

Still, MediaMation CEO Daniel Jamele says the idea is catching on with American moviegoers who want an experience that they can't replicate in their living rooms. # " We think there's a real market here, " Jamele said. Video-game tournaments # Some theaters are even turning their theaters into video game centers. MediaMation is working with the TCL Chinese Theatre to retrofit one of its auditoriums for e-sports -- competitive video-game tournaments where people play on the big screen. # Cinephiles may balk at the apparent sacrilege of the cinematic space, but theaters have been experimenting for years with this kind of " alternative content, " especially during weekday business hours when auditoriums are empty. # iPic and other exhibitors have been getting into the in-theater gaming business too. The company has teamed with video-gaming league Super League Gaming to host one-week Minecraft tournaments at its locations. Five-day passes for its upcoming July event cost \$100. # " That's the dream of every theater, " Jamele said. " It gives them an alternate source of income, which is what they need. "