

4B Yau Hau Yin, Janice

Does the popularity of streaming services mean the end of cinemas?

In recent years, the whole world has been affected by the pandemic. More and more people stay at home to prevent being infected with Covid-19. These people have nothing to do at home, so they will buy streaming services such as Disney+, Netflix and Amazon Prime Video, which offer alternative forms of entertainment. To me, the popularity of streaming services means the end of cinemas.

First and foremost, streaming services are incredibly convenient. You can just stay home and choose a film you like to watch. You do not need to go out and commute to the cinema to watch a movie. In a survey by the University of Hong Kong, more than 80% of the respondents expressed that they rarely watched movies in cinemas since Netflix gained popularity. Therefore, streaming services will replace cinemas very soon. It is not uncommon to see that people prefer choosing streaming services because of flexibility.

Besides convenience, buying streaming services is cheaper than watching movies in a cinema. For example, people only need to pay HKD63 per month to watch at least 100 movies. However, if you go and watch a film in a cinema, you have to pay at least HKD90 to watch one film. This shows that streaming services offer movie enthusiasts a much more affordable option. Accordingly, more and more people purchase streaming services instead of going to cinemas.

Moreover, streaming services provide different kinds of movies than cinemas. Hardly can we deny that a large selection of movies can be found on streaming platforms. These platforms offer musicals, romantic comedies, superhero films, etc. People in various age groups and with different preferences can see the movies they like on streaming services. However, only films produced by famous international film producers are available in mainstream cinemas. Evidently, streaming services give more choices to the audience.

All in all, watching movies on streaming platforms is more convenient, cheaper and attractive than watching movies in cinemas. There are countless advantages of using streaming services. To me, the future of cinemas is dismal. It is not surprising that more and more cinemas will be closed in the foreseeable future due to the popularity of streaming services.