

# Recipe for ROI

Recommendations for a New Studio  
From Group 3

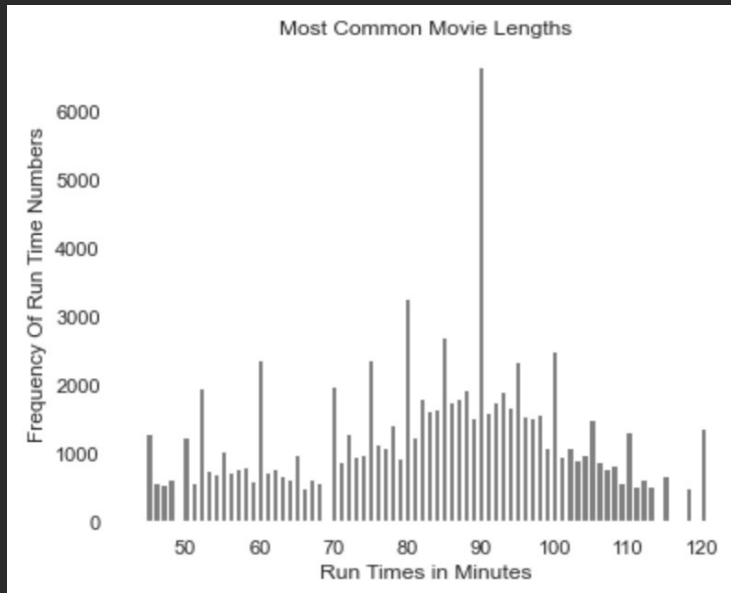
# Objectives

- // 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

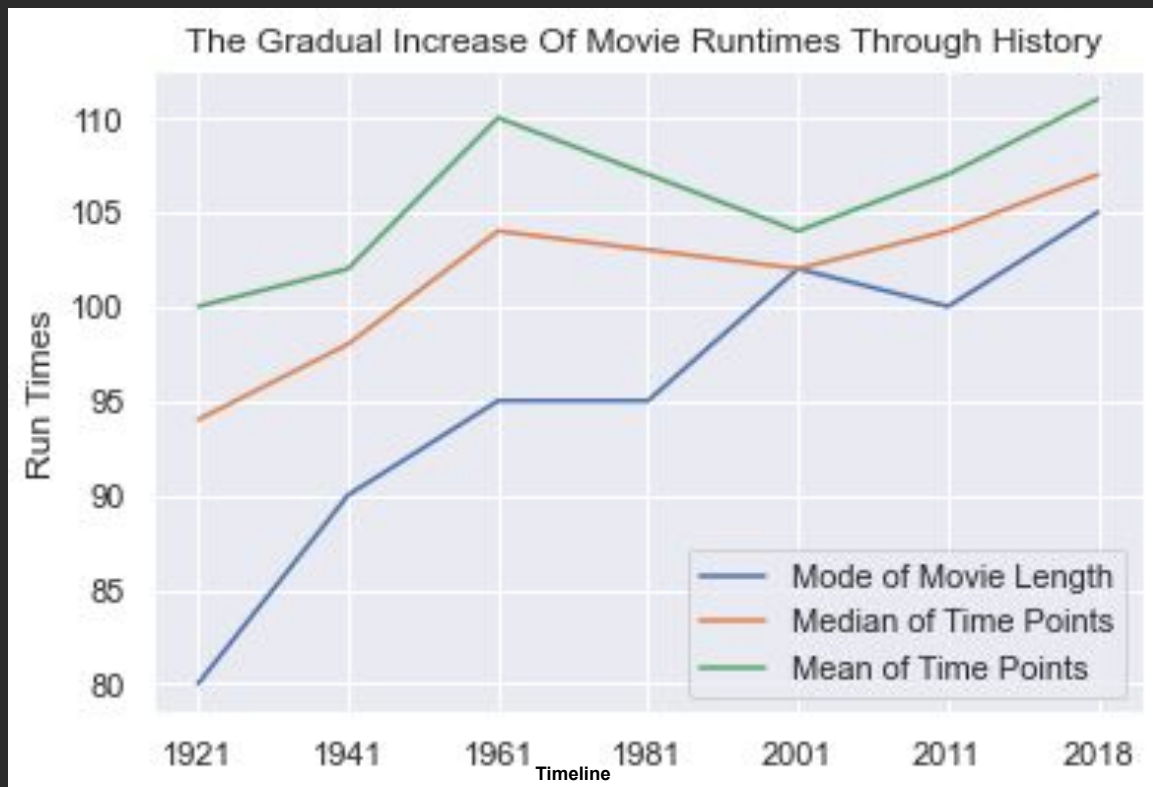
Feature Length Standard(since 1920):

90 Mins

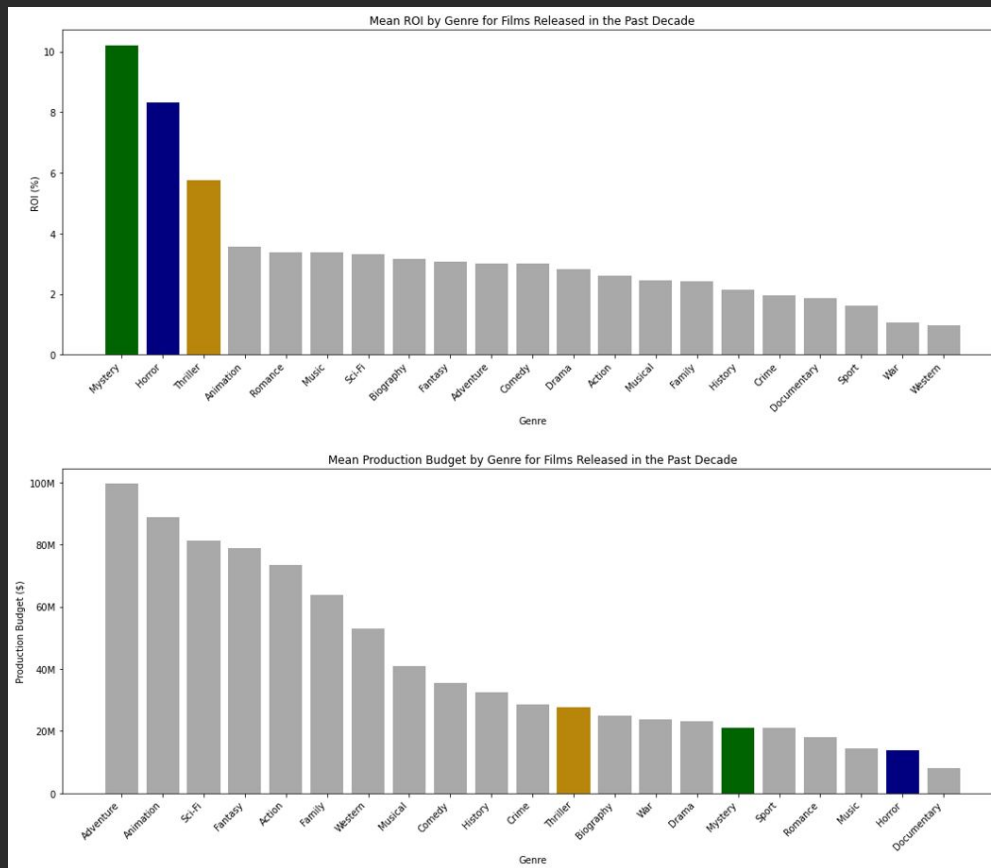


"The length of a film should be directly related to the endurance of the human bladder." -Alfred Hitchcock

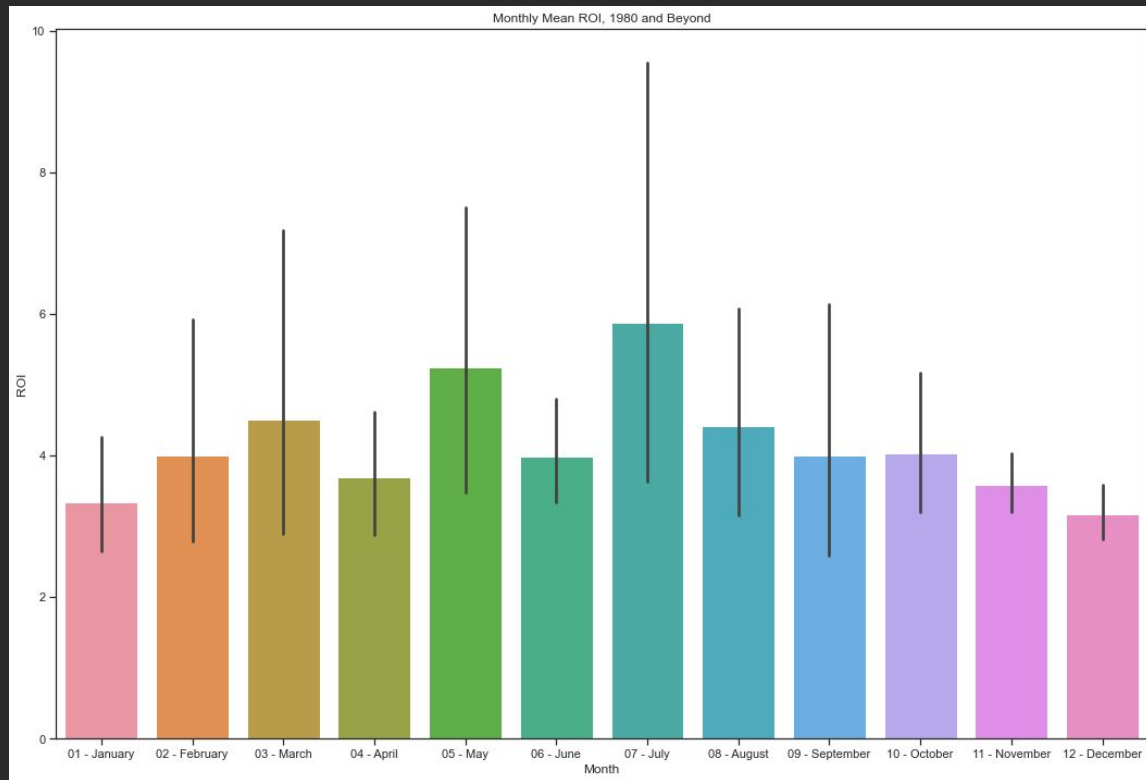
# Runtime - trends over time



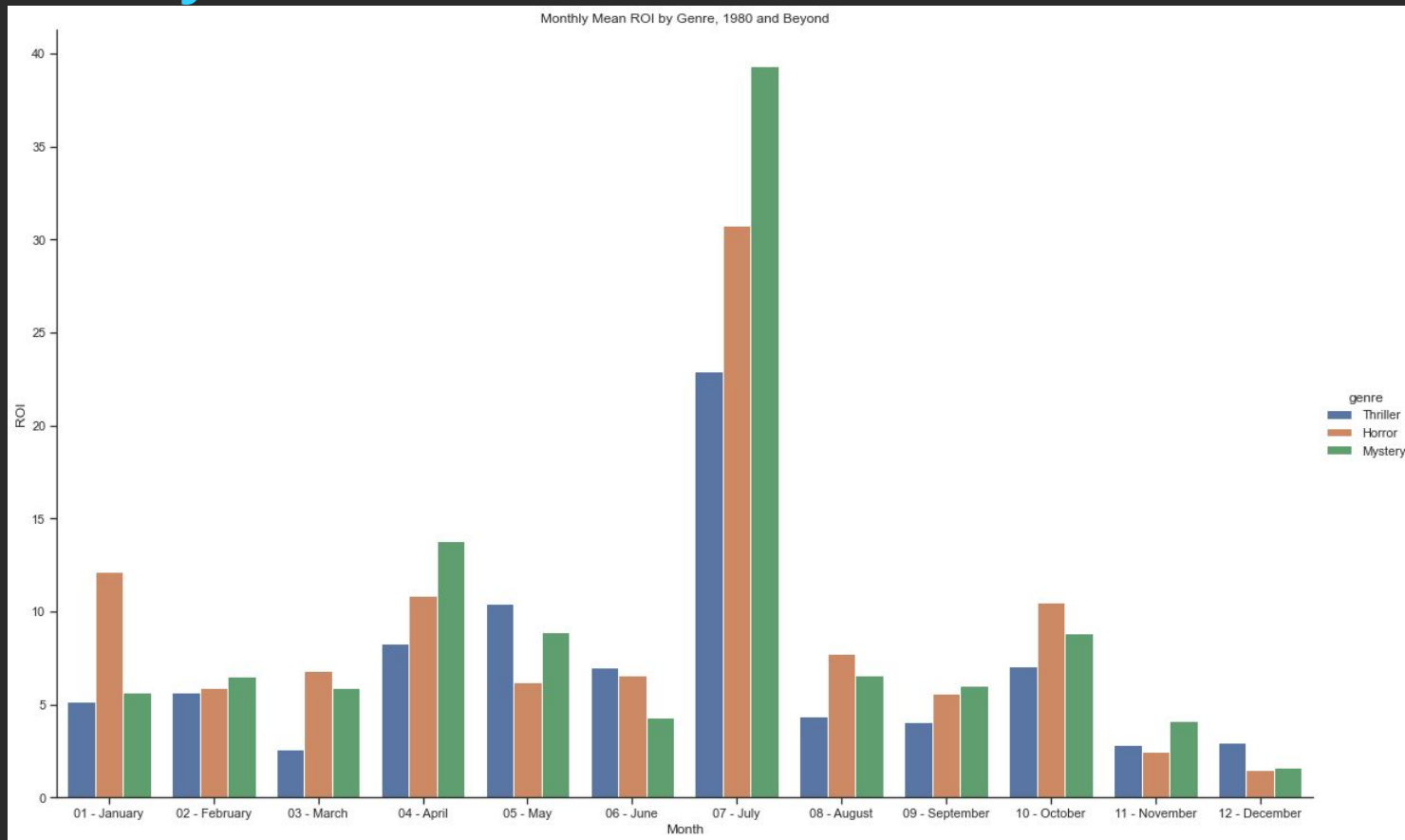
# ROI by Film Genre (Past Decade)



# Month by month release date

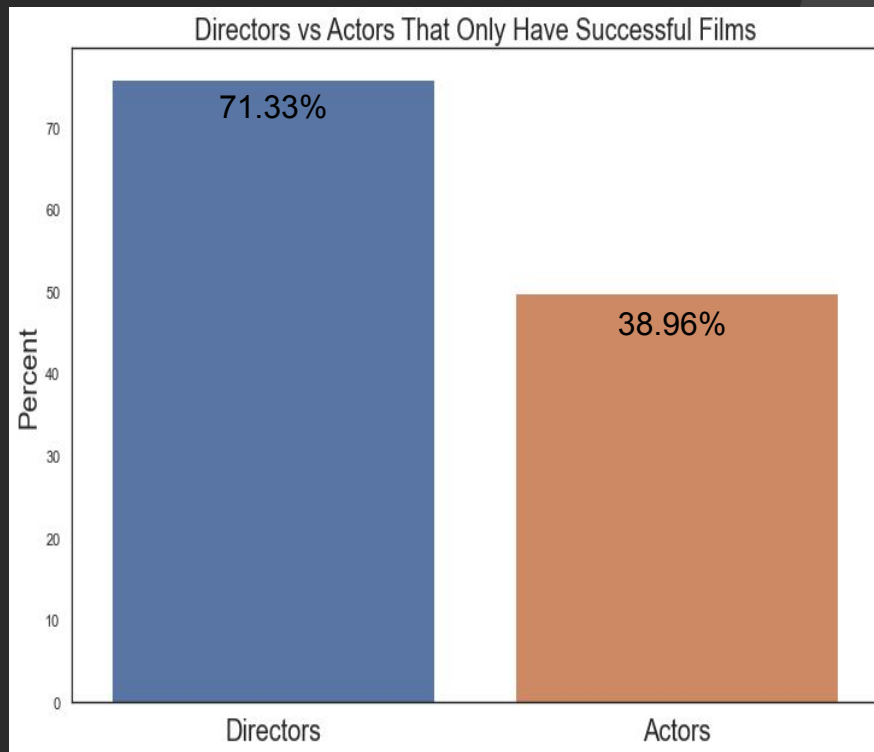


# Month by month release date



# 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

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- Roger -

## Credits:

- Slide template from Flatiron School Lectures