

What number was larger in  
2018: Theater Box Office  
Sales OR Netflix streaming  
revenues?

# Theater Box Office Sales at \$11.9 Billion...

with Netflix closing in at \$7.6 billion and  
growing at 20%+

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1. When you think about your movie watching habits, what percent of your time is spent watching movies on Netflix (or other streaming service) compared to the movie theater?
2. How does the price of a monthly subscription to Netflix compare to a movie ticket?
3. Do you go to movie theaters more or less than you did five years ago?
4. Netflix recently announced that they are spending billions to produce original films (which includes Roma, winner of several Academy Awards). What impact, if any, do you think this will have on movie theater attendance?