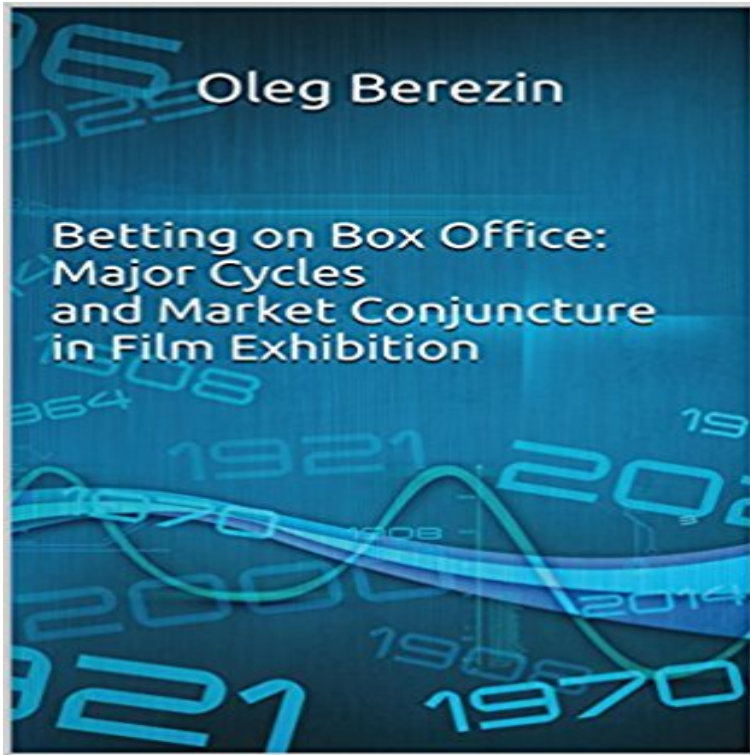


Betting on Box Office: Major Cycles and Market Conjuncture in Film Exhibition



Betting on Box Office: The Major Cycles and Market Conjuncture in Film Exhibition offers the first analysis of the cyclical nature of the cinematic exhibition market in both Russia and the USA. Drawing on research going back to Soviet times and to USA of 20th century, it offers forecasts of future developments and trends in the box office market in both countries. Theatrical film exhibition (the public screen communication system) is treated as one of several means of delivering audiovisual content to consumers, alongside home screen and personal screen communication systems.

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