

韩国“三大电影院”之一OrionMEGABOX被澳大利亚麦克里收购 PDF转换可能丢失图片或格式，建议阅读原文

https://www.100test.com/kao_ti2020/270/2021_2022__E9_9F_A9_E5_9B_BD_E2_80_9C_E4_c67_270640.htm #54868.#48709.3
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的韩国电影产业 在电影界很多人认为Orion放弃电影院事业表
明韩国电影产业面临的困难非同一般。去年上映的韩国电影
共有108部。每周在电影院上映了两部电影。其中，收益率超
过50%的“发财”电影只有6部，分别是《王的男人》、《恋
爱高手》、《头师父一体》、《甜蜜的恐怖恋人》、《老千
》、《怪物》等。《家族荣耀3：家族的复活》和《我们的

《幸福时间》的收益率仅达到30%水平。《广播明星》、《淫乱书生》、《生死决断》、《青春漫画》、《赤脚的基奉先生》、《吸血刑警罗道烈》、《救世主》等勉强捞回成本。在整个制作电影中，88部(81.5%)电影收不抵支。凭藉几部叫卖电影或戛纳电影节中获得最佳女演员奖的《密阳》，韩国电影发展显得如日中天，但在产业方面却处于“外华内贫”的困难局面。专家指出，电影产业没落的首要原因是竞争白热化。也就是说，随着电影产业受到人气，对该领域没有深刻理解的资本家梦想发财盲目投资，搭便车的电影公司制作出很多劣质作品，导致观众背离韩国电影。票房失败对吸引投资造成了恶劣影响，如果投资不太理想减少制作费用，那么作品的质量下降，导致票房进一步恶化，从而形成了恶循环。结果，执导《生死谍变》的导演姜帝圭和《共同警备区JSA》的制作公司Myung Film的代表沈在明（音）创建的MK pictures被江原广播台收购等制作公司的经营情况也有所恶化，而且还对电影主要公司之一Orion波及了影响。Orion可能会放弃娱乐事业 很多人分析说，Orion出售MEGABOX电影院是预料之中的事情。随着电影产业的收益性降低，资金能力相对比CJ或乐天较弱的Orion下定决心放弃事业。MEGABOX去年业绩与2005年相比更加恶化。虽然在这段期间销售额从999亿韩元增加到1091亿韩元，但营业利润和净利润从141亿韩元和103亿韩元，分别减少到140亿韩元和87亿韩元。Mirae-asset证券研究委员崔英锡（音）分析说：“由于在被CJ和乐天挤掉的情况下，没能进行攻击性投资，因此乾脆决定出售。Orion会利用出售获得的资金，向中国或美国电影进行投资等会寻找成长动力。”有些人还预测说

，Orion乾脆会完全放弃娱乐事业。电影业界分析说，凭藉制作-发行-电影院等“垂直系列化”进军电影市场的Orion出售了3大影院之一的MEGABOX电影院，此举间接表明了已经无意进行娱乐事业。国内电影业界可能会重新进行整顿 CJ CGV和乐天Cinema等竞争企业对本次出售表现出高度关注。期间，处於三角竞争体系局面的MEGABOX已经被外国资本收购，因此在电影院业界可能会发生很大变化。电影业界预测说，最终美国电影公司20世纪Fox公司、SK电信、KT中的一家公司将收购MEGABOX。如果被20世纪Fox公司收购，外国电影公司将会稳保上映好莱坞电影的机会，对韩国电影界会带来很大打击。但如果被SK电信或KT等通讯公司收购，那么短时间内不会受到很大影响。但这些通讯公司进军电影制作、连续剧、秀等文化资讯事业，预计不仅对电影产业产生影响，而且对娱乐产业也将带来巨大混乱。CJ娱乐公司宣传部部长李常武（音）预测说：“如果国内通讯公司收购MEGABOX，那么我们可以认为这是一种娱乐产业和通讯产业发生融合的信号。最终有可能出现前所未有的新型产业。”

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