**Universal, Cinemark Agree on 17 Days Before PVOD Run**

Comcast's Universal Pictures and Cinemark Theatres will make most theatrical films available on demand following a 17-day window, with Cinemark sharing digital profits. Movies with opening-weekend proceeds exceeding $50 million will remain theater-exclusive for 31 days.

***Variety online 11.16.20***

[***https://variety.com/2020/film/news/cinemark-universal-theatrical-window-shortened-pvod-1234833162/***](https://variety.com/2020/film/news/cinemark-universal-theatrical-window-shortened-pvod-1234833162/)

***Image credit:***

[***https://www.boxofficepro.com/wp-content/uploads/2020/02/Exterior\_Cinemark\_Durbin\_Park\_site-crop.jpg***](https://www.boxofficepro.com/wp-content/uploads/2020/02/Exterior_Cinemark_Durbin_Park_site-crop.jpg)