

MICHIGAN THEATER

An Award-Winning Catalyst of Creativity

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.



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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.



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•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.

