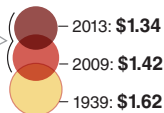


As You Like It: Movie Viewership in the Digital Era

New viewing platforms and technologies (online subscription, streaming, DVD, tablets, smartphones) are changing the film industry and movie viewership.

Movie theater attendance has declined ...

Total paid admissions to movies (billions)



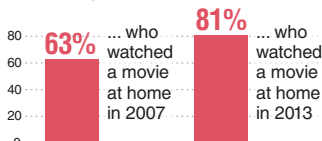
Total inflation-adjusted box office earnings, in billions, for the movie *Gone With the Wind* alone in 1939

Sources:

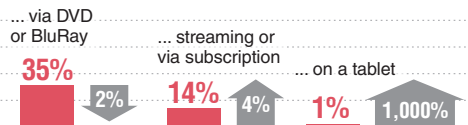
http://www.mpa.org/wp-content/uploads/2014/03/MPAA-Theatrical-Market-Statistics-2013_032514-v2.pdf
<http://www.boxofficemojo.com/alltime>

... but watching outside theaters, at home and via subscription, is increasingly popular

Percentage of Americans ...



Americans' favorite way to watch a movie is ...



Source: <http://www.hollywoodreporter.com/news/just-americans-love-dvrs-streaming-277695>

In fact, the more devices we have, the more movies we watch

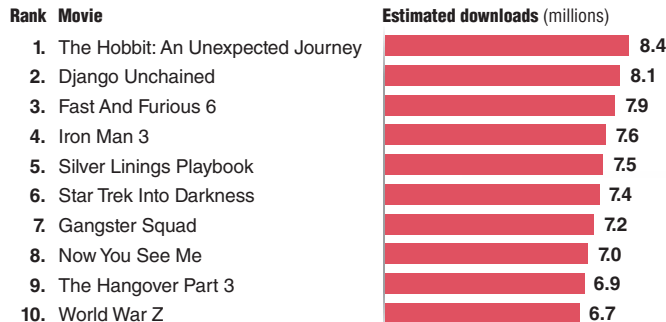
Total average number of movies watched annually, where and how



Source: <http://www.nielsen.com/us/en/newswire/2013/spoiler-alert-mobile-moviegoers-are-the-biggest-movie-enthusiasts.html>

And even though piracy via illegal downloading is rampant ...

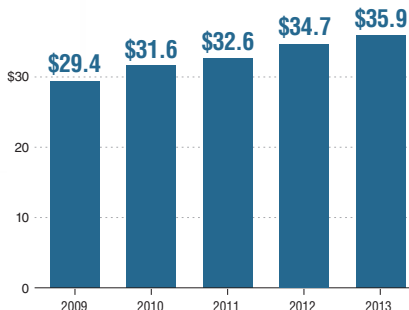
Top 10 most pirated films of 2013



Source: <http://torrentfreak.com/the-hobbit-most-pirated-film-of-2013-131231>

... box office revenues hit an all-time high in 2013

Global box office, all films (billions of dollars)



Sources: <http://imgur.com/3I7GDSY>, <https://www.techdirt.com/articles/20140328/11442826721/piracy-continues-killing-movie-business-to-new-record-highs.shtml>