**Subscription Service MoviePass Is Going To Revive Moviegoing –**

**Or Go Broke Trying**

MoviePass is making a bet that by losing money to acquire customers now it will drive so much more traffic to theaters that eventually the chains will have to cut the subscription service in on the increased action--presuming, of course, that MoviePass doesn’t run out of money first.

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<https://www.forbes.com/sites/forbestreptalks/2018/01/09/subscription-service-moviepass-is-going-to-revive-moviegoing-or-go-broke-trying/#5d9f532b7424>