

## Cinemas - UK - November 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

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“Further integrating mobile into the cinema experience presents many opportunities for operators, including improving the efficiency of booking systems, boosting additional purchases and creating targeted marketing campaigns.”

– Rebecca McGrath, Research Analyst

### This report looks at the following areas:

- How cinemas can utilise mobile
- Building on the success of event cinema

Cinemas have had a difficult 2014, following on from a poor 2013, as a ‘perfect storm’ of factors significantly impacted admissions. These factors included a weak film slate, with few successful blockbusters or family movies, the football World Cup and the hot summer weather.

While the industry perception is that the poor performance of the last two years is not a result of structural concerns, operators face many challenges going forward including the improvements in home cinema, in terms of screen and sound quality, and the popularity of streaming services such as Netflix. Operators need to innovate in terms of pricing, content and mobile services in order to prevent being left behind by consumers in favour of other entertainment options.

This report examines the current status of the market and looks at the major operators, as well as investigating consumer behaviour and attitudes, and assesses which improvements or innovations would appeal to cinema-goers.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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