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**Argumentative Essay – Will the popularity streaming services mean the end of the cinema**

Streaming Services: Killers of Cinema?

Movie theatres worldwide have shut down recently due to the COVID-19 pandemic while streaming services such as Netflix and HBO continue to gain popularity. This has led to the debate on whether streaming services are causing the demise of cinemas. Some say that cinemas will continue to thrive due to their nostalgic appeal and unique experience. As a movie fanatic and film lover, I believe that the future of cinema isn't very promising.

From a consumer's point of view, would you prefer to watch a movie from the comfort of your room, or go to the cinema and watch the same movie, using your time and energy to travel there? Due to the pandemic, home viewing has become preferable due to its comfort and ease. Going to the cinema takes time and requires people to adjust their schedules to fit the movie times, while streaming services offer on-the-go options for people. Furthermore, transportation also costs a significant amount of money. Depending on where one lives, going to the cinema alone can be a hassle which further deters people from going there.

Apart from time and transportation, price is another huge deal breaker for many in the cinema. The cost of one movie ticket and the overpriced snacks sold at the cinema force many people to choose streaming services instead. While for streaming services, one can buy a monthly subscription for unlimited viewing during that month. An overpriced movie ticket only offers a one-time viewing experience. Once again, from a consumer's point of view, which would you choose, the budget-friendly or the costly option? To many, the choice is clear, with the majority opting for streaming services over cinemas, as seen in various surveys.

Despite the overwhelming amount of evidence pointing to the end of cinema, some still say that cinema will be able to live on due to its time window. The time window refers to the period when movies are first released exclusively in theatres and can only be viewed there. People argue that this will force people to go to the movie theatre and spend their money there. However, in recent years, this window of time has become shorter and shorter, with some movies even being released simultaneously in cinemas and on streaming services. This completely diminishes the impact of the time window and drastically reduces the chance of movie theatres surviving in the future. For example, the recent movie, *Black Widow*, was

released on both Disney+ and in theatres simultaneously, and it made a profit of USD127 million solely from Disney+. When success and profit can be achieved via streaming services alone, what is to stop other directors from following suit?

With so many factors going against cinemas, the future of movie theatres looks bleak. The constant evolution of technology and ever-changing trends make it difficult for cinemas to keep up with their traditional ways. As streaming services continue to gain popularity, the decline of cinema is likely to accelerate. Hence, I believe the rise of streaming services will ultimately lead to the end of cinemas.