

How long will film be around?

Written by Pedro Meyer



I must admit that I am more than just a bit puzzled by the survey we have been conducting here in ZoneZero regarding the expectations our audience has, regarding how long film will be around. By a considerable margin (60%), most of you have considered that film will be around forever. So let us look at some of the facts that tell us exactly the opposite.

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But before we go there, let's first define some of the terms we are using. When I hint at the idea that film will not be around for very long that does not mean that I think film will vanish from the face of the earth, without a single roll being available after an imagined date. No, film will probably be made as long as there are a large enough number of cameras around that need film to operate, while still being profitable to produce by someone. But, when the consumption numbers start to dwindle (as they already have started to do) rest assured that the diversity and options of available film will begin to disappear dramatically. Remember those who produce film, do so solely to make a profit. If their incentive tends to dissipate, no more film. That simple.

The second important aspect to define is that the issue is not a cultural one, as many of you would have it. Although we have produced up to now cultural goods with the use of film, the defining reality for the future of film is strictly a market and business decision.

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Full names, surnames, first names, initials, nicknames, pseudonyms, aliases, and other names used by the individual, including any known aliases or pseudonyms, and any known aliases or pseudonyms used by the individual.

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