



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

[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



Thank you

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