



CULTURE

## The rise of platforms means that young people go to the cinema less

Millennials and Generation Z believe that cinema has been in decline for years

Movies like 'Barbie' or Marvel's are what make this generation go to the theaters

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Younger generations go to the cinema less and less. This was highlighted by two young residents of the country, Cristina and Raúl. Cristina explained that «in the last few years I have gone five times, and most of them have been during the last year that I have been living in Andorra». In the case of Raúl, who is more fan and goes to the cinema more times a year, he also remarked that he goes there less and less: «The last time I went there was to see Napoleon in the last term of last year, although I didn't like it very much.»

The two witnesses pointed out that there is more and more decadence at the cinema: «I look at the billboard because I want to go there and no film catches my attention», explained Cristina. Raúl, for his part, also has this feeling: «We are facing a rather critical scenario for the cinematographic industry in which it is seen that it cannot find itself». In this sense, the two witnesses agree with the fact that the rise of digital platforms could have been a possible cause of this decline: «The existence of digital platforms has meant that I go to the cinema less, and that there let's all go, since I only go to the cinema if the film catches my attention a lot», explained Cristina.

Raúl, on the other hand, is the typical person who tries to go to the cinema more, not only when a title catches his attention: «I really enjoy going to the cinema, it's an activity that I really enjoy, not only when there is a film that I think I will like very much», and added that «however, there are titles that I really think I will like very much and I will certainly not miss this one». In this sense, the film scriptwriter, Alex Montero, highlighted the two types of profile: on the one



ARXIU ANA

► One cinema's house of the Illa Carlemany.

hand, people who go to the cinema regularly and the others, mentioned above, only to see big titles.

And these titles, commented Montero, are lately very related to nostalgia: «There is something that makes us remember our childhood or our adolescence, even if it is not the film of the year. Last year it was Barbie, The Little Mermaid, or The Hunger Games. The ballad of songbirds and snakes, which are stories that the millennial generation and generation Z lived with great intensity.» In addition, Montero added that «there is even a sense of social pressure, since every-



**RAÚL**  
WITNESS

«We are facing a critical scenario in the film industry in which it is seen that it cannot find itself»

**ALEX MONTERO**  
SCREENWRITER

«With prequels and sequels there is a social pressure, since everyone you know is going to the cinema»

ne you know is going to see that movie, which makes you want to go too.» And that's why the screenwriter remarked that these repetitions of very well-known films, or spin-offs of sagas that were famous years ago, are being made lately. That's why sagas like The Lord of the Rings, Harry Potter or any release from the Marvel universe are among the highest grossing films.

Cristina is a fan of this universe, and she explained that when she goes to the cinema to see a premiere, she feels a magical atmosphere: «It's incredible how everyone reacts, how they

shout and how excited they are», said the witness. The screenwriter, on the other hand, argued that «Marvel fans are those that every director would like to have for their loyalty».

**SPANISH-SPEAKING AREA** // Montero, on the other hand, remarked that although he likes Spanish films, he is not a big consumer of them, which is why he sees them on platforms and does not go to the cinema. And the screenwriter pointed out that in Spain «a very specific, very commercial type of cinema is made that serves for people to escape from reality».

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MOBILIZATIONS

# Andorra will not be affected by the cuts of Catalan and French farmers

The mobilizations will be concentrated in the Cerdanya area, mainly between Jonquera and Viella



►► Tractors during the cut on the Andorran border.

N.T.



**Joan Guitart**

TERRITORIAL COORDINATOR OF THE FARMERS' UNION OF ALT URGELL



«We will support Cerdanya, while in Seu d'Urgell and Andorra we will leave only trucks with banners»

«In terms of media, we have made a lot of noise and noise, but we are still in the same place as we were before»

N.T.

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Catalan farmers will cut the roads again today, Tuesday 27th and Wednesday 28th February, although this time the effects will not affect the Principality, but will be located in the area between Jonquera and the Viella tunnel. This was confirmed by the territorial coordinator of the Union of Farmers of Alt Urgell, Joan Guitart, to EL PERIÒDIC, who also gave a series of details of what these mobilizations will look like: «Our intention is to break the entire passage of goods and trucks, and we have asked for permission to gather from Junquera to Viella. Andorra does not enter the zone this time», stressing, however, that everything can change if «it is decided in the assembly to make a last-minute change».

Even so, Guitart also informed that the farmers of Alt Urgell will

support the tractor drive after having spoken with the union and established what the different demonstrations would be like. «We will support La Cerdanya, while in La Seu d'Urgell and Andorra we will leave only a few trucks on the pavements with banners and messages of what we want and demand», he indicated.

As reported by the association of which Guitart is coordinator, the mobilization will begin on Tuesday the 27th at 8:00 p.m. and the planned routes where the tractors will pass will be from the Berguedà area to the Llívia bridge and the AP-7 from Santa Llogaia Àlguema to Orriols, as well as other areas such as the N-230 in Vilaller or the C-38 in the Ares pass.

Apart from the Alt Urgell farmers, the French farmers, with whom «they have been in permanent contact», will also travel to the concentration. As Guitart mentioned, they will meet in Puigcerdà and La Jonquera with a large



►► Farmers' mobilizations in Andorra.

part of these people, emphasizing that «it is expected that in Puigcerdà many tractors from the Alt Urgell and Berguedà areas will come

to support the area of the Cerdanya». As for La Jonquera, Guitart confirmed that «a good number of protesters are also expected»,

among the members of the Union of Farmers and those of the platform.

**NO RESPONSE FROM THE GOVERNMENTS**

// Asked about a possible response from the government authorities following the protests that took place in Madrid last week, Guitart stated that they have not yet received any response from them: «If we go back to mobilize is because there has been no response from the politicians», adding that there has also been no talk of «things that have to be fixed or that have already been fixed». However, the coordinator of the association indicated that on Tuesday 27th they will meet again to discuss all the proposals on the table, since today «we have not achieved anything». «In the media, we have made a lot of noise and noise, but we have not achieved anything. We continue to be in the same place we were before», concluded Guitart. ≡

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