

**TECHNOLOGY INTELLIGENCE SERVICE**

# Cinema

Comprehensive cinema analysis, data and insights to help you see the big picture in the global film and cinema sectors

Digital cinema is now the format of choice, bringing with it major changes in content distribution, packaging, and production methods. This, coupled with the emergence of new growth markets such as Brazil, China, and Russia serves to bring new financial and technical concerns to distributors and studios, in the US and worldwide. If you want to succeed in this increasingly complex business, you'll need a trusted source of comprehensive market intelligence.

## BENEFITS

- Facilitates competitive analysis by providing detailed exhibitor and distributor data, and breakdown of key market share metrics
- Offers visibility upon the impact of digital cinema on traditional business models
- Comprehensive statistics on global and regional screen counts, box office and admissions
- Visibility into digital cinema technology, technology providers and market penetration
- Customized market knowledge via direct access to expert analysts

### Market Insights

Frequent analyst commentary on product launches, company results, M&A activity, and other market news.

### Reports

Topical overview and in-depth strategic reports on advertising market dynamics, emerging trends, country, company and industry-level analysis.

### Market Trackers

Historic data and forecasts, delivered in Excel and in IHS TRAX®, an online analysis tool.

### Analyst Access

Bespoke access to our global team of advertising analysts with in-depth local expertise for prompt responses to urgent questions, behind-the-scenes information, and context on our data.

## The Cinema Intelligence Service

The IHS Markit Cinema Intelligence Service offers you the means to track market and technology developments in the global film and theatrical industries by analyzing performance metrics for specific companies and regions. This service provides accurate, continuously updated market data, forecasts based on a thorough knowledge of historic and current statistics, and topical reports that will bring you a deeper perspective on the landscape.

Additionally, the service offers you direct access to analysts with in-depth understanding of cinema in order to answer your unique questions. Whether you are looking to grow market share or optimize business strategies, IHS Intelligence Services offer you comprehensive global coverage, to enhance your business prospects. Let our expertise guide your critical business decisions across a broad span of related media and technology segments.

## Research Coverage

### Cinema Intelligence Service Reports

- Annual comprehensive report on Global cinema exhibition
- Annual comprehensive report on World film production and investment
- Unique annual insight into Global 3D box office revenues
- Annual insight into digital cinema screens, distribution and technology trends

### Cinema Intelligence Service Coverage

<b>Market Overview</b>	Yearly (quarterly and monthly where available) cinema admissions and revenue; Average ticket prices – total market, average ticket prices – 3D/2D
<b>Cinema Exhibition</b>	Screens and sites, multiplex versus traditional, exhibitor market profiles by ownership and seats, screens, sites, BO/Admissions
<b>Films &amp; Distribution</b>	Film releases and revenues by country of origin, release width norms, distributor market shares, film production and investment statistics
<b>Digital Cinema</b>	Yearly and quarterly data by territory on digital screens and sites, technology provider market shares: projectors, servers, 3D providers, 2D/3D revenue splits, 3D screens by territory

### Cinema Intelligence Service Global Coverage

North America	Western Europe	Central & Eastern Europe	Asia Pacific	
United States Canada	Austria Belgium Cyprus Denmark Finland France Germany Greece Iceland Italy	Ireland Luxembourg Netherlands Norway Portugal Spain Sweden Switzerland UK	Bulgaria Croatia Czech Republic Estonia Hungary Latvia Lithuania Poland Romania Russia Slovakia Sweden Ukraine	Australia China Hong Kong India Indonesia Japan Malaysia New Zealand Philippines Singapore South Korea Taiwan Thailand Turkey
<b>Latin America</b> Argentina Brazil Chile Colombia Mexico Venezuela				
<b>Africa &amp; Middle East</b> Egypt Israel Morocco South Africa UAE				

### Related Research

#### Advertising

#### Broadband Media

#### Professional Video

#### TV Media

#### Video Media

#### HomeEntertainment KPI's

For more information [ihsmarkit.com/technology](http://ihsmarkit.com/technology)

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#### About IHS Markit

IHS Markit (Nasdaq: INFO) is a world leader in critical information, analytics and solutions for the major industries and markets that drive economies worldwide. The company delivers next-generation information, analytics and solutions to customers in business, finance and government, improving their operational efficiency and providing deep insights that lead to well-informed, confident decisions. IHS Markit has more than 50,000 key business and government customers, including 85 percent of the Fortune Global 500 and the world's leading financial institutions. Headquartered in London, IHS Markit is committed to sustainable, profitable growth.