

# Improving the Cinema Experience

- Theatre owners are **constantly innovating** to improve the cinema experience.
- Improved presentation.
  - Stadium seating
  - Digital sound
  - Digital projection offers **consistently excellent presentation** from the first showing to the thousandth.
  - Digital 3D offers a movie experience available nowhere else.
- Going to the movie theatre is **more convenient**.
  - Multiple screens mean more choice. No waiting for blockbusters.
  - Online ticketing
  - Reserved seats
  - Valet parking
  - On-site daycare
- Theatres explore **new food and drink options**. Patrons can enjoy self-serve and bulk snack items, bargain combinations, in-theatre concession carts and a range of “gourmet” offerings.
- In-theatre restaurants and cinema pubs are growing in popularity—**“dinner and a movie”** can happen in one convenient place.
- Luxury cinemas offer **“something extra”** for adult and more affluent patrons.
- More entertaining pre-show content provides a mix of commercial and non-commercial content. Nearly 9 out of 10 moviegoers prefer to see a preshow instead of a blank screen.  
– *Screenvision*. 63% of all moviegoers, 74% of moviegoers age 12-18, and 66% of moviegoers age 18-34 “do not mind” pre-show advertising – *Arbitron 2007 Cinema Advertising Study*
- Theatres are increasing efforts to **remind patrons that they are part of their fellow moviegoers experience**. On-screen messages to turn off cell phones and not talk during the feature are backed up with more usher sweeps of theatres. Regal is experimenting with patron monitoring devices to alert staff to problems.