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?