



**Digital Hollywood Spring  
Panel Topic Description  
Wednesday, May 24, 2018 at 2:30 PM**

**Future of Film: Transitioning - a new and challenging environment amidst the burgeoning streamers, new tech and AR**

The global box office was up in 2017 by 5% over the prior year, with domestic box office down by 2% to \$11.1B and attendance the lowest in 22 years. International box office was up 7% to \$29.5B, due in large part to the 20% increase in China to \$7.9B.

Disruption has been the name of the game as the streamers, led by Netflix, Amazon and Hulu have impacted the studio system. These organizations, and others, are generating significant revenue through their subscriber base. They are spending heavily on feature films and TV original content while continuing to license product from the studios and broadcasters.

Thus, they have challenged the studios far beyond what occurred during the early days of TV. Studios are working to meet the challenge and have created their own direct to consumer systems.

Indeed, film and movies are no longer confined to the cinema as day and date releases meet the demands of the audience. The industry is in transition.

What will the future bring? What will the overall landscape look like in 3 years? 5? 10? How will new technologies affect production and exhibition? How long before China is the global box office leader? Are the studios now making product with China as #1 in mind? How will the studios' challenge to the streamers evolve? Who will succeed and who will not? What does it mean to the consumer who wants great entertainment at a low price on demand? What is being done to attract the younger audience?

Our distinguished group of analysts and executives will discuss, debate and even challenge some of the basic premises that are important as we look to the future of film in an informative and engaging panel.

Panel to be moderated by Marty Shindler

Click [here](#) for a list of the panelists and other details as to the event.

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