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
From the Facts

- 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
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
Thank you

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