

From: [REDACTED]
To: [ATR-LitIII-Information](#)
Subject: Paramount Consent Decrees
Date: Thursday, October 4, 2018 12:27:39 PM

Thank you for the opportunity to comment on the Paramount Consent Decrees.

[REDACTED]

We are surrounded by several theaters (a 16-plex, a 12-plex, and an 8-plex) that are within a 35-minute drive. There is one issue key to smaller communities like ours when it comes to film distribution and that is the availability year-round of obtaining first-run movies. Playing the blockbusters when they open isn't the problem; it's the non-blockbusters (but solid movies) that are the problem. When a smaller community is not able to play a movie the day it opens many customers will drive to a neighboring city that wasn't turned down by the studio and is playing the movie. Not only does the smaller community lose out on ticket sales but also on concession sales. Also losing out are the local mom and pop restaurants that lose business because that movie customer goes out to dinner in the neighboring city when they would have patronized the local restaurant had the movie been in their community.

As mentioned above, obtaining the big blockbusters during the busy movie months is not usually the problem. It is securing movies during the slower months that are the issue. In this age of Netflix, Amazon Prime, Redbox, On-Demand, etc. we need the ability to play all movies starting on the opening weekend or our customers will go elsewhere, illegally download the movies, or simply wait a while to view them on one of the streaming methods mentioned.

Please modify the decrees to broaden the screen count availability of all movies so smaller communities can compete and thrive in this digital age.

Thank you for the opportunity to comment on this very important issue and for your consideration.



Cinemas of Whitewater
Whitewater, Wisconsin