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**One-sided argumentative essay**

Recent evidence from the SAG-AFTRA strikes in Hollywood, in which all filmmakers and actors in the USA protested the growing streaming service industry, indicates that those in the cinema field feel threatened by the rising streaming industry. However, are their concerns about cinema being put out of business due to Netflix or Amazon Prime Video valid? In my opinion, no, not really.

Although streaming services do have a large library of films, cinemas win in terms of the availability of new movies. Yes, all Disney movies will eventually be put into Disney+, but not before being put on the big screen first. The same goes for Universal Pictures to Peacock, Warner Bros to HBO Max. Film distributors and producers routinely allot cinemas an exclusive window pre-streaming. Why? Box office revenues. For example, Taylor Swift's *"The Eras Tour"* documentary premiered solely in cinemas for months before Disney+. Fans could not wait due to excitement, nor could they risk spoilers from the people who had watched it, so of course everyone flocked to the cinemas for the tour documentary. With a US\$261.7 million global box office, does this bode well for cinemas? Undoubtedly, exclusive access to premieres remains cinemas' edge over streaming.

In addition, cinema provides an immersive viewing experience that is impossible for at-home streaming to match. Humans innately crave sensory stimulation - whether delicious food or captivating visual/audio. The large high-quality screen and 360 Dolby Atmos speakers are like a feast for the eyes, especially when compared to the flimsy speaker and small screen on your TV or phone. Furthermore, cinemas also give the audience a sense of community. The collective gasps at every jump scare, the shared laughter at comedic moments - these experiences allow you to connect with fellow moviegoers, sharing emotions and reactions in real-time. Can the same sense of communal engagement be replicated when watching Netflix at home? I don't think so.

Some people argue that film producers and directors have already pivoted away from traditional cinemas and instead invested their time and money into streaming services such as Netflix Originals. While it is undeniable that some filmmakers have worked

with streaming platforms directly, many prominent producers and directors remain committed to the cinema industry. A noteworthy example is James Cameron's highly anticipated *"Avatar: The Way of Water"* in 2023. Cameron invested hundreds of millions of dollars to develop the visual effects of the underwater world, ensuring top-notch cinematic quality. In fact, the movie was of such high cinematic quality that Disney+ viewers expressed dissatisfaction with the streaming platform's comparatively lower quality. The film took home US\$2.32 billion from the box office and won the Best Visual Effects Award at the Oscars. There is no doubt that cinema still has the allure for producers and directors.

We cannot deny that streaming services have experienced a surge in popularity, but the combination of exclusive new movies, the immersive viewing experience, and the continued support from filmmakers solidify cinemas' position as a go-to destination for the latest movies. Cinemas are an integral part of the film industry and are here to stay.

