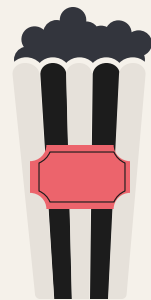




STREAMING AND CINEMA



MRKT - 3512

By: Indira Rumanthir



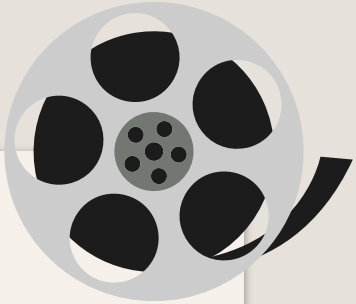


TABLE OF CONTENTS



01

SECTION 1

Current trends, gaps between businesses and consumers, unknown information of consumers

02

SECTION 2

Literature review of key findings on 5 variables of interest

03

SECTION 3

Summary of in-depth interviews

04

SECTION 4

Discussion/marketing strategy proposal

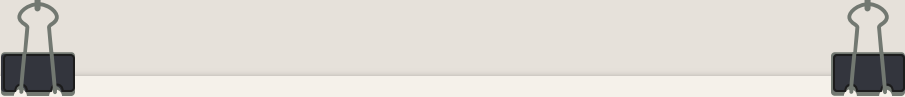




STREAMING SERVICES

- Services that enable individuals to watch films and television programs on their television, mobile phone, or computer, directly from the internet, without requiring any downloads
- Examples:
 - Netflix
 - Viki Rakuten
 - YouTube



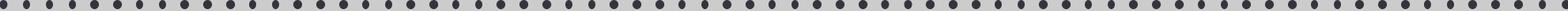


CINEMAS

- A place that individuals visit to watch films for entertainment
 - Examples:
 - AMC Theaters
 - Odeon Cinemas
 - XXI Cineplex
- 



**"THE EXTENT TO
WHICH VIDEO STREAMING
SERVICES ARE REPLACING
CINEMAS"**





SECTION 1

Current trends, gaps between businesses
and consumers, unknown information
of consumers





TRENDS

- Decreased cinema visits
- Increased variety of streaming platforms



GAPS

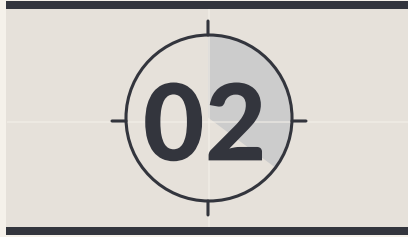
- Streaming services cannot provide immersive experiences that cinemas can
- Cinemas do not have the mobility and flexibility that streaming services do



UNKNOWN INFO

- Whether consumers will forgo cinemas altogether
- Whether a new model, different from streaming and cinemas, would arise, that consumers will use





SECTION 2

Literature review of key findings on 5 variables of interest





VARIABLE 1: IMPACT OF COVID-19

- Consumers were restricted from visiting cinemas during the first half of 2020
- Hesitation continued post-COVID-19
- Consumers (in China) prefer using video streaming services as opposed to visiting cinemas because of:
 - Easier access
 - Less costly
 - Less time-consuming
 - No conflict with work
 - Less health threats

- (Khan, Tanveer, Yaqoub, 2022)





VARIABLE 2: IMPACT OF INCREASED VARIETY AND PRESENCE OF STREAMING SERVICES



- More streaming platforms are entering the industry, such as SkyShowtime (Comcast and Paramount joint venture) in Hungary
- Film studios and media companies benefit from online streaming services
- Additional revenue streams through more:
 - Capacity
 - Size efficiency
 - Price discrimination
 - Audience reach and development
- Streaming service users are mainly motivated by:
 - Expected entertainment and usefulness
 - Value proposition and formed habits
 - Availability of resources required and knowledge

- (Aranyossy, 2022)



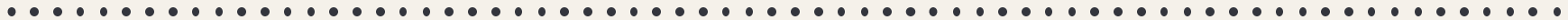


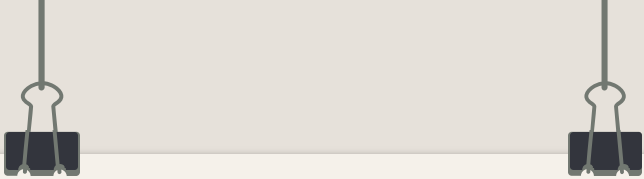
VARIABLE 3: IMPACT OF IN- THEATER EXPERIENCE



- Alex Garland's movie, *Annihilation*, was only available on Netflix, he lacked control
- He created the film intending for it to be screened in cinemas
- Difference in framing of shots, approach to sound, music, and effects
- Garland himself has also enjoyed watching films on streaming services
- Immersive experience suited for a big screen through vivid scenes of aliens with lights, philosophy, and dancing, accompanied by a sensational symphonic drone score
- "The battles between streaming services and theatrical releases are increasingly going to be battles between rival streaming services," and "that is where the big fight is going to be. Where cinemas end up is an unknown."

- (Dean, Garland, 2018)



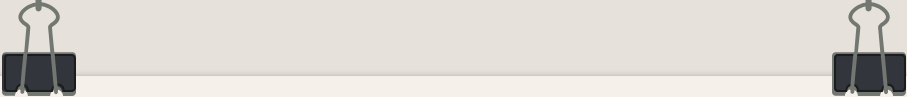


ANNIHILATION **(2018)**

Let's watch the ending alien
scene, in the perspective
of Netflix viewers



[https://www.youtube.com/
watch?v=uBsJgceMoKI](https://www.youtube.com/watch?v=uBsJgceMoKI)



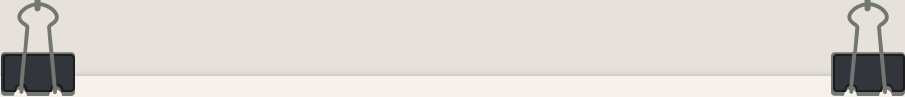
VARIABLE 4: IMPACT OF AUDIENCE-TARGETING TECHNIQUES



- Online streaming services are obstacles in decision-making for the traditional motion picture industry
- Institutional logics perspective helps investigate how studios and streaming services decide on which movies to produce and how to distribute these
- Scenario analysis is implemented to assess evolving interactions
- Commitment institutional logic - decision-making heuristics focusing on theatrical release and box-office results (used by studios)
- Four potential scenarios for actions and decisions:
 1. Commitment overpowers convenience logic
 2. Committed convenience logic
 3. Convenience overpowers commitment logic
 4. Conveniently committed logic

- (Hadida, Joshi, Lampel, Walls, 2020)





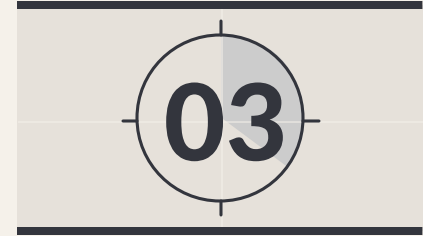
VARIABLE 5: IMPACT OF "ON-DEMAND CULTURE"



1. "Post-theatrical distribution," reduced cinema visits, rent/purchase content anytime, anywhere
2. VOD culture defined by restricting location and time content is present, "celestial multiplex,"
3. Transforming reception and distribution, streaming shall replace DVDs, predictions made for cinemas
4. Revival of 3D film, cinematic realism, cinema experience
5. Inexpensive Redbox and other VOD rentals disappointed expectations, reduced demand
6. Viewers struggling to navigate, more personalized experience, individuality
7. Independent and DIY projects, *Red State* independent social media marketing, on streaming services and cinemas
8. *Life in a Day*, viewer submissions, low-budget digital production democratizing via YouTube

- (Tryon, 2013)





SECTION 3

Summary of in-depth interviews



DEMOGRAPHICS



Sample:

- Convenience

Gender:

- 3 female
- 2 male

Age:

- 19-45



Education level:

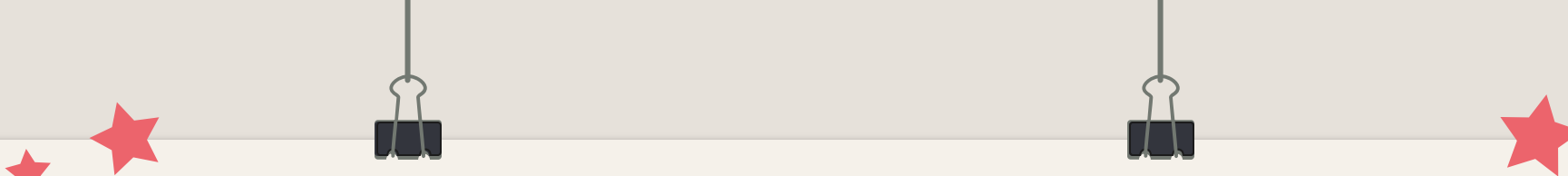
- Ranges from high school graduate (now in military) to university graduate (now working)

Location:

- Jakarta, IDN
- Manchester, GBR
- Singapore, SGP
- Toronto, CAN

Race:

- Asian
- 



1. Which video streaming services do you use, and which cinemas do you visit?

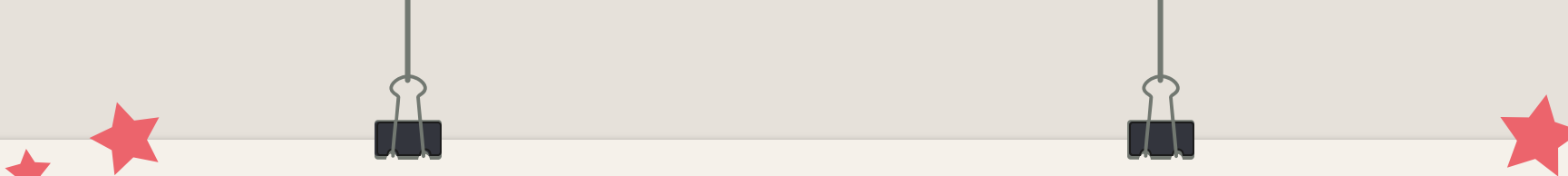
Streaming services:

- Netflix
- Hulu
- Disney +
- HBO Max
- HBO Go
- YouTube
- Amazon Prime Video

Cinemas:

- AMC Theaters
- Odeon Cinemas
- Cineplex
- XXI Cineplex

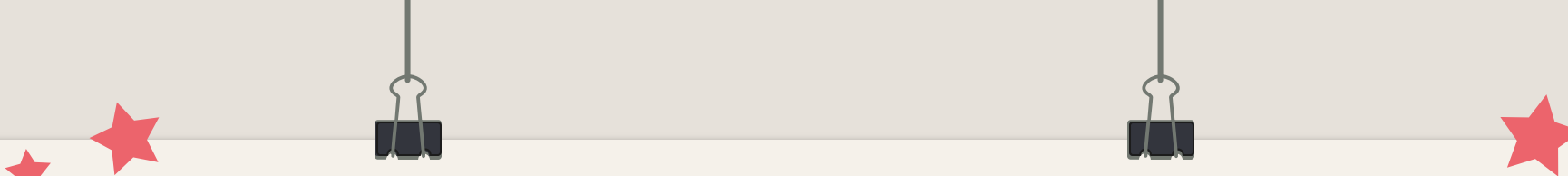




2. Do you usually watch movies or television shows, and why?

- Most individuals watch movies more frequently, as movies are more fulfilling and less time-consuming to watch
- Movies offer an entire story, usually within around two hours, or three hours at maximum (specified by two participants respectively)
- Those who watch television shows more often prefer being able to control the pace at which they watch content and spend less time watching per session

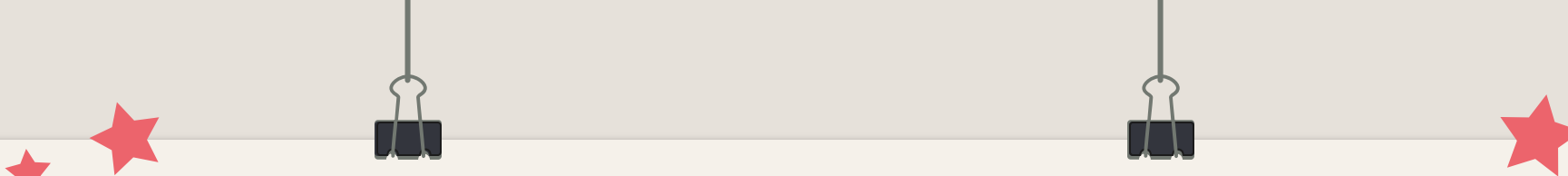




3. Do you watch movies through video streaming services or cinemas more often?

- Everyone answered with streaming services, due to time constraints from school and/or work
- Less feasible to visit the cinema to watch a movie
- They do not always have the energy to commute to the cinema and back home





3a. How do the experiences of watching movies through video streaming services versus through cinemas differ?

- Each participant commented that watching movies through streaming services meant there was no large screen and surround sound system
- They watch from their laptops or televisions, less immersive
- One participant mentioned how purchasing popcorn and watching with friends and others in the cinema, while trying to predict the next scene, is an amusing experience
- Another participant suggested, for viewers who can afford it, they could build their own cinema at home with a sizeable screen and an advanced sound system.





3b. Are most of the movies you watch available on video streaming services and/or cinemas?

- Every interviewee said most of the movies they watch are available on streaming services
- Some also brought attention to how most of the movies they watch are available in cinemas temporarily, once they are released
- One interviewee mentioned that cinemas would occasionally provide screenings of older films to celebrate special events, such as their anniversaries

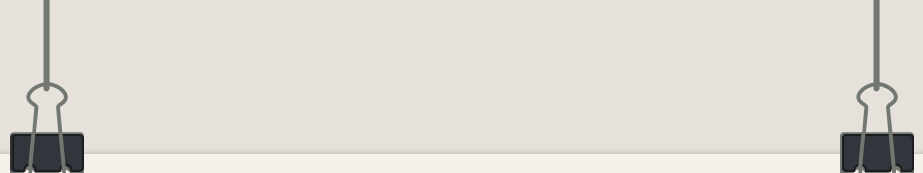
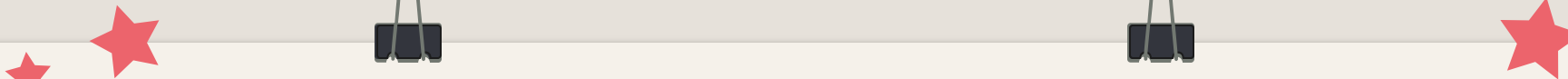




4. Are there any barriers you have identified when seeking to watch movies through video streaming services and/or cinemas?

- Most individuals reiterated their response to question 3a, about how watching movies through streaming services are less entertaining
- Also how cinema ticket prices are expensive, making cinema visits less appealing
- Some individuals also reemphasized that they tend to lack the energy to commute to the cinema and back home

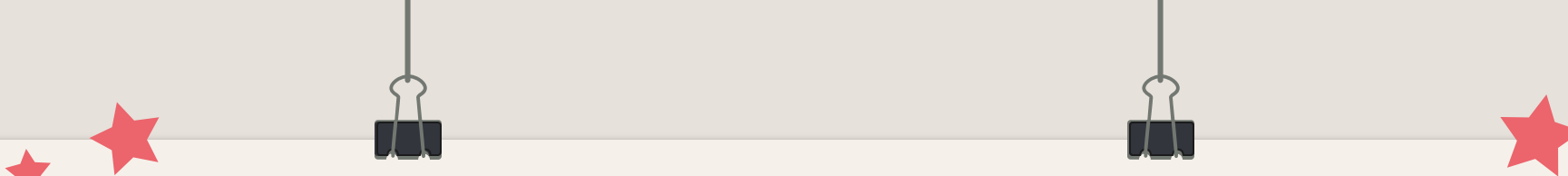




4a. What are your recommendations to reduce these barriers?

- Most interviewees expressed how cinemas should decrease the prices of movie tickets
- Two interviewees, including one who contributed to the previous point, suggested streaming services should lower the prices to rent and watch television shows and movies

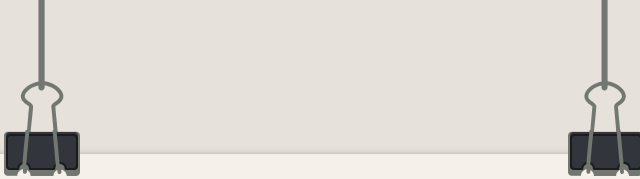




5. Do you have any additional remarks?

- Most individuals provided their remarks
- One individual declared that the reason why viewers watch movies in cinemas less often is they lack the energy in mobility
- Another individual voiced how she does not believe that video streaming platforms are replacing cinemas, rather, consumers utilize video streaming platforms more often
- Lastly, an individual commented that, because of the large screen and advanced sound system at cinemas, some movies are meant to be watched there specifically, an example being the recently released *Fast X*





BONUS SEGMENT!

Would you go to a cinema
like this?



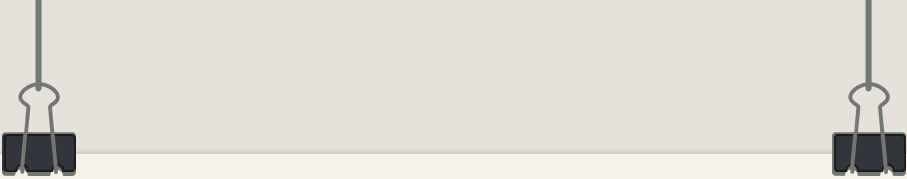
<https://www.instagram.com/p/CsistGeuW2e/?hl=en>





SECTION 4

Discussion/marketing strategy proposal



FOR VIDEO STREAMING PLATFORMS AND CINEMAS

GENRES

Are certain genres more popular
to watch in either medium?



ALLIANCE

Can streaming services and
cinemas collaborate to elevate
audience experience?



FACILITIES

Depending on one's facilities
at home or at their local
cinema, does this impact their
decision on where to watch?



SELECTED MOVIE GENRES

ROMANTIC
COMEDY



ACTION

HORROR



SCIENCE-
FICTION



ANOVA TESTS



Research question 1: "Do selected movie genres affect ticket sales in cinemas?"

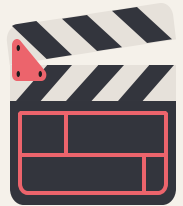
Independent (predictor) variable: movie genre

Dependent (response) variable: ticket sales (number of tickets sold)

Research question 2: "Do selected movie genres affect viewership on streaming services?"

Independent (predictor) variable: movie genre

Dependent (response) variable: viewership



HOME FACILITIES

LARGE SPEAKERS



WIDE-SCREEN
TELEVISION

FOOD VARIETY
(POPCORN ETC.)



RECLINING
CHAIRS



ANOVA TESTS (CONTINUED)

Research question 3: "Do available home facilities affect ticket sales in cinemas?"

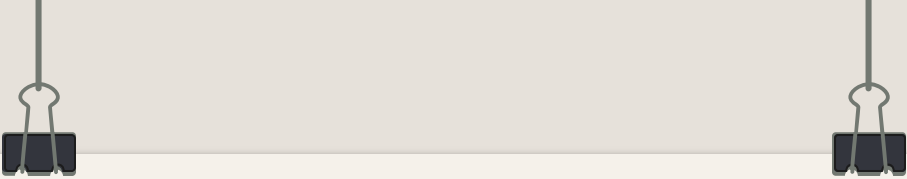
Independent (predictor) variable: home facilities

Dependent (response) variable: ticket sales (number of tickets sold)

Research question 4: "Do available home facilities affect viewership on streaming services?"

Independent (predictor) variable: home facilities

Dependent (response) variable: viewership



BIBLIOGRAPHY

<https://www.collinsdictionary.com/dictionary/english/streaming-service>

<https://www.collinsdictionary.com/dictionary/english/cinema>

<https://doi.org/10.52337/pjia.v5i1.399>

<https://doi.org/10.3390/informatics9030071>

[https://search.ebscohost-com.electra.lmu.edu/login.aspx?direct=true&db=edsbig&AN=edsbig.A530587950&site=eds-live&scope=site](https://search.ebscohost.com.electra.lmu.edu/login.aspx?direct=true&db=edsbig&AN=edsbig.A530587950&site=eds-live&scope=site)

<https://www.youtube.com/watch?v=uBsJqceM0KI>

<https://doi.org/10.1007/s10824-020-09379-z>

<https://search.ebscohost.com/login.aspx?direct=true&db=nlebk&AN=578907&site=eds-live&scope=site>

<https://www.instagram.com/p/CsistGeuW2e/?hl=en>



**THANK
YOU!**