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ГОД ЦИФРОВИЗАЦИИ  
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РЕСПУБЛИКА ТАТАРСТАН  
ЦИФРОВИЗАЦИЯ

# АКТУАЛЬНЫЕ ПРОБЛЕМЫ ТЕОРИИ И ПРАКТИКИ ФИЗИЧЕСКОЙ КУЛЬТУРЫ, СПОРТА И ТУРИЗМА

Материалы X Всероссийской научно-практической конференции молодых ученых, аспирантов, магистрантов и студентов с международным участием, посвященной Году цифровизации в Республике Татарстан

*Казань, 6 апреля 2022 года*

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**Том 1. Секции 1 – 5**

## PROSPECTS FOR THE DEVELOPMENT OF THE CINEMA INDUSTRY IN THE CONDITION OF THE PANDEMIC

*Muzafarov K.A., Khakimov R.R.,  
students of group 8331*

*Scientific Advisor – Candidate of Pedagogical Sciences,  
Associate Professor Pavitskaya Z.I.  
Volga Region State University  
of Physical Culture, Sports and Tourism  
Kazan, Russia*

**Topicality.** The relevance of the chosen topic is determined by the close connection of human life with cinema. Previously, it was difficult to imagine people's leisure activities that did not include watching movies in the cinema. And until relatively recently, most likely, few people thought that the usual viewing of some "work of art" in a cinema could be in danger. However, at the moment the threat to this is still present. Its name is COVID-19.

**The purpose of work.** The main purpose of this study is to demonstrate and reveal the prospects for further development of the cinema industry in a pandemic.

**Research results and discussion.** The film industry, along with other art forms, has undergone significant changes. Screenings in cinemas and film festivals have been canceled all over the world. Film premieres have been postponed indefinitely. As a result, cinema's profits fell by large sums. The number of released films has been significantly reduced.

Streaming has become even more popular than offline film screening during the pandemic. If the pandemic has been a positive thing for anyone, it's for streaming services. For example, in 2020, the profit of the online cinema IVI amounted to 8.8 billion rubles, compared to 2019, it grew by 44%. In addition, it should be noted that 80% of the profits are paid models, most of which are subscriptions [3].

In this regard, in order to support films, policy makers and industry players should turn their attention to online cinemas that use modern business models [1, c. 165].

Due to the coronavirus, cinemas are closing, sports leagues are going on indefinite vacation. People are looking for other sources of new video content. Video streaming services can work with studios and their own production units to release content ahead of schedule, which will surely benefit consumers looking for new entertainment [2, c. 108].

1. Netflix. It is an American entertainment company, a streaming service for films and series. The main differences of this streaming service include the fact that Netflix does not release one episode of one season of a certain series, but the entire season at once. As a rule, channels spend a lot of money on the production of a pilot episode of a series (a trial episode of a television series). And often it turns out that the series never go out. However, Netflix is producing the entire series. As a result, viewers cannot wait for the next episode for a week, but immediately watch the entire season in one day.

2. "Kinopoisk". It is a freely editable and largest Russian-language Internet service about cinema. Since 2018, it also has an online cinema with films, series, cartoons, both premieres and exclusives. This is a video service from the Russian transnational company Yandex. Using "Yandex.Plus" points, the user can make purchases related to the subscription or the purchase of individual video materials on the platform. For watching the first movie on a TV with Smart TV technology, the user is awarded an additional 200 points. 1 point is equal to 1 ruble.

As for future prospects, it is likely that both Netflix and Kinopoisk will be promoted with the help of their ambassadors. So far, perhaps the most famous ambassador of the American streaming service is N-ko Mei Kurono – a sheep girl, official vituber and ambassador of Netflix Anime. At the moment, the Russian online cinema cannot boast of such a well-known ambassador. Nevertheless, it is highly likely that Kinopoisk will soon acquire a well-known Russian

representative. So, for example, the Russian theater and film actor, film director Konstantin Khabensky is a representative of the online cinema "Start" [3].

**Conclusion.** As a result, on the basis of a private analysis, it is possible to draw certain conclusions with full confidence:

- COVID-19 has had a negative impact on the offline cinema market, but a positive impact on the online cinema market, namely paid subscriptions;

- Companies that provide the opportunity to watch movies and series on the Internet, in all likelihood, will increase profit compared to previous years;

- In addition, in the future, perhaps, online cinemas will become a full-fledged replacement for offline cinemas.

The facts and changes presented in the article, as well as examples of the development of the cinema industry, show us the current trends in this service sector, as well as its potential prospects.

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