

MARVEL

STUDIOS

OUR TEAM



Alon Alboher



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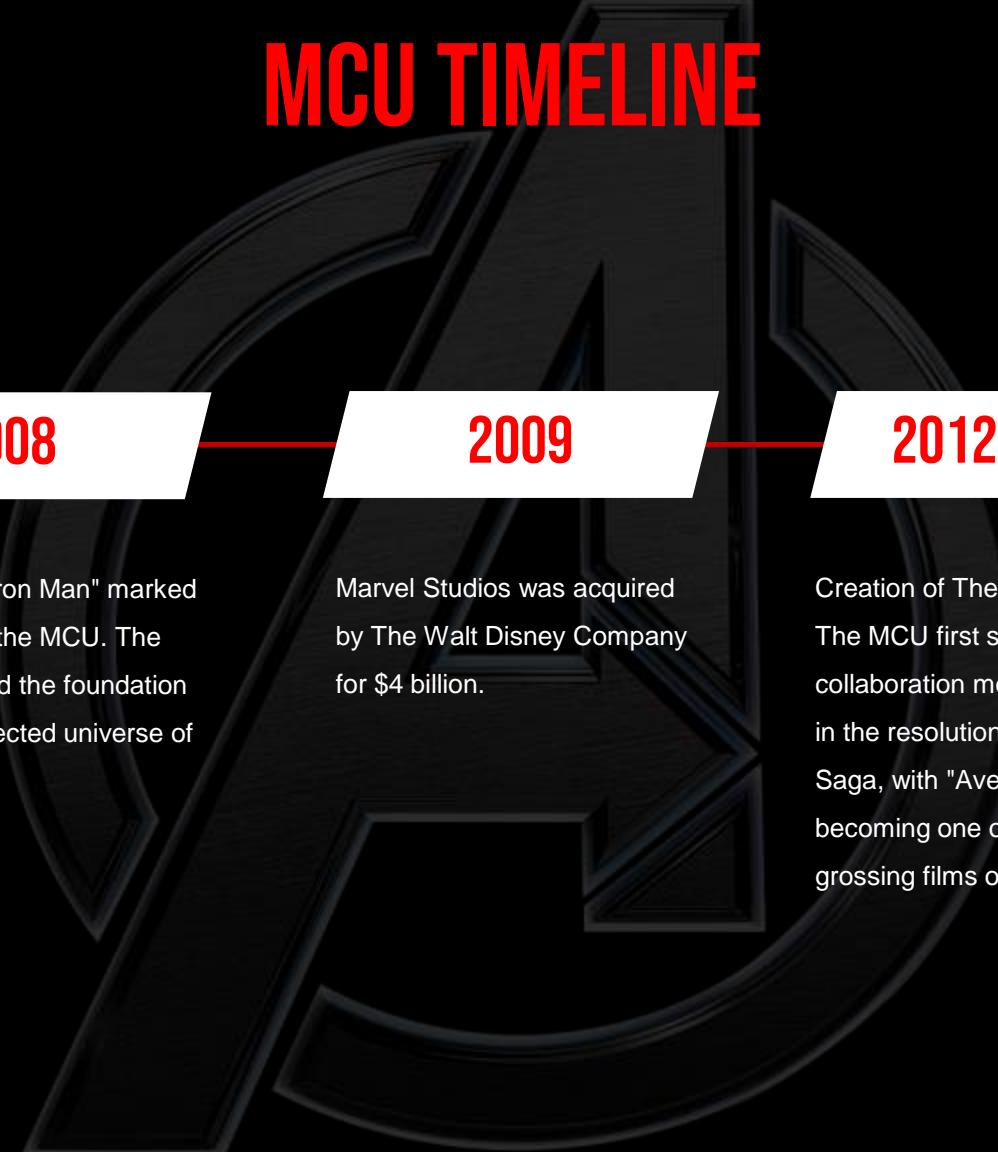
Vered Beeri



INTRODUCTION TO MARVEL STUDIOS

Marvel Studios is a film production company known for creating the Marvel Cinematic Universe (MCU), a media franchise that includes interconnected superhero films and TV series. **Founded in 1993** and a division of The Walt Disney Company **since 2009**, Marvel Studios has produced **numerous blockbuster** hits featuring iconic characters such as Deadpool, Spider-Man, and the Avengers. The MCU is celebrated for its elaborate storytelling, extensive character arcs, and crossover events, making it one of the most successful and influential film franchises in history.

MCU TIMELINE



1993

Marvel Films was established, focusing on producing films based on Marvel characters

2008

The release of "Iron Man" marked the beginning of the MCU. The film's success laid the foundation for the interconnected universe of Marvel films.

2009

Marvel Studios was acquired by The Walt Disney Company for \$4 billion.

2012-2019

Creation of The Avengers, The MCU first superhero collaboration movie culminating in the resolution of the Infinity Saga, with "Avengers: Endgame" becoming one of the highest-grossing films of all time.

2021

The launch of Phase Four on Disney+, marking Marvel's entry into television and streaming content.

THE MARVEL UNIVERSE IN NUMBERS

To truly understand the company, we need to start by asking some questions and presenting KPIs:

1. Do Marvel studios work in accordance with a production plan? If so, what is the plan?
2. How many productions did Marvel studios make and are they connected?
3. How much does Marvel studios spend on their productions?
4. Who is watching productions made by Marvel studios?
5. How much did Marvel studios earn from their productions?

THE MARVEL UNIVERSE IN NUMBERS

33

Movies

5

*Phases

4,315

Total watch time (min)

7B

Total production budget

4B

Total opening nights

42B

Total box office revenue

81%

Avg. Tomato meter

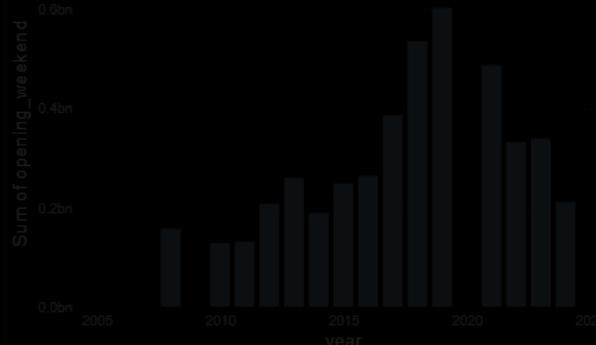
No. of movies by phase

*Marvel's cinematic universe is structured in phases, with each phase consisting of a series of interconnected films that advance the main storylines.

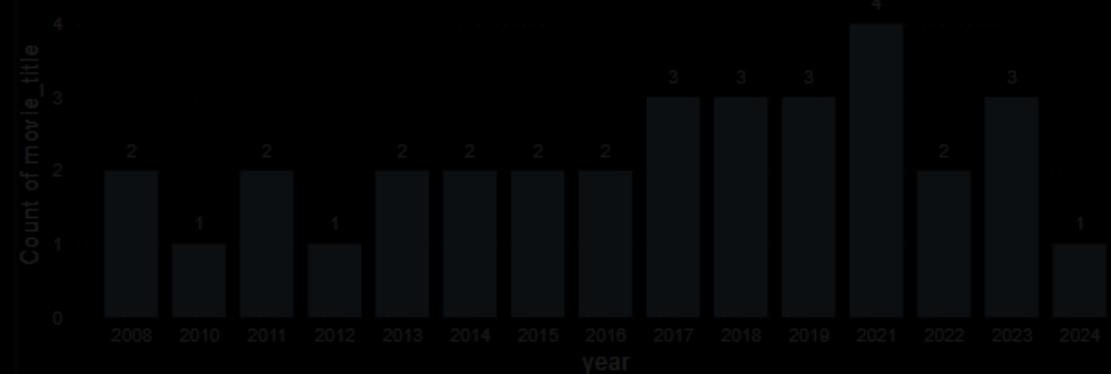
Each phase builds upon the previous ones, adding to the ever-expanding and interconnected Marvel Cinematic Universe.



Opening weekend by year

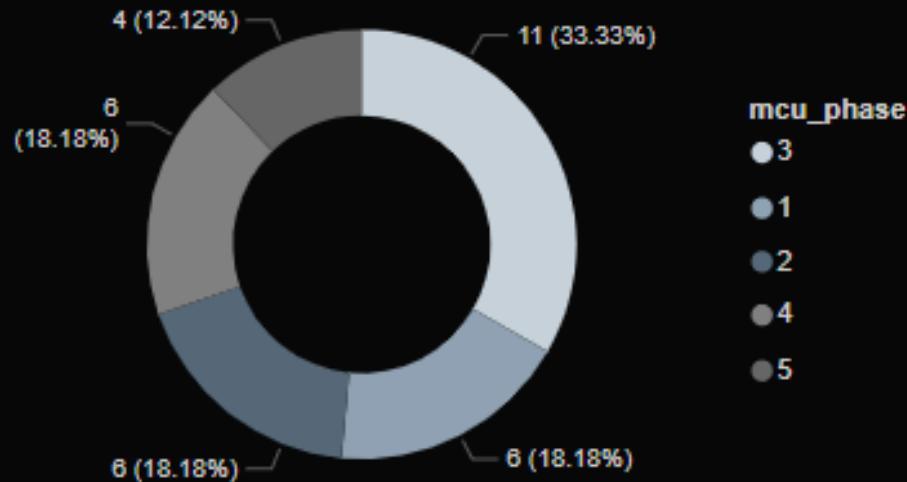


No. of movies by year

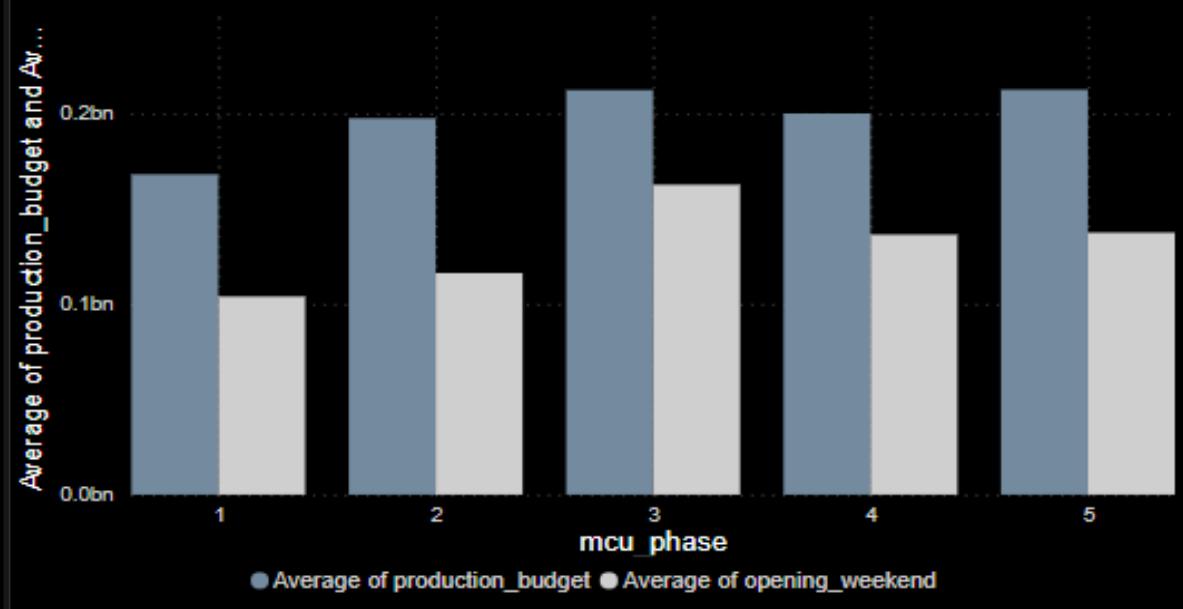


THE MARVEL UNIVERSE IN NUMBERS

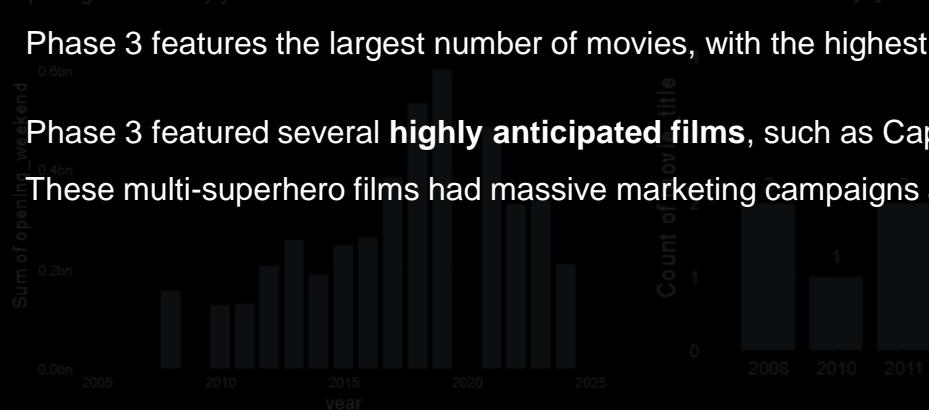
No. of movies by phase



Production budget and opening weekend by MCU phase



Opening weekend by year



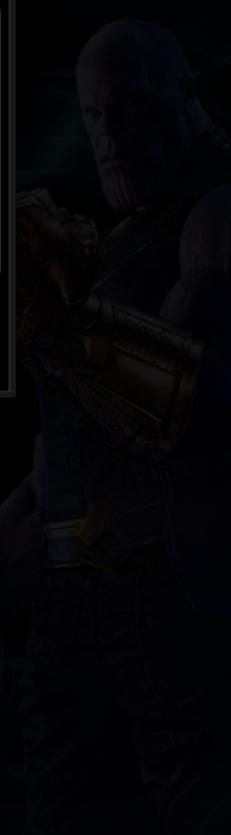
Phase 3 features the largest number of movies, with the highest average budgets and the greatest opening weekend earnings (phase 3: 2016 – 2019).

Phase 3 featured several **highly anticipated films**, such as Captain America: Civil War, Avengers: Infinity War, and **Avengers: Endgame**.

These multi-superhero films had massive marketing campaigns and significant fan excitement.

81%

Tomato meter



THE MARVEL UNIVERSE IN NUMBERS

33

Movies

5

Phases

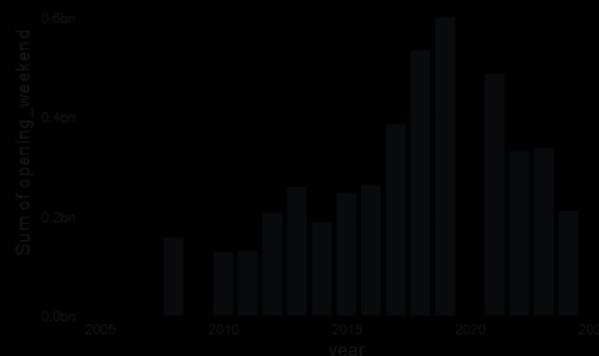
4,315

Total watch time (min)

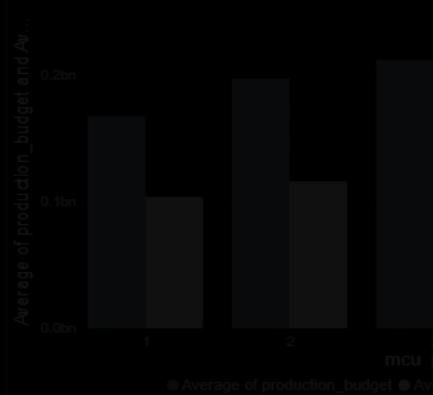
No. of movies by phase



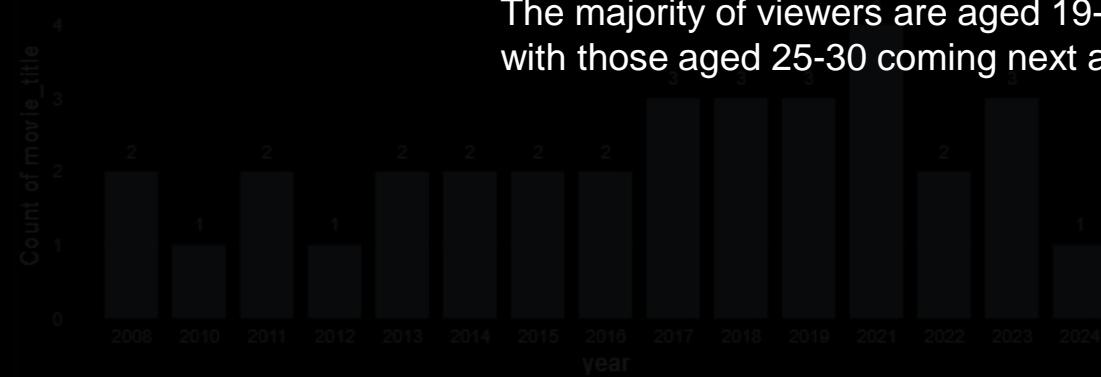
Opening weekend by year



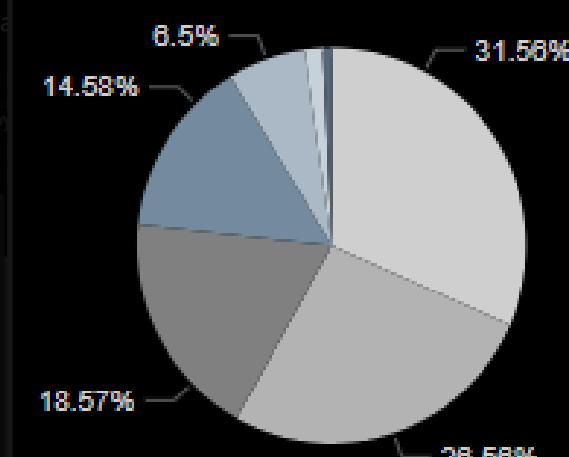
Production budget and opening weekend by year



No. of movies by year



Viewers by Age group



Age group

- 19-24
- 25-30
- 31-40
- 13-18
- 41-50
- 51-60
- 60+

81%

Avg. Tomato meter

The majority of viewers are aged 19-24, representing 31%, with those aged 25-30 coming next at 25% (Totaling 56% at 19-30).

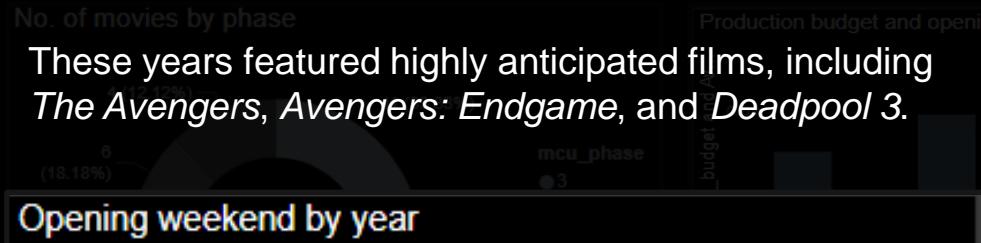
THE MARVEL UNIVERSE IN NUMBERS

33

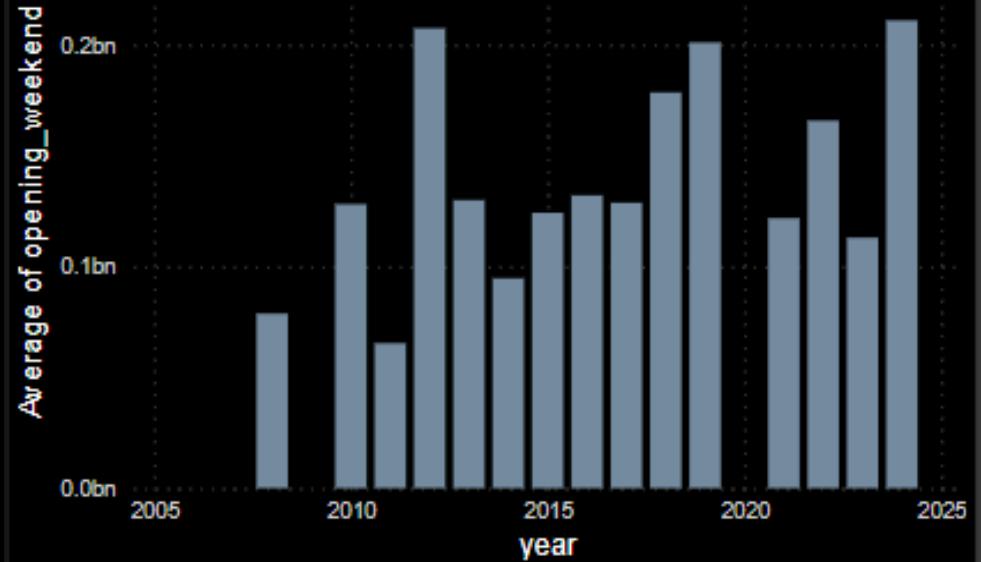
5

4,315

In 2012, 2019, and 2024, the highest **average** income (min) for opening weekends was recorded.



Opening weekend by year



These years featured highly anticipated films, including *The Avengers*, *Avengers: Endgame*, and *Deadpool 3*.

7BN

Total production budget

4BN

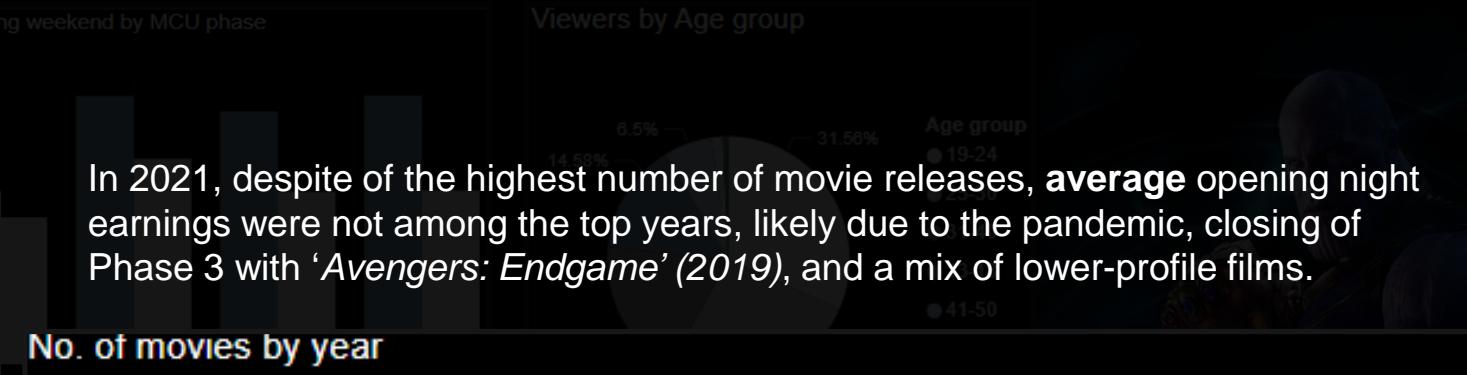
Total opening nights

42BN

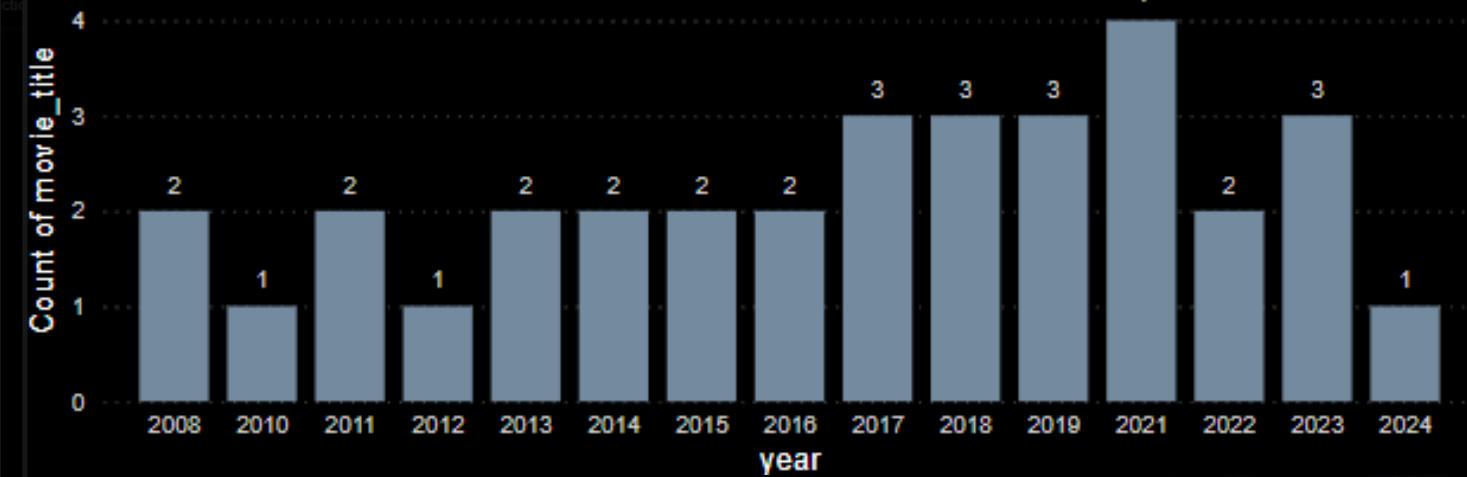
Total box office

81%

Avg. Tomato meter



No. of movies by year



THE MARVEL UNIVERSE IN NUMBERS - FULL DASHBOARD

33

Movies

5

Phases

4,315

Total watch time (min)

7BN

Total production budget

4BN

Total opening nights

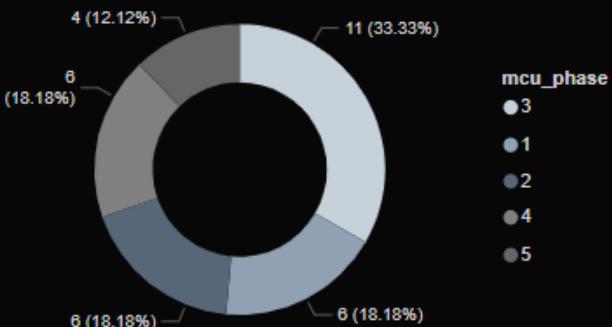
42BN

Total box office

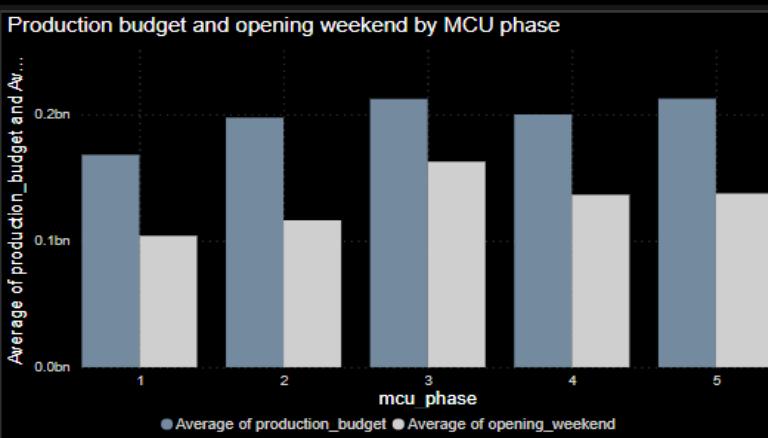
81%

Avg. Tomato meter

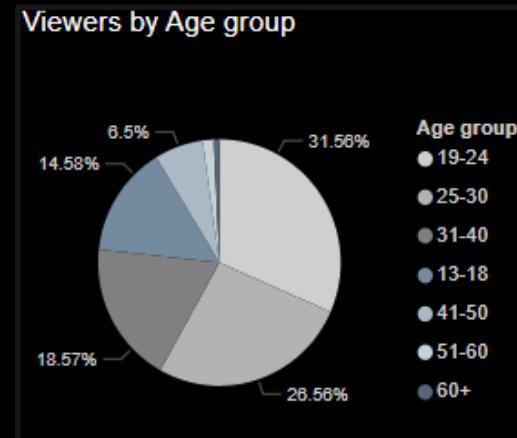
No. of movies by phase



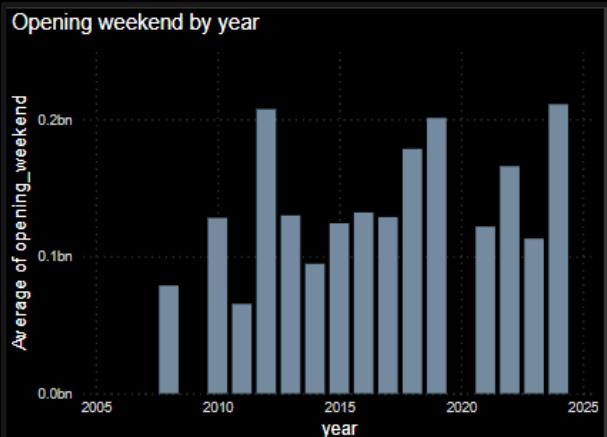
Production budget and opening weekend by MCU phase



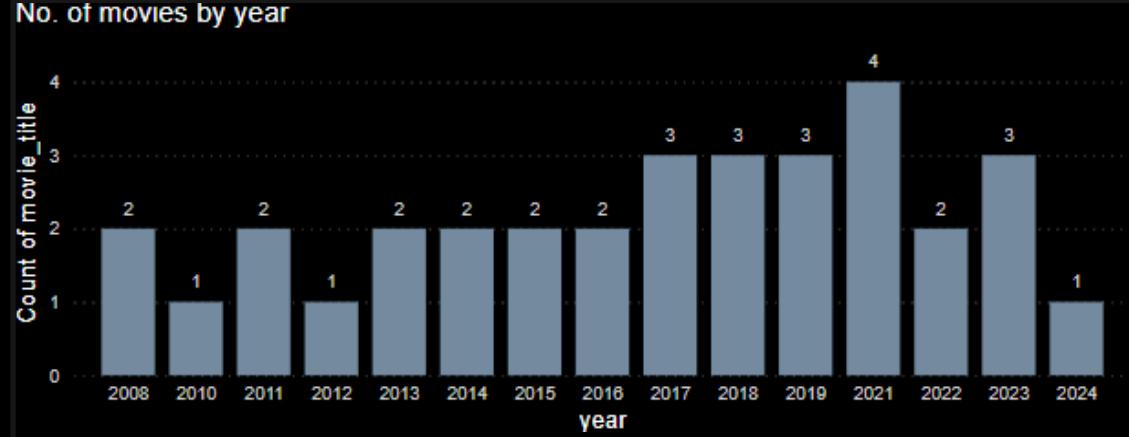
Viewers by Age group



Opening weekend by year



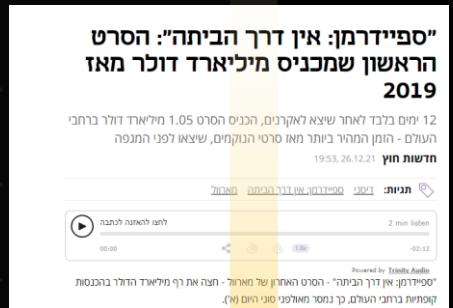
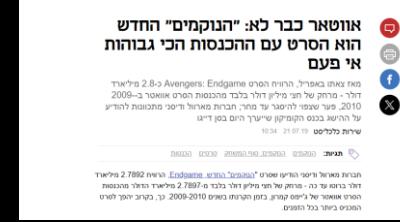
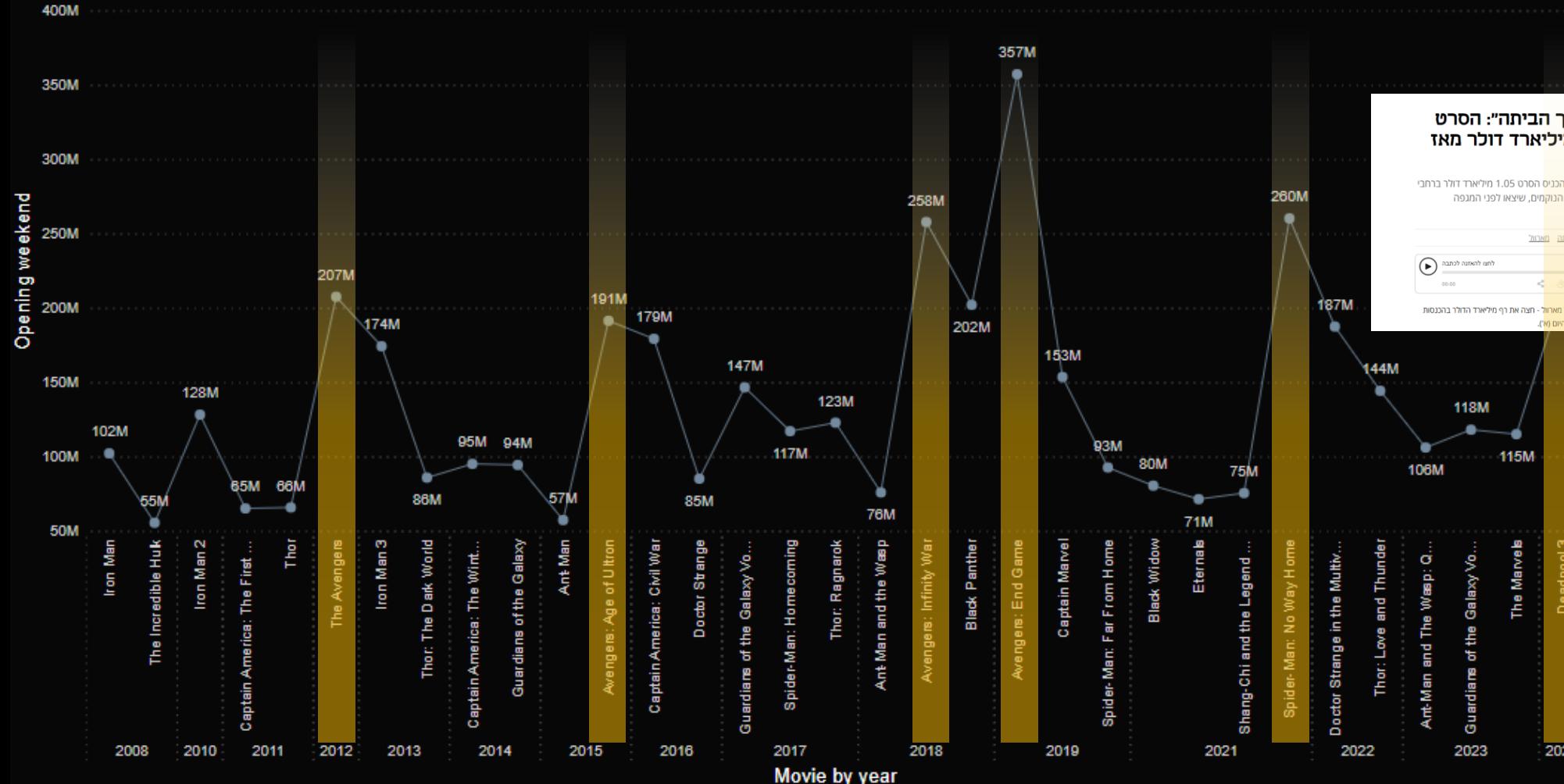
No. of movies by year



OPENING WEEKEND BY MOVIE

This graph illustrates the opening weekend earnings for Marvel movies over the years.

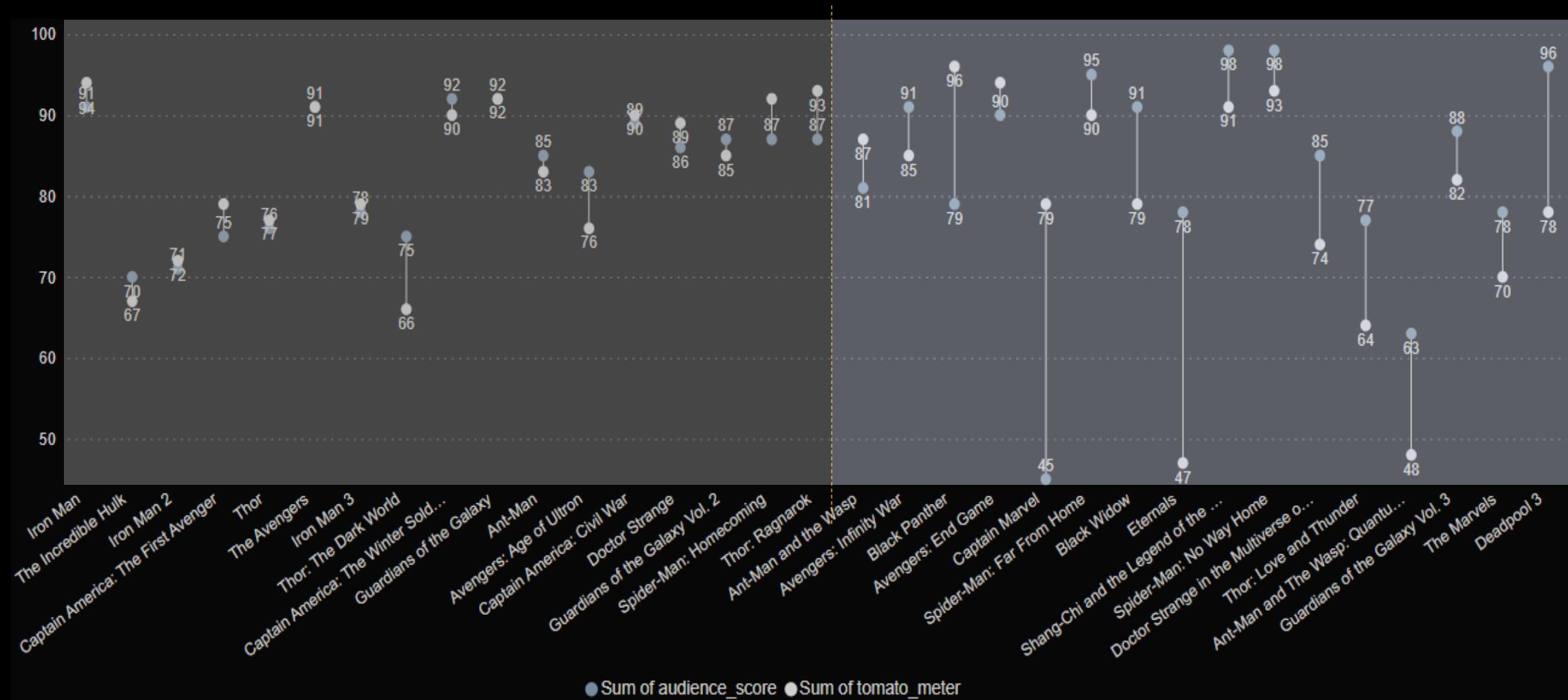
Highlighted in **yellow** are the top-grossing films, featuring multiple superheroes achieving the highest income during their opening week.



MCU AUDIENCE VS. ROTTEN TOMATOES SCORES

The yellow line cuts the graph in to two sections and represent a shift in the graph's pattern before and after "Thor: Ragnarök" (2017 – beginning of Phase 3).

Following this film, there is a noticeable gap between audience and critic scores, likely because of the different expectations and preferences of the ever-growing audience & fan base.



THE MARVEL UNIVERSE IN NUMBERS

Midway analysis summary - introduction to Marvel studios

1. Marvel studios work in a phase-based plan creating movie sagas that run across various timelines and universes.

That approach proved successful with higher ratings and earnings for movies with multiple superheroes that are directly connected to the main story line.

2. Marvel created 33 movies in 5 phases and 2 major sagas (Infinity & Multiverse)

3. The total budget of all the movies was \$7B

4. The majority of Marvel studios audience are viewers between the ages of 19-30

and the average of reviews (rotten tomatoes) place the studios movies above 80% on the tomato meter.

Focusing on movies for that specific audience will keep Marvel studios earning more and with high ratings.

5. Marvel studios earned \$42B on their movies thus far.

MARVEL STUDIOS IN SOCIAL MEDIA

Our team has received a model of Marvel's social media engagement.

We looked at a 100 of Marvel's followers (users) activity on 257 Instagram posts (photos) between the dates of July 1st 2024, and July 7th 2024 (7 days).

We started from the basics looking at the numbers, average of likes/comments, user engagement, etc. and proceeded to more complex queries.

MARVEL STUDIOS IN SOCIAL MEDIA

Before entering the research and analysis of Marvel studios social media, we present our KPIs:

1. Does Marvel studios invest most of its resources in the right social network?
2. At what time are posts usually posted?
3. What is the average engagement rate of Marvel studios social media?
4. What are the best times for Marvel studios to post with regards to their crowd?
5. What are Marvel Studios followers looking for in posts?

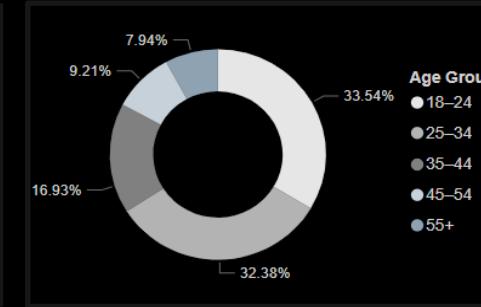
MARVEL STUDIOS IN SOCIAL MEDIA



66M Followers

9,470 Posts

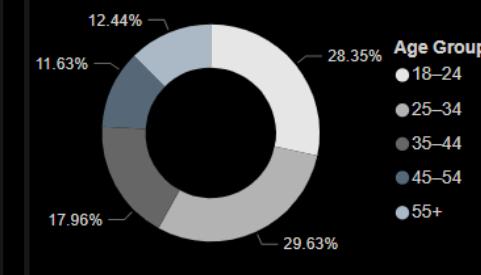
191 Following



18.9M Followers

69K Posts

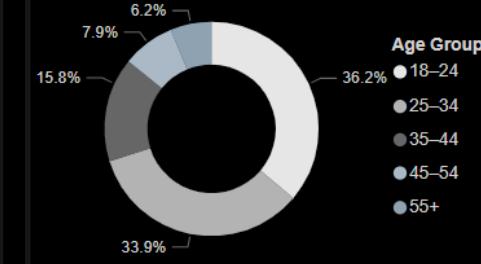
745 Following



13.2M Followers

24 posts

0 Following



Pinned
Marvel Entertainment 🎉 @Marvel · Jul 19
Are you ready?

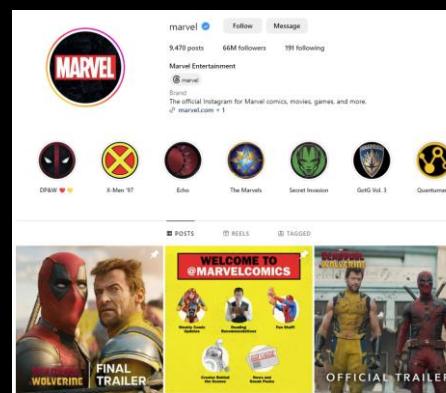
In ONE WEEK, experience #DeadpoolAndWolverine in theaters everywhere.
Get tickets: Fandango.com/DeadpoolAndWol...



Marvel Entertainment 🎉
@Marvel

The official account for Marvel comics, movies, games, and more.
Entertainment & Recreation • New York, NY • marvel.com
Joined August 2008
745 Following • 18.9M Followers

Posts Affiliates Replies Highlights Media



In ONE WEEK, experience #DeadpoolAndWolverine in theaters everywhere.
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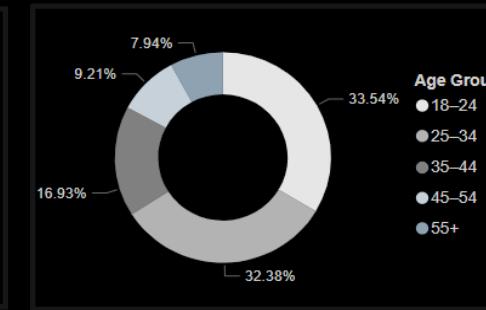
MARVEL STUDIOS IN SOCIAL MEDIA



66M Followers

9,470 Posts

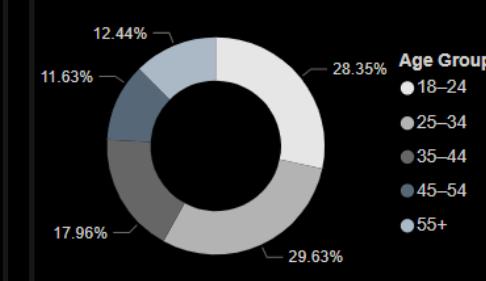
191 Following



18.9M Followers

69K Posts

745 Following



Marvel studios current biggest social investment is on X (formerly Twitter) with 69K posts (going on a few posts per day) and 18.9M followers,

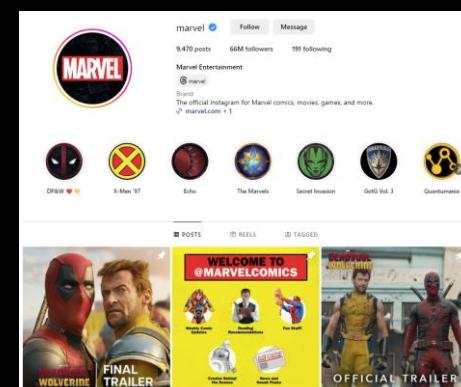
Instagram coming in second with less investment (9470 posts) but more followers (66M followers).



13.2M Followers

109.4K Likes

0 Following



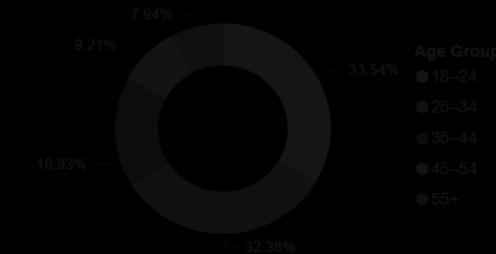
SOCIAL MEDIA



66M Followers

9,470 Posts

191 Following



18.9M Followers

69K Posts

745 Following

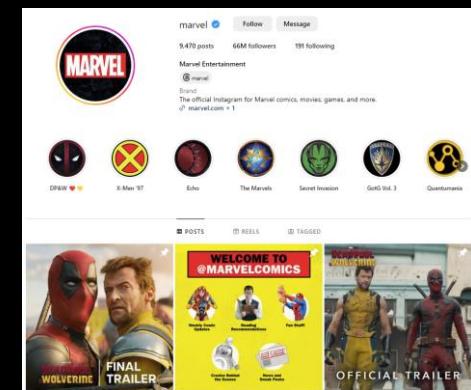
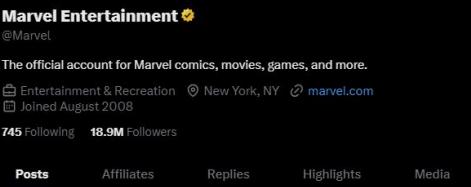
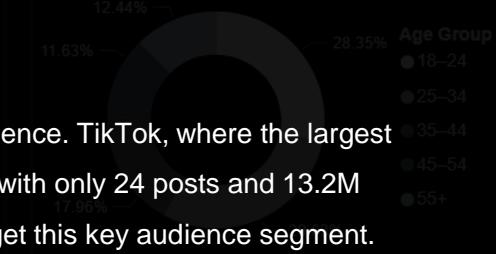
Surprisingly, even though the majority of MCU viewers are in the 19-24 age group, making up 31.56% of the audience. TikTok, where the largest demographic is 18-24 years old at 36% (compared to Instagram at 33.54% and X at 28.35%) is coming in last with only 24 posts and 13.2M followers. Based on this data, it is recommended that the MCU allocate more resources to TikTok to better target this key audience segment.



13.2M Followers

109.4K Likes

0 Following



MARVEL SOCIAL MEDIA ANALYSIS

Some of the starting queries that we used while researching Marvel studios social media engagement.

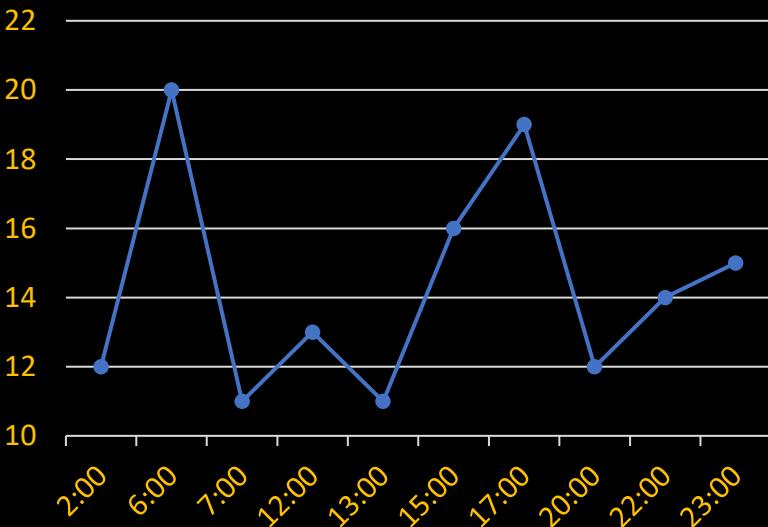
```
100 -- 6. At what time of the day are we posting our photos?  
101 Select cast (created_at as time) as TimeOfDay, Count (cast (created_at as time)) as TimeCount  
102 From Photos  
103 Group by cast (created_at as time)  
104 Order by TimeOfDay ASC
```

```
106 -- 7. Which are our best posts? (Which photos got the most engagement)  
107 With ctePhotoLikes as  
108 (  
109 Select photo_id, count (photo_id) as LikeCount  
from Likes  
Group by photo_id  
,  
112 ),  
ctePhotoComments as  
114 (  
115 Select photo_id, count (photo_id) as CommentCount  
from comments  
Group by photo_id  
)  
119 Select top 10 Photos.*, cast (created_at as time) as PostTimeOfDay, isnull (LikeCount,0)+isnull(CommentCount, 0) as ENGCount  
120 from Photos  
121 Left Join ctePhotoLikes on photos.id=ctePhotoLikes.photo_id  
122 Left Join ctePhotoComments on photos.id=ctePhotoComments.photo_id  
123 Order by ENGCount DESC
```

	Results	Messages				
	id	image_url	user_id	created_at	PostTimeOfDay	ENGCount
1	13	https://fred.com	3	2024-07-05 12:00:00.000	12:00:00.0000000	43
2	29	http://ignacio.net	9	2024-07-04 06:00:00.000	06:00:00.0000000	42
3	8	http://malvina.org	2	2024-07-03 22:00:00.000	22:00:00.0000000	40
4	4	http://oleta.net	1	2024-07-05 11:00:00.000	11:00:00.0000000	38
5	19	http://miracle.info	6	2024-07-03 07:00:00.000	07:00:00.0000000	38
6	22	https://brooklyn.name	8	2024-07-02 12:00:00.000	12:00:00.0000000	37
7	31	http://remington.name	10	2024-07-04 02:00:00.000	02:00:00.0000000	37
8	33	https://alisha.com	11	2024-07-05 09:00:00.000	09:00:00.0000000	37
9	25	http://darron.info	8	2024-07-04 13:00:00.000	13:00:00.0000000	36
10	26	http://saige.com	9	2024-07-04 01:00:00.000	01:00:00.0000000	36



Posts during time of day

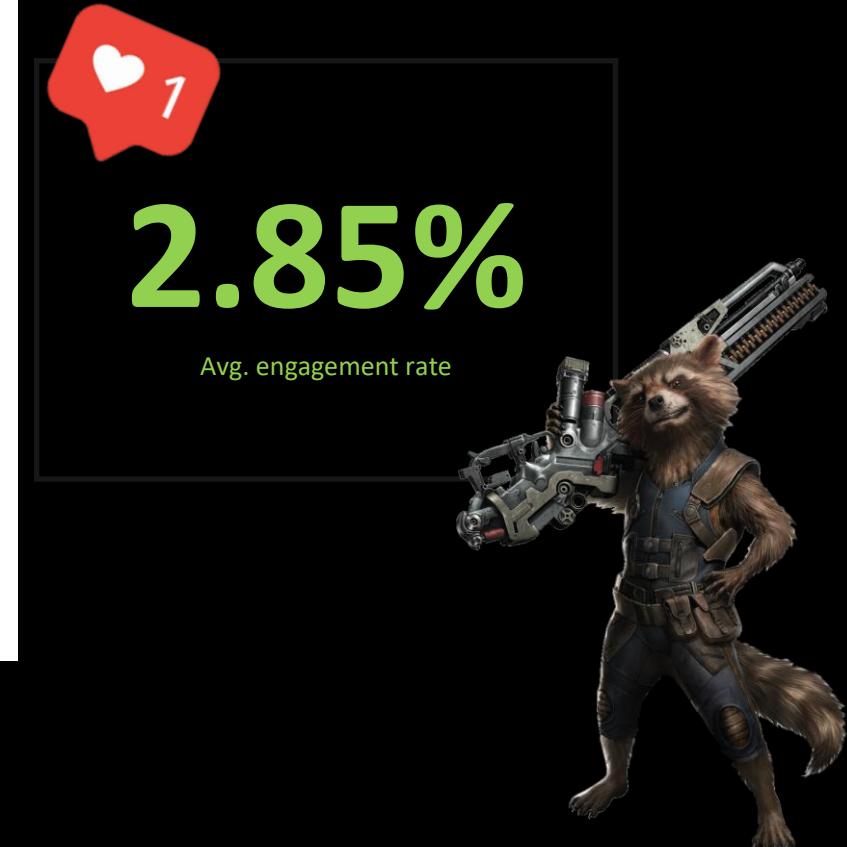


*This are the top 10 times, there are other times not mentioned in this chart that total in less than 55% precent of the data

MARVEL SOCIAL MEDIA ANALYSIS

Overall, Marvel's social media user engagement is very positive with an average engagement rate of about 2.85%,
a good social media engagement rate for any influencer/company is considered between 1% - 3.5%

```
76 -- 5. What is our average engagement rate per day?
77 -- (Total number of comments & likes per day divided by the total number of users - A percentage)
78 with cteCountLikes as
79 (
80 Select Cast (created_at as date) as CDate, Count(distinct CONCAT (user_id, photo_id)) as LikeCount
81 From Likes
82 Group by Cast (created_at as date)
83 ),
84 cteCountComments as
85 (
86 Select Cast (created_at as date) as CDate, Count(distinct id) as CommentCount
87 From comments
88 Group by Cast (created_at as date)
89 ),
90 cteTotals as
91 (
92 Select cteCountComments.CDate, (CommentCount+LikeCount) as TotalENGPD
93 from cteCountComments
94 Left join cteCountLikes on cteCountComments.CDate = cteCountLikes.CDate
95 )
96 Select AVG (TotalENGPD)*1.00/100 as AverageEngagementPerDayPerUser
97 from cteTotals
98 -- We can see that our AVG Engagement rate per day is around 2.85%
```



MARVEL SOCIAL MEDIA ANALYSIS

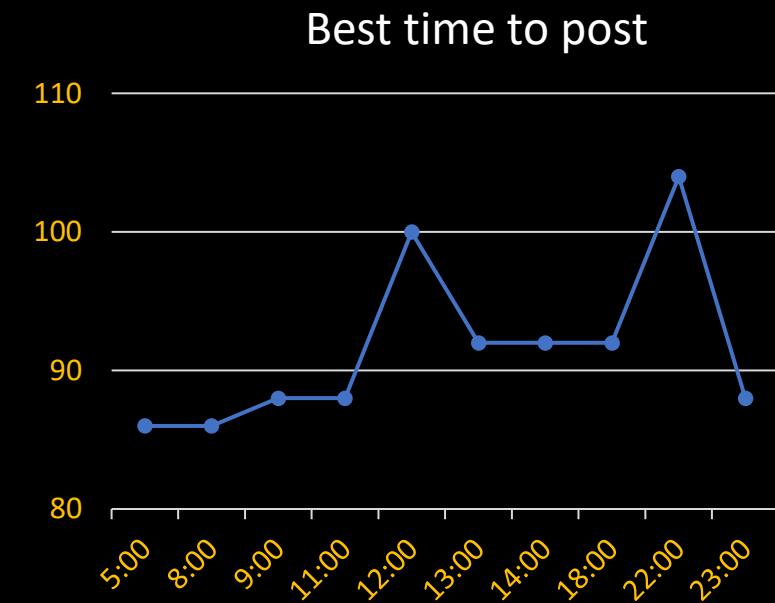
We decided to take that data and create an analysis that might improve Marvel's engagement.

For instance, we looked at what is the best time of day to post in, based on the engagement of this specific tested audience.

While the engagement times seem balanced, we do note that between 12:00-14:00 there is a consecutive high engagement time that should work in our advantage.

```
126 -- 8. What is the best time to post in accordance with our audience engagement?
127 -- (What time of day did most of our users created engagement)
128 with cteLikeTime as
129 (
130 Select Cast (created_at as time) as ENGTime, Count (cast (created_at as time)) as TimeCount
131 from Likes
132 Group by Cast (created_at as time)
133 ),
134 cteCommentTime as
135 (
136 Select Cast (created_at as time) as ENGTime, Count (cast (created_at as time)) as TimeCount
137 from comments
138 Group by Cast (created_at as time)
139 )
140 Select top 10 cteLikeTime.ENGTime, Sum(cteLikeTime.TimeCount+cteCommentTime.TimeCount) as ENGTimeCount
141 from cteLikeTime
142 Left Join cteCommentTime on cteLikeTime.ENGTime = cteCommentTime.ENGTime
143 Group by cteLikeTime.ENGTime
144 Order by ENGTimeCount DESC
```

Results		Messages
	ENGTime	ENGTimeCount
1	22:00:00.0000000	104
2	12:00:00.0000000	100
3	13:00:00.0000000	92
4	14:00:00.0000000	92
5	18:00:00.0000000	92
6	09:00:00.0000000	88
7	11:00:00.0000000	88
8	23:00:00.0000000	88
9	05:00:00.0000000	86
10	08:00:00.0000000	86



*This are the top 10 times, there are other times not mentioned in this chart that total in less than 55% precent of the data



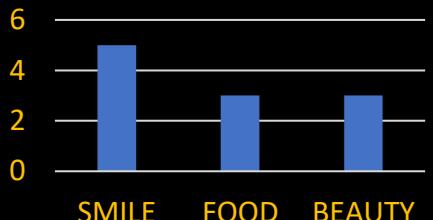
MARVEL SOCIAL MEDIA ANALYSIS

And we also analyzed our crowd's engagement and attention with specific type of photos,

We looked at our 10 most engaged posts and than searched which tags appear the most in those photos.

```
144  
145 -- 9. What tag piques most of our users interest?  
146  
147 With ctePhotoLikes as  
148 (  
149 Select photo_id, count (photo_id) as LikeCount  
150 from Likes  
151 Group by photo_id  
152 ),  
153 ctePhotoComments as  
154 (  
155 Select photo_id, count (photo_id) as CommentCount  
156 from comments  
157 Group by photo_id  
158 ),  
159 cteBest as  
160 (  
161 Select top 10 id, image_url, user_id, created_at, cast (created_at as time) as PostTimeOfDay, isnull (LikeCount,0)+isnull(CommentCount, 0) as ENGCount  
162 from Photos  
163 Left Join ctePhotoLikes on photos.id=ctePhotoLikes.photo_id  
164 Left Join ctePhotoComments on photos.id=ctePhotoComments.photo_id  
165 Order by ENGCount DESC  
166 )  
167 select top 3 tags.id, tag_name, count (tags.id) as TagCount  
168 from cteBest  
169 Join PhotoTags on cteBest.id = PhotoTags.photo_id  
170 join tags on tags.id = PhotoTags.tag_id  
171 group by tags.id, tag_name  
172 order by TagCount DESC  
173
```

Top pic tag count





THANKS !