# Cinema & Movies Intelligence Service

**Part of the Media & Entertainment Service Area Package**
Comprehensive data and analysis of global film and cinema markets and cinema technology to help you see the bigger picture in the global film industry.

" The digitized cinema sector is the value creator for the media windows system, providing a stable bedrock for massive consumer change in the home. "

**David Hancock**
Senior Research Manager

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# Cinema & Movies Intelligence Service

*Part of the Media & Entertainment Service Area Package*

## HOW OMDIA HELPS YOU

- Detailed analysis of box office, admissions, digital cinema, digital technology, film production and cinema exhibition of 62 territories worldwide (representing over 97% of the World's box office)

- Tracking of screens, sites, projectors, 3D systems, servers, PLF choices, admissions, box office, 4D and IMS

- Overview of distributor data, including market shares

- Overview exhibitor profiles and evolution of screens and sites

## KEY QUESTIONS ADDRESSED

- Which countries have the largest box office markets, and which are in growth or decline?

- How many films are released in a market? What is the split between US and domestic titles? Who are the leading distributors?

- How many feature films are produced in a country?

- How many screens are in a market, and how many of those are multiplex? What is the 'screens by site' breakdown in that country?

- How many 3D screens are in a country and what proportion of total screens does that account for? Is this number in decline or growth?

- Who are the leading exhibitors in a country, how many sites and screens doe they have and how is this evolving?

- What projector and server manufacturers are present in a country and what are their market shares?

- What and how many premium cinema technologies are present in a country and how is this figure evolving?

## Global growth comparison



Global growth comparison: 2013–18

Source: Omdia

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# Cinema & Movies Intelligence Service: Meet the Analysts

**David Hancock**
Research Manager,
Cinema

**Charlotte Jones**
Principal Analyst,
Cinema

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# Cinema & Movies Intelligence Service: Deliverables

## DATABASES
—*Annual*—

Suite of Film &
Cinema Databases
*Coming Soon: Movie Content Tracker
& Cinema Experience Tracker*

## REPORTS
—*Annual*—

Movie Windows
Emerging Cinema Markets
Content & Movie Distribution Models

## ANALYST INSIGHTS
—*Ongoing*—

Exclusive commentary on
key developments

## PRESENTATIONS
—*Quarterly*—

Quarterly scheduled briefings with analysts
on research highlights from all aspects of
the market.

## ANALYST ACCESS
—*Ongoing*—

For prompt responses to
urgent and unique questions.

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# Cinema & Movies Intelligence Service: Market Data & Reporting

## Suite of Film and Cinema Databases

Comprehensive market-level coverage of box office and admissions, film production, theatrical distribution, cinema exhibition and cinema technology with either monthly, quarterly or annual metrics and 5-year forecasts

- Cinema Admission & Box Office Database
- Cinema Sites and Screens Database
- Cinema Exhibition and Market Concentration Database
- Digital Cinema Database
- Cinema Summary Databases – Country & Region
- Digital Technology Database
- Film Distribution Database
- Film Production Database
- Company data: distributors, exhibitors, manufacturers

## Cinema Exhibition and Distribution Insight Reports

Short and long form reports on key trends in theatrical markets including Box office growth, screens, Premium Cinema formats, technology trends, distribution and content trends, market growth areas, film production, regional and country profiles

This service also includes an average of 10 reports per annual subscription. Past recent report titles include:
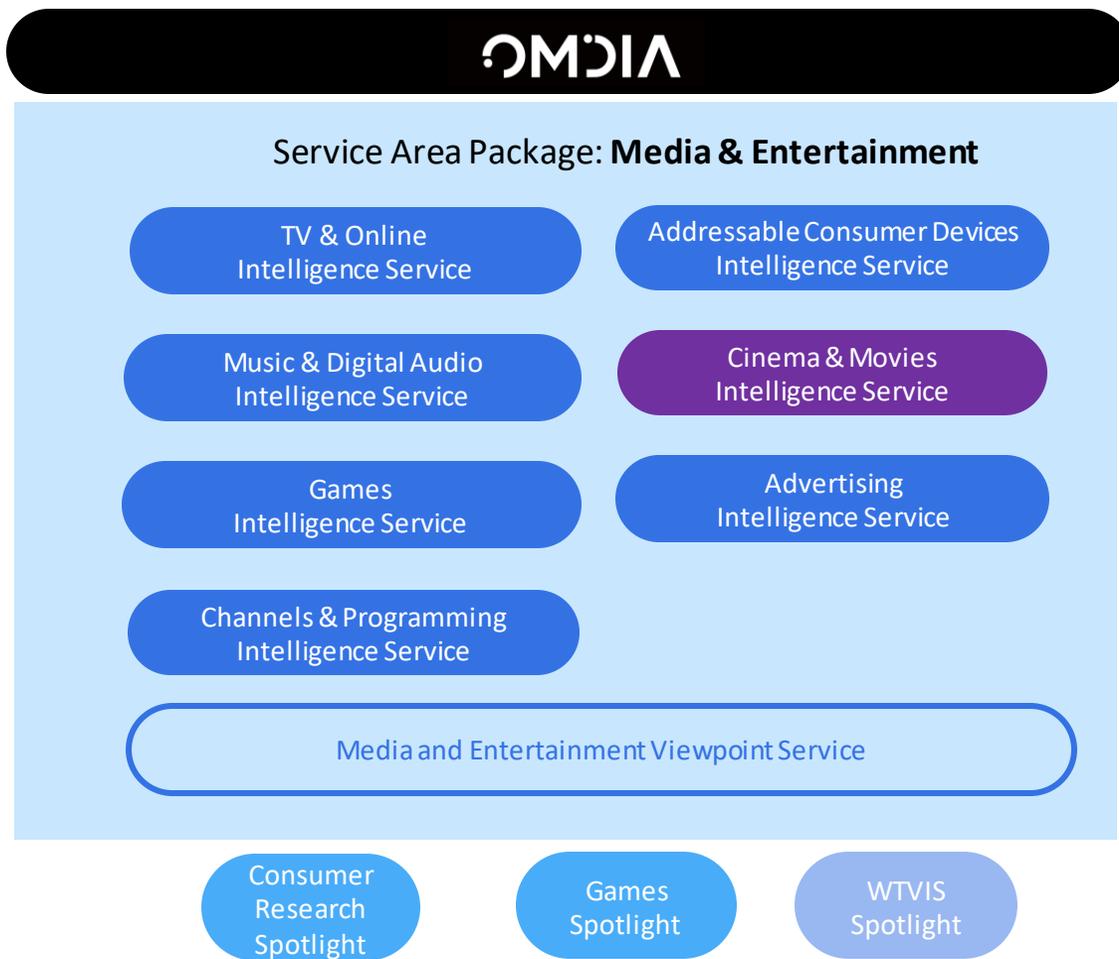
- Cinema Impact Briefs Q2 2020
- Post-COVID-19 Box Office Scenarios
- The impact of COVID-19 on the Chinese cinema market: challenges and opportunities
- Cinema Market Report Series: China
- Studio Market Share Repot: North America in 2020
- Impact of COVID-19 on Cinemas
- Paramount Decrees Report
- Cinema Industry Report: MENA
- PLF Market Assessment Report
- Cinema Box Office report 2019
- HFR rears its head again in Cinemas

**NEW: Extensive tracking of the impact of COVID-19 on the cinema sector (events; cinema openings and closures; box office scenarios for 2020 and 2021**

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# Suite of Film and Cinema Databases (Additional Detail)

| Database Name | Segmentation | |
|---|---|---|
| Cinema Admission & Box Office Database | • Admissions, Box Office Revenue<br>• Derived metrics, admissions per head and average ticket price | • Monthly and quarterly data |
| Cinema Sites and Screens Database | • Cinema Sites and Screens<br>• Multiplex Sites and Screens<br>• Average screens per site | • Net Screen Additions<br>• Growth in Cinema Screens |
| Cinema Exhibition and Market Concentration Database | • Key metrics by exhibitor including screens, sites, seats<br>• Admissions and Box office by exhibitor (where available)<br>• Market shares by exhibitor | • Rankings by international groups and circuits<br>• Top ten films' market share |
| Digital Cinema Database | • Annual data by 3D, server and projector manufacturer<br>• Premium large format (PLF)<br>• Proportion of global PLF (%) | • 3D screen and site penetration<br>• Net 2D/3D installations by quarter<br>• Average 3D screens per site |
| Cinema Summary Databases – Country & Region | • Complete database of cinema and digital cinema metrics in one view for each territory with annual, quarterly data plus five-year forecasts | • In-depth coverage of 62 international territories with regional totals |
| Digital Technology Database | • Database of digital projector, server, and 3D provider manufacturers totals and market shares<br>• Projector replacements calculations<br>• 4D cinema screens | • LED Cinema screens<br>• Digital screen forecasts |
| Film Distribution Database | • Total feature films released and BO by country of origin | • Distributor market shares and releases, and Distributor level revenues |
| Film Production Database | • Total feature films produced, including numbers of co-productions | |

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# Related Content: Media & Entertainment Service Area Coverage

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Service Area Package: **Media & Entertainment**

| | |
|---|---|
| TV & Online Intelligence Service | Addressable Consumer Devices Intelligence Service |
| Music & Digital Audio Intelligence Service | Cinema & Movies Intelligence Service |
| Games Intelligence Service | Advertising Intelligence Service |
| Channels & Programming Intelligence Service | |

Media and Entertainment Viewpoint Service

Consumer Research Spotlight

Games Spotlight

WTVIS Spotlight

## About Omdia's Media & Entertainment Research

Omdia's Media & Entertainment portfolio provides forecasts, consumer survey data, competitive analysis and qualitative insights about the world's largest, fastest-growing and dynamic markets. The team's coverage provides a joined-up view of unrivalled depth and breadth across the sector's most important geographies, technologies and companies.

Clients receive access to a team of over 35 analysts, each with specialized expertise and organized to address critical intersections in the rapidly converging media and entertainment market. The team is supported by an array of Omdia colleagues specializing in adjacent domains, such as mobile, broadband, devices, cloud, digital consumer services and media delivery.

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Whether you need guidance to navigate the service, information regarding our methodologies or you want to better understand a data trend, Omdia's support team is here to help.

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**ABOUT OMDIA**

Omdia is a global technology research powerhouse, established following the merger of the research division of Informa Tech (Ovum, Heavy Reading, and Tractica) and the acquired Omdia technology research portfolio*. We combine the expertise of more than 400 analysts across the entire technology spectrum, covering 150 markets. We publish over 3,000 research reports annually, reaching more than 14,000 subscribers, and cover thousands of technology, media, and telecommunications companies.
Our exhaustive intelligence and deep technology expertise enable us to uncover actionable insights that help our customers connect the dots in today's constantly evolving technology environment and empower them to improve their businesses –today and tomorrow.
* The majority of Omdia technology research products and solutions were acquired by Informa in August 2019 and are now part of Omdia.

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