Are Movie Theatres Doomed? (Business Horizons, 2007)

1) What is the value of going to a theatre? How does this vary by the type of movie?

2) What factors determined the rise and fall of theatres? What are the major threats now (i.e. at the time of the case)? How does this vary by demographics?

3) What determines the movie release strategy? Do you expect the release window to change? Do you expect more movies to have narrow/wide releases?

4) Given the data in the case, if you were a cinema, would you build an IMAX?

5) How can a movie theatre further differentiate itself from the in-home experience (or from each other)?

6) Could cinemas access other revenue streams?