

Business Understanding & Overview

- **Strategic Entry into Short-Form Film Industry**
 - Data-Driven Market Analysis
 - Focus on Key Success Metrics
- **Objective: Guide Investment & Content Strategy**

Why Short Films?

- **Rising Demand for Bite-Sized Content**
- Audiences increasingly prefer quick, engaging stories – perfect for mobile-first viewing habits.
- **Lower Production Costs, Higher ROI Potential**
- Short films require fewer resources while still offering strong festival, streaming, and viral reach.
- **Global Accessibility & Shareability**
- Shorts are ideal for international audiences, with fewer language and cultural barriers.
- **Creative Freedom & Brand-Building**

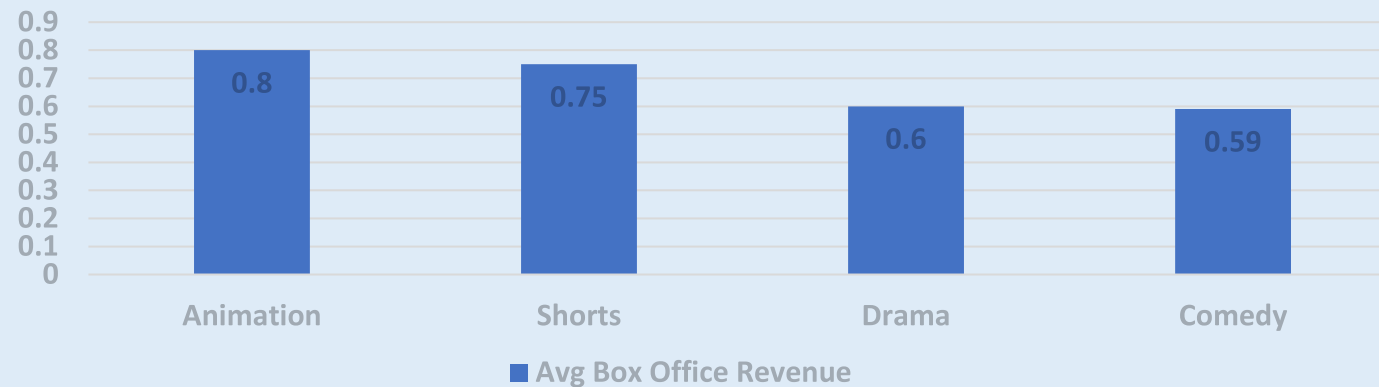
Short Film Strategy

Finding What Works in the Market



Top Performing Genres

- Animations and Short films lead in both popularity and revenue
- Drama and Comedy have potential but are less consistent.



Audience & IMDb Alignment

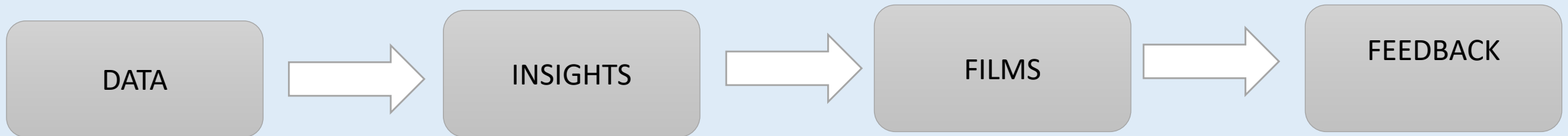
- IMDb ratings and Audience scores are strongly correlated
- Higher Ratings = Higher Box Office performance

What Should We Make?

- Start with Animated Shorts.
- Themes: Emotional, Relatable, or Humorous
- Balance between critical appeal and mass audience resonance.

Stay Data-Driven

- Use data + feedback to refine content direction.
- Track Box Office, Ratings & Audience Sentiment.
- Invest on what consistently performs.



What Risks Should We Prepare For?

- **Market Saturation:**

- How do we stand out in an already crowded short-form content space?

- **Audience Volatility:**

- What if shifting trends or preferences reduce engagement with our content?

- **Licensing Risks:**

- How will we manage rights, ownership, and potential copyright disputes?

End & Next Steps

- **Recommendations**

- Focus on high-performing genres and critically acclaimed formats
- Use audience and critic scores as early indicators of success
- Build scalable, low-risk content pipelines for short-form production
- Leverage data insights for targeted content strategy

- **Next Steps**

- Share insights with leadership and creative teams
- Define key performance goals and success benchmarks
- Establish distribution channels and promotional strategies