[Moderator] 13:17:46

Okay. I'm going to go to the next slide. This average movie revenue over the years. You guys can go ahead and talk.

[P11] 13:18:07

So I can start with the description, but of course, feel free to describe the chart if you prefer. I don't mind.

[P11] 13:18:15

So if you want, I can start and then we can have a discussion to like this chart shows that the average revenue of the movies increases over the years.

[P11] 13:18:33

So the range that we have in the x-axis goes from 19… 10, I think, to 2020 to 2019 or 18.

[P11] 13:18:46

And we can clearly see that the average movie revenue increases. So the trend is positive.

[P11] 13:18:53

And this is not surprising to me. Because of inflation.

[P11] 13:18:58

So… I think that the average revenue plotted on the y-axis doesn't take into account inflation.

[P11] 13:19:11

So prices go up. And so, of course. Ever.

[P11] 13:19:17

Yes, I think that this is not surprising because of inflation.

[P11] 13:19:22

Prices go up and so movie revenues go up as well i think

[P12] 13:19:31

Yeah. And the other point that I can find from this shot, I think.

[P12] 13:19:38

In the past between, for example, 1920 and 1940 and also 1940 and 1960 the difference between the year's revenue is really it has a really different these years from these years from 1980 to 2020 difference between the years maybe the years

[P12] 13:20:01

Each five years or each two years or their revenue is really low between there.

[P12] 13:20:08

The years.

[P11] 13:20:09

That's true. It's interesting that I didn't notice that. So now that you're saying that, I noticed that the variance between 1910, 19, I don't know, 70, 80 is very high And after 1980 is not high. The variance is high.

[P12] 13:20:17

Yes.

[P11] 13:20:27

Is low. And I didn't notice this before hearing you saying that.

[P11] 13:20:35

So I think that this chart

[P11] 13:20:46

So this chart is good. At showing trends I think that it also clearly shows that the variance is higher.

[P12] 13:20:51

Yeah, that's right now.

[P11] 13:21:00

Until 1980 and lower after 1980 but for some reason, I didn't pay attention to it yes before you said that.

[P12] 13:21:10

Yeah. Yeah, maybe. They found… that maker movies found how they found make a movie to make a movie making money.

[P12] 13:21:24

Any users that want to see the movies in cinema like this.

[P11] 13:21:24

Hmm.

[P11] 13:21:29

That's true, yes. They found a way to stabilize Yes, there.

[P12] 13:21:33

Yeah. Yeah.

[P11] 13:21:36

Revenue. Yes, that's interesting.

[P11] 13:21:42

Maybe because in the past movies like movie theaters wearing widespread.

[P11] 13:21:51

And I'm not sure. To be honest, yeah.

[P11] 13:21:56

But I think that one of the reasons that explains why we have a positive trend is the number of movie theaters probably in the past There were fewer movie theaters.

[P11] 13:22:09

And then… Yes.

[P12] 13:22:09

Yeah.

[P12] 13:22:13

Yeah, it depends. I think it depends a lot of factors too.

[P12] 13:22:20

Increase the movie revenue.

[P11] 13:22:23

It would be interesting to see how this chart changes considering streaming services like after 2020 with the pandemic streaming services became more and more popular.

[P11] 13:22:39

So i guess that average movie revenue Thanks to streaming services.

[P11] 13:22:46

Will keep going up, I think. But if we only consider average movie revenue from movie theaters I think that this this line would start going down maybe because unfortunately movie theaters are getting closed.

[P12] 13:22:49

Yes.

[P12] 13:22:59

Yeah.

[P11] 13:23:05

The audience is moving to streaming services. Which is unfortunate because I love going to a movie theater I think it's a unique experience.

[P12] 13:23:18

Yeah.

[P11] 13:23:23

Would you like to add anything else? For this plot for this chart

[P12] 13:23:28

No, I think this is a good chart.

[P11] 13:23:31

Yeah, me neither. So we are done with the discussion.