

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?