

“More Gen Z guests are choosing to return to their local theatre to see more movies — what do you believe is driving this trend?”

All throughout Generation Z, we have been online. From watching Pewdiepie on Youtube, Kai Cenat on Twitch, or even random TikTok's of a dog that looks a little funny. The internet is ubiquitous for us; however, it's missing two things: the real world and story driven content. As a result Generation Z is returning to movie theaters more than any other generation.

Following Covid the desire to go outside and experience something real exploded. Leading to a plethora of other generations going back to old hobbies they used to do before covid. However at this time most of Generation Z was still in school or at least just getting out of it. They were never given the opportunity to find out who they were outside of their house.

Consequently many either chose to stay inside or chose to do something that felt familiar to what they were used to. So people started to flock over to the movies. A place where you don't have to have good social skills to enjoy the company of a friend. For example, some of the greatest talks that I have ever had with my friends were after a movie. Talking about potential theories from the *Spider-Man Across the Spiderverse* movie or even singing *I am Ken* from *Barbie*.

Movies like *Barbie* and *Spider-Man* are also a large part in why Generation Z is going to theaters more. They attempt to find meaning and provoke thoughtful discussion, while holding the audience's interest. The internet is usually not like this, although there is good content on the internet it's nearly impossible to find. A term that has been floating around the internet called the Mrbeastification. Essentially the term describes how content on the internet has become increasingly performative. Where people are trying to make content at a faster pace and at a larger scale to increase their audience. Leading to content that is devoid of meaning all because it isn't optimal. I do admit that this is also present in Hollywood; however, there's a difference: the content that is devoid of meaning never does well. People won't choose to waste money on a movie they know is bad, but they may choose to waste their time on a bad tiktok that's free.

The desire to discover the world and ingest content that means something is widespread after Covid. This is why Gen Z is still choosing to go to the movies, for they yearn to find meaning in a world of content that has no care for what they want, only what makes money.