

# Shipping Container Movie Theaters to Tackle Russian Cinema Shortage

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The project is aimed at supporting domestic cinema and providing access to the movie theaters to the residents of small Russian towns.

Russia's Teterin Film company will launch a chain of budget movie theaters made out of cargo containers, its chief executive told *The Moscow Times*.

One hundred prefabricated movie theaters built using shipping containers will be installed around the country in Russian towns with a population of less than 100,000 by September next year, Oleg Teterin said earlier this month.

The first building will be erected in Lyudinovo, a small city in the Kaluga region southwest of Moscow.

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The construction of a five-screen shipping container movie theater will take two weeks and cost 19.5 million rubles (\$295,000) — several times less than the building costs of theaters belonging to existing large cinema chains, Teterin said.

The cheap setup will help the company sell tickets for 2 1/2 times less than traditional movie theaters.

The new chain plans ticket prices of 99 rubles (\$1.50) to 160 rubles (\$2.40).

Teterin said one-third of the Russian population has no access to movie theaters. There are no cinema screens in 668 Russian towns with a combined population of 50 million, and 370 Russian towns have only one movie theater, he said. Russia has a total population of some 143 million.

According to market analysts Movie Research, Russia at the end of last year had 1,128 movie theaters with a total of 3,787 screens. The United States, whose population of about 320 million is a little over double Russia's, had 39,956 movie screens in 2014, data from the Washington-based National Association of Theatre Owners showed.

The containers will screen both foreign and Russian films, but the number of international movies will be limited, Teterin said.

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