

The US Theater Industry Outlook to 2016 - Favorable Prospects in 3D Segment

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Abstracts

The report titled “The US Theater Industry Outlook to 2016 - Favorable Prospects in 3D Segment” provides a comprehensive analysis on the theater industry size in terms of the number of screens, theaters, admissions and box office revenue. The report also provides the market segmentation by type of screens, 2D and 3D revenue along with demographic profile of an average movie-goer. The report discusses the new innovations such as seating arrangements, projection styles, dining in the auditorium accompanied with recent developments in the industry. The report has detailed coverage on the competitive landscape by theatrical admission and concession revenue. The macro economic factors such as the average expenditure, online piracy and threat from alternate sources of entertainment have also been provided to understand their impact on the industry.

The US theater industry is the largest in terms of the number of theaters as well as the number of screens. The US theater industry has grown from ~ theaters and ~ screens in 2006 to ~ theaters and ~ screens in 2011 at a CAGR of 0.2% and 0.52% respectively. In terms of the number of admissions, the US theater industry comes second after India with ~ billion admissions.

The number of 3D screens was ~ in 2006 which increased to ~ screens in 2011, growing at a CAGR of 127.74%. The year 2009 was a milestone year for the 3D cinema as a lot of blockbusters such as Avatar, A Christmas Carol, The Transformers, UP and Ice Age: Dawn of the Dinosaurs was released in the year. The number of 3D movies made in 2011 has increased at a CAGR of 41% from 2006. In 2011, ~ 3D movies were made whereas only ~ 3D movies were produced in 2006.

In terms of frequency of visits, male population was more frequent in visiting theaters as

compared to the female population. Frequent moviegoers continue to drive the theater industry revenue. The frequent moviegoers account for only ~% of the population but they bought half of all the movie tickets sold in 2011 (~ million ticket sales), comparable to the 2009 and 2010 results for this group. There were ~ million frequent moviegoers in the age group of 25-39 years in 2011.

The theater chains are competing with each other on the basis of location, stadium seating arrangement, quality of projection (analog and digital projection), and appeal of concession products. Regal Entertainment is the largest theater chain in the US with market share of ~% and admission revenue of USD 1,842.6 million in 2011. The group has maintained a high screen per theater ratio. The group had ~ screens in 2006 which have increased to ~ screens in 2011. AMC Entertainment is the second largest player with admission revenue of USD ~ million in 2011 and ~ screens.

The future box office revenues depend upon the commercial success of the franchise films, 3D movies and on screen adaptation of bestselling books across the world. The theatrical revenue will increase in the future as the average ticket price of the theaters will increase. The increase in the number of screens will compliment this growth as well. The box office revenue for the FY'2012 is estimated to be USD ~ billion with the release of movies such as Batman, Skyfall, The Hobbits and Paranormal Activity4. The box office revenue would cross the USD ~ billion mark by 2013. The theater industry of the US is estimated to grow at a CAGR of 2.5% for 2012-2016. The industry is estimated to reach USD ~ billion by 2016.

KEY TOPICS COVERED IN THE REPORT

The US theater industry market size on the basis of box office revenue, number of theaters, screens and admissions

Market segmentation by type of screens, and audience by gender and age group along 2D and 3D movies revenue

Trends and Developments of the US theater industry along with value chain and SWOT analysis

Market share of leading US theater chains on the basis of admissions revenue and concession revenue along with the company profile of Regal Entertainment Group, AMC Entertainment and Cinemark Theaters

Future projections and outlook of the US theater chain industry and growth opportunities and innovation

Macro-Economic and Industry Factors affecting theater industry such as US household median income and expenditure on entertainment

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