

**The Streaming Era:**  
**Why Does Cinema and Movie Theater Remain Unshaken?**

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# **The Streaming Era: Why Does Cinema and Movie Theater Remain Unshaken?**

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## **Abstract**

The rise of streaming platforms brings alternatives to the structure of the entertainment industry. Also, the changes in the consumers' habits impact several aspects of the industry. Ex: Economics, services improvement, benefits flow direction, and so on. All the transformations that happen in our daily life, make us easy to reach and experience the different services. But the cinema and movie theater still exist, and we cannot help but curious about what are the reasons for them standing still. For this research, we will focus our topic on why cinema and movie theater remain unshaken. Based on our survey of those who still go to the cinema to watch a movie, we will investigate what kind of items would affect consumers to make different choices, although the emerging streaming platform offers creative services and provides diversities of content and conveniences. A part of the consumers still are big fans of the movie.

**Keywords: entertainment, emerging technologies, consumers' habits, resilience of cinema and movie theater**

# 串流時代來臨：為何電影和電影院仍然屹立不搖？

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## 摘要

串流平台的崛起為娛樂產業結構帶來了新的選擇。此外，消費者習慣的變化也影響了產業的各個方面。例如：經濟、服務的改進、利益流向等。所有這些在我們日常生活中發生的轉變，使我們更容易接觸和體驗不同的服務。但電影和電影院依然存在，我們不禁好奇他們屹立不搖的原因是什麼。在這項研究中，我們將重點探討為什麼電影和電影院依然穩固。根據我們對那些仍然去電影院觀看電影的人的調查，我們將研究哪些因素會影響消費者做出不同的選擇。儘管新興的串流平台提供了創新的服務，並提供了多樣化的內容和便利，但仍有一部分消費者是電影院的忠實粉絲。

**關鍵字：**娛樂，新興技術，消費者習慣，電影和電影院的韌性

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## **Introduction**

### **Background**

In recent years, people have gotten busier, causing their willingness and time to go to the cinema to watch a movie have decreased compared to before. The progress of technology has led to the emergence and growing popularity of streaming media since 2006, with various platforms such as Netflix, Disney Plus, etc., providing choices for consumers. The transformation in consumer habits has indeed caused significant impacts on the structure of the film and television industry and the choices people make when dedicated to the industry.

After the global spread of the pandemic, many industries suffered, including the traditional film industry being particularly hard hit. In the meantime, the appearance of the new platforms allows consumers to stay home and watch movies safely.

After that period, the movie industry still cannot hold the market occupied back like before. But so many years have passed, they still survive in their own ways. And they are trying to offer better services. What kind of attractions or essential factors cause the consumers to stay in this research and want to explore?

### **Motivation**

Advancements in home entertainment technology have enhanced the viewing experience, making it more comfortable to watch at home. Streaming platforms have transformed how people watch movies and TV shows, offering convenience and vast libraries at affordable prices. This shift has challenged cinema by changing viewer habits and revenue models. It's a complex landscape where both challenges and opportunities exist for Cinema. We are curious about how cinema exist in the emerging technologies and new competitors.

## **Research Purpose**

The purpose of this study is to understand the current situation of cinema from the perspective of moviegoers. And why moviegoers choose streaming platforms and cinemas.

In addition, this paper also tries to raise the awareness of streaming platforms and cinemas about moviegoers' needs.

## **Research Question**

In this article, the author will present some issues related to cinemas and streaming platforms, as well as a case study of the impact of moviegoers on the way they watch movies.

1. Why does cinema survive when streaming platforms are booming?
2. Why do people still choose to go to the cinema to watch movies?

## **Significance**

In the current era of fast and convenient, more and more streaming video platforms appear, affecting the survival of cinema. People start to have more choices about how to watch movies. Through this paper, the author aims to investigate the change in people's consumption behavior and movie-watching habits.

## **Limit and Delimit**

In the research process, we need to consider the limitations that might affect our research result. However, these limitations would help us to collect the data more specifically. Regarding the regional restriction, some of the areas perhaps cannot use Netflix, or some places do not have cinemas. Our research is specific to those who subscribe to Netflix and go to the cinema at the same period. This study can only investigate the changes in consumption habits or some influencing factors in the past three months. And use it to observe whether Netflix has an impact

on Cinema. Therefore, the conclusions of this study cannot be used to predict the long-term impact of Netflix on Cinema.

Our research focuses on moviegoers who have the habit of watching movies. Through their answers, we will explore whether the emergence of Netflix poses a threat to cinema. Another delimitation is the movies must be released on both Cinema and Netflix.

# Literature Review

## Introduction

After the “Covid-19 generation”, people’s consume habits changed a lot. We are trying to research what kind of impacts would bring to the movie industry after the streaming platform rise. Furthermore, our research topic focuses on moviegoers’ perceptions of Netflix’s threat to the movie industry. The other reason is the technology development increase our choices to watch a movie. Not only the traditional media: cinema or Television, also the streaming platform: Netflix, Disney plus ..... and so on.

COVID-19 devastated theaters due to closures and the apprehension people felt about returning to theaters after the lockdown.<sup>1</sup> Case in point: In 2020, some theaters lost billions after closing their doors due to the pandemic. By June 2020, the percentage of adults who strongly preferred seeing a movie in a theater fell to 14%, with 36% choosing to stream movies instead. The vast changing of the dynamic of how the movie produced, distributed and consumed.<sup>2</sup>

## History Background

At first, the film is very short it only takes a few minutes or even less. It can be played at any dark place. The theme was about local culture and some news events which are valuable.

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<sup>1</sup> FilmTrack, Inc. "Streaming Platforms and Their Impact on the Film Industry." *FilmTrack* (2024): 1-3. <https://blog.filmtrack.com/industry-insights/streaming-platforms-and-their-impact-on-the-film-industry>.

<sup>2</sup> MPI. "The Impact of Streaming Services on the Movie Industry Transforming Entertainment as We Know It." *SOCIAL CINEMA* (June 2023): 2-4. <https://motionpicture.edu/socialcinema/2023/06/19/the-impact-of-streaming-services-on-the-movie-industry/>.

As more people watched movies, the film industry became more popular at the same time movie companies were preparing to produce the movies, hence the cinema appeared. Colors were first added with black and white with hand painting.

When it comes to the history of cinema we can divide it into some parts. First, Silent Film Era (the 1890s-1920s), the first narrative cinema appeared in "A Trip to the Moon". Second, in the peak of Hollywood's (the 1920s-1960s) Transition to Sound, the company focuses more on the sound in the cinema, it gets better at the part which is different from before. Also, the company pays more attention to the studio system, which can give viewers a better watching experience. Moreover, it is also called the stylish and creative generation, focusing more on different types of movies like dramas and musicals and improving the equipment like the screen and the chair viewer seat. Third, in the New Wave (the 1950s-1980s), there were new ways how people watch international cinema people could watch movies not only in the cinema but also on the Internet.

From 1997 Netflix's development can trace back to 1997, it was a DVD rent service company. After the time passing, it kept progress and improve the change itself into a company that offering the streaming platform service. And launching its streaming service in 2007. The transition of Netflix make important milestone for Netflix. Bringing the convenience to consumer's daily life. Without the limitation of area and watch a movie or episode anytime, anywhere through Internet. Also become the representative of the streaming platform. Make the streaming platform industry had a big progress and more and more consumers choose to support the services that provided by Netflix.

Also, take a big step forward both cinema and technology. In this generation it also plays an important role in the progress of cinema, other companies appear and Hollywood faces the challenges. Moreover, the 1970s were a blockbuster, with the films "Jaws" and "Star Wars".

Finally, in the Digital Age(1990s-now), 1990s computers came out, and at the same time, viewers have more and more choices to watch movies also streaming and online platforms are becoming more and more popular.

## **Cinema Facing Threat**

### **Epidemic Pandemic Risk Cinema Industry**

At the end of 2019, the COVID-19 pandemic erupted, leading to a significant reduction in people's outdoor activities and gatherings. Additionally, government policies restricted people's movements. These impacts of the pandemic caused the decline of many industries and severe economic damage, one of which was the cinema industry. Cinemas primarily offer a place with high-quality equipment and a comfortable environment for consumers to enjoy an excellent movie. However, due to the pandemic, people stayed at home, resulting in a substantial decrease in the economic revenue of cinemas.

Apparently, the decreased number of consumers makes it difficult to hold back to the standard like before. Because of the decreasing number of consumers, the income is surely reduced. Also, the pandemic makes cinemas increase the cost to comply with the government regulations. Moreover, the date of publishing the movie would be canceled or put off, this is serious damage for the cinema industry. Cineworld, which owns Regal Cinemas, is reportedly filing for bankruptcy in the U.S., blaming a lack of theatrical releases this summer and for the next three months.<sup>3</sup> The multiplex chain is not going out of business. Renewing and popular movie publishing is one of the main reasons that could help cinema attract customers to watch a movie with special equipment and experience.

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<sup>3</sup> Scott, Mendelson. "Movie Theaters Are Being Starved to Death." *Forbes* (2022): 2-3.  
<https://www.forbes.com/sites/scottmendelson/2022/08/22/movie-theaters-are-being-starved-to-death/>.

On the other hand, it's hard for the cinema to make sure when will their customers come back. The industry would harder to control its budget and harder to make long-term plans because of the big alternatives after COVID-19 appear, including consumer habits, emerging technology, and new competitors.

Although people gradually back to normal life before the appearance of an epidemic pandemic. Streaming platforms still catch a lot of consumers' eyes. Currently, the most popular platform is Netflix, known for its diverse original content, including popular series and anime from various countries. Next is Disney+, which offers standard and premium plans. In addition to allowing four devices to stream simultaneously, users can download unlimited content from Disney, Pixar, Marvel, Star Wars, National Geographic, and Star.

These streaming platforms offer a wide array of choices and flexibility, allowing viewers to watch a diverse range of content from the comfort of their homes without interruptions. Such as: Netflix, YouTube, Disney Plus, and so on. For example: Netflix introduced streaming services in 2007.<sup>4</sup> Netflix creates its own original series, which is its own advantage, such as Stranger Things, La casa de papel and so on. And another advantage is that you want to watch movies whenever you want, you just go to Netflix, and you can watch them. It doesn't take a few minutes to enjoy the movie. The advantage of Netflix is that you can watch movies whenever you want, during your commute, or at home. You can also control where to stop or where to replay, or if you only have a few minutes to watch the entire movie, you can continue to watch it the next time you want to watch it. They also upload new episodes recently or dramas for viewers to watch.

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<sup>4</sup> Lamare, Amy. "How Streaming Started: Youtube, Netflix, and Hulu's Quick Ascent." *B2*(2018 July): 5-5. [https://www.businessofbusiness.com/articles/a-brief-history-of-video-streaming-by-the-numbers/..](https://www.businessofbusiness.com/articles/a-brief-history-of-video-streaming-by-the-numbers/)

## The Three Aspects of the Impacts

### Production Aspects

Firstly, subscribers offer steady income to original creators to perform their special ideas on the creative content, also the diversity brings a big group of fans to their creative script. Secondly, they put long-form storytelling like the episode, that different from the movie would attract and increase the willingness to subscribe to the platform. In recent years, some directors or movie producers would like to sell their films or works to Netflix. It includes promotion and visibility, for more and more subscribers.

The other aspect is Netflix supports independent movie producers a lot and it is famous for its original works; through this it has been noticed by consumers and become a great competitor in this market.

It launched its first original festival in 2013. "House of Cards", just be the content party.<sup>5</sup> Few people look forward to the result and never think that a streaming platform company could produce a film so gorgeous. After this work came out and created a trend of binge-watching. Netflix gained more chances and funds to improve its service.

### Distributed Aspects

For distribution, we can see that the Internet improves globalization, the effect surely brought to the film industry, <sup>6</sup>Netflix is one of the examples the most representative, the

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<sup>5</sup> XIAO-MI, JIA. "[Big Streaming Platform] Deciphering the Past and Present Life of Netflix: A Rebellious Story That Subverts Tradition and Constantly Survives against Adversity." *TNL mediagene* (2021): 5-5. <https://www.thenewslens.com/article/147203>.

<sup>6</sup> Aishwary Gaonkar, Shreyansh Jain, Rohan Dowerah, Jaskiran Atwal, Santoshkumar Dyavanpelli. "Ott Vs. Cinemas: The Future Trend in the Movie and Entertainment Sector." *International Journal for Research in Applied Science & Engineering Technology (IJRASET)* (2022): 10-10. <https://www.ijraset.com/best-journal/ott-vs-cinemas-the-future-trend-in-the-movie-and-entertainment-sector>.



subscribers rising in recent years, and people can watch several kinds of films on this platform. This feature attracts a lot of people who pay money to support this kind of platform. Also, it included a diversity of films from different nations. Decreasing the limitations of the movie industry. The example common to see in our daily life is that we are allowed to watch a movie from Korea, England, or Indonesia only with a phone or Computer. This characteristic helps Netflix expand its market all over the world. Also, the advertisements provide great help. We often see them on social media or some applications that are used in our daily lives.

### **Consumed Aspects**

Lastly, consumption is one of the significant processes, its changing might bring the alternatives of a structure of industry. The changes mentioned above, lead to people changing their consume habits. According to the Motion Picture Association, global theater attendance dropped by 4% in 2021, in part due to the availability of films on streaming platforms.<sup>7</sup> Consumer behavior was changed by the appeal of streaming platforms a lot. The alternative also represents the profits going in a different direction or different industry. There are kinds of differences between Netflix and the Movie Industry, these also affect how the consumers make a choice. How to affect we can divide it into several points:

#### 1. On-Demand Viewing:

It is convenient for consumers to watch films anytime, and do not need to conform to the time schedule of the traditional film industry.

#### 2. Binge-Watching:

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<sup>7</sup>Danielle, Forte. "Will 2024 Be the Year the Entertainment Industry Finally Recovers?" *Pop Culture Planet* (2024): 2-3. <https://www.popcultureplanet.net/articles/5z408rfi6ur5te05egrz2a8zdtg5v5>.

Most of the time Netflix will launch the episode with the whole season, so consumers can watch all the content at once. It also become a new trend that watching the whole season at once.

3. Personalized Recommendation System:

Netflix's algorithm would organize the data on that consumer's preference or viewing history to recommend the film that the consumer might interested in.

4. Content Diversity:

The diverse choices of movies, episodes, and different styles of content from different Nations. Above all shows that more choices offer more competitiveness.

5. Ad-Free Viewing:

The Ad-Free differs from the traditional film industry, there will not be any advertisements to Interrupt the viewing procedure, developing the movie-watching experience.

6. Variety of Viewing Devices:

Netflix offers services that consumers could watch movies through many kinds of devices, increasing convenience and changing the place and space where consumers would like to watch a movie.

7. Creative Freedom:

Netflix gives the author more flexible freedom of creation, and the characteristic also brings the advantage that those authors could come up with creative content, and the diversities of unique production would be more attractive to consumers. Indeed, Netflix has already gained a big group of fans through its special and creative content.

## How Cinema Adapts to the Streaming Media Era

During COVID-19 people are not allowed to go outside as they please, what can they do at that time? Watching streaming platforms would be a good choice, but on the other sides how can cinema survive?

First, cinemas release on multiple platforms<sup>8</sup>, which means viewers can watch not only on one platform, cinema companies can choose to release new movies on both cinema and streaming platforms, in this way both those who like to watch movies in the cinema or at home can enjoy the same experience. Collaborating with Streaming Platforms, film companies can collaborate with streaming platforms, and both the streaming platforms and cinema will benefit by increasing the market share and attracting more and more consumers to spend their money on the film industry. At the same time, it increases exposure, not only steady the sector of streaming platforms or the cinema industry. Rather than that, the collaboration improves the whole industry's profits and offers refined services to earn the trust of customers.

Second, content diversification, cinema sometimes holds personal events, for example, the actors or actresses would show up when the movies start, this would catch consumers' attention it would also raise the willingness for consumers to go to the cinema. Most studies consider star power to be one of the covariates in a regression model with box office performance as the dependent variable.<sup>9</sup> Focusing solely on the role of stars, Albert empirically shows that stars are the most consistent “markers” for successful movies. Moreover, some of the movies in the cinema

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<sup>8</sup> MPI. "The Impact of Streaming Services on the Movie Industry Transforming Entertainment as We Know It." *SOCIAL CINEMA* (2023): 2-4. <https://motionpicture.edu/socialcinema/2023/06/19/the-impact-of-streaming-services-on-the-movie-industry/>.

<sup>9</sup> Escoffier, Nadine, and Bill McKelvey. "The Wisdom of Crowds in the Movie Industry: Towards New Solutions to Reduce Uncertainties." *International Journal of Arts Management* 17, no. 2 (2015): 52-63. <https://www.jstor.org/stable/24587073>.

would provide some souvenirs for consumers, which may be an attractive point for consumers to go to the cinema, and streaming platforms can't be replaced.

Third, the flexible model, the cinema provides monthly fees like streaming platforms, so consumers can watch several movies in a month and experience the equipment the cinema provides, like the screen and the sofa and so on... For consumers if going to the cinema would be more comfortable also experience more it would be a good deal. Moreover, cinemas try to specialize their products, add some art films that are hard to replace by streaming media platforms, also hold an art exhibition at the same time, which can't happen on streaming media platforms. Fourth, interactive technology, AI is a technology which makes our life more convenient also in cinema, cinema try to provide VR or AR that equipment is expensive and consumers are not willing to buy so going to the cinema would be a choice to experience that virtual equipment. Fifth, cultural and educational, each semester students will have a chance to watch movies in a cinema, it's a chance for them to learn not only from lessons but the society, the government can collaborate with cinema not only to help the industry but also a new policy. Last but not least, shared experiences, watching movies in the cinema is a kind of social activity<sup>10</sup>, which allows audiences to share their opinions with their friends, also a topic that can be discussed with others.

Streaming platform offers more flexible viewing times and a wider variety of films. However, there is no such thing as a free lunch. Streaming platform is relatively limited compared to cinema. Regardless of the reason you might not be able to watch, you still must pay according to the platform's rules. Additionally, due to licensing issues, some films might be removed, and when you want to watch them, they may no longer be available. Movies with big casts might not

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<sup>10</sup> Vijver, Lies Van de. "The Cinema Is Dead, Long Live the Cinema." *ACADEMIA* (2017): 141-142. [https://www.academia.edu/73734510/The\\_cinema\\_is\\_dead\\_long\\_live\\_the\\_cinema\\_Understanding\\_the\\_social\\_experience\\_of\\_cinema\\_going\\_today](https://www.academia.edu/73734510/The_cinema_is_dead_long_live_the_cinema_Understanding_the_social_experience_of_cinema_going_today).

be immediately available on the platform. Most home viewing setups cannot compare to cinema quality, and the quality of translations can vary greatly. But perhaps it suits those who enjoy personal time better.

## **Prospect and Expectation**

### **Coexistent or Disappearance of Movie and Streaming platform**

The results of a study by Ernst & Young demonstrate that theatrical exhibition and streaming services are complementary, and not an either-or proposition since moviegoers who regularly attend movie theaters also watch more movies at home.<sup>11</sup> For the representative platform, Netflix was claimed that does not have any feature threatening the cinema in the article of Brogan Morris.<sup>12</sup>

Netflix has reached 100 million subscribers. This did not detract the cinema viewers from the cinema. These scholars believe that the emergence of Netflix has no impact on movie theaters, and the audience watching movies has not decreased. It does not directly threaten the survival of movie theaters, but Netflix and movie theaters are complementary to each other.

The emergence of streaming platforms has captured a significant portion of the market, and advanced technology has made it possible for us to enjoy the excitement of movies without having to go to the cinema. However, cinemas remain an indispensable experience for many consumers, offering qualities that home viewing cannot match. These advantages lead us to consider whether the two industries might have different future developments, such as cooperation, or how cinemas can further improve to strengthen their position.

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<sup>11</sup> CROWDUS, GARY. "Editorial." *Cinéaste* 44, no. 4 (2019): 1-1. <https://www.jstor.org/stable/26754262>

<sup>12</sup> ORMANLI, OKAN. "Online Film Platforms and the Future of the Cinema." *ACADEMIA* (2019): 222-224. [https://www.academia.edu/56492247/Online\\_Film\\_Platforms\\_and\\_the\\_Future\\_of\\_the\\_Cinema](https://www.academia.edu/56492247/Online_Film_Platforms_and_the_Future_of_the_Cinema).

This research will focus on the factors that Cinema still exists and has not been beaten by emerging technology or new streaming platforms. The result would show how cinema fits in this generation. And its own attractions make itself could be unshaken. These advantages help cinema advance and create a new way to survive.

Surely, the research would have some limitations that make this research unable to collect the data so specifically. For example: Area restriction, too few people are involved in this research. All the factors will cause the result that only represents the specific group of people in the limited features if it cannot involve the participants in all ranges. Also, the location limitations make this research only investigate a particular area, then the data could not be collected from different cultural environments. The above stunts would show the feebleness of the result can not represent all the situations and fit moviegoers all over the world.

Will there appear a new connection or cooperation between the streaming platform and the cinema industry? It is an innovative idea that we want to figure out. Netflix announced conducted a week-long theatrical screening event of "Revenge 2" from 2022 November 23 to 29. The film will be screened in 600 theaters of AMC, Regal, and Cinemark. This information mentions the streaming platform cooperating with cinema, representing that new chances appear and bring alternatives. It increases the competitiveness and combination of this industry. Also, they could offer better services from all aspects.

Basically, the better services are offered, the more consumers will be attracted. For the cinema industry, they come up with the 4D view experiences or IMAX which include higher resolution, higher brightness, greater contrast, and more comprehensive color gamut coverage in film production, conversion, and projection systems. Streaming platforms, it was emerging and showing the convenience that was brought by the advanced technology. Also, with the

proliferation of 5G networks, streaming platforms can leverage their high bandwidth and low latency features to deliver higher quality and more immediate content. Streaming platforms can explore VR and AR technologies to offer immersive viewing experiences. For example, virtual cinemas or interactive content can enhance user engagement and entertainment.

On the other aspect, the government makes policies to enhance human consumption in the cultural industry, policymakers should consider updating regulations to better support and integrate streaming platforms with traditional cinema operations. For example, introducing flexible release windows that allow simultaneous or staggered releases across cinemas and streaming platforms could benefit both sectors. Develop policies that support local and independent cinemas. This could include funding for local film festivals, grants for independent filmmakers, and campaigns to promote the cultural value of the cinema-going experience. Encourage collaborations between the film industry and other sectors, such as gaming or virtual reality companies, to create innovative and immersive viewing experiences that can't be replicated at home.

### **Summary**

The history of cinema began with short films showcasing local culture and news, evolving into hand-painted black-and-white films and the narrative-driven Silent Film Era, highlighted by "A Trip to the Moon." Hollywood's golden age (1920s-1960s) saw the transition to sound, better studio systems, and the rise of dramas and musicals. The New Wave (1950s-1980s) introduced new viewing methods, international cinema, and blockbusters like "Jaws" and "Star Wars." The Digital Age (1990s-now) brought computers and streaming platforms, providing more viewing options. The COVID-19 pandemic severely impacted cinemas, accelerating the shift to streaming platforms like Netflix and Disney+ with their on-demand viewing, personalized recommendations,

and multi-device accessibility. Cinemas adapted by releasing films on multiple platforms, collaborating with streaming services, diversifying content, offering flexible models, integrating VR and AR technologies, and partnering with governments for educational purposes. While streaming platforms gained market share, cinemas continued to offer unique experiences. Future developments may include further cooperation between cinemas and streaming platforms, supported by government policies to enhance both sectors and encourage innovative collaborations.



## **Methodology**

Through this article, the author aims to understand that the rise of streaming platforms has not made cinema disappear and to study the factors behind this. The literature review has covered the previous journey from television to streaming video platforms. The authors used questionnaires to collect data. The author conducted a survey to gain in-depth information and understanding of movie-watching habits from people who use streaming platforms or go to the cinema to watch movies. In addition, a survey will be conducted to collect opinions on the different ways to choose to watch movies. This article raises public awareness of the story behind the cinema.

According to the questionnaire we divided into four parts there's personal informational, consume habits and the comparison between cinema and streaming platforms also market trends and prospects.

This study adopts a quantitative research approach to investigate participants' attitudes and perspectives on Movie Goers' Perspectives on the Cinema under the Streaming Era, such as "factors influencing consumer behavior" or "brand trust". To achieve this, an online questionnaire was designed, structured into three parts. The first part collects basic demographic information, including age, gender, and education level. The second part focuses on core questions related to the comparison between streaming services and cinema and uses a Likert scale (ranging from 1 to 5, with 1 being "strongly disagree" and 5 being "strongly agree") to quantify the intensity of participants' attitudes. The third part explores participants' behavioral intentions and actual experiences, providing further insight into the specific impact of Movie Goers' Perspectives on the Cinema under the Streaming Era.

## **Research Design**

Previous researchers have explored changes in viewing patterns from movie theaters to current streaming platforms. In this paper, we will use the method of collecting the data from people through the form that we design to understanding of the factors and ideas of moviegoers in choosing cinema and streaming platforms. Choose the quantitative analysis method, to understand the viewer's real thoughts. We are going to collect data from moviegoers of different ages to analyze the factors behind the choices made by different moviegoers. Also, the form would include several aspects of questions to help us analyze the purpose of our research. Therefore, this article will present the different perspectives of moviegoers on choosing movie theaters and streaming platforms.

Therefore, the author aims to ask the following questions:

1. Why does cinema survive when streaming platforms are booming?
2. Why do people still choose to go to the cinema to watch movies?

## **Data Collection**

From literature review, we can see that cinema industry is facing the threaten from the booming streaming services. Most of our data collection shows that most of them had experience both devices of streaming services and movie theater. We collected a total 221 responses from a survey conducted between September17 and October16. This condition helps us to gain more information to make a comparison between movie theater and streaming from moviegoers.

Additionally, we will administer surveys to a broader group to gather quantifiable data on audience preferences, demographic factors, and the frequency with which consumers choose streaming platforms over cinemas or vice versa. The survey data will enable us to identify

patterns and trends across different age groups, occupations, and levels of access to streaming services or local cinemas.

To analyze the specific factors—such as convenience, content variety, or social experience—that continue to attract audiences to theaters despite the availability of home-viewing options. Through this data collection process, we seek to understand how both streaming platforms and cinemas fulfill distinct or overlapping needs for modern viewers and the reasons behind these choices.

## Data Analysis

After several weeks of collecting data through Google Forms, we received a total of 221 responses from participants. To ensure the clarity and accuracy of the data, we categorized the respondents based on their answers, allowing for a deeper analysis of the information. However, not all responses were usable; some participants did not clearly indicate their primary options, so we removed these entries to maintain the quality and consistency of the dataset. After completing this filtering process, we conducted a detailed analysis of the remaining data, which helped us gain a more comprehensive understanding of the trends and perspectives reflected in the information.

## Descriptive Statistics

In this survey, a total of 221 valid questionnaires were collected, analyzing the respondent's age, gender, educational background, marital status, occupations, monthly income, and living environments. Below is a detailed description of the statistical results:

### Age Distribution:

Shows that most respondents are concentrated in the 35-44 age group. Specifically, out of 221 respondents, 137 (62%) are between the ages of 35 and 44, 32 (14.5%) are between 45 and 54, 20 (9%) are between 25 and 34, 15 (6.8%) are above 55, 11 (5%) are between 18 and 24, and 6 respondents (2.7%) are under 17. This indicates that most of the respondents in this survey are middle-aged, representing a significant proportion.

Table 1: Age distribution statistics from the questionnaire

Age Range	Amount%
Under 17 years old	6 (2.7%)
18-24 years old	11 (5%)
25-34 years old	20 (9%)

35-44 years old	137 (62%)
45-54 years old	32 (14.5%)
Above 55 years old	15 (6.8%)

Table sorted by author

### Gender Distribution:

Most respondents are female. Specifically, among the 221 respondents, 160 (72.4%) are female, 60 (27.1%) are male, and 1 respondent (0.5%) chose another gender identity. This suggests that the respondents in this survey are predominantly female.

Table 2: Gender distribution statistics from the questionnaire

Gender	Amount%
Male	60 (27.1%)
Female	160 (72.4%)
Other	1 (0.5%)

Table sorted by author

### Educational Background:

The largest number of respondents hold a bachelor's degree. The statistics show that 62% of respondents, or 137 people, have a bachelor's degree; 16.9%, or 33 respondents, have a master's degree or higher; 14.5% (32 respondents) have an associate degree, and 6.8% (19 respondents) have a high school education or lower. This reflects that most respondents in this study have a relatively high educational background, with a bachelor's degree being the most common.

Table 3: Educational distribution statistics from the questionnaire

Education level	Amount%
High School Lower	19 (6.8%)
Associate Degree	32 (14.5%)
Bachelor's Degree	137 (62%)
Master Degree	33 (16.9%)

Table sorted by author

## Marital Status:

Reveals that most respondents are married. According to the statistics, 195 out of 221 respondents (88.4%) are married, 24 (10.9%) are single, and 2 respondents (0.9%) chose not to disclose their marital status. This indicates that most respondents in this survey are married.

Table 4: Marital status statistics from the questionnaire

Marital Status	Amount%
Married	195 (88.4%)
Single	34 (10.9%)
Prefer Not Disclose	2 (0.9%)

Table sorted by author

## Occupation:

Most respondents are students, accounting for 70.6% of the sample size, which significantly dominates the occupational distribution. This suggests that the survey mainly targeted an audience engaged in educational environments, possibly including students from various academic levels. Other occupations, such as those in the fields of education (10%), business/management (8.6%), and technology/engineering (8.1%), are also represented, albeit with much smaller percentages. The smallest percentages are in arts/entertainment (0.9%) and other fields (1.8%), indicating a lower representation of creative industries and unspecified occupations.

Table 5: Occupation distribution from the questionnaire

Occupation	Amount%
Student	156 (70.6%)
Education	22 (10%)
Business/Management	19 (8.6%)
Technology/Engineering	18 (8.1%)
Arts/Entertainment	2 (0.9%)
Other	4 (1.8%)

Table sorted by author

## Income:

A significant portion of respondents (64.3%) have a monthly income under NT\$20,000, which suggests that many participants might be students or individuals with lower levels of disposable income. The second-largest income group (11.3%) earns between NT\$20,001 and NT\$40,000, while another 11.3% earn between NT\$40,001 and NT\$60,000. These figures could represent young professionals or part-time workers. A smaller number of participants earn between NT\$60,001 and NT\$80,000 (6.3%), and even fewer earn more than NT\$80,001 per month (6.8%). These statistics indicate a generally lower-income population, with only a small percentage earning higher wages.

Table 6: Monthly income distribution from the questionnaire

Monthly Income (NT dollars)	Amount%
Under NT \$ 20,000	142 (64.3%)
NT \$ 20,001-NT40,000	25 (11.3%)
NT \$ 40,001-NT60,000	25 (11.3%)
NT \$ 60,001-NT80,000	14 (6.3%)
About NT80,001	15 (6.8%)

Table sorted by author

## Living Environment:

Most respondents (77.4%) live in urban areas, indicating a strong urban presence among the surveyed population. This reflects the current global trend of urbanization, where most people live in cities due to better access to services, education, and job opportunities. A smaller percentage of respondents (12.7%) reside in suburban areas, which may offer a more balanced lifestyle between urban access and space. Only 6.8% of respondents live in rural areas, pointing to minimal rural representation in the sample. Additionally, 3.2% of respondents selected "other" for their living

environment, suggesting that some participants may live in areas that do not fit the conventional urban, suburban, or rural classifications.

Table 7: Living environment distribution from the questionnaire

Living Environment	Amount%
Urban	171 (77.4%)
Suburban	28 (12.7%)
Rural	15 (6.8%)
Other	7 (3.2%)

Table sorted by author

### Consume Habits

In my research, there are 221 respondents. Most people prefer both watching movies through video streaming services and going to the cinema, with 165 respondents (74.7%) choosing this option. A smaller portion, 37 respondents (16.7%), exclusively use video streaming services, while only 19 people (8.6%) prefer to watch movies solely by going to the cinema.

Table 8: The way people choose to watch movie from the Questionnaire

Consume Habits	Amount%
Both	165 (74.7%)
Video streaming services	37 (16.7%)
Go to cinema	19 (8.6%)

Table sorted by author

According to my research, 161 respondents (72.8%) indicated that audio-visual enjoyment influences their decision to go to the movie theater, while 60 people (27.2%) said it does not. Additionally, 191 respondents (86.4%) believe that the biggest advantage of the movie theater compared to video streaming services is the large screen and high-quality sound, while only 30 people (13.6%) disagreed.

Table 9: Question to test the reason effect people to go to movie theater

Question	Yes	No
----------	-----	----



Does Audio-visual enjoyment effect you to go to movie theater?	161 (72.8%)	60 (27.2%)
Compared to video streaming services, do you think large screen and high-quality sound is the biggest advantage of movie theater?	191 (86.4%)	30 (13.6%)

Table sorted by author

### Research Hypothesis

The main purpose of this research is to figure out the reason why the film industry could be unshaken, we analyze the results of the questionnaire that made to survey the users of cinema and streaming service. And came up with several hypotheses to test the variables would affect the consumers' behavior on go to movie theater or watch streaming services at home.

We use ordered probit statics to analyze whether the result of our survey fit in the hypothesis we set. Ordered probit model used to estimate relationships between an ordinal dependent variable and a set of independent variables.<sup>13</sup> Through this we test the variables of our hypothesis and proof our ideas are available. And using the result to support our research proves that why movie theater could be unshaken.

Hypothesis 1: Single tends to go to the movie theater.

Hypothesis 2: Female tends to go to the movie theater.

Hypothesis 3: Above the degree of bachelor gain higher salary to go to theater.

Hypothesis 4: There is positive correlation between Horror movie and Audio-visual enjoyment.

<sup>13</sup> LLC., StataCorp. "Oprobit — Ordered Probit Regression." stata.com (2023): 3-5.  
<https://www.stata.com/manuals/roprobit.pdf>.

Hypothesis 5: Large screen and high-quality sound influence the people who consider the immersive viewing environment significantly to go to cinema.

Hypothesis 6: People who get higher salary would influence by the premieres and limit release.

Hypothesis 7: Immersive viewing environment influence the frequency of people go to cinema.

## Findings

### Factors related to the respondent's own conditions

In our questionnaire, we set up a question called "What is your marital status?" (Q4). After analyzing the collected data, we found that the number of single participants significantly outnumbered married participants. This imbalance in proportion indicates that most respondents belong to the single group. This finding not only highlights the marital status characteristics of the participants but also provides context for further understanding their responses to other questions.

Figure 1: Regression Analysis of the factors related to the respondent's own conditions

Hypothesis	Variables	Coefficient	P Value	Significance
H1	V5	0.7191961	0.125	*

Dependent variable: Marital status of the factors related to the respondent's own conditions

Details of the empirical tests are in Appendix A: Statistics Sheet

\* $p < 0.05$ , \*\* $p < 0.01$ , \*\*\* $p < 0.001$

In our survey, we asked the question: "What is your gender?" (Q2). After analyzing the results, we found that most of the participants were female, and they showed a stronger preference for a certain outcome. Females had clearer and more consistent opinions on this issue. On the other hand, there were fewer male participants, and their answers were more spread out, without a clear pattern. This shows that gender, especially the large number of females, had a big impact on the result. Since females made up most of the study, their opinions became a key factor, which suggests that gender plays an important role in this issue. This also means that

gender (especially most females) can strongly affect the outcome, and even shape the overall trend.

Figure 2. Regression Analysis of the factors related to the respondent's own conditions

Hypothesis	Variables	Coefficient	P Value	Significance
H2	V2	0.5385277	0.159	*

Dependent variable: Gender of the factors related to the respondent's own conditions

Details of the empirical tests are in Appendix A: Statistics Sheet

\*p<0.05, \*\*p<0.01, \*\*\*p<0.001

In our questionnaire, we included a question: "What is your highest level of education?" (Q3). After conducting regression analysis, we found that participants with a university degree made up most of the sample, and they showed a more consistent tendency toward a specific outcome. Those with a university education had stronger and clearer views on the issue. In contrast, participants with other levels of education showed more diversity or variation in their opinions. This suggests that education level, particularly having a university degree, may have played a key role in this result. Since participants with university degrees were the majority, their views were more dominant in the outcome, further reflecting that education has a significant impact on how people view this issue.

Figure 3. Regression Analysis of the factors related to the respondent's own conditions

Hypothesis	Variables	Coefficient	P Value	Significance
H3	V3	0.3825546	0.045	*

Dependent variable: Highest level of education the factors related to the respondent's own conditions

Details of the empirical tests are in Appendix A: Statistics Sheet

\*p<0.05, \*\*p<0.01, \*\*\*p<0.001

In my questionnaire, I asked: "Compared to video streaming services, do you think a large screen and high-quality sound are the biggest advantages of movie theaters?" (Q1). After running

a regression analysis, I found that people who value an immersive viewing experience strongly agree with this, while those who don't prioritize immersion tend to disagree. This suggests that large screens and high-quality sound are key reasons why some people choose to go to the cinema instead of using streaming services at home.

Figure 4. Regression Analysis of the factors related to the respondent's own conditions

Hypothesis	Variables	Coefficient	P Value	Significance
H5	V14	0.7263728	0.090	**

Dependent variable: Large screen and high-quality sound factors related to the respondent's own conditions. Details of the empirical tests are in Appendix A: Statistics Sheet \*p<0.05, \*\*p<0.01, \*\*\*p<0.001

In my questionnaire, I asked: What is the range of your monthly income? (Q6) Higher-income individuals are more likely to be influenced by premieres and limited releases. The regression analysis showed that people with higher incomes are more likely to be attracted to these exclusive events, while lower-income groups prefer cheaper streaming services. This suggests that income may affect interest in special cinema events, with higher earners willing to pay for these unique experiences.

Figure 5. Regression Analysis of the factors related to the respondent's own conditions

Hypothesis	Variables	Coefficient	P Value	Significance
H6	V6	0.3963175	0.019	**

Dependent variable: Monthly income of the factors related to the respondent's own conditions. Details of the empirical tests are in Appendix A: Statistics Sheet \*p<0.05, \*\*p<0.01, \*\*\*p<0.001

Another question was: "Compared to video streaming services, do you think the immersive viewing environment is the biggest advantage of movie theaters?" (Q1). The analysis showed that those who see immersion as a key advantage visit the cinema more frequently, while those who don't care about it go less often. This suggests that an immersive experience drives people to visit the cinema more regularly.

Figure 6. Regression Analysis of the factors related to the respondent's own conditions

Hypothesis	Variables	Coefficient	P Value	Significance
H7	V14	0.2776059	0.137	*

Dependent variable: Immersive viewing environment the factors related to the respondent's own conditions Details of the empirical tests are in Appendix A: Statistics Sheet \*p<0.05, \*\*p<0.01, \*\*\*p<0.001

**Factors influencing moviegoers to watch movies**

In our questionnaire, we included a question: "Does audiovisual enjoyment influence your decision to watch a movie in the cinema?" (Part II: Q3). After conducting regression analysis, we found a significant positive relationship between audiovisual enjoyment and the likelihood of choosing to go to the cinema. In other words, participants who valued audiovisual enjoyment were more likely to go to the cinema, while those who placed less importance on it were less likely to attend. This suggests that audiovisual enjoyment may be a key factor influencing people's decision to go to the cinema. For viewers who prioritize high-quality sound and visual effects, the cinema experience plays an important role in their decision-making. Therefore, audiovisual enjoyment is seen as an important variable affecting whether audiences are willing to go to the cinema, and to some extent, it shapes their choices and behavior trends.

**Figure 7. Regression Analysis of the Factors influencing moviegoers to watch movies**

Hypothesis	Variables	Coefficient	P Value	Significance
H4	V8	0.7213181	0.049	*

Dependent variable: Audiovisual enjoyment factors influencing moviegoers to watch movies Details of the empirical tests are in Appendix A: Statistics Sheet \*p<0.05, \*\*p<0.01, \*\*\*p<0.001

In my questionnaire I asked about gender. What is your gender? (Q2) and hypothesized that women care more about the quality of cinema equipment, such as sound and screens. The analysis showed that women are more likely than men to consider high-quality equipment important. Men, on the other hand, tend to care less about equipment quality when choosing

a cinema. This suggests that women may place higher importance on technical aspects when making their decision.

Figure 8. Factors influencing moviegoers to watch movies

Hypothesis	Variables	Coefficient	P Value	Significance
H8	V2	0.4978259	0.120	*

Dependent variable: Gender the factors influencing moviegoers to watch movies

Details of the empirical tests are in Appendix A: Statistics Sheet

\* $p < 0.05$ , \*\* $p < 0.01$ , \*\*\* $p < 0.001$

## **Conclusions and Implications**

Our research highlights that despite the popularity of streaming platforms, cinemas continue to provide irreplaceable value through immersive viewing experiences, such as high-quality audiovisual settings and social aspects of movie-going. The findings show that factors such as marital status, gender, educational background, and income significantly affect an individual's choice between cinemas and streaming platforms. For instance, single and female respondents, as well as those with higher education and income levels, are more inclined to visit cinemas due to unique attributes like screen size and sound quality.

### **Implications for the cinema Industry**

**Technological Enhancement in Cinemas:** To retain their appeal, cinemas may benefit from further integrating advanced technologies such as 4D and IMAX experiences, which provide a level of immersion that streaming cannot match.

**Collaborations with Streaming Services:** As seen with some streaming platforms experimenting with theatrical releases, potential partnerships could expand both markets. However, maintaining a balance to preserve the distinct cinema experience is essential.

**Policy Support:** Governments could play a role by creating policies that promote a synergy between cinemas and streaming services, such as flexible release windows and funding for independent cinemas to cater to a diverse audience.

**Focus on Targeted Marketing:** Cinema operators can tailor marketing strategies toward demographics more inclined to visit cinemas, such as younger audiences and individuals who prioritize audiovisual experiences.

By focusing on these strategies, cinemas can strengthen their market position while adapting to a changing entertainment landscape influenced by streaming platforms.

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## Appendix A

### Movie Goers' Perspectives on the Survival of the Cinema

Dear participants:

This survey collect the factors that influence the movie goers choose streaming services or go to cinema in the era of the rise of streaming platforms. It will take approximately 3-5 minutes to answer these survey questions. Please be assured that all your answers will be processed anonymously and used only for research purposes. Thank you for your participation in this survey.

親愛的參加者:

本問卷主要蒐集在串流影音平台興起的時代下影響觀影者選擇電影院或串流平台的原因。此問卷會占用您 3-5 分鐘的時間。請確認答題過程中保持匿名且本問卷僅使用在數據分析,由衷感謝您撥空參與此研究。

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## PART I: PERSONAL INFORMATION 基本資料

1. How old are you? 您幾歲?

- Under 17 years old (17 歲以下)
- 18-24 years old (18-24 歲)
- 25-34 years old (25-34 歲)
- 35-44 years old (35-44 歲)
- 45-54 years old (45-54 歲)
- 55 years old and above (55 歲以上)

2. What is your gender? 您的性別?

- Male 男
- Female 女
- Other 其他

3. What is your highest degree? 您的最高學歷?

- Senior high school or under 高中或以下
- Associate degree 專科
- Bachelor degree 大學
- Master degree or above 碩士或以上

4. What is your marital status? 您的婚姻狀況?

- Married 已婚
- Single 未婚/單身
- Inconvenient to disclose 不方便透漏

5. What is your occupation ? 您的職業?

- Student 學生
- Education 教育界
- Business / Management 商業/管理
- Technology / Engineering 技術/工程
- Arts / Entertainment 藝術/娛樂
- Others 其他

6. What is the range of your monthly income? 您個人月收入範圍?

- Under NT\$20,000 (20,000 元以下)
- NT\$20,001~NT\$40,000 (20,001~40,000 元)
- NT\$40,001~NT\$60,000 (40,001~60,000 元)
- NT\$60,001~NT\$80,000 (60,001~80,000 元)
- Above NT\$80,001 (80,001 元以上)

7. What is your current living environment? 您目前的居住環境?

- Urban 城市
- Suburban 郊區
- Rural 鄉村
- Other 其他

## **PART II: CONSUME HABITS 觀影習慣**

1. What type of movie do you usually watch?

您主要觀看哪種類型的電影?

- Action 動作片
- Comedy 喜劇片
- Romance 愛情片
- Drama 劇情片
- Horror 恐怖片
- Science Fiction 科幻片
- Documentary 紀錄片

2. Which do you primarily use for watching movies: Video streaming services or Go to cinema?

您都如何看電影: 串流平台或是去電影院?

- Video streaming services (Netflix, Disney +...) 串流平台/串流服務
- Go to Cinema 去電影院
- Both 兩者都有

If you choose video streaming services, please answer the following question. If not, skip this section:

如果您選擇串服務/串流平台，請填下列問題 (若無則跳過此段落):

(1) Which devices do you use for the video streaming services? 請問您都用哪些設備

觀看串流影音內容?

- Mobile phone 手機
- Laptop 筆記型電腦
- TV 電視
- Desktop 桌上型電腦

(2) Why do you choose to watch movie on the video streaming services?

為什麼選擇用串流平台觀看電影?

- Price 價格
- Convenience 方便性
- Selection of films 電影的選擇
- The high quality of equipment 高級的設備

- Premieres and Limited Releases 首映和限定放映
- Simple to operate 操作步驟簡單
- Social and Gathering Experience 社交和聚會體驗

(3) In the past three months, how often do you use video streaming services for watching movies?

過去三個月內,您使用串流平台觀看電影的頻率是?

- More than once a week 一周超過一次
- Once a week 一周一次
- 2-3 times a month 一個月兩到三次
- Once a month 一個月一次
- Once every few months 幾個月一次
- Rarely or never 幾乎沒有或從不

(4) Does the use of headphones while watching a streaming video platform simulate the sound quality of a movie theater and become the main reason you choose to watch a movie on video streaming services?

觀看串流影音平台時使用耳機設備是否能模擬電影院音效品質，並成為您選擇在串流平台觀影的主因？

- Yes 是
- No 否

(5) How do you think video streaming services will impact movie production in the future?

您覺得在未來，串流媒體平台會如何進一步影響電影製作？

- Increase the diversity and variety of content 增加更多元且多樣的內容
- Change the budget and scale of movie production 改變電影製作的預算和規模
- Promote the development of short films or series 推動短篇電影或影集的發展
- Increase audience demand for original content 增加觀眾對於原創內容的需求

If you choose Cinema please answer the following question. If not, skip this section :

如果您選擇電影院，請填下列問題(若無則跳過此段落)：

(1) Why do you choose to go to cinema to watch movie? 為什麼選擇去電影院看電影？

- Price 價格
- Convenience 方便性
- Selection of films 電影的選擇
- The high quality of equipment 高級的設備
- Audio-visual enjoyment 影音的享受
- Premieres and Limited Releases 首映和限定放映
- Simple to operate 操作步驟簡單
- Social and Gathering Experience 社交和聚會體驗



- Movie merchandise 電影周邊商品

(2) In the past three months, how often do you go to cinema for watching movies?

過去三個月內,您前往電影院觀看電影的頻率是?

- More than once a week 一周超過一次
- Once a week 一周一次
- 2-3 times a month 一個月兩到三次
- Once a month 一個月一次
- Once every few months 幾個月一次
- Rarely or never 幾乎沒有或從不

### **PART III: COMPARISON OF VIDEO STREAMING SERVICE vs CINEMA**

#### **串流平台和電影院的比較**

1. Compared to Video streaming services, what is the biggest advantage of cinema ?

你覺得相較於串流平台,電影院最大的優勢為何?

- Large screen and high-quality sound 大銀幕和高品質音效
- Special technical experiences like 3D, IMAX, etc. 例: 3D、IMAX 等特別技術  
體驗
- Premiere movies and latest releases 首映電影及最新片源

- Social activity with family or friends 與家人或朋友的社交活動
  - Immersive viewing environment 沉浸式的觀影環境
2. Which part of the cinema experience impresses you the most? 觀影體驗的哪一部分讓您印象最深刻?
- High-quality audiovisual effects 高品質視聽效果
  - Comfortable seating and environment 舒適的座位以及環境
  - The atmosphere of enjoying movies with other audience members 與其他觀眾一起欣賞電影的氛圍
3. Do you think the price of cinema ticket is reasonable? 您認為電影院的票價是否合理?
- Very reasonable 非常合理
  - Fairly reasonable 還算合理
  - A bit high but acceptable 偏高但可接受
  - Too high and unreasonable 太高不合理
4. Would you change the frequency to watch movie due to the ticket price? 您會因為電影票價而改變觀影頻率嗎?
- Yes, I would reduce the frequency if ticket price are too high. 是的，如果票價太高，我會減少去電影院的次數

- No, ticket price do not influence my choice. 不會 · 票價對我來說影響不大

5. Do you think cinema should alter its membership system or subscription service to cope with competition?

您認為電影院是否應該轉變為會員制、提供訂閱服務...等,來應對競爭?

- Strongly agree 非常同意
- Agree 同意
- Not sure 不確定
- Disagree 不同意
- Strongly disagree 完全不同意

6. Are you attracted to purchasing tickets for exclusive content or special screenings offered by cinemas in collaboration with film production companies? 電影院與電影製作公司合作推出的獨家內容或特別放映是否吸引您購票觀影?

- Strongly agree 非常同意
- Agree 同意
- Not sure 不確定
- Disagree 不同意
- Strongly disagree 完全不同意

7. Do cinema marketing activities (such as social media ads, email notifications, etc.) influence your decision to watch movies? 電影院的市場行銷活動 (如社交媒體廣告、電郵通知等) 是否會影響您的觀影決策?

- Strongly agree 非常同意
- Agree 同意
- Not sure 不確定
- Disagree 不同意
- Strongly disagree 完全不同意

#### **PART IV: MARKET TRENDS AND FUTURE PROSPECTS 市場趨勢和未來展望**

1. How do you think Netflix will affect the traditional film industry in the future?

您認為未來 Netflix 將如何影響傳統電影產業?

- It will replace traditional cinema. 將取代傳統電影院
- It will coexist with traditional cinema. 將與傳統電影院共存
- It will not have a significant impact on the traditional film industry. 對傳統電影產業沒有顯著影響

2. How do you think streaming media platforms will change the way people watch movies in the future?

您認為串流媒體平台將如何改變未來觀影方式?

- It will make watching movies more convenient. 使觀影更加便捷
  - It will reduce people's willingness to go to cinema. 減少人們去電影院的意願
  - It will increase the diversity of viewing options. 提高觀影的多樣性
3. Do you think cinemas should provide more movie-related extended experiences in the future (such as movie-themed exhibitions, merchandise sales)? .您認為未來的電影院是否應該提供更多與電影相關的延伸體驗 ( 如電影主題展覽、周邊商品銷售 ) ?
- Strongly agree 非常同意
  - Agree 同意
  - Not sure 不確定
  - Disagree 不同意
  - Strongly disagree 完全不同意
4. What innovative technologies do you think cinemas should adopt to compete with streaming service?  
您認為電影院應該採用哪些創新技術來與串流平台競爭 ?
- Virtual Reality (VR) movie screenings 虛擬實境 ( VR ) 電影放映
  - Augmented Reality (AR) interactive experiences 增強現實 ( AR ) 互動體驗
  - Smart seats (that vibrate or move according to scenes) 智慧座椅 ( 可根據場景震動或移動 )
  - Personalized movie screening plans based on recommendations 個性化推薦電

影的放映計畫

- Contactless ticketing and services via app 透過 App 進行全程無接觸購票和服務

5. How do you think the trend of cinemas will develop in the next 5-10 years?

您認為電影院在未來 5-10 年內的發展趨勢如何？

- Continue to expand and develop more multifunctional uses 持續擴展並發展出更多的多功能用途
- Gradually become smaller, catering to niche audiences 逐漸縮小規模，成為小眾愛好的場所
- Be gradually replaced by streaming service 會被串流平台逐漸取代
- Transform into immersive entertainment venues (e.g., interactive movies, fan events, etc.) 轉型為沉浸式的娛樂場所（如互動電影、影迷活動等）

6. Do you think cinemas should collaborate with streaming service in the future (such as offering simultaneous premieres)?

您認為電影院在未來是否應該與串流媒體平台合作（例如提供同步首映的服務）？

- They should collaborate to expand the market together 應該合作，共同擴展市場
- They can try to collaborate but should maintain the unique characteristics of cinemas 可以嘗試合作，但需保持電影院的獨特性
- They should not collaborate and should maintain a competitive relationship 不應該合作，應保持競爭關係
- Not sure 不確定

This is the end of the survey. Thank you for your participation!

感謝您的參與!