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THE RESURRECTION OF THEATRICAL

Pandemic Shutdown

According to [Statista](#), in 2019 the worldwide revenue for theatrical releases was \$42 billion, and \$45 billion in digital. That changed dramatically in just two years (the pandemic golden years) reaching U\$ 71 billion in streaming compared to U\$ 21 billion in theatrical releases. Now this trend is shifting back, with a stronger line-up and Covid out of the way ([Vulture](#) has the highlights of 2023).

Windowing is back

Movie theaters are not going silent, indicates the [Los Angeles Times](#). Things are finally getting back on track, with more options. Not only are streamers overflowing with content, but distributors are also ensuring that films are initially released in a theatrical window before entering the tarmac of PVOD, TVOD, SVOD, and AVOD. The recently incorporated Max, for example, says they are in no rush to bring features to the small screen, as reported by [Variety](#).

Barbieheimer

The proof is in the pudding: Barbie just hit 1 billion dollars in worldwide box office, only 12 days after its release, as [The New York Times](#) discloses. Oppenheimer set the record for a film set during WWII, generating over \$500 million in revenue, according to [CNN](#). The double date trended worldwide, although both films have nothing in common – which is an interesting clue for what film release dates can predict for both distributors and exhibitors.

Crowds

The get-together phenomenon can be attributed to various factors, including global warming, as suggested by [CNN](#). However, one aspect is certain: the end of the pandemic has enabled repressed demonstrations of togetherness in many ways. From Taylor Swift's "The Eras Tour" to political assemblies in Poland; from Sinéad O'Connor's funeral, to, of course, beaches. People want to experience things together – sometimes even all dressed in pink! So, for now, my friends, theatrical is pretty much alive.

Stay safe and hydrated. Do not avoid crowds!

Laura

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