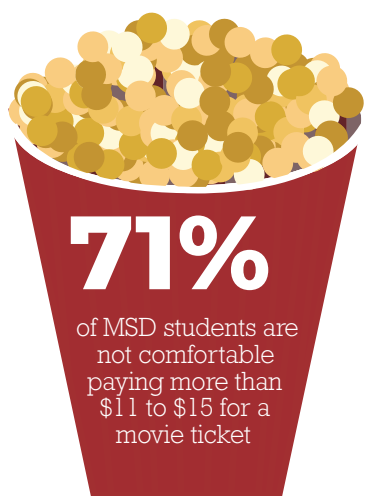


off the **Big** Screen

MSD student attendance at movie theaters drops



granting admission

Average movie ticket prices

- \$14.75** Regal Cinemas
- \$12.50** Paragon Theater
- \$13.50** AMC
- \$15.25** SilverSpot
- \$29.00** IPIC



The percentage of MSD students who report that they never go to movie theaters has more than

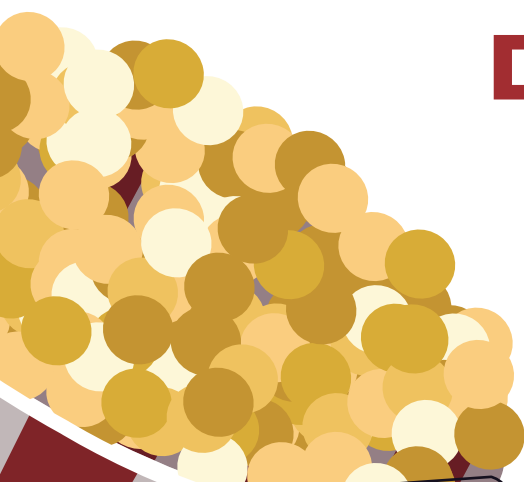
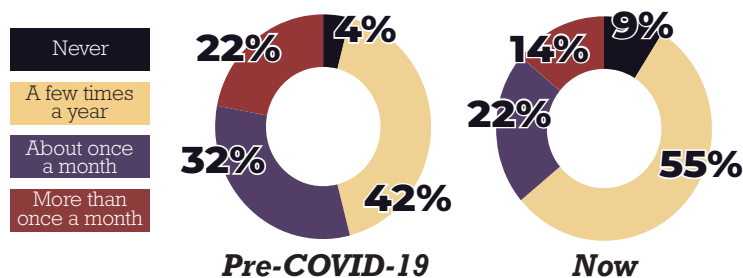
DOUBLED

since the COVID-19 pandemic.

39

Regal Cinemas, including one in Miami and another in Boca Raton, began closing on Feb. 15

How often do you go to movie theaters now versus prior to the COVID-19 pandemic?



“I don’t attend movie theaters because they are a complete waste of time. While you could be discovering a cure for cancer or reading a book, you are instead sitting in a dark room with strangers and watching some film you’ll forget about in a day. If it were up to me, movie theaters would not exist.”
Matthew Smith, 12

“I love going to the movie theater. It brings together all of your friends and you guys can experience the movie together. It’s fun to even have the whole audience react and enjoy the movie; I like the people aspect of it.”
Natalie Keller, 11

making it mainstream

Streaming services see changes in subscriber counts by millions

