

Technological change threatens traditional cinemas



View video clip: <http://news.bbc.co.uk/1/hi/uk/7681776.stm>

Questions

What is meant by the term “multiplex”?

What is the technological threat to independent cinemas?

Why might independent film producers see the technological change as an opportunity?

Extension questions:

Name two factors that affect the demand for cinema attendance in the UK

To what extent is cinema attendance likely to be affected by an economic downturn?