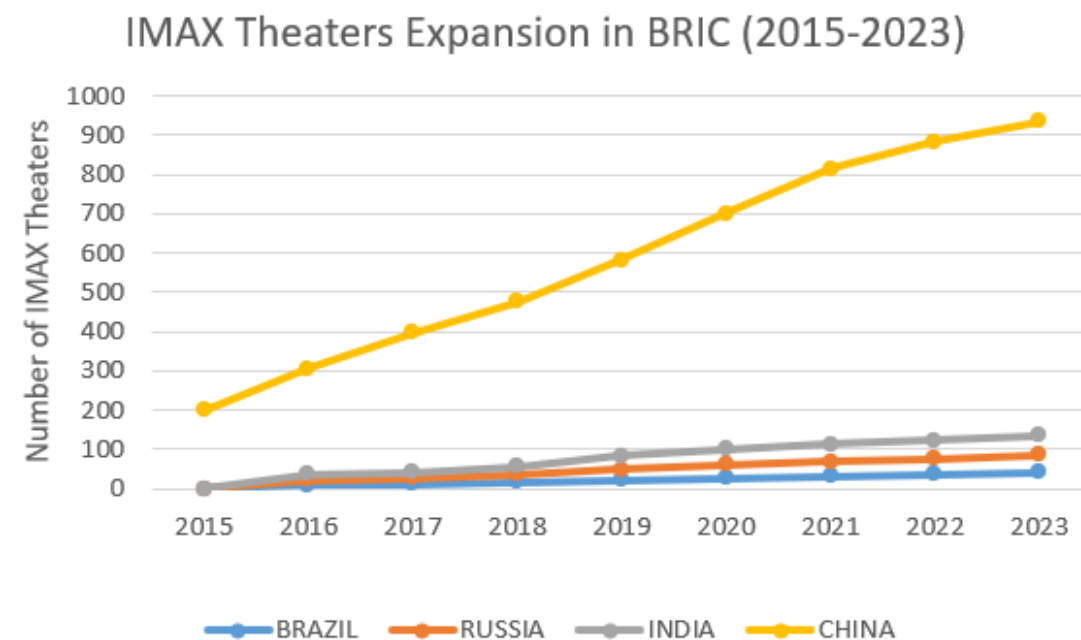


# IMAX Expansion in BRIC Economies

1

## Market entry logic - Strategic Market Entry



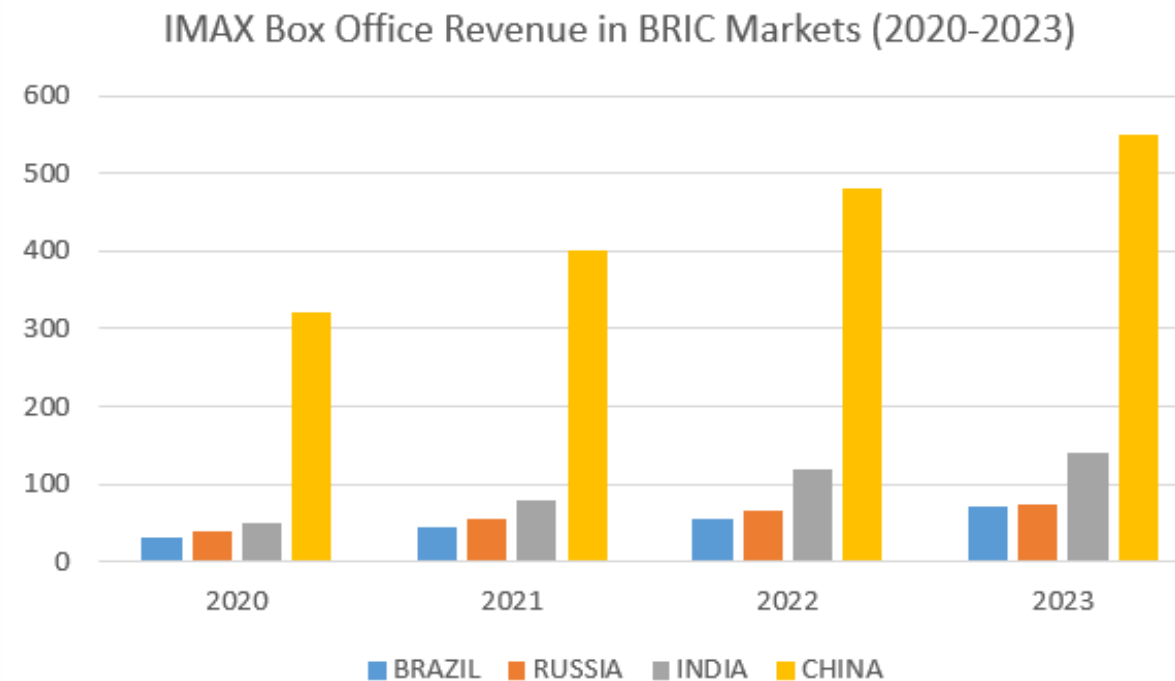
Imax Annual Reports (2015–2023), Statista (2024)

💰 80% of Imax's international revenue comes from China.

India uses a licensing model and features 65% Bollywood content in Imax theaters.

2

## Competitive landscape: Streaming Threat vs Theaters Growth



PwC Global Entertainment & Media Outlook (2023), Statista

🎬 China's box office reached \$6.85B in 2023, with over 50% from premium formats.

Imax sales up 44% in 2023 despite streaming growth.

3

## Strategic challenges: The future of IMAX



UNESCO Institute for Statistics, PwC E&M Outlook

🌍 Africa's cinema industry is growing at 6% annually → **new opportunity?**

India is projected to **overtake China** as the fastest-growing premium cinema market **by 2026**.