**Movies and Theaters Industry 2022**

**2021 Was Only the First Step on a Long Road Back**

According to Comscore data presented in the Motion Picture Association’s 2021 THEME Report, US theatrical box office revenues doubled from 2020 ($2.2 billion) to $4.5 billion for 2021, but 2021 revenues were only 39.7% of 2019 ($11.4 billion).

Despite the improved performance for 2021, the $4.5 billion pales in comparison to pay-TV’s revenues of $96.7 billion and digital’s revenues of $29.5 billion. While digital increased 11% YOY, the subscription share increased 19%, or $25.3 billion of the $29.5 billion total.

Compared to the 987 films released during 2019 (the most since 2012), the 387 released during 2021 were bound to limit box office revenues; however, a total of 943 films entered production during 2021, increasing 111% from 2020 and even 15.8% from 2019.

**US Movie Theater Box-Office Revenues, May–December 2021**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Month | Total | YOY Change | Month | Total | YOY Change |
| May 2021 | * $145.84 M
 | * +11,479%
 | * September 2021
 | * $335.72 M
 | * +781%
 |
| June 2021 | * $304.68 M
 | * +11,485%
 | * October 2021
 | * $559.24 M
 | * +1,018%
 |
| July 2021 | * $507.96 M
 | * +10,613%
 | * November 2021
 | * $514.06 M
 | * +782%
 |
| August 2021 | * $348.75 M
 | * +1,164%
 | * December 2021
 | * $911.52 M
 | * +1,295%
 |

Box Office Pro, April 2022

**A 2022 Rebound Won’t Bounce High Enough**

Movie studios are more optimistic about the 2022 movie season after *Spider-Man: No Way Home* generated a total of $573.0 million in 2021 US/Canadian box office revenues and Disney’s *Shang-Chi and the Legend of the Ten Rings* generated $224.5 million.

*Avatar* 2, *Thor: Love and Thunder* and *Top Gun: Maverick* and others are likely to generate similar results, but 53% of men were moviegoers during 2021 and 59% bought all the tickets sold. Older audiences are needed to boost revenues to 2019 levels.

Q1 is typically the slowest quarter for the industry, but with total monthly box-office revenues for January–March at $1.25 billion, summer, fall and winter 2022 ticket sales will need to be robust to approach 2019’s total of $11.4 billion.

**Top 10 US/Canadian Theater Circuits, March 2022**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Circuit | Screens | Sites | Circuit | Screens | Sites |
| #1: AMC Entertainment | 7,850 | 600 | #6: B&B Theatres | 513 | 56 |
| #2: Regal Cinemas | 6,851 | 514 | #7: Harkins Theatres | 494 | 33 |
| #3: Cinemark | 4,426 | 323 | #8: Landmark Cinemas of Canada | 489 | 50 |
| #4: Cineplex Entertainment | 1,676 | 164 | #9: Malco Theatres Inc. | 354 | 34 |
| #5: Marcus Theatres Group | 1,064 | 89 | #10: National Amusements, Inc. | 350 | 26 |

National Association of Theatre Owners, March 2022

red=decrease, green=increase and no color=no change from July 2020

**Consumers’ Moviegoing Comfort Level**

According to the latest survey results (April 2022) from Morning Consult, Americans are 15 points more comfortable going to the movies since the beginning of the year, with 59% saying they were comfortable for the week of 4/4/22.

Of the April survey respondents, 23% said they were going to a movie theater, 23% said they would return to a movie theater during the next month and 12% during the next two to three months.

Among those waiting longer, 7% said they were likely to go to a movie theater during the next six months and 12% more than six months from April. Almost one-quarter (24%) didn’t know when they would return or had no opinion.

**Americans Who Feel Comfortable About Going to a Movie**

**Theater, by Generation, July 2021–April 2022**

|  |  |  |  |
| --- | --- | --- | --- |
| Generation | July 2021 | November 2021 | April 2022 |
| All adults | 55% | 49% | 59% |
| Gen Z | 63% | 52% | 67% |
| Millennials | 63% | 64% | 67% |
| Gen X | 53% | 48% | 61% |
| Baby Boomers | 43% | 41% | 51% |

 Morning Consult, April 2022 (color is comparison to the previous period)

**Streaming Video Services’ Advantage**

The pandemic caused the closure of almost all movie theaters, but it also forced movie studios and distributors to turn to the day-and-date release model, releasing a new film in theaters the same day it was available on a streaming service, often at a premium price.

Screenings/Testing of movies started during Old Hollywood, but it’s much more sophisticated today. It’s more difficult to determine if a film will attract audiences to a theater versus the convenience and cost-savings of streaming it at home.

Samba TV, a data company, measures the effect of day-and-date releases. For example, *Black Widow* generated $183.6 million during the first weekend of its release, but because it was available on Disney+, box office receipts decreased 68% for the second weekend.

**Indices of Adults 18+ Who Attended a Movie Theater\* and Watched**

**Selected Video Streaming Services\*, in Selected Markets, 2021**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Video Streaming Service | Tampa-St. Petersburg | Cincinnati | Austin | Denver | Monterey-Salinas, CA |
| Amazon Prime | * 120
 | * 112
 | * 146
 | * 134
 | 139 |
| Disney+ | * 169
 | * 119
 | * 155
 | * 157
 | * 186
 |
| HBO Max | * 163
 | * 137
 | * 152
 | * 164
 | * 178
 |
| Hulu | 152 | * 119
 | * 161
 | * 134
 | * 147
 |
| Netflix | * 132
 | * 120
 | * 129
 | * 131
 | * 138
 |

Based on The Media Audit’s 2021 surveys \*during the past 7 days

**Moviegoers’ Insights**

Additional data from the same five representative 2021 consumer/market surveys conducted by The Media Audit reveals the average age of adults 18+ who attended a movie theater during the past 7 days was 39.8 and their average household income was $77,100.

Gen Zers over-indexed the most, on average, for going to the movies at 171, with Millennials second at an average of 127. Gen Xers, Baby Boomers and the Silent Generation all under-indexed. Independent data indicates they are reluctant to go to the movies.

All adults 18+ who attended a movie theater over-indexed, on average, for heavy exposure to four of five “legacy” media: radio at 114, newspaper at 135, outdoor at 137 and direct mail at 107, but over-indexed even more for digital media, given the younger audience.

**Indices of Adults 18+ Who Attended a Movie Theater\* and Who Were**

**Heavily Exposed to Digital Media†, in Selected Markets, 2021**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Digital Media | Tampa-St. Petersburg | Cincinnati | Austin | Denver | Monterey-Salinas, CA |
| Internet | * 196
 | * 98
 | * 104
 | * 121
 | 68 |
| Social media | * 115
 | * 136
 | * 155
 | * 107
 | * 150
 |
| Audio streaming | * 128
 | * 132
 | * 153
 | * 146
 | * 175
 |
| Podcast listening | 163 | * 262
 | * 253
 | * 127
 | * 156
 |
| Video streaming | * 111
 | * 119
 | * 138
 | * 119
 | * 164
 |

Based on The Media Audit’s 2021 surveys \*during the past 7 days

†See page four for heavy exposure amounts

**An Improved 2022 Cinema Advertising Forecast**

According to a report from MAGNA, cinema ad sales increased 19% YOY, but of the 10 ad sales categories, 2021 cinema ad sales were the lowest at 0.2% and its share was just 0.1%. MAGNA is forecasting a 168% YOY increase for 2022.

Several executives at cinema ad companies expect the industry to exceed $1 billion in ad sales during 2022, but they know they will have to reach cord-cutters and cord-nevers, typically a younger audience, and adults 35–49 who are attracted to independent films.

BIA Advisory Services forecasts $700 million in local cinema ad spending for 2022, but still significantly less than the $949.8 million spent during 2019. Approximately $364 million will be spent in digital media with display receiving 44% and local search 30.1%.

 **Local Media’s Share of 2022 Cinema Advertising**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Media | Share | Media | Share | Media | Share |
| #1: Mobile | 27.1% | #7: TV OTA | 4.1% | #13: Directories | 0.6% |
| #2: PC/Laptop | 18.6% | #8: News digital | 3.5% | #14: Mags print | 0.5% |
| #3: Direct mail | 14.3% | #9: Cable TV | 3.4% | #15: OTT | 0.5% |
| #4: OOH | 13.1% | #10: Email | 3.3% | #16: TV digital | 0.4% |
| #5: News print | 4.6% | #11: Radio digital | 1.2% |  |  |
| #6: Radio OTA | 4.2% | #12: Mags digital | 0.7% |  |  |

BIA Advisory Services, March 2022

**More Valuable Insights**

**Top 10 2021 Film US/Canada Box Office Market**

|  |  |  |
| --- | --- | --- |
| Title | Distributor | Total Box Office |
| *Spider-Man: No Way Home* | Sony | $573.0 M |
| *Shang-Chi and the Legend of the Ten Rings* | Disney | $224.5 M |
| *Venom: Let There Be Carnage* | Sony | $212.6 M |
| *Black Widow* | Disney | $183.7 M |
| *F9: The Fast Saga* | Universal | $173.0 M |
| *The Eternals* | Disney | $164.6 M |
| *No Time to Die* | United Artists | $160.8 M |
| *Quiet Place Part II, A* | Paramount | $160.2 M |
| *Ghostbusters: Afterlife* | Song | $122.4 M |
| *Free Guy* | 20th Century Studios | $121.6 M |

Motion Picture Association, March 2022

**Top 10 US 2021 Streaming Films**

|  |  |  |
| --- | --- | --- |
| Title | SVOD Provider | Minutes Streamed |
| *Luca*  | Disney+ | 10.59 B |
| *Moana* | Disney+ | 8.90 B |
| *Raya and the Last Dragon* | Disney+ | 8.34 B |
| *Frozen II* | Disney+ | 5.75 B |
| *Red Notice* | Netflix | 5.53 B |
| *Frozen* | Disney+ | 5.15 B |
| *Soul (2020)* | Disney+ | 5.28 B |
| *Cruella* | Disney+ | 5.17 B |
| *Mitchells vs. The Machines* | Netflix | 4.52 B |
| *Jungle Cruise* | Disney+ | 4.43 B |

 Motion Picture Association (Nielsen), March 2022

**The Media Audit: Heavy Exposure to Media, 2021**

|  |  |
| --- | --- |
| Media | Time |
| Radio | 180+ minutes during an average day |
| TV | 300+ minutes during an average day |
| Newspaper | 60+ minutes during an average day |
| Outdoor | 200+ miles during an average week |
| Direct mail | 75+ read weekly |
| Internet | 180+ minutes during a typical day |
| Social media | 180+ minutes during a typical day |
| Audio streaming | 180+ minutes during an average day |
| Podcast listening | 180+ minutes during a typical day |
| Video streaming | 180+ minutes during an average day |

*Sources:* Motion Picture Association Website, 4/22; Box Office Pro Website, 4/22; National Association of Theatre Owners Website, 4/22; Morning Consult Website, 4/22; Next TV Website, 4/22; Deadline Website, 4/22; The Media Audit Website, 4/22; Media Village Website, 4/22; BIA/Kelsey Website, 4/22.

*Updated*: April 2022

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**Local Market and Station Information**