

Recipe for ROI

Recommendations for a New Studio
From Group 3

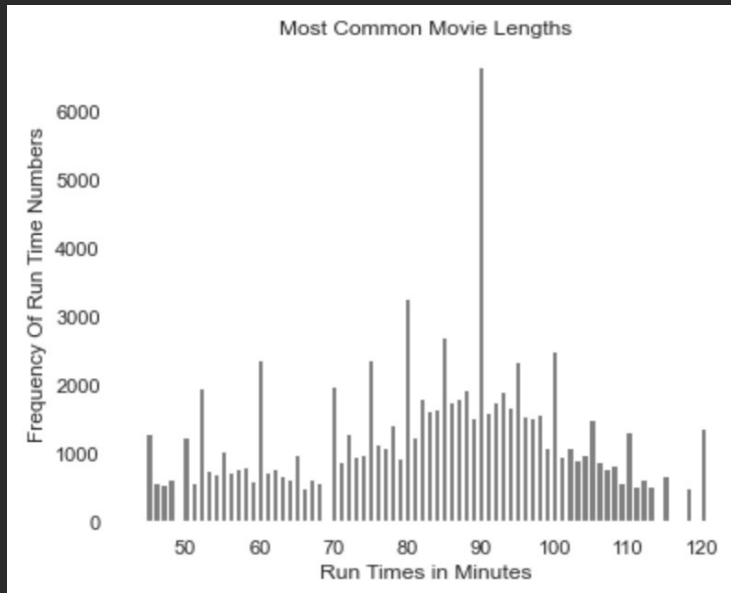
Objectives

- // The recommendations made are based on maximized ROI
- // Dispense with traditional yardsticks of star power or runtime.
- // Expect noisy results, so plan for many releases to hit on outlier outcomes
- // Prioritize quality directors, release in months tailored to the genre

Runtime - Industry Standard

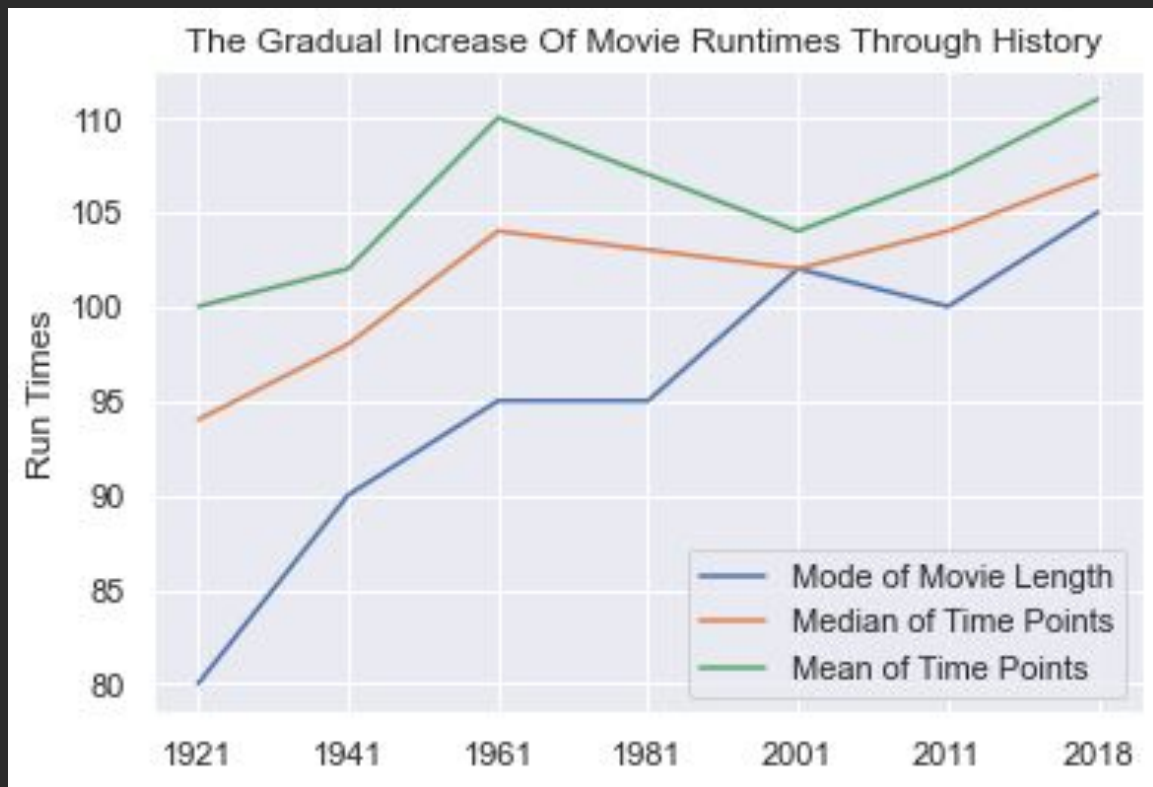
Feature Length Standard(since 1920):

90 Mins

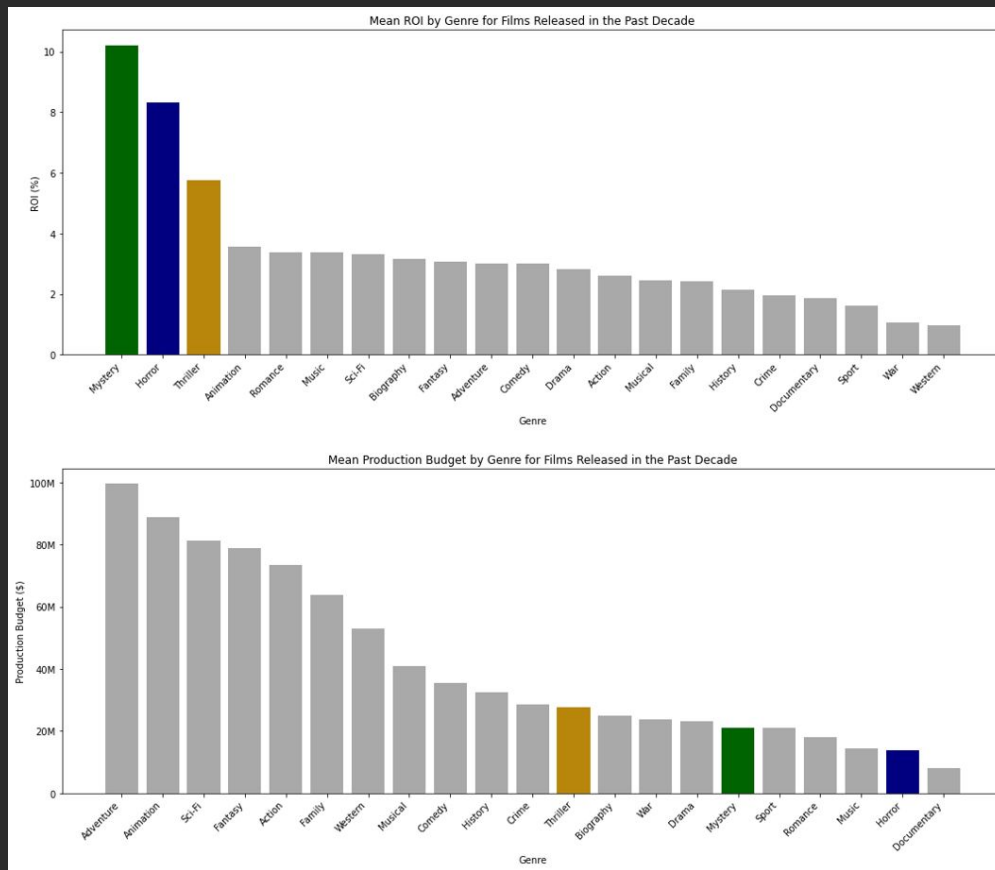


"The length of a film should be directly related to the endurance of the human bladder." -Alfred Hitchcock

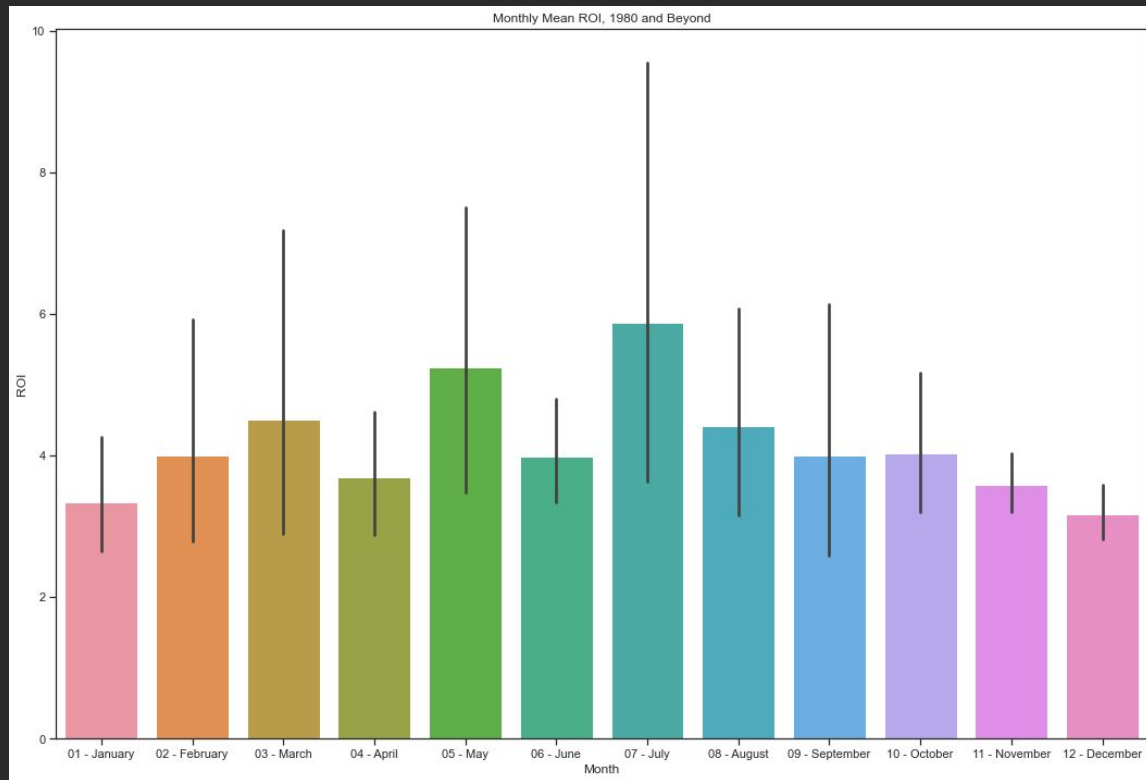
Runtime - trends over time



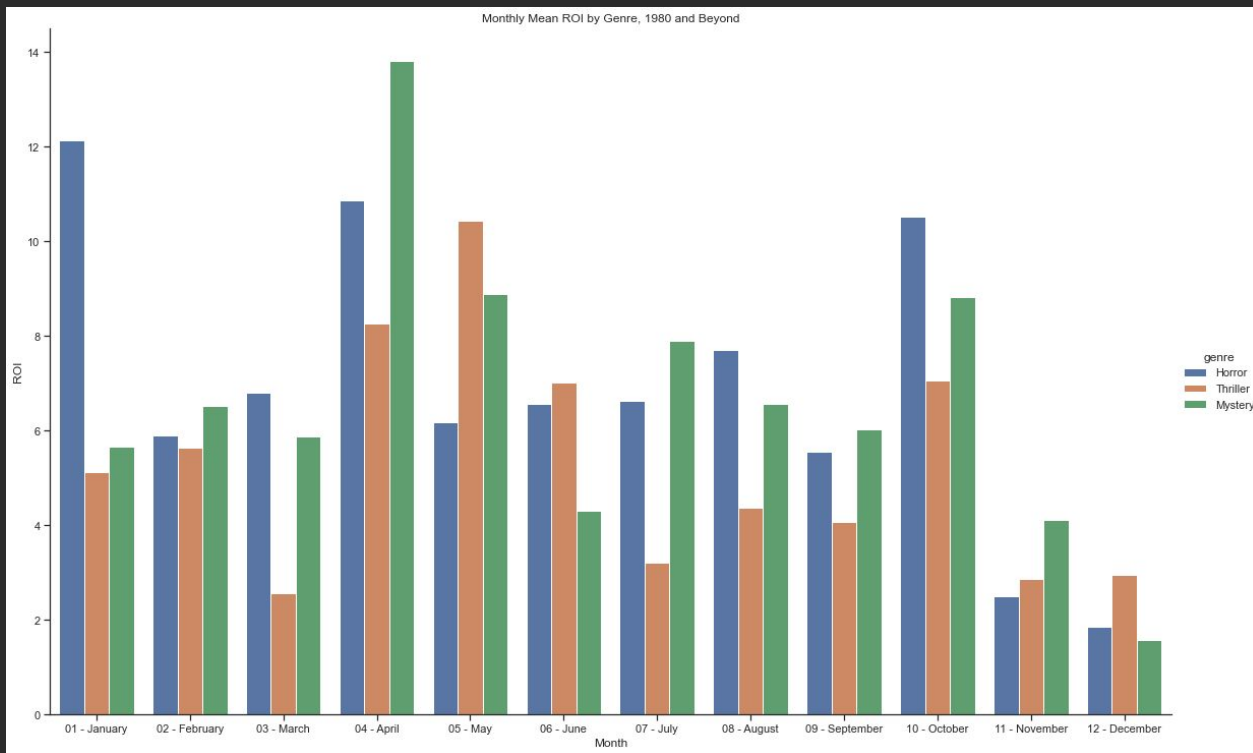
ROI by Film Genre (Past Decade)



Month by month release date

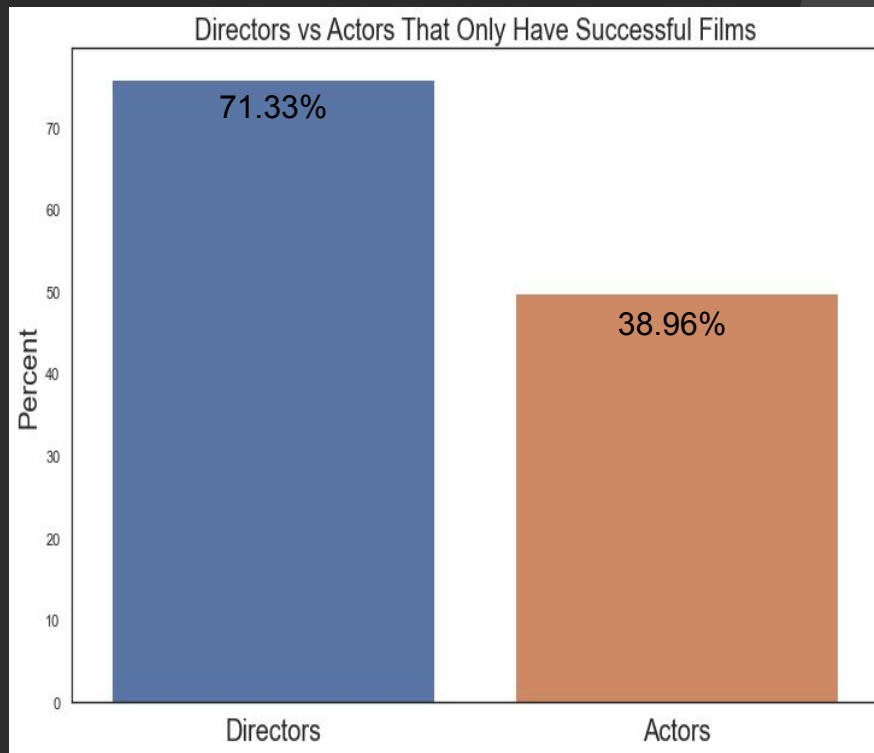


Month by month release date



Directors vs Actors: Impact on Big Budget Films

- Spending big on a director is money well spent
- Less so for actors



Conclusions-

- Longer runtimes are okay.
- Untapped potential in the horror, thriller, and mystery genres.
- Release dates should be calibrated by genre
- Directors are a better hedge against flops than actors

Questions?

- Julian-
- Mendy-
- Vu-
- Roger-

Credits:

- Slide template from Flatiron School Lectures

