

The Future of the Movie Theater

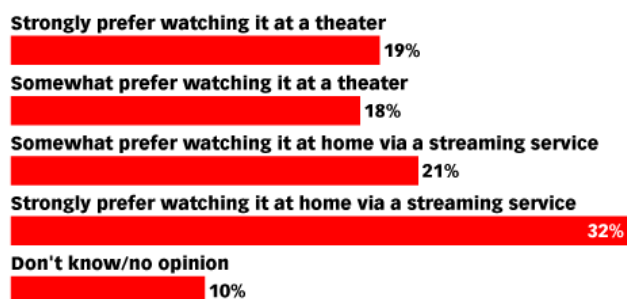
AUDIO |

Peter Vahle, Eric Haggstrom and Paul Verna

eMarketer forecasting analysts Eric Haggstrom and Peter Vahle and vice president of content studio at Insider Intelligence Paul Verna discuss the future of the movie theater. Will movies make a comeback and what will they look like? They then talk about HBO Max with ads, AT&T's possible wireless phone plans subsidized by ads, and Apple One subscription bundles.

US Adults Who Prefer Watching a Newly-Released Movie in a Theater vs. at Home via Streaming Service, March 2020

% of respondents



Note: ages 18+

Source: Morning Consult and The Hollywood Reporter, "National Tracking Poll #200382," March 25, 2020

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