NEWS LESSON

Has Streaming Beaten the Cinema?



BEFORE YOU READ

1 Warm up

Talk about these questions with a partner.

1. Which matters more on film night: comfort, price or atmosphere?
2. What kind of film deserves a big screen?
3. Do phones make it harder to enjoy a film at home?

2 Key words

These words are in the article. Write the letter of the meaning (A to H) in each box.

1	**striking**	☐	A	a sudden failure or fall
2	**subscription**	☐	B	the number of people who enter a place
3	**conducted**	☐	C	organised and done, for example a poll
4	**loyalty**	☐	D	gives something good in return for time or effort
5	**admissions**	☐	E	money you pay regularly to use a service
6	**collapse**	☐	F	a list of the times when things happen
7	**timetable**	☐	G	so unusual or surprising that you notice it
8	**rewards**	☐	H	staying faithful to one thing and not changing

3 Read

Read the article and underline the key words from task 2. The paragraphs are numbered.

Streaming has changed an ordinary film night. Cinemas now need to offer an experience worth leaving home for.

1 Friday night presents the same small decision in most households. There is a film worth seeing, and there are two ways to see it: buy tickets and travel, or wait a few weeks until it arrives on a service you already pay for. Convenience usually wins.

2 The evidence from the United States is striking. In a poll of 1,182 adults conducted in August 2025, AP-NORC found that three quarters had streamed a recently released film at home rather than watching it in a cinema at least once in the previous year. Around a third streamed a new release at home every month, while only 16% visited a cinema that often.

3 Those figures describe American viewers, and they describe frequency rather than loyalty. The same poll suggests many people do both. What has changed is which option feels automatic, and the automatic option is now the one that requires no coat, no timetable and no second ticket.

4 Money matters too. A single subscription covers a household for a month, and nobody has to agree on a start time. Cinema prices are paid per person, per visit, and the cost rises with the size of the group. For a family of four, an ordinary evening out can cost more than a month of watching at home.

5 Who goes also depends on what they earn. In the same American poll, 72% of adults earning $100,000 or more had been to a cinema, against 54% of those earning under $50,000. When a night out costs four tickets, the sofa is not only more convenient; for some households it is the only realistic option.

6 Cinemas have responded by selling the atmosphere a living room cannot reproduce. The British Film Institute's audience research, carried out in March 2025, found that young adults in the UK valued the cinema as a focused and social occasion. Only 14% wanted cinemas to relax their rules about talking or phone use, which suggests that the attention is part of the attraction rather than an inconvenience.

7 The industry figures show survival rather than collapse. European admissions fell by around 5.5% in 2025 to roughly 796 million, yet box office revenue stayed broadly level. Worldwide, takings rose about 5% that year while remaining some 30% below the average before the pandemic. Different markets are moving in different directions, and no single number captures all of them.

8 So the honest answer is that streaming has won the ordinary evening and the cinema has kept the occasion. An audience that chooses to be there, for a film that rewards the journey, is a smaller business than the one cinemas used to run. It is not obviously a dying one.

Sources: AP-NORC, Streaming is overtaking theaters for movie watchers. Picture: AI illustration.

4 True, false or not given

Circle **T** (true), **F** (false) or **NG** (the article does not say).

1. A family of four may spend more on one cinema evening than on a month of streaming. T F NG
2. Higher earners in the AP-NORC poll were less likely to have been to a cinema than lower earners. T F NG
3. Cinemas in Europe sold fewer tickets in 2025, but the money they took did not fall much. T F NG
4. Most young adults in the UK said they preferred the cinema to watching at home. T F NG
5. Worldwide takings in 2025 had returned to their pre-pandemic level. T F NG

5 Vocabulary

Complete the sentences with words from the box. Two words are not needed.

estimate **evidence** **frequency** **occasion** **reproduce** **revenue** **survival** **variety**

1. Researchers recorded the _____ of visits, such as once a week or twice a year.
2. A wedding is a special _____ , so everyone dresses up.
3. The company's yearly _____ from ticket sales passed ten million pounds.
4. The police had no _____ that the man had been at the scene.
5. No home speaker can fully _____ the sound of a live orchestra.
6. After the pandemic, the _____ of small theatres was in doubt.

6 Verb forms

Write the correct form of the verb in brackets.

1. By the time the poll ended, many adults _____ a film at home. (STREAM)
2. A single subscription _____ a household for a month. (COVER)
3. Cinema tickets _____ separately for each person. (BUY)
4. Streaming _____ the ordinary evening, but the cinema has kept the occasion. (WIN)
5. The survey _____ out in March 2025. (CARRY)

7 Language focus: linking words

Complete the sentences with words from the box. Two words are not needed. Some of these words need a noun after them and some need a full clause with a subject and verb. Check what follows the gap.

although	despite	nevertheless	otherwise	provided	therefore	unless

1. _____ the high prices, many families still go to the cinema.
2. _____ tickets have become more expensive, plenty of families still go out sometimes.
3. A subscription is shared by the whole household. _____ , the price per person is small.
4. Cinemas will lose younger audiences _____ they offer something a living room cannot.
5. People must feel the film is worth the trip; _____ , they will simply stay at home.

SPEAK

8 Talk about it

Discuss in pairs or small groups. Give reasons for your answers.

1. What has streaming improved about watching films, and what has it weakened?
2. Would cheaper tickets make you visit cinemas more often, or is time the bigger problem?
3. Should every film aim for a cinema release?

9 Role-play: sofa or cinema?

Work in pairs. Read your card, then have the conversation. Swap roles and do it again.

Student A · the cinema fan

A new film is out on Friday. You want to see it on the big screen with your partner. Explain why it's worth the trip and the price. Try to agree a plan.

Student B · the home fan

You'd rather stay in and stream a film. Say why, and ask what makes the cinema worth the money. You can say yes, no, or suggest a different plan.

Useful phrases

I'd really like to see it on the big screen.

Is it worth the price of two tickets?

I'd rather stay in and stream it.

That's true, but we can't pause a film at the cinema.

What if we go this time and stream the next one?

Let's compromise, shall we?

Afterwards, tell the class: did you go out or stay in, and who gave up more?

ANSWER KEY

2 Key words

1 G · 2 E · 3 C · 4 H · 5 B · 6 A · 7 F · 8 D

4 True, false or not given

1 T · 2 F · 3 T · 4 NG · 5 F

5 Vocabulary

1 frequency · 2 occasion · 3 revenue · 4 evidence · 5 reproduce · 6 survival

6 Verb forms

1 had streamed · 2 covers · 3 are bought · 4 has won · 5 was carried

7 Language focus

1 Despite · 2 Although · 3 Therefore · 4 unless · 5 otherwise

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