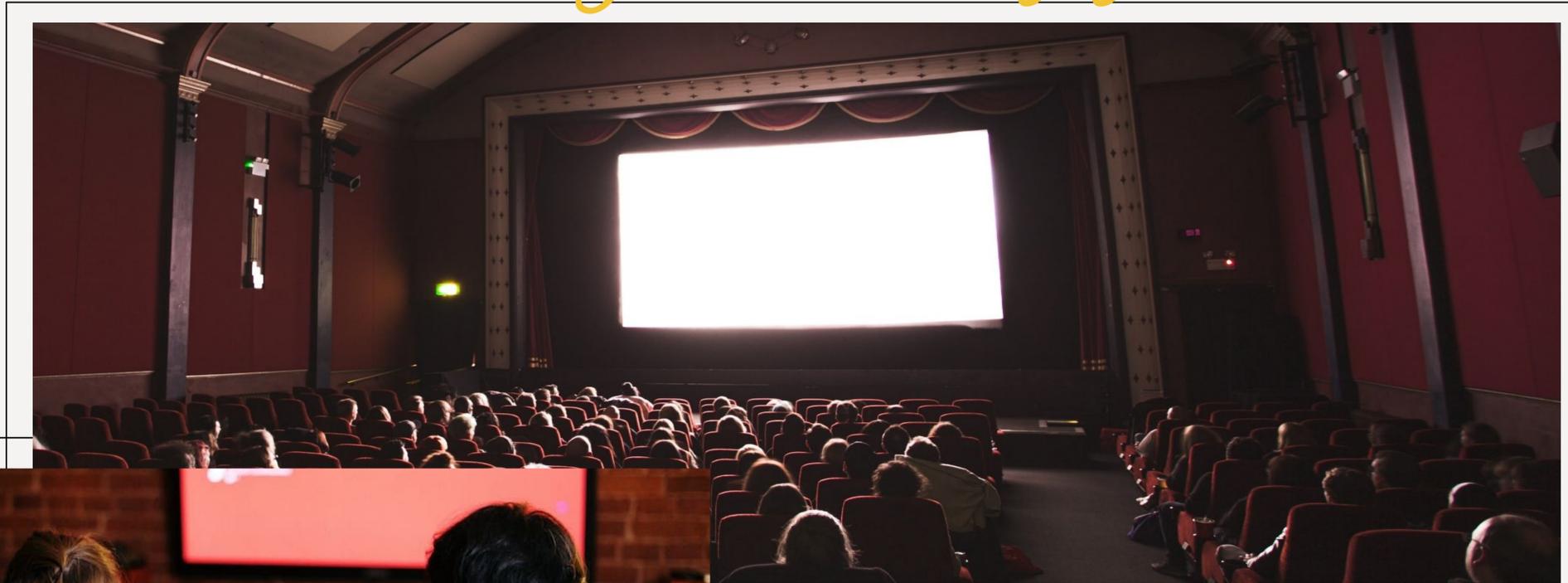


To what extent is the decline in movie attendance driven by audience dissatisfaction versus broader cultural and behavioral changes *and how can studios respond to re-engage viewers?*

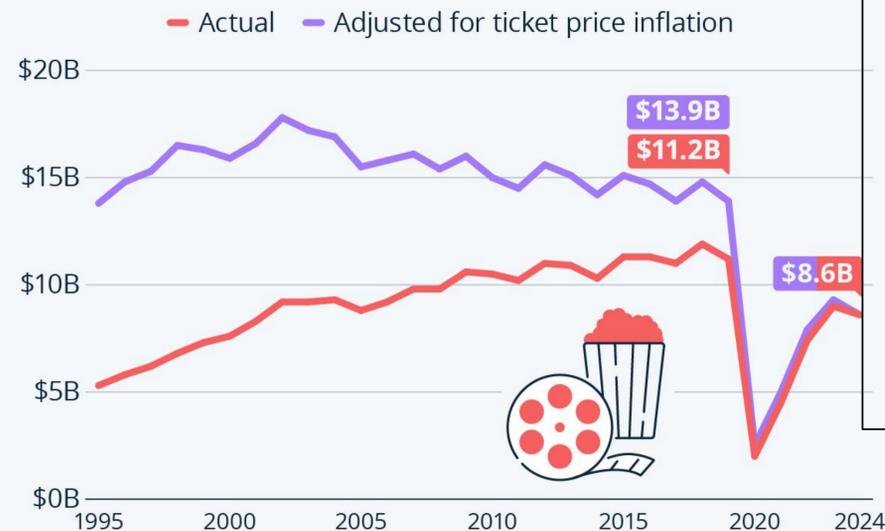
Significance

- Theaters remain the main source of box office revenue
- Despite major film releases, attendance has not returned to pre-pandemic levels
- Understanding why guides how studios should adapt



Will the Box Office Ever Return to Pre-Pandemic Levels?

Annual box office gross in North America



Source: The Numbers



statista

Hybrid data collection:

Qualitative:

- Existing surveys
- Analysis of online sentiment
- Case studies

Quantitative:

- Box office and attendance statistics
- Audience ratings/critic scores
- Number of releases:
 - Franchise films vs. original content
 - In theaters vs. direct to streaming
- Changes in revenue distribution (theaters vs. streaming)

Existing research:

- Often attributes streaming platforms, ticket prices, and pandemic after effects
- Also discusses audience fatigue with unoriginal content
- Addresses issues individually

My approach:

- Connects audience sentiment with cultural behaviors
- Instead of just identifying problems, it explores & analyzes solutions
- Bridges both industry and audience perspectives

