

## **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? The authors suggest demand is falling now. Why do you think this is the case? How would 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 could a movie theater change its pricing strategy?
- 6) Could cinemas access other revenue streams?