**Why Most Theatrical Films Are Not Headed to VOD**

Studios are opting to limit the on-demand streaming of first-run theatrical films to family-friendly movies while theaters are closed during the pandemic, say industry executives and analysts. Most theatrical releases are adjusting their schedules instead, but Hollywood is streaming family films due to their popularity with parents as well as merchandising tie-ins that have already reached stores.

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<https://www.cnbc.com/2020/04/23/why-hollywood-is-sticking-with-movie-theaters-and-not-streaming.html>

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<https://i.dailymail.co.uk/i/pix/2017/03/22/16/2647E09100000578-0-image-a-22_1490200578236.jpg>