

Abstract

The role of the cinema industry has got stuck between a rock and a hard place lately. Before the corona crisis, cinemas were at its peak in the year 2019. Even if the corona crisis wouldn't happen, the decline of the industry was expected. But since the corona crisis came, streaming platforms were on the rise which hurt cinemas in a way from which they might not recover in the future. During the corona crisis, the cinema industry ceased completely. On the other hand, streaming services were in the spotlight. The corona crisis is for the most part over which means that cinemas are slowly gaining back its strength again. The goal of this thesis is to find out whether cinemas will or will not recover to its former state, whether they will be able to coexist next to the streaming services and if blockbusters will be the only movies to be shown in cinemas while the movies of a smaller budget will find its home on the streaming services. In order to find that out, I'm going to write about the role of cinemas and streaming services throughout the years, I'm going to compare the cinema box office before and after the corona crisis with the increase of subscribers of streaming services and I'm going to present the readers with opinions of both the moviegoers and industry professionals and also with practices of major Hollywood studios. The final thesis should be able to present a complex picture of the whole movie industry and the way it is going to develop in the near future.