



The Effects of the Global Pandemic on the Consumption of Movies and TV Series over Cinema, Television and Internet Platforms

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Abstract

The aim of this study is to show whether the cinema industry and therefore the movies produced, lost value compared to the TV series during the last global pandemic period between 2019-2021. This study also expresses the position of movie theaters and their revenues against television and internet broadcasts in the coming years. The availability of television and today's internet platforms significantly facilitates access to various movies or series for a large number of viewers. In this case, does it mean that the movie-watching habits of the audience have now largely shifted from public spaces to private spaces via the internet and will continue to do so in the long run? From this point of view, it presents that the restrictions imposed on public spaces due to such epidemics at a time when movie theaters in public spaces are clearly defeated by private spaces will rapidly reduce the interest in cinemas in the following years. Due to these restrictions, in addition to the economic difficulties to be experienced in the cinema as global decrease of 72% in movie audiences is mentioned in this period. It is clearly seen that it will continue to progress in the coming years due to such pandemics, which are expected to exist in our lives for a long time with its derivatives, by causing an inevitable change in the movie-watching habits of the audience, and it will progress at much lower levels at cinemas than it was before the pandemic.

Keywords: Movies; Pandemic; Private Space; Public Space; Series.