

Possibility of AI Customer service in Movie Theater

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A history of Movie theater in Japan

1960 There are 7475 Movie theaters in Japan. Maximize.

1980 Home video has expanded. *Movie theaters were damaged.*

Damaged worldwide

1993 Japan's first cinema complex is opened.

Visitors continue to decline.

Many Movie theaters were closed.

2011 Video On Demand service begins in Japan.

What's about VOD?

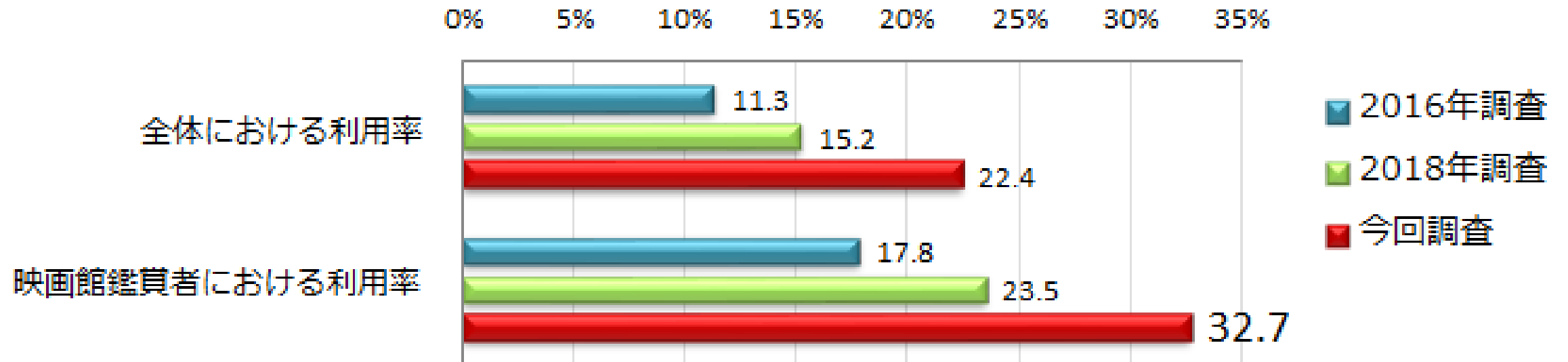
VOD...Video On Demand service.

STRENGTH

Be able to watch movies wherever you want them when you like.



A Movie Theater's new threat?



Source :<https://research.nttcoms.com/database/data/002133/>

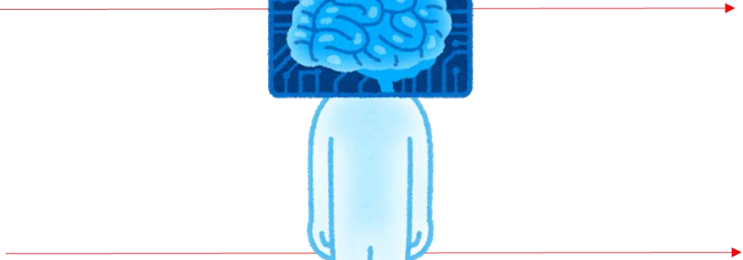
Movie theater & VOD



Focus on the recommendation function using AI

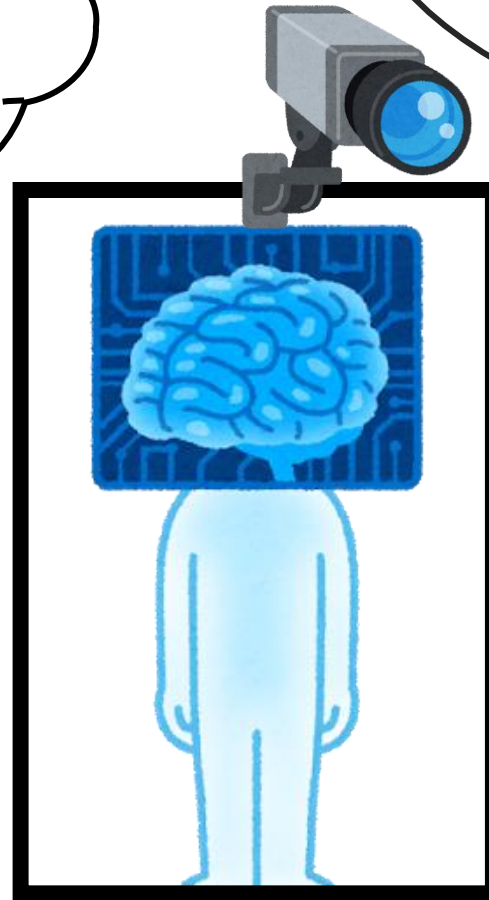
which is one of the major features of VOD

Method



Image's Service by AI (1)

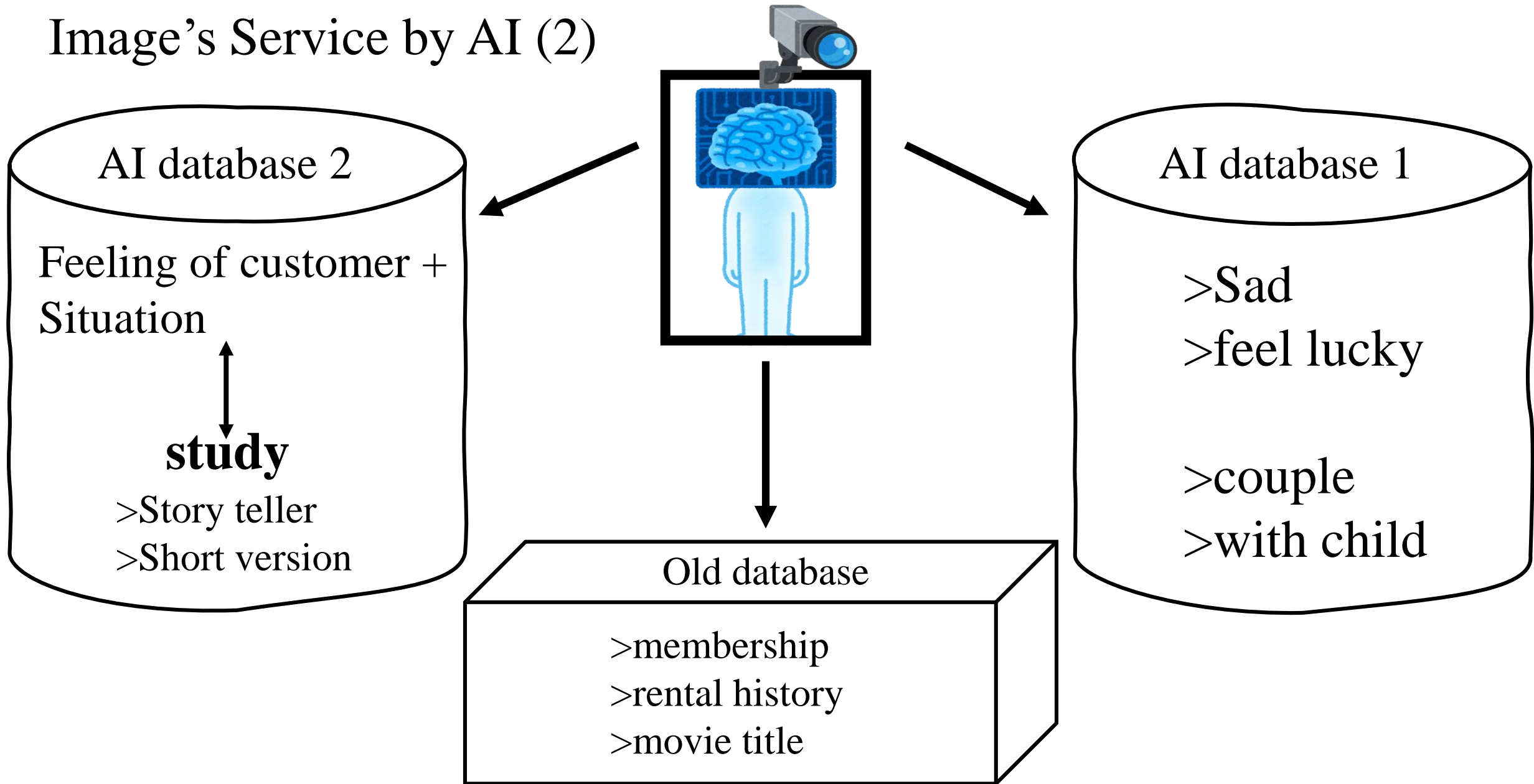
...bring a child age
about 5
...They seems to
feel happy



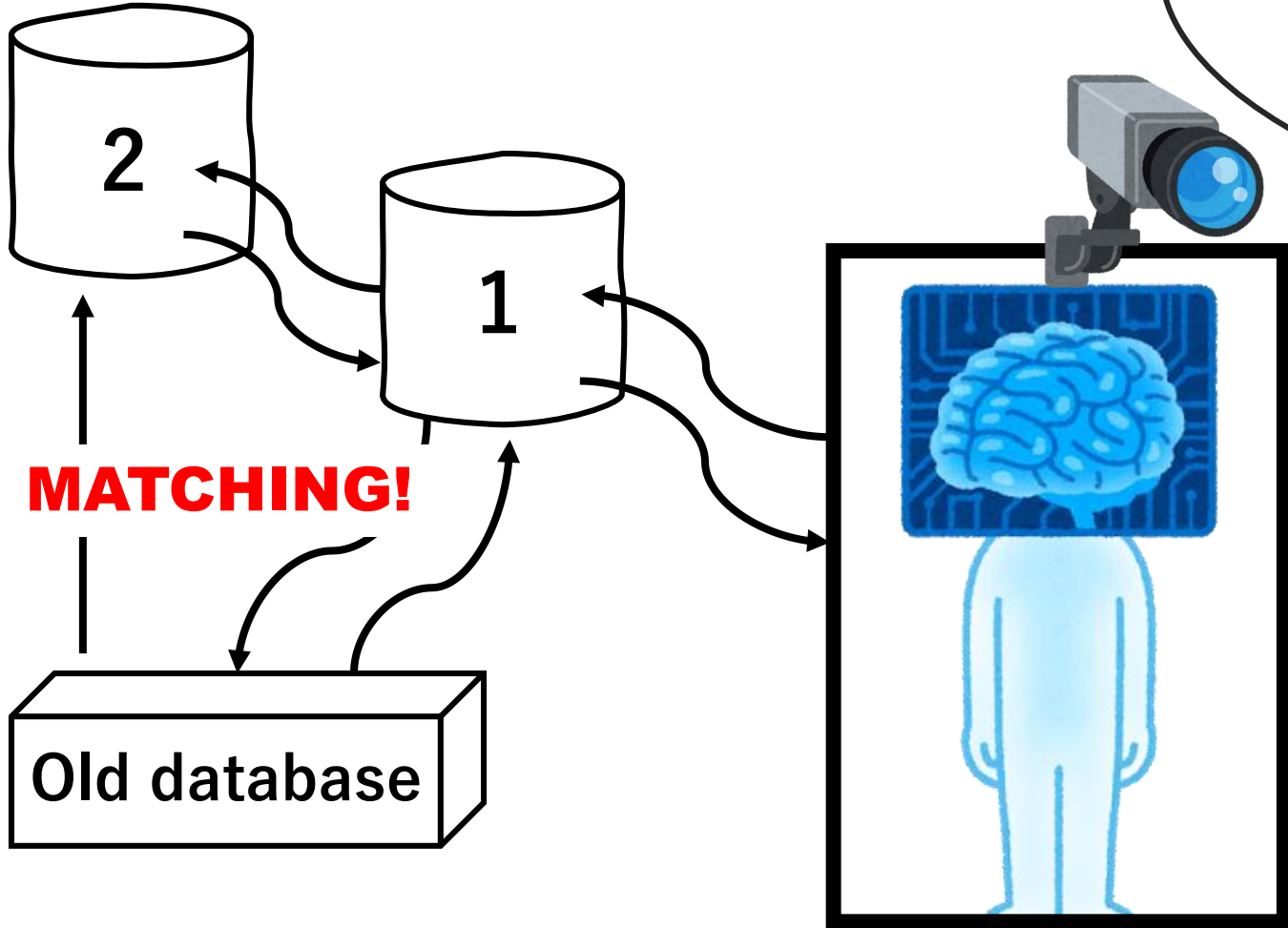
Welcome.
> How do you feel today?
> What kind of movie do
you have?



Image's Service by AI (2)



Image's Service by AI (3)



Ok. We recommend
This Title "○○○○".



Result

>Labor costs can be reduced.

→ **Close the counter ticketing window.**

Eliminate resident staff.

>Accurate data acquisition is possible

→ **It is possible to aim at the tendency of the appreciation work for local area**

Result

>The customer can prevent a mismatch

→ **Find the best movie &**

It leads to two uses of movie theater and VOD

>Efficient movie theater operation is possible.

→ **The range of services may be expanded.**

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