

# The 2022 Report on Motion Picture Equipment: World Market Segmentation by City

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## Abstracts

This report was created for global strategic planners who cannot be content with traditional methods of segmenting world markets. With the advent of a 'borderless world', cities become a more important criteria in prioritizing markets, as opposed to regions, continents, or countries. This report covers the top 2,000 cities in over 200 countries. It does so by reporting the estimated market size (in terms of latent demand) for each major city of the world. It then ranks these cities and reports them in terms of their size as a percent of the country where they are located, their geographic region (e.g. Africa, Asia, Europe, Middle East, North America, Latin America), and the total world market.

This study covers motion picture equipment as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for motion picture equipment is 3333157. It is for this definition that aggregate latent demand estimates are derived. Motion picture equipment is specifically defined as follows:

### 3333157 MOTION PICTURE EQUIPMENT

33331571 Motion picture equipment (all sizes 8 mm and greater), excluding projection screens and processing equipment

33331572 Projection screens (for motion picture and/or still projection)

33331573 Motion picture processing equipment, all types, excluding motion picture still type equipment and interchangeable types

3333157101 Motion picture equipment (all sizes 8 mm and greater), excluding projection screens and processing equipment

3333157206 Projection screens (for motion picture and/or still projection)

3333157311 Motion picture processing equipment, all types, excluding motion picture still type equipment and interchangeable types

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