



The Film World is Changing

The world of film has a marked change this year as cinema attendance figures drop and digital content producers like Netflix and Amazon are setting up their own film studios. Virtual reality developers are moving into film making and there is a definite shift in the way audiences view media. Streaming services are attracting large audiences who seem to find the alternative attractive. Amazon have recently paid \$10 million for the rights to Manchester by the Sea which would not have happened in the past or unless they were confident about the future. In spite of the drop in cinema attendance, box office in the UK was up in 2015 which indicates that it is not all bad news for the studios.

In addition studios are looking at 3D and VR to attract the younger audiences who are willing to pay for the experience of being totally immersed in the film. This enables the studios to offer an attractive alternative to streaming services so to maintain their position. It is clear that the next big progression will be VR.