

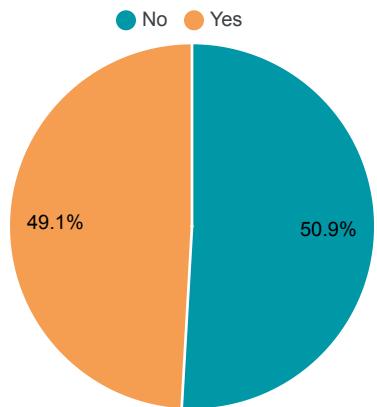
# Understanding Our Audience

Uncovering audience patterns through purchase behaviour



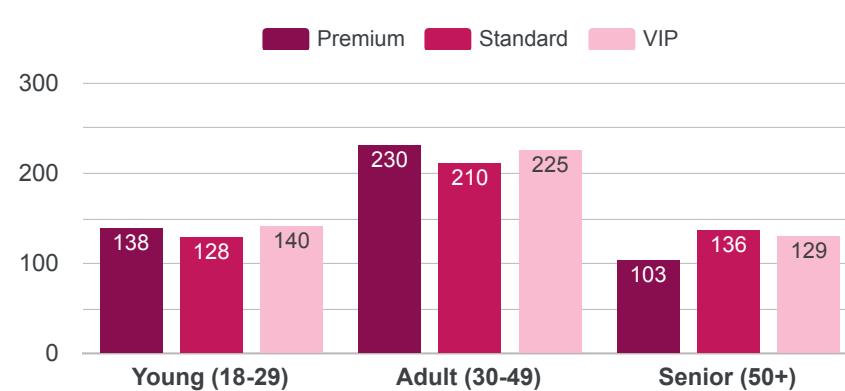
**Repeat customers are as common as one-time buyers**

% Repeated purchase



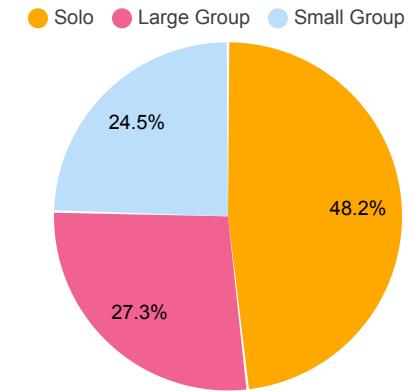
**Middle-aged adults dominate across all seat types**

Ticket by Age Group & Seat Type



**Solo visits are the most frequent attendance format**

% by Group size



Loyalty programs and premium upgrades for middle-aged, solo moviegoers, combined with discounts for youth and seniors, can expand reach and retention.

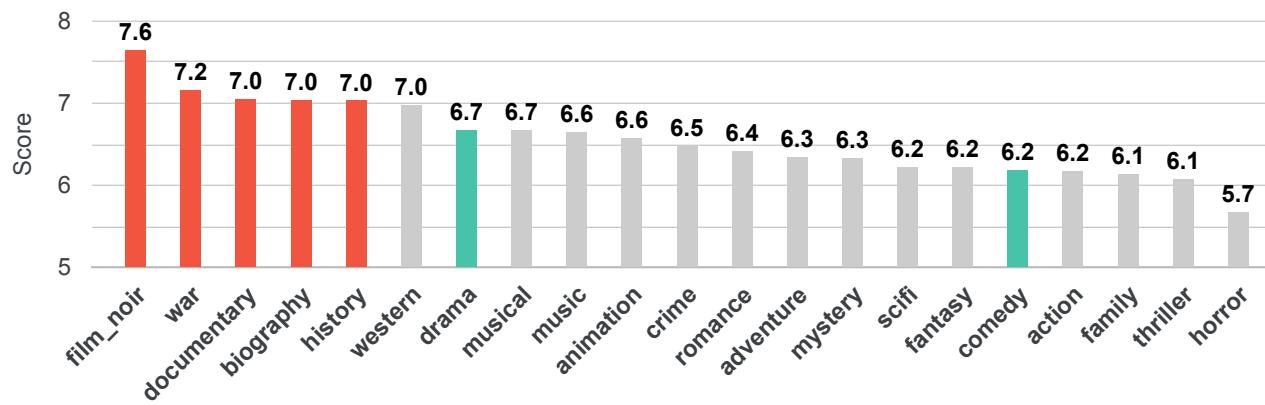
# What Do Audiences Love the Most?

Discovering niche hits across genre, era & length

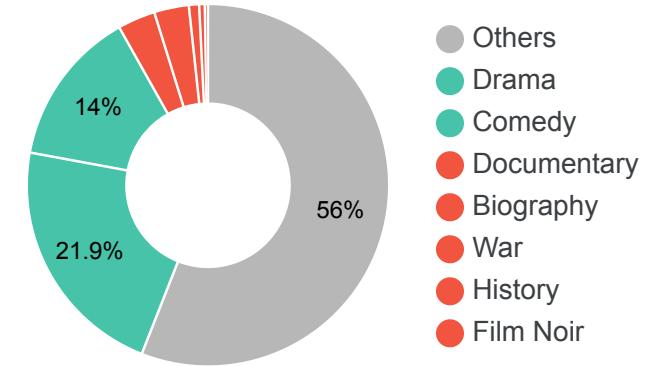


**Highly appreciated but underrepresented genres:  
film-noir, documentary, biography, war movies, history**

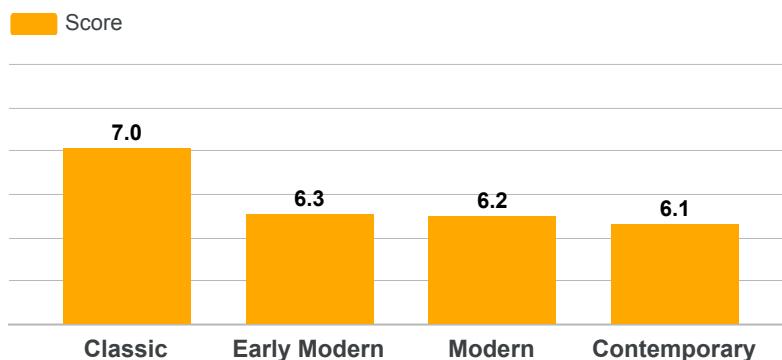
## Audience Ratings by Genre



## Genre Distribution

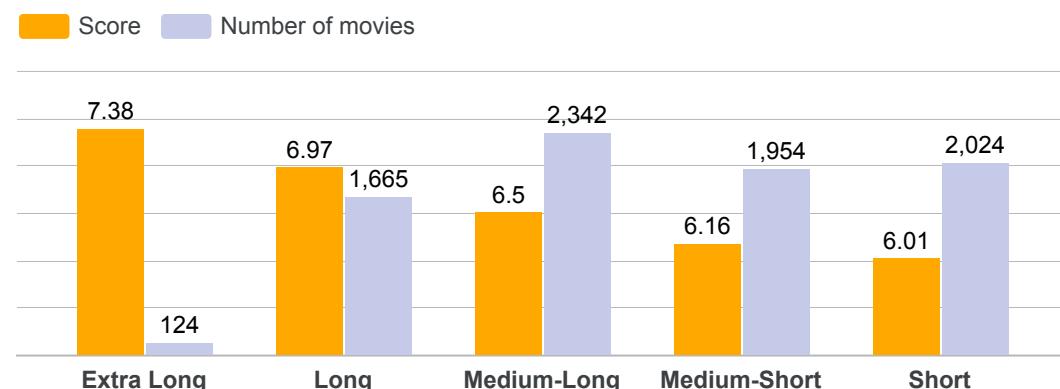


**Classic\* movies receive higher ratings  
Weighted score per year category**



\* Classic: < 2000 | Early Modern: 2000 - 2010 | Modern: 2010 - 2020 | Contemporary: > 2020

**Long-form\* are highly rated but underrepresented  
Weighted score per length**



\* Extra long: 180 - 240 | Long: 120 - 199 | Medium-Long: 103 - 119 | Medium-Short: 93 - 102 | Short: 71-92

Despite their acclaim, these genres and formats remain niche. This presents a real opportunity for Cinema Paradiso to curate compelling content that's often overlooked by competitors.

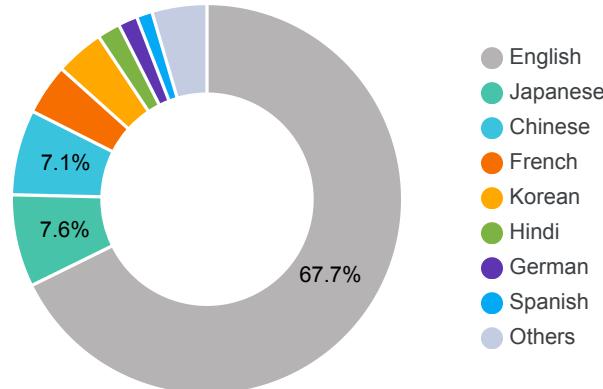
# What Do Audiences Love the Most?



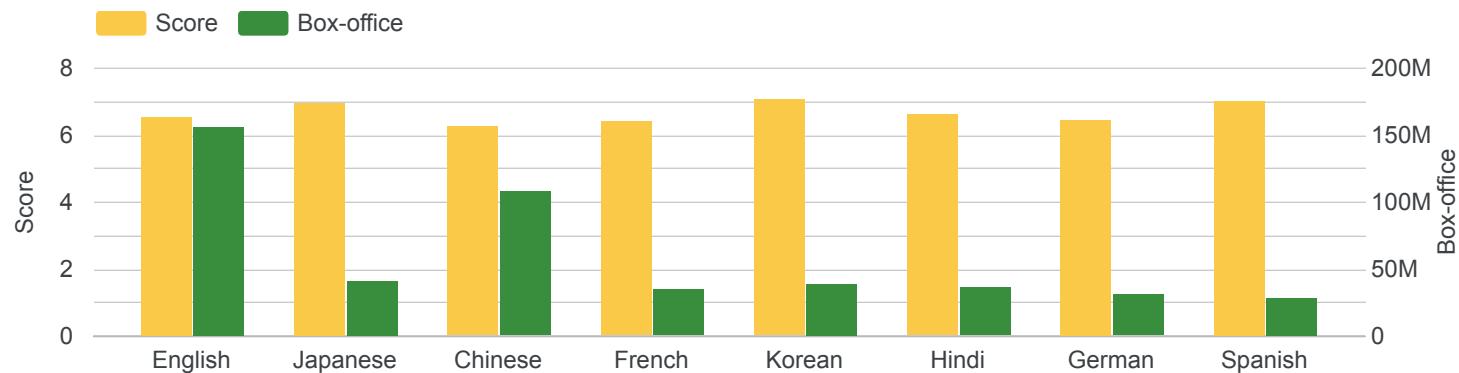
Language & origin: comparing volume with audience ratings

**English dominates in volume, but not in quality**

Language Share of All Movies

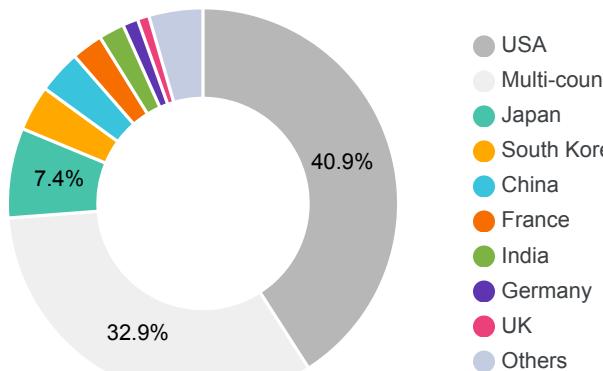


Audience Ratings vs. Box Office by Language

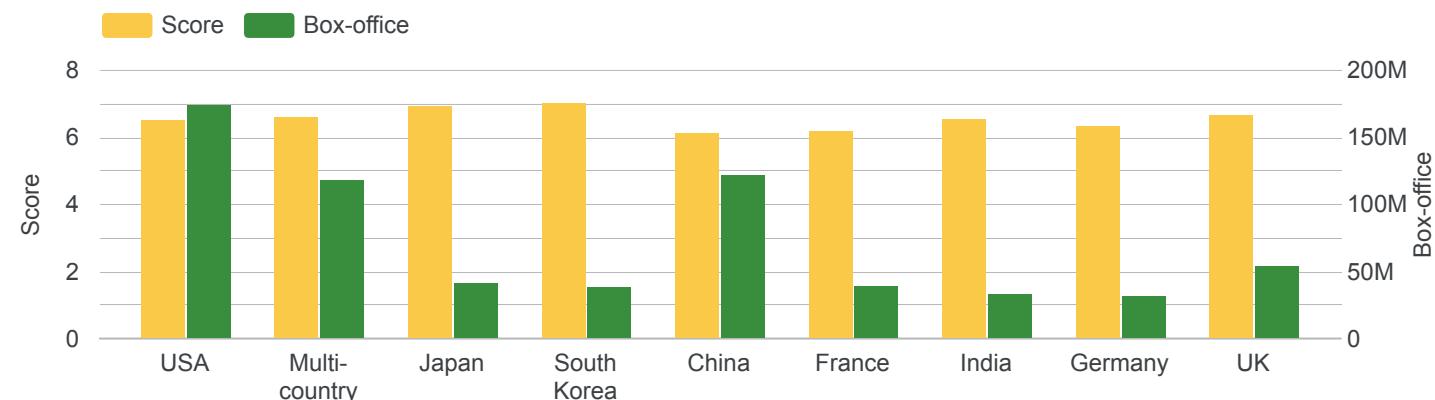


**U.S. and co-productions drive output and earnings, while select national cinemas earn higher ratings**

Production Country Share of All Movies



Audience Ratings vs. Box Office by Production Country



High-rated content doesn't always come from dominant producers. By focusing on acclaimed international cinema, we can differentiate ourselves and appeal to cinephiles.

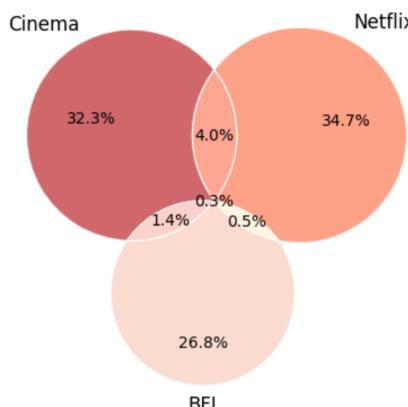
# Mind the Gap: Are Platforms Aligned With Audience Taste?



Revealing gaps between audience-favourite films and platform lineups

## Low overlap between streaming platforms and big cinemas

Number of movies



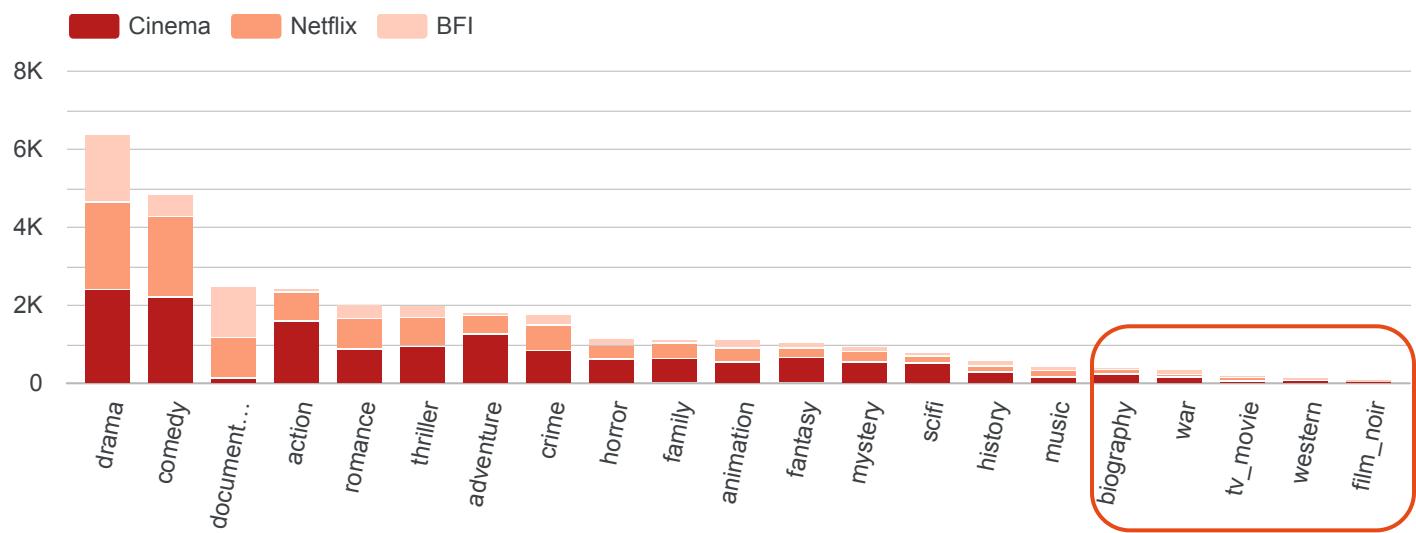
Netflix dominates in volume, but not quality

## Movie Rating by Genre and Platform

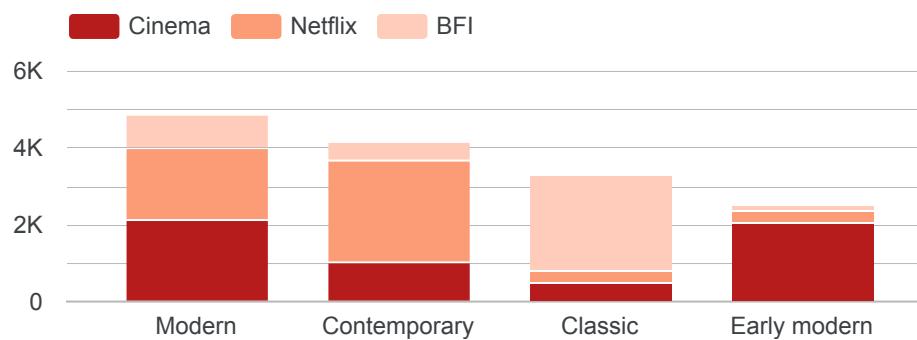
genre	Cinema	Bfi	Netflix
1.. family	6.99	6.87	6.23
2.. comedy	7.23	7.2	6.04
3.. history	7.6	7.21	6.82
4.. adventure	7.25	7.28	6.27
5.. biography	7.53	7.32	6.94
6.. romance	7.45	7.33	5.85
7.. mystery	6.79	7.37	6.06
8.. drama	7.4	7.42	6.25
9.. fantasy	7.25	7.43	6.08
1.. war	7.7	7.67	7.3

## Cinemas and platforms are overlooking the best-rated genres

Number of movies by Genre by Platform



## How Different Eras of Films are Shown on Platform.



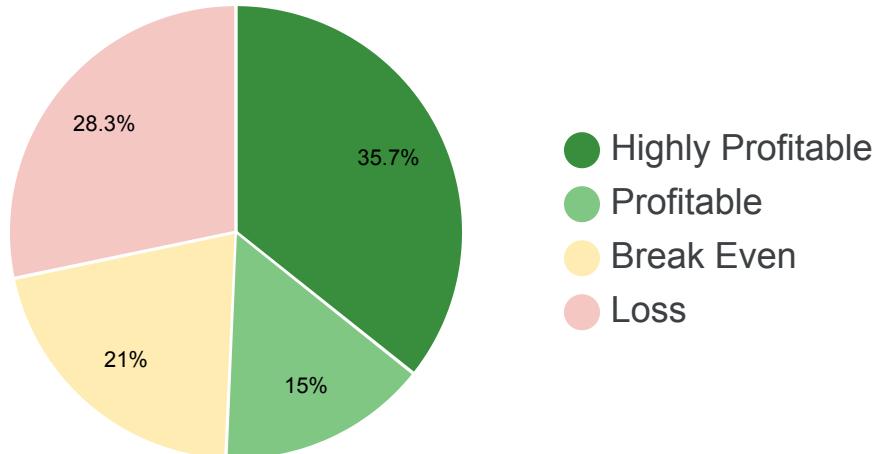
Opportunity to fill the gap by curating critically acclaimed niche genres - specially those underrepresented in mainstream lineups

# Film Acquisition & Performance Insights

Unveiling Profitability, Quality, and Strategic Acquisition Opportunities



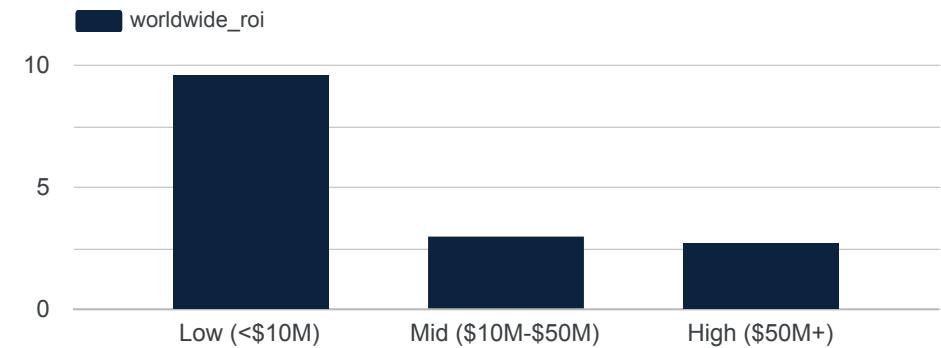
## Profitability Distribution based on worldwide ROI



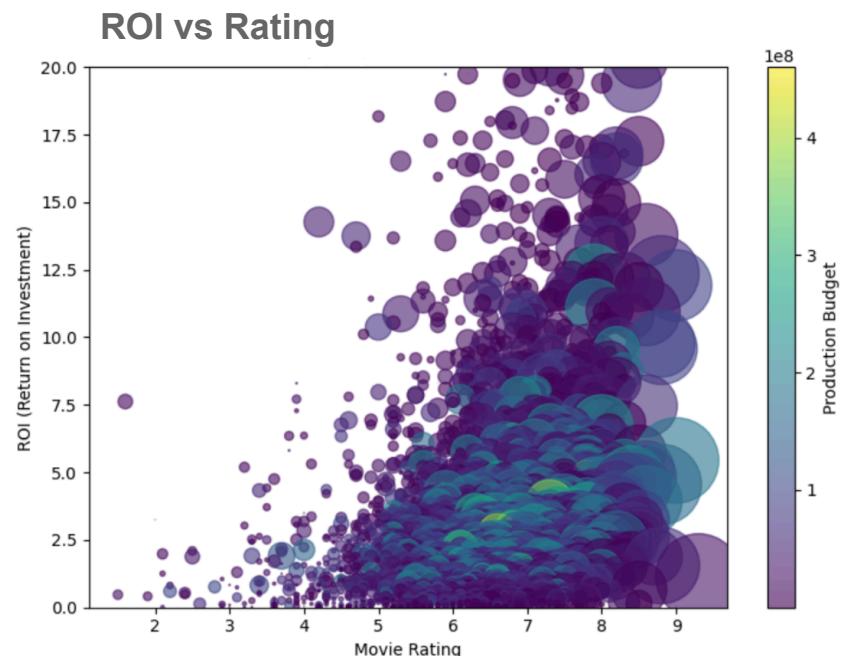
\* Highly Profitable:  $3x \geq \text{production}$  | Profitable:  $2x \geq \text{production}$  | Break Even:  $1.0 \geq \text{production}$  | Loss:  $1.0 < \text{production}$

Identifying movies with low production budget and high ROI, presumably low acquisition cost

## Average ROI by Production Budget Category

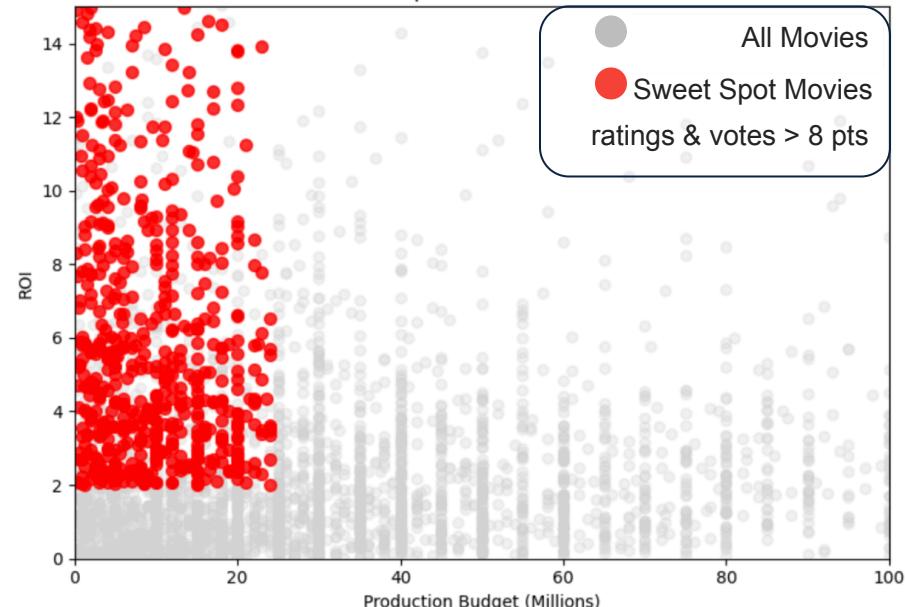


High movie rating doesn't always correlate to highest ROI



Identified 660 "Sweet Spot" movies (high ROI, low budget, high rating and nb of votes)

## ROI vs. Production budget



# Film Acquisition & Performance Insights

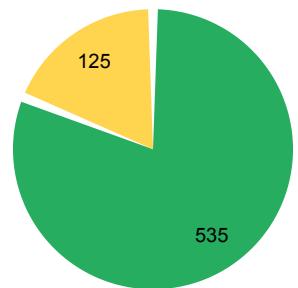


Unveiling Profitability, Quality, and Strategic Acquisition Opportunities

"Sweet Spot" and streaming content have low overlap

Cinema vs Streaming

● Cinema Exclusive ● Also on Streaming

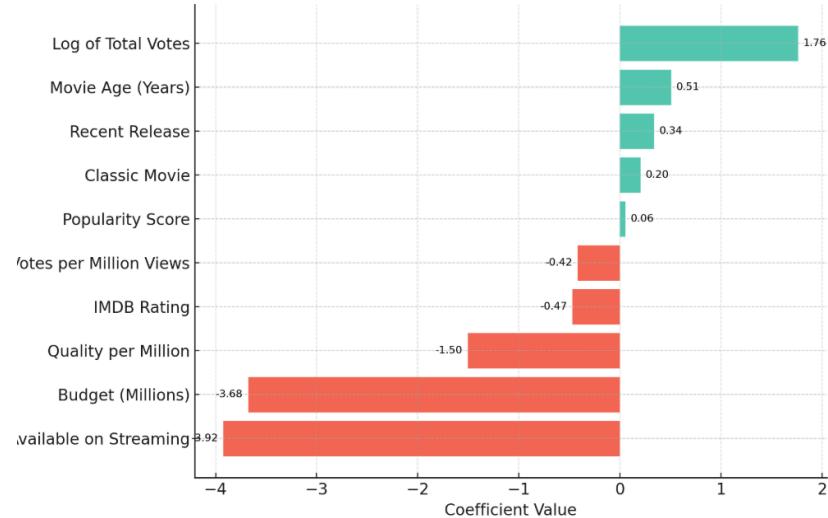


AI model (Logistic Regression) identified profitable, exclusive content

AUC  
0.989

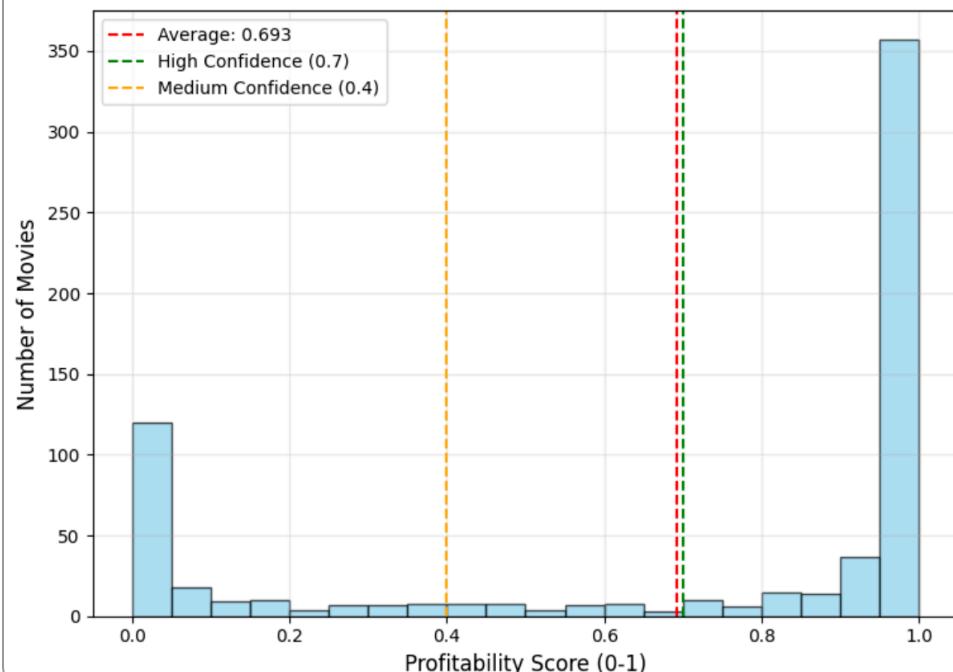
Accuracy  
92.4 %

Sweet Spot Recall  
90 %



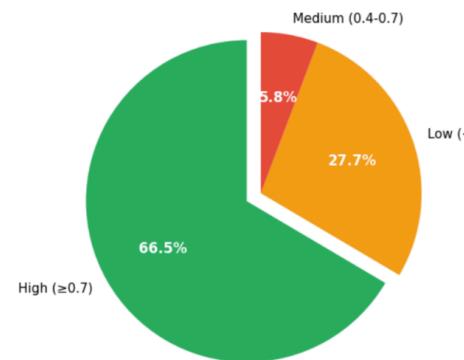
Most candidates fall in the high-confidence sweet spot

Bucket Breakdown



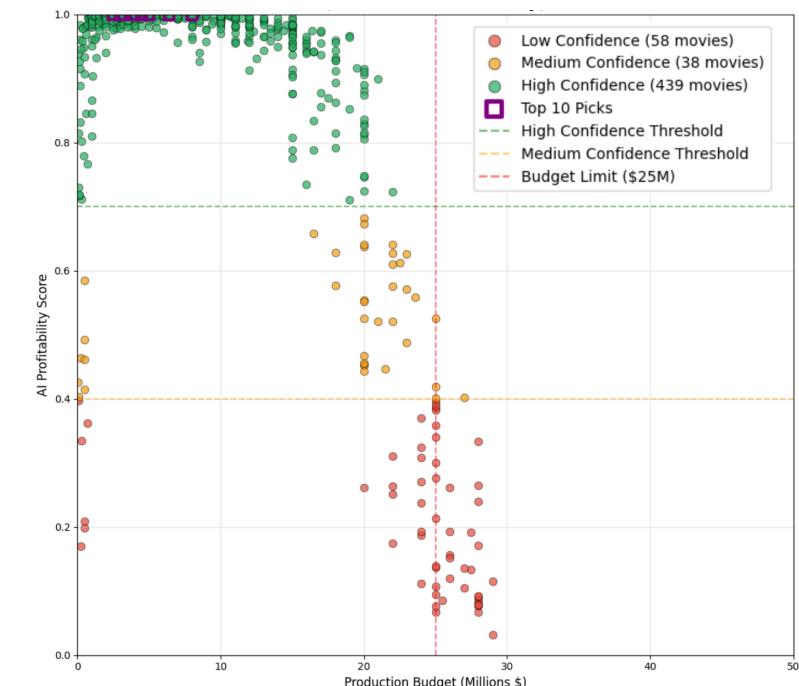
2/3 of films score above the 0.7 profitability threshold

Score Distribution



Prime targets: high-score, low-budget titles

AI Profitability Score vs. Production Budget



# Film Acquisition & Performance Insights



## Possible Movies to Showcase

Movie	Year	Rank	Rating
Goldfinger	1964	1	7.7/10
Police Academy	1984	2	6.7/10
Halloween ii	1981	3	6.5/10
Life of brian	1979	4	8.0/10
The terminator	1984	5	8.1/10
The great escape	1963	6	8.2/10
Get out	2017	7	7.7/10
The bridge on the river kwai	1957	8	8.2/10
Rosemarys baby	1968	9	8.0/10
Easy a	2010	10	7.0/10

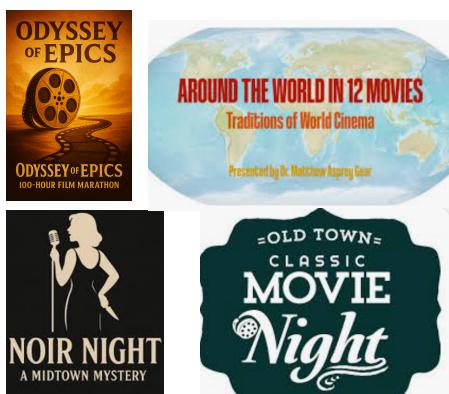


### Main insights

We can predict profitability and identify top picks with high confidence—especially those not already licensed by platforms.

### Recommendations

Aligning with audience preferences and curating underappreciated genres, Cinema Paradiso can deliver unique value. Selecting the highest-scoring films in each niche, those can turn into short, themed series



#### NOIR NIGHTS

Top 5-10 film-noir gems

#### AROUND THE WORLD

12 Non-US films handpicked for you

#### CLASSIC NIGHTS

Rediscover the movies that shaped history

#### EPIC HOURS MARATHON

More than 100 Hours of Best Cinema