringing it back to the research question yes, the covid 19 negatively impacted the film and movie theater industry with movie theater having been significantly badly impacted the pandemic and with the box office decreasing the industry is losing out on that revenue that it used to get before the pandemic from the movie theaters. The paper has shown that it is not only one factor which is affecting the movie theaters it is a combination of issues that have arisen as a result of the covid 19 pandemic as well as some problems that were affecting the movie theaters before the pandemic adding on. Though as seen in the research the covid pandemic did negatively impact the movie theaters with there being fewer new movies being released to draw in costumers, the shortening of the theatrical exclusivity window, the change in consumer viewing habits in the pandemic toward streaming and the pandemic causing ticket prices to increase seeing customer visit the cinema less frequently.

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