# Digital Cinema in Asia

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### Facts and Figures

- Box Office
  - Asia-Pacific region 17%
  - North America 50%
- Admissions
  - Asia-Pacific region 61%
  - North America 20%

### More Facts & Figures

- Screen Count
  - Asia-Pacific region 40%
  - North America 27%
- Per-capita attendance
  - US 5.5
  - Europe 1.3
  - Asia-Pacific ?
  - Japan 1.2



- Cheap tickets in Asian-Pacific region
- Large number of screens
  - But with large population, screen density remains low

## Potential for Growth

■ Ticket prices ↑

#### ■ Screen count ↑

### **Digital Cinema Installations**

- China = 38
- Hong Kong = 1
- Thailand = 2
- Singapore = 1
- Japan = 20
- Australia = 1
- Total = 63

## Motivation

#### Demonstrate technology leadership

 Build an electronic distribution channel for motion pictures

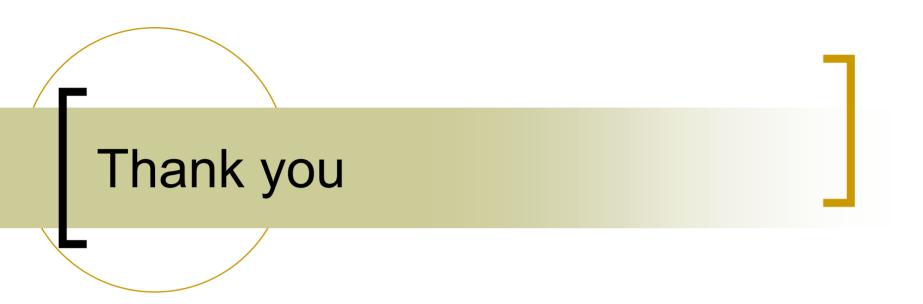
### Risks

#### Governments are the investors

- Early investment has high risk of obsolescence
- Will they continue to invest to retain status?

### In Summary

- Large opportunity for cinema to grow
- Early motivator will be distribution of Hollywood content
- Long term goal will be world-wide distribution of regional content
- Conclusion: Asian-Pacific region will not be a trend setter, but a follower



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