

THE BILLION-DOLLAR MIRAGE

How Franchises Reshaped Modern Cinema

A data-driven exploration of how franchise dominance, streaming disruption, and post-COVID economics transformed Hollywood's definition of success.





SUMMARY

A data driven story into the declining attendance
at the movie theatre



INTRODUCTION

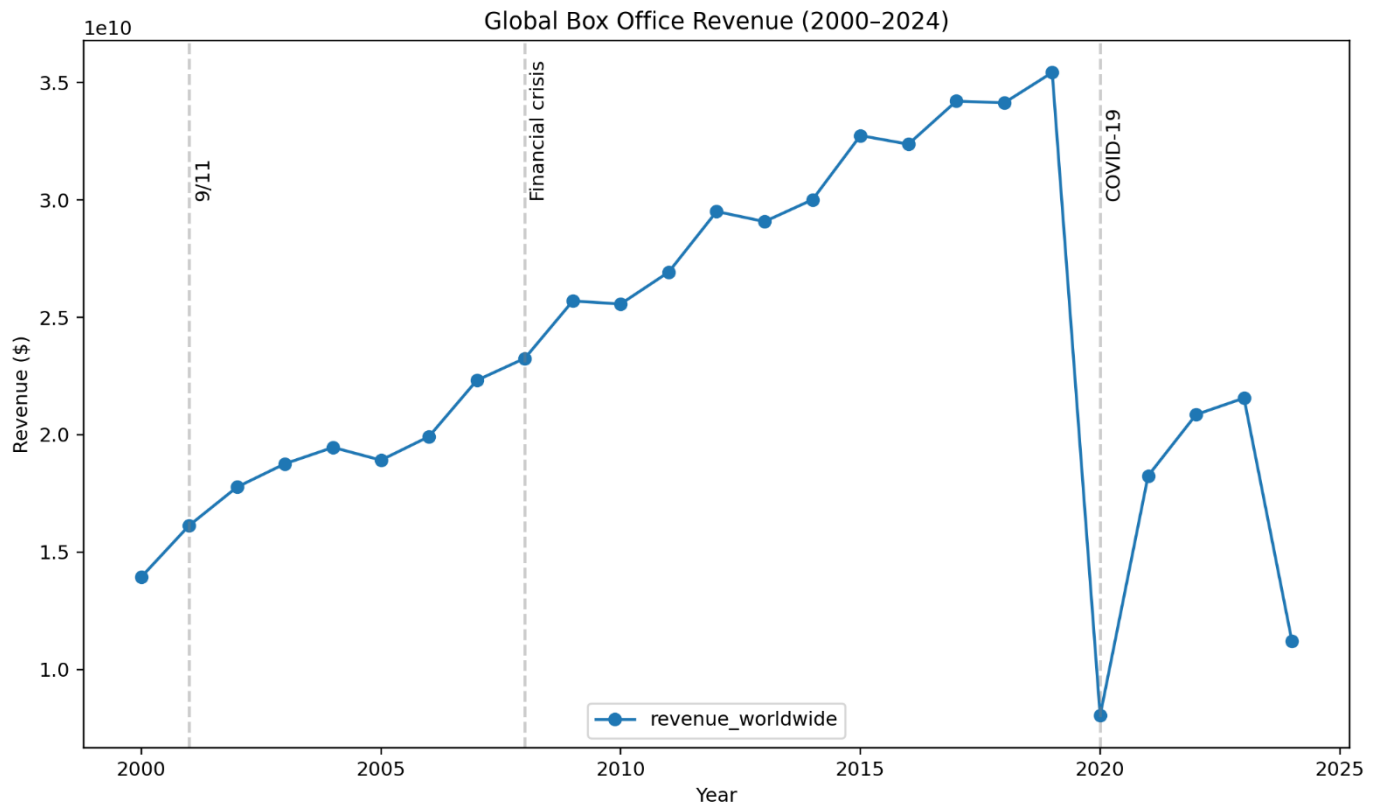
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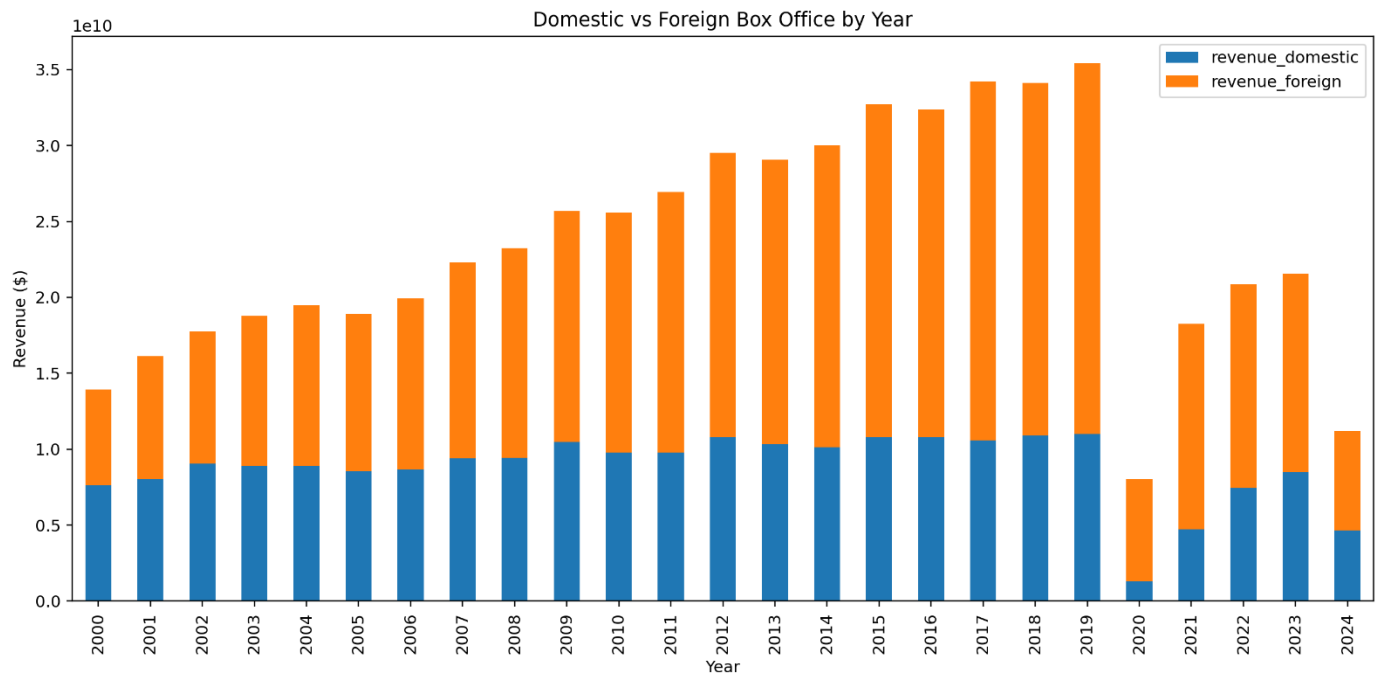
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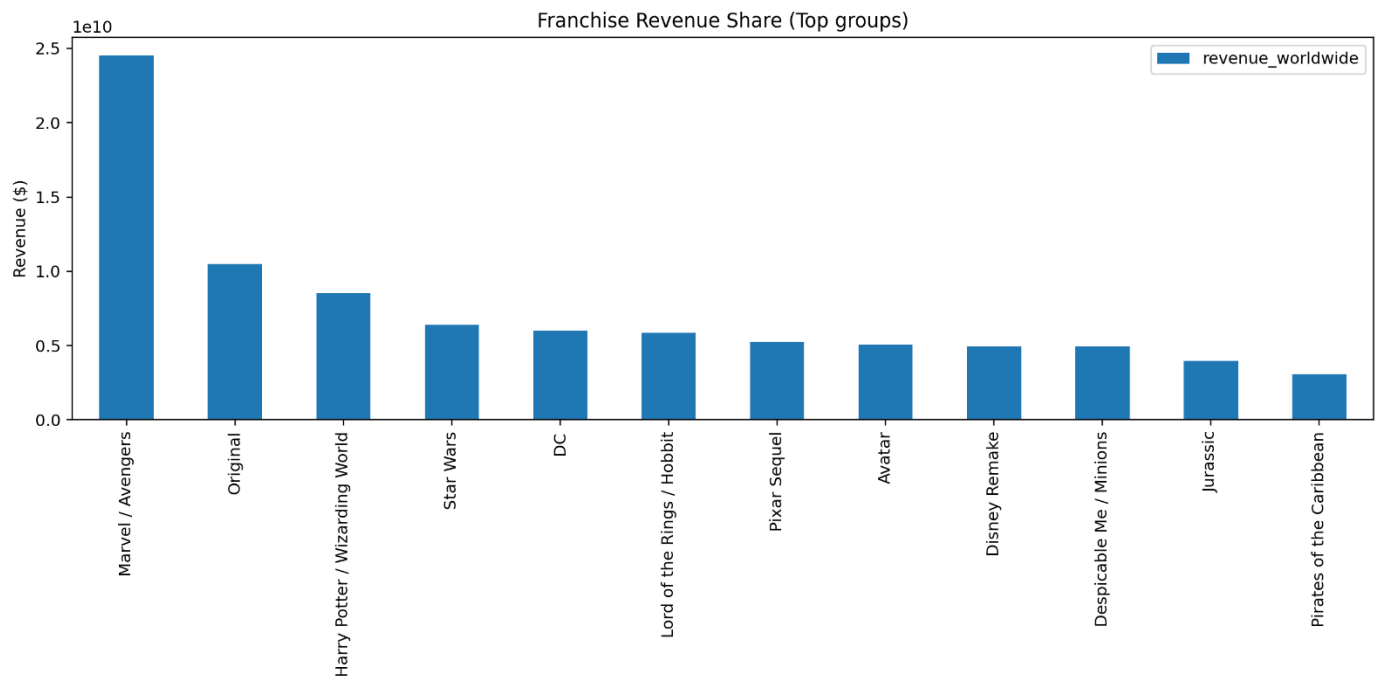
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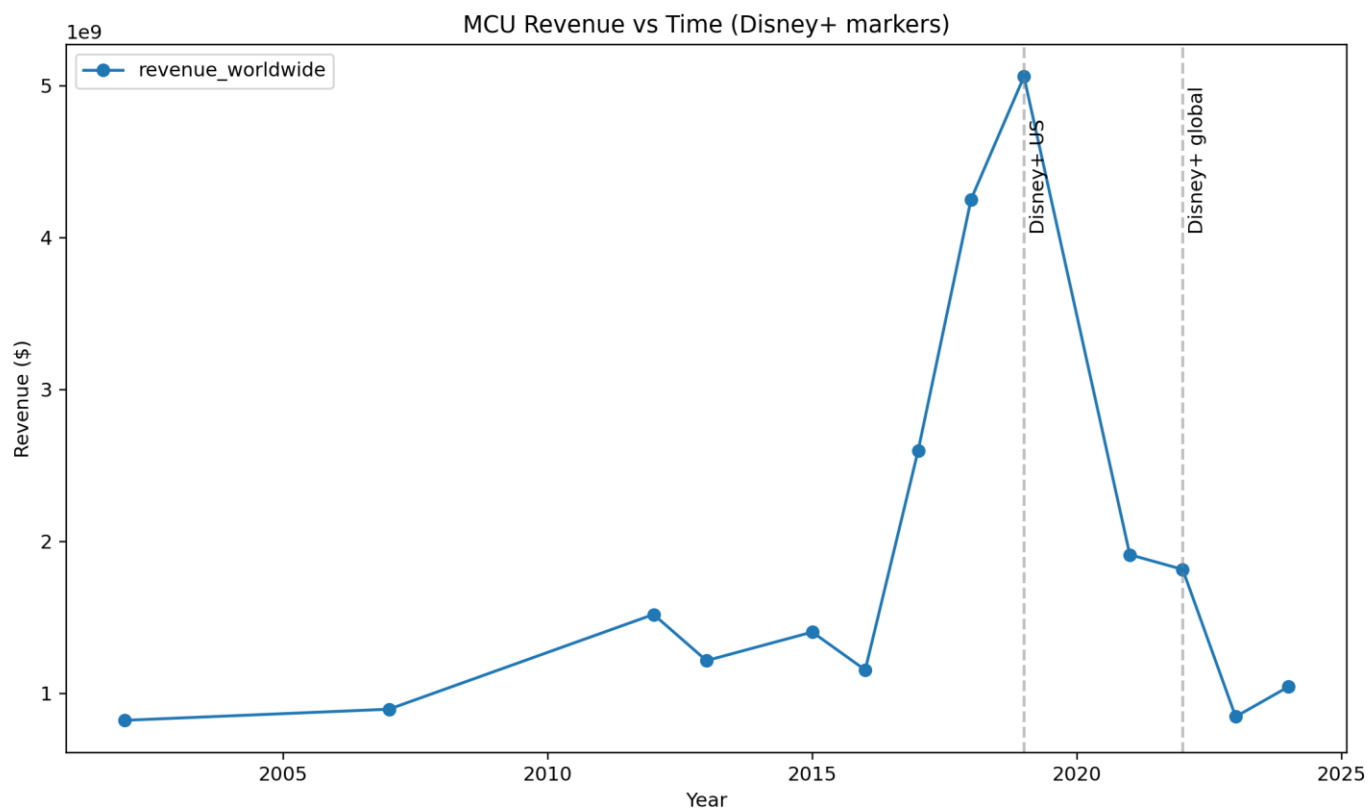


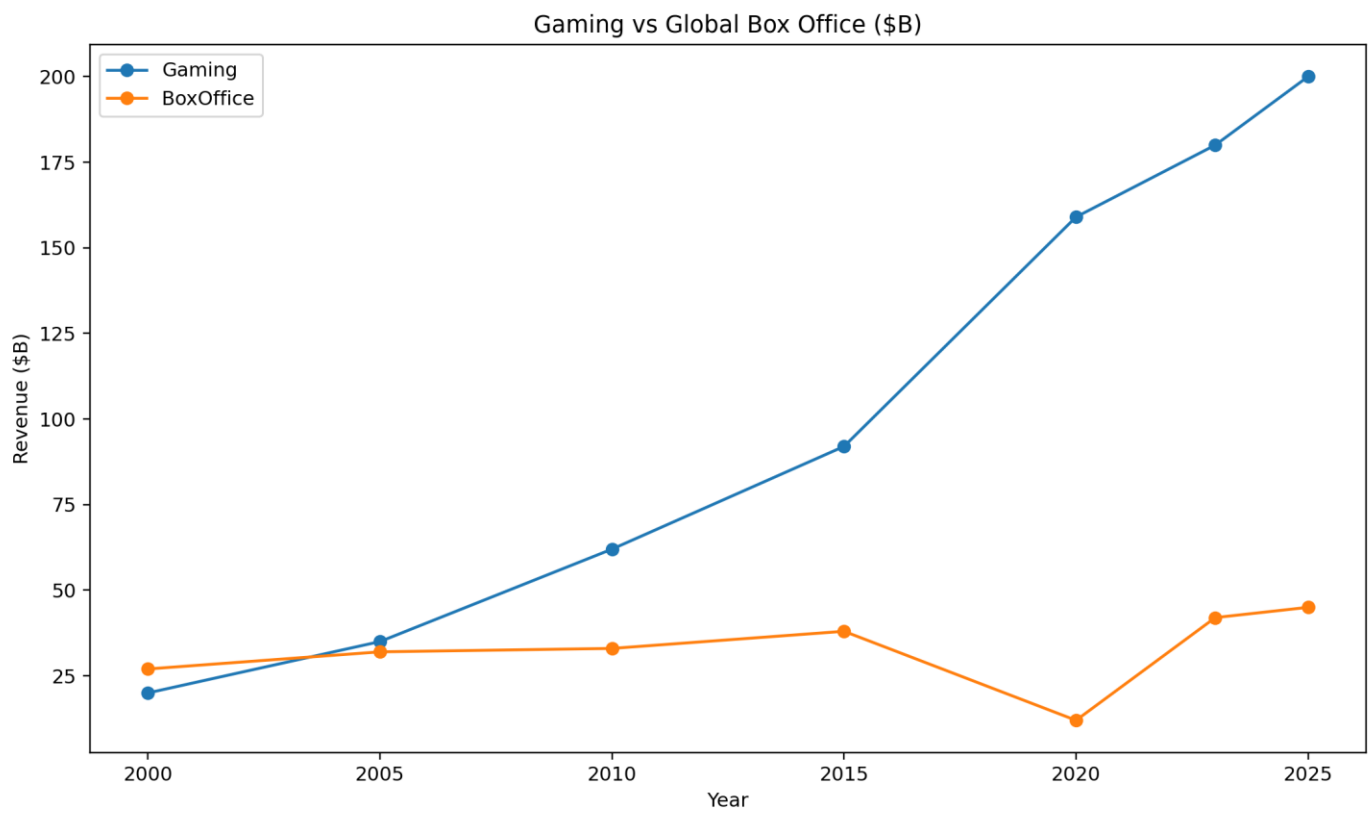
Figure 1











Ticket Price Growth vs. Real Value (UK vs. US, 1995–2025)

“Prices rose faster than audiences — and far faster than value.”

Year	US Avg. Ticket (\$)	UK Avg. Ticket (£)
1995	4.35	3.28
2000	5.39	3.99
2005	6.41	4.64
2010	7.89	5.97
2015	8.43	7.04
2019	9.16	7.06
2022	10.53	7.66
2024	11.31	7.71
% Change ('95–'24)	+160%	+135%