

a relative humidity of 85%. The touch of meat carcasses is prohibited. Frozen meat is kept at temperature -8°C and at a relative humidity of 95% [4].

According to this analysis, we can assume that the use of elastic materials and devices during transportation gives the opportunity to securely preserve production from external influence, reduce packaging time and achieve savings in labor costs. Also we must not forget that there exist loads for which fastening devices are not as necessary as the compliance with temperature requirements. And transport companies should use the experience of other manufactures in order not to repeat their mistakes.

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VIDEO STREAMING SERVICES VS. MOVIE THEATERS

The purposes of this research are to study cinema industry and streaming services, their profitability, the impact of COVID-19 on them, and their development prospects.

Cinema plays an important role in our life. It enhances imagination, shows the world from multiple perspectives and broadens our vision and thinking.

Movie theatres existed as long as cinema and they are still very popular. The main advantages of movie theatres everything that creates the special atmosphere: the large screen, better sound, and the focused environment with minimal distractions. Moreover, the famous despite being overpriced snacks. Sure, everybody can microwave popcorn – but will it be the same? Probably not. That is why so many people are ready to buy the snacks to get the most satisfaction from a movie.

Prior to 2020 worldwide box office revenue had been growing consistently for years and amounting to more than 42 billion U.S. dollars in 2019 [1]. However, *ticket sales* are not the only source of income for movie theatres. There are also *food, drink and merchandising sales*, which make up around a third of all their income in the USA.

Along with them comes *advertising revenue* (screen and brochure) of to-be-released and recently released films [2].

Nowadays, especially with the outbreak of coronavirus, streaming services are becoming a more and more popular alternative to movie theatres. Streaming media, sometimes also referred to as over-the-top-media (OTT) is multimedia that is constantly presented to a user through the Internet. Internet-based video on demand (VOD) services are a big part of streaming media. The biggest of them are Netflix, Amazon Prime Video, Hulu, Disney+, HBO Max etc [3].

There are several ways streaming services can make money. The first one is subscription. Streaming sites make a significant amount – or all – of their content accessible only for a subscription fee usually paid every month. This service is called subscription video on demand (SVOD). Another important way of making profit is transactional video on demand (TVOD). TVOD is the opposite of subscription video, where consumers purchase content on a pay-per-view basis. While there are freely available videos on Amazon or YouTube, there is also some content available only on a pay per view or rental basis. Users will pay a single fixed fee to watch the video either a limited number of times or have access to the video for a set period of time. The next service is advertising-based video on demand. Unlike SVOD and TVOD services, some websites offer free content and their income comes from advertisements. Finally, original content. Netflix Original's movies and series, as well as merchandise for them, help the company grow and prosper.

In 2019 the global video streaming market size was valued at \$42.5 billion [4]. In 2020 this number grew by almost 13% [5]. That is due to the year 2020 being greatly affected by the COVID-19 pandemic. Social distancing and other restrictions closed most of the theatres all over the world. Numerous films originally scheduled for theatrical release in 2020 were postponed because of this (Disney's "Black Widow," for example). However, some decided to release movies on video on demand (VOD) or streaming services. A bright example of this would be "Trolls World Tour" which was supposed to be released in theatres in April. When it became apparent that the lockdown was not going to end anywhere in the near future, Universal Pictures decided to release it simultaneously in theatres and for digital rental. It set the record for most streams on a release weekend and became number one film on many streaming services. After such success Universal Pictures was not the only studio that considered releasing all its future films this way [6]. Overall streaming releases tripled from the 2019 to 2020 [7].

As movie theaters continue to struggle during the pandemic, the rise in VOD releases could continue. But even after the pandemic, it is likely that studios and theaters would work together on releasing their movies both in theatres and on streaming services. It may be even more beneficial for smaller and medium films to be released on streaming services than to release them only in theatres. Even, once the theatres open, there would be a rush for films to be exhibited, and the smaller films stand the risk of being sidelined.

Unfortunately, there are always two sides of the coin. Even during the pandemic, the statistics showed that a lot of new subscribers only get the free trial and cancel the subscription after. People preferring free things may mean that in the future to expand

their audiences streaming services will make more of their videos free to watch with ads [8].

There are other challenges with streaming content on the Internet. For example, users with unstable Internet connection may experience stops and lags. Which is why in the future streaming services will put more effort into further improving the quality of the video. One of the efficient ways to achieve this is to use buffering content just a few seconds in advance.

Another issue is Internet piracy. Illegal downloading of copyrighted materials takes up 24% of the global bandwidth. Annual global revenue losses from digital piracy are between \$40 and \$97.1 billion in the movie industry. Companies must find new ways to fight piracy if they want to make more profit [9].

In conclusion, despite being relatively new in cinema industry, streaming has already gained huge popularity. The pandemic has brought drastic changes in cinema industry. During the pandemic people started paying more attention to streaming services. And after the pandemic this tendency is likely to continue.

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