# The award for stable box office revenues in the face of digital media goes to...

Deloitte Global predicts that the value of movie theater admissions in the U.S. and Canada will fall by about three percent in 2016, to about

\$10.6 billion

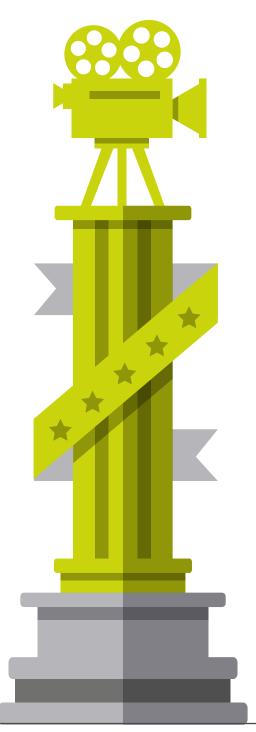


with about

1.3 billion



tickets sold



The top five blockbusters released in the year generate the bulk of box office revenue



## Revenues are determined by:

- ✓ Ticket sales
- ✓ Ticket prices
- Concessions
- ✓ Premium experiences (e.g. 3D and IMAX)
- ✓ Other uses of cinema venues (e.g. eSports)

### Deloitte.

## **#TMT**predictions

#### www.deloitte.com/TMTpredictions

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