

Evolution of Movie Theaters by Nat Christian

RE MOVIE THEATERS & INDUSTRY

There is so much more than tariffs, politicians or where movies are made, etc.

What the heck. I'm ONLY looking at what I believe is the reality.

From the beginning, timely "changes" helped draw people to the theaters...

KINETOSCOPE (late 1800s) - Through a hole in a "box" people could see a film. *A big deal.

Soon after - NICKELODEON (early 1900) - costing a nickel to see a short silent film. *A big deal.

Soon after - MOVIE THEATERS seating a few thousand people. SILENT films. *A big deal.

Soon after - MOVIE THEATERS WITH SOUND- "Talkies." The Golden Age rise of the STUDIOS *A big deal.

During/soon afterwards - "COLOR." *A big deal.

Soon after - various forms of WIDE SCREEN. *A big deal.

Then - sophisticated SOUND SYSTEMS, IMAX, etc. (70s?) *Not such a big deal.

Technological changes have always happened but... Since the 50s-70s - NOTHING HAS CHANGED

Then came... TELEVISION / VIDEOS/DVDs / TICKET PRICES / REFRESHMENT PRICES

OKAY, SO, WHAT CAUSED A BIGGER CHANGE?

1) HUGE SCREENS AT HOME or For 2 people \$20 Per ticket; \$20 for Refreshments; No driving/ parking

2) A Theater Employee might say "If you see a bag alone, please report it." Wow! Ready to see a comedy now?

3) "Commercials" at the Movie Theater with that \$20 ticket

4) THE INTERNET - Movies can be seen on ANY device.

5) Virtual Reality, other devices at home.

6) The Studios used to "split" with the Movie Theater. Shipping film containers to and from the theaters.

* Now some companies stream their own movies on their channels (reading about monopoly in school?)

Brick-and-mortar Movie Theater started out as a novelty. A place to go to on a "date." Or to "escape"(Depression era? - to see characters in tuxedos having breakfast; now - super-hero movies.).

People can go to coffee houses where they pay \$4 for coffee and can watch a movie on their laptops.

Movie Theaters may go the way of Stage Theaters. A 700 mil movie? People may pay the prices (more).

A smaller movie at a tiny theater? They'll pay \$5. (how stage vs "Equity Waiver" was in L.A.).

"Hollywood" is a state of mind. With technology people are making tens of thousands of movies everywhere.

In the 80s? Approx 800 films were made in one year.

Who wants us to GO BACK INTO the movie theaters? A) Those of us who are nostalgic (I could be in that group)

B) Movie Theater owners; C) Filmmakers who want their project to be seen on the big screen (I'd be one);

To be lost at a movie theater? But then there is the reality.