MICHIGAN THEATER-ANN ARBOR

- Operate MICHIGAN THEATER, 1920s era Movie Palace
- Operate STATE THEATRE, 1930s era Cinema Style theater
- Host about 300,000 customers each year for films, concerts, speaker events and private gatherings.
- The undisputed anchor of downtown Ann Arbor area (pop. 113,000), acting as an economic engine that drives traffic to restaurants and retail businesses.
- Screen films 365 days a year on four screens.
- Present 40-60 live performance concerts a year in our 1700-seat main auditorium.
- With the Sundance Film Festival we created, organize and manage Art House Convergence, a conference for North America, similar to Europa Cinema Network Conference.
- Produce the Cinetopia International Film Festival in Detroit and Ann Arbor.
WHY FILM THEATERS ARE... ...important to the cinema business

Movies need theaters - for two great reasons:

• **Aesthetic mandate** – to have full impact or be fully appreciated, many films should be perfectly presented on a BIG screen in a beautiful darkened room full of strangers – strangers full of artistic anticipation and cultural curiosity.

• **Fulfilling the primordial campfire desire** – fulfilling the human urge to experience a story in community, in the dark; masterfully told by flickering light.
WHY FILM THEATERS ARE... ... sustainable for the indefinite future

It was long ago that movie audiences were overwhelmingly negatively affected by media based technology alternatives.

• Between 1948 and 1964, annual movie attendance in the USA fell from 5 billion admissions per year to 1 billion per year.

• For 50 years (since 1965) movie attendance stabilized and has grown steadily since.

• Today on average attendance is about 1.3 billion per year in the USA.
WHY FILM THEATERS ARE... ... sustainable for the indefinite future

It was long ago that movie audiences were negatively affected by media based technology alternatives.

• Subsequent technologies (1970s proliferation of TV channels; 1980s introduction of VHS; 1990s DVD revolution, 2000s Netflix and online streaming, movies on smart phones, table devices and lab top computers) have NOT had a hugely appreciable effect on the USA theatrical market.

• That being said, a monopoly is better than alternatives, so theaters will resist VOD and in the USA the National Association of Theater Owners strongly oppose Day & Date VOD and theatrical release.