

EXECUTIVE SUMMARY

Research Study Examining Non-Film Theatrical Programming

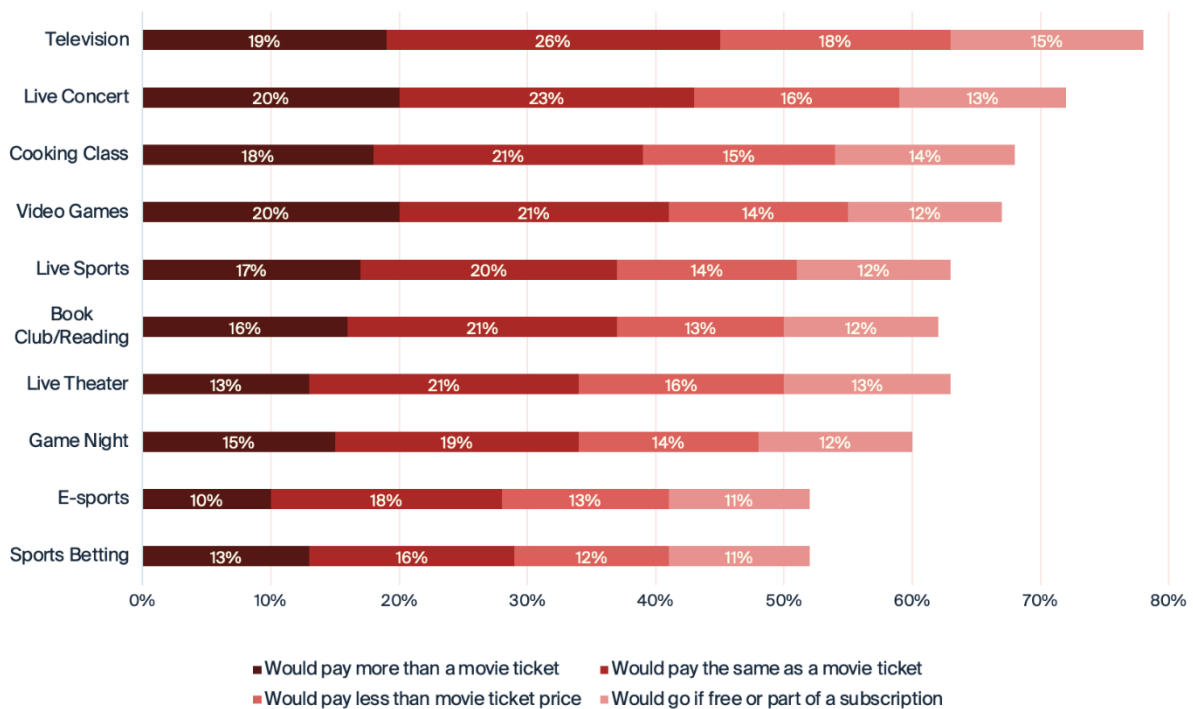
The Cinema Foundation, in partnership with leading film research firm The Quorum, surveyed 5,940 people nationally between July 20 and August 5, 2022.

The primary goal of this study was to quantify the interest and intent for non-film experiences in a theater. Specifically, the parties identified ten experiences ranging from live or pre-premiere television shows and streamed live concerts to in-theater cooking events and E-sports. The study revealed a significant appetite for all ten events among both active and non-active theatergoers. In addition, many of the respondents expressed a willingness to pay a premium beyond the price of a movie ticket for these experiences.

The data showed that, through the adoption of these experiences, theater-owners have a significant potential to expand the definition of the theatrical experience and grow their audience beyond those buying tickets for movies.

Among the nearly 6,000 respondents surveyed, interest, whether it be at a premium price, the same as the price as a movie ticket, or part of a subscription package, ranged from 77% for a television program to 51% for a sports betting event. None had interest below 50%.

Interest Among All Respondents

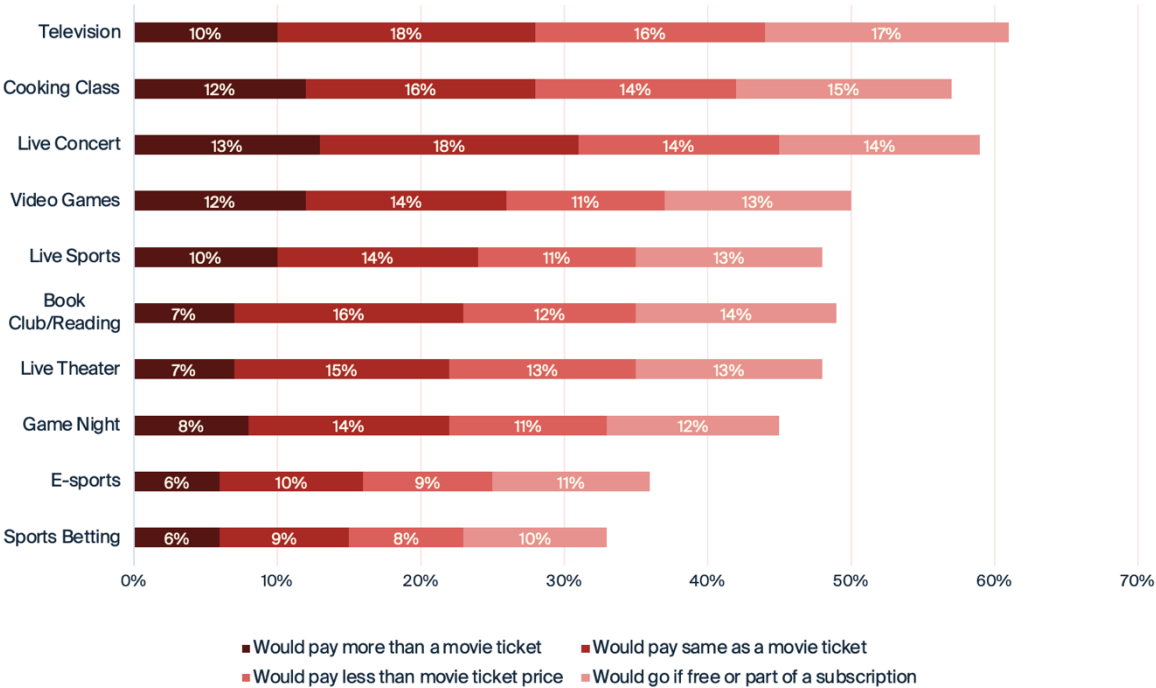


An area of great opportunity is among the 36% of the respondents who aren't currently going to the theater to see movies (Non-Active Theatergoers). When asked if they would be upset if theaters disappeared, 56% of this group strongly agreed. Films being offered by the studios aren't bringing them to the theater, but a sizable number have a strong affinity for the institution.

This suggests that the adoption of non-film experiences has potential to bring many of those sitting on the sidelines back into the theater. Interest levels for non-film programming among Non-Active Theatergoers were only slightly lower than average, ranging from a high of 61% for a television program and a low of 33% for sports betting.

At the same time, 38% of these Non-Active Theatergoers say they would go to the theater more often if the programming experience felt like a special event. This group presents the greatest opportunity for conversion.

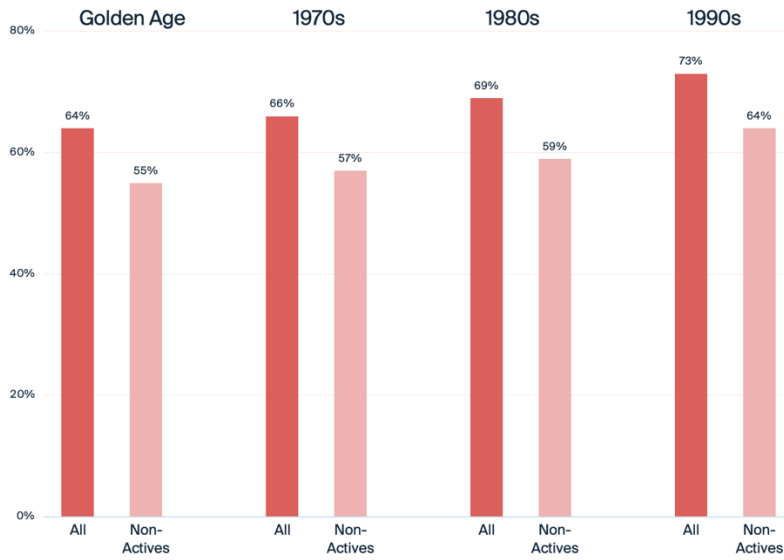
Interest Among Non-Active Filmgoers



Adoption of these alternative experiences not only creates an opportunity to expand the theater-going audience but also demonstrates a potential to drive in-person traffic when there are fewer studio films or during softer release periods, such as between the typically robust summer and end-of-year holiday box office seasons.

This study also revealed that repertory film titles can be effective in expanding the theatergoing audience. There was strong interest among moviegoers and non-moviegoers alike, with interest in the Golden Age of Hollywood and films from the 70s, 80s and 90s all scoring more than 60% interest across all respondents and 50% interest from non-moviegoers. Respondents also expressed strong interest in documentaries, anime, short films and Indian cinema.

Interest Among All Respondents and Non-Actives



The study concludes that there is a path to developing audiences for new non-motion picture theater-going experiences as the theatrical industry continues its post-pandemic recovery and adjusts to new studio motion picture distribution models.

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