

# The Future of “Play”

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# DOMESTIC MOVIE TICKETS

2004: 1.51 billion

2005: 1.38 billion

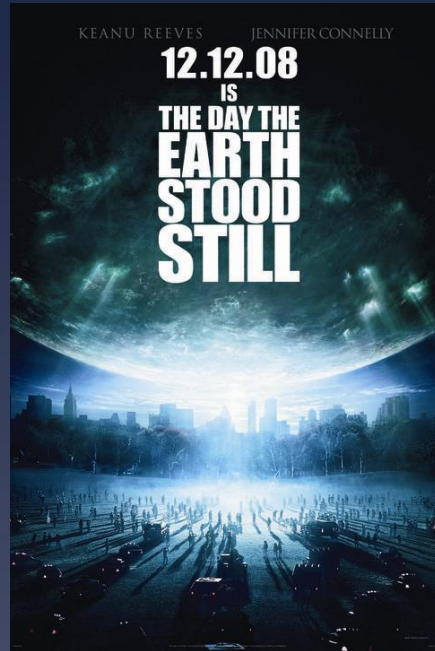
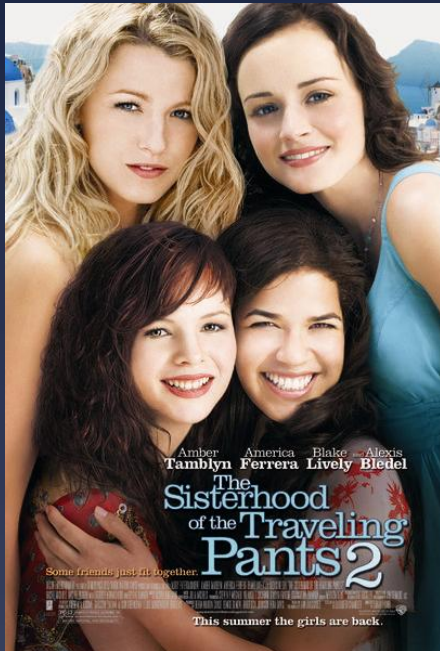
2006: 1.40 billion

2007: 1.40 billion

2008: 1.34 billion



# PERCENTAGE FROM ANNUAL TOP GROSSING 100 THAT WERE SEQUELS OR RE-MAKES OF OLDER MATERIAL:



2006: 18%

2007: 20%

2008: 23%

# CABLE TELEVISION WORLDWIDE



- \* cable tv: currently 430 million subscribers
- \* increasing at a rate of 4% annually
- \* 5% of this is carried by Comcast domestically

# MOVIE TREND OBSERVATIONS

- \* passive entertainment
- \* not highly original
- \* doesn't involve me personally
- \* sensory involvement: sight, sound
- \* can get the experience at home – on demand
- \* attendance is sliding

# *THEATER REACTION*

- \* stadium seating
- \* renovation of historic theaters
- \* digital projection
- \* lattes & martinis
- \* IMAX Experience feature films
- \* and of course...



## 3D MOVIES

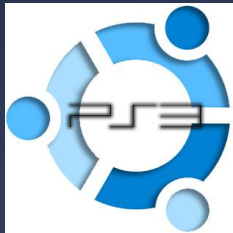
- \* released to date 2009: 10
- \* to be released by year's end: 10
- \* scheduled for release in 2010: 24
  
- \* projected screens end of 2009
  - \* worldwide: 6,000
  - \* US: 4,000

# GAME CONSOLES WORLDWIDE



\* Nintendo Wii:

52 million



\* SONY Play Station 3:

23 million



\* Microsoft Xbox 360:

30 million



# MMO GAMING

- World of Warcraft: 11 million
  - average 20 hours per week @ \$10-15 per month
- MMO 2008 total US revenue: \$1.4 billion

## CABLE INTERNET WORLDWIDE

- \* cable internet subscribers: 85 million +
  - \* increasing at a rate of 14% annually

# *GAMING TREND OBSERVATIONS*

- \* interactive entertainment – user affects outcome
- \* highly original material
- \* emotional investment
- \* virtual social interaction
- \* sensory involvement: sight, sound, tactile
- \* subscriptions are rising

# COMING OUT TO PLAY

- \* highly interactive experience
- \* highly original material
- \* emotional involvement – compelling story
- \* group social interaction
- \* sensory involvement: *all* – full body experiences
- \* can't do this at home - bigger than life
- \* take guests somewhere they've never been

# THINKING OUTSIDE THE BOX

U.S. Navy Recruit Training Command  
“Boot Camp Final Exam”  
Battle Stations - *Legacy* (prior to 2006)

- \* located in the heart of the midwest (no ocean)
- \* disjointed exercises in various classrooms and warehouses
- \* testing youth raised on video games
- \* military regularly uses video simulations
- \* partnered with theme park industry professionals...

Battle Stations 21

# RESULTS

- \* fulfills our previously described experience criteria
- \* Powerful, emotional and memorable
  
- \* imagine the possibilities:
  - \* group themed entertainment experiences
  - \* corporate training / bonding

# *FUTURE PLAY*

- \* powerful emotional storytelling
- \* combining of everyday technologies and raising them to the next level
- \* melding of technologies with physical experiences
- \* providing opportunity for participation and input
  
- \* the future at The Franklin Institute...



***ELECTRICITY***  
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# *YOUR BRAIN*

*2013*



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