

FINDING THE NEXT BLOCKBUSTER



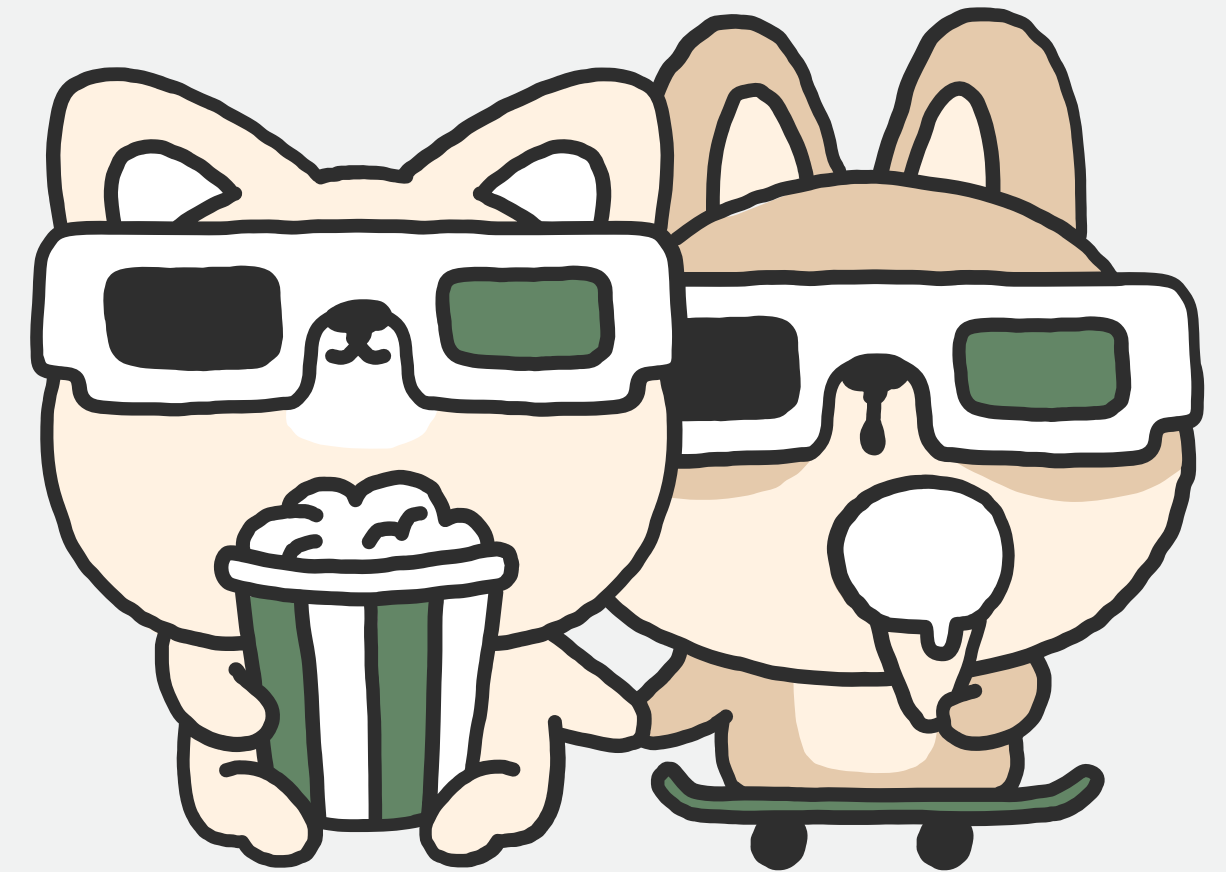
WHAT MOVIE SHOULD SONY MAKE?

Film Industry Overview

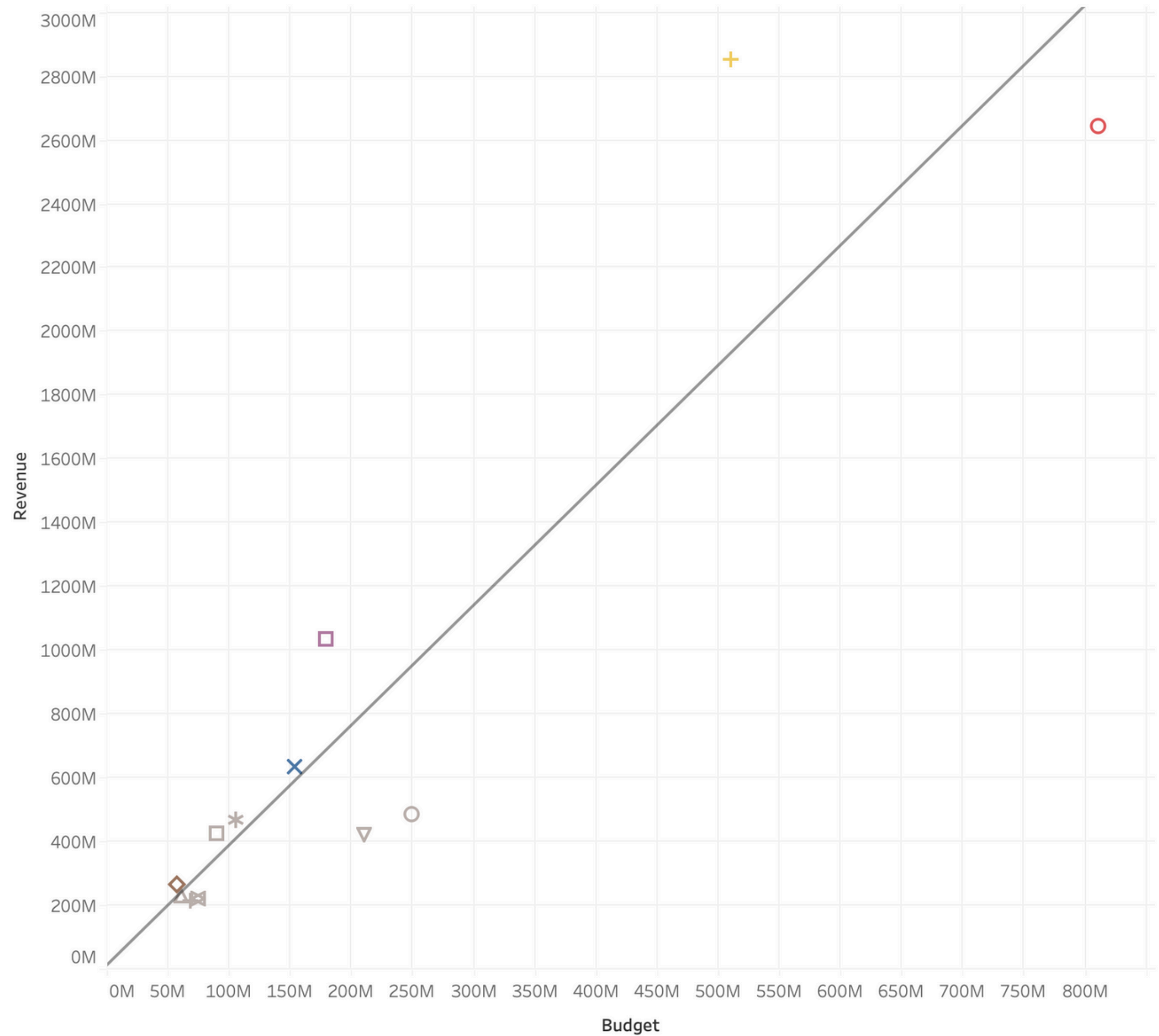
- Action, Animation and Comedy dominate the top 3 genres
 - Which genre should Sony invest in to maximize ROI?

Key Objectives

- Breakdown ROI metrics for Sony to understand which genre and which movies to consider investing in a sequel



Genre ROI



BEST ROI

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ANIMATION

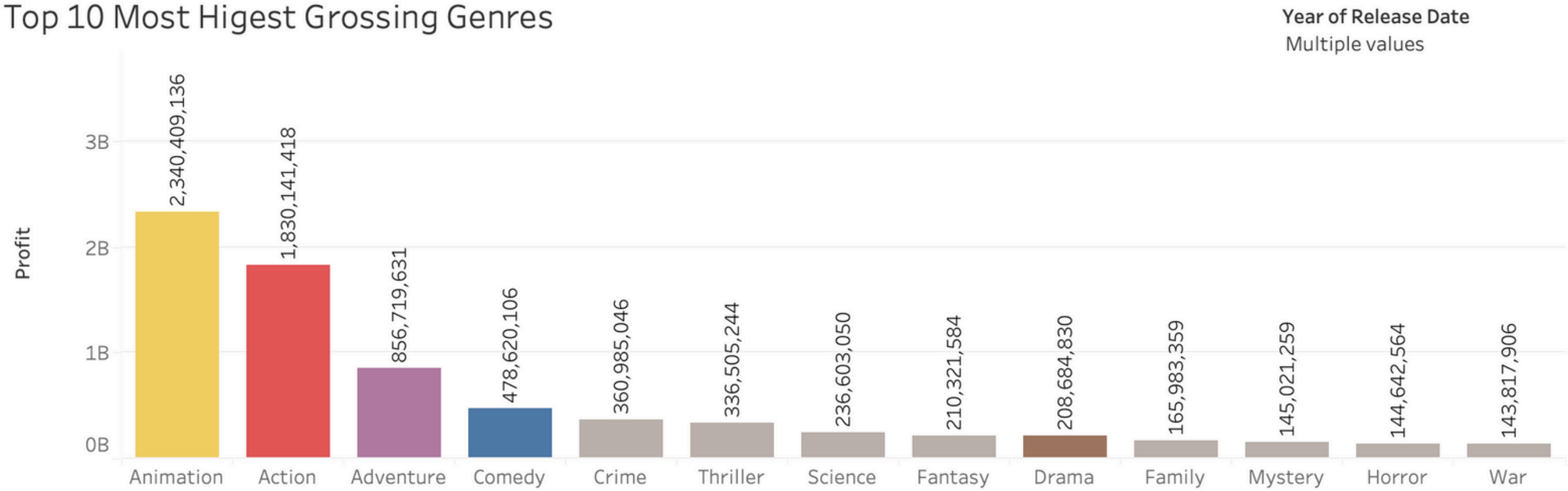
Recommendation

- Increase investment in Animation

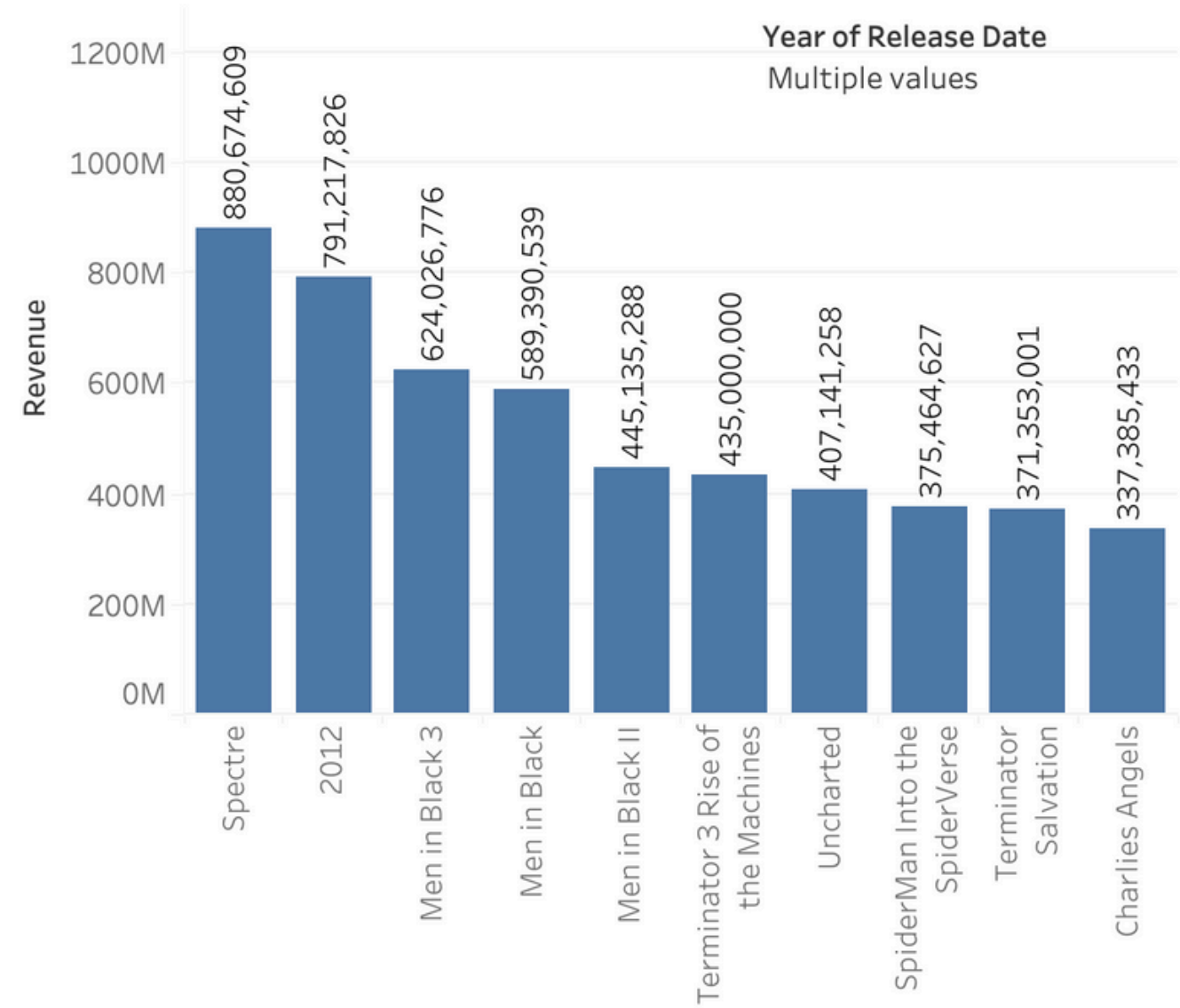
Prediction

- Increase in market share
- Increase in overall profitability

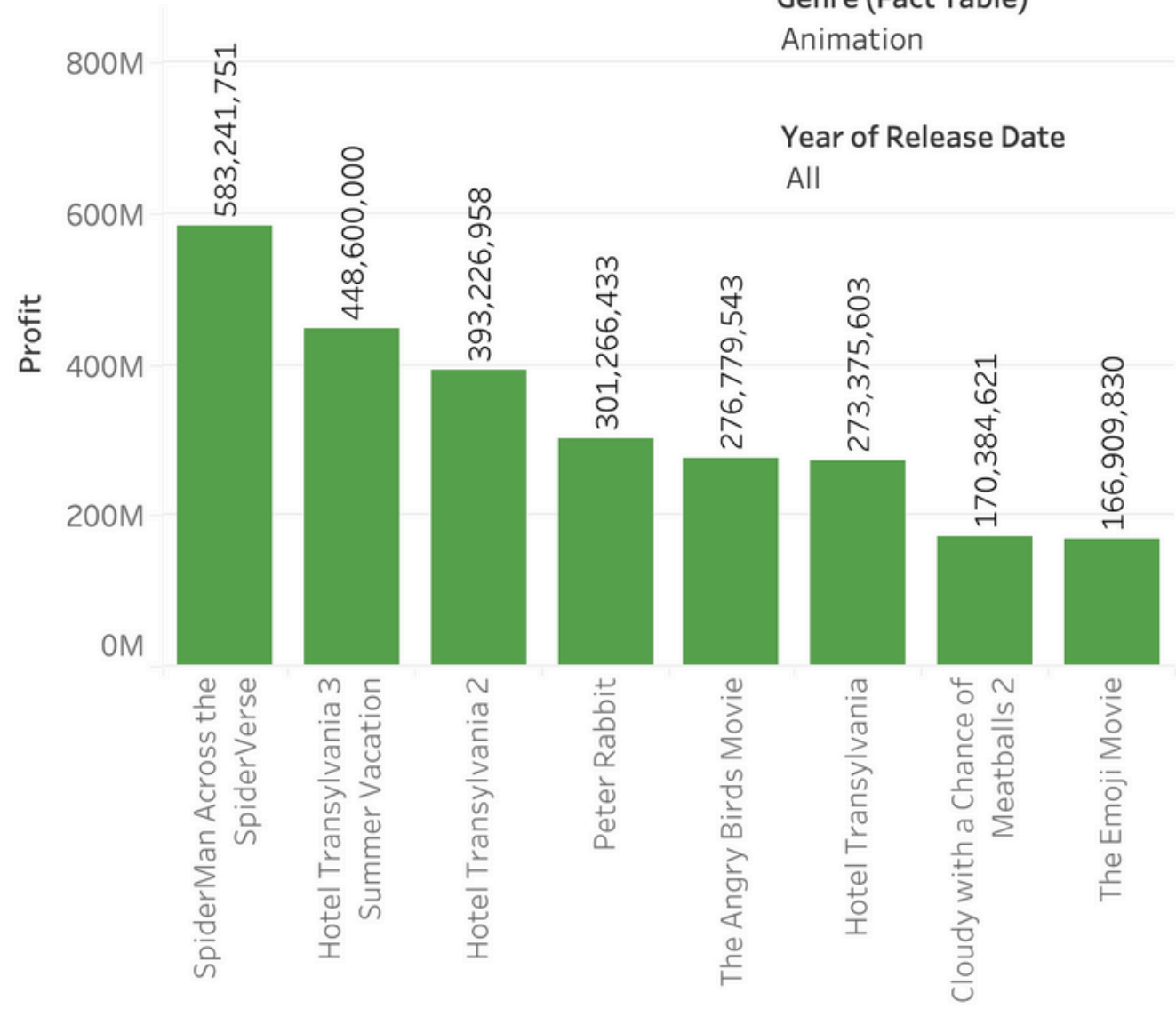
Top 10 Most Highest Grossing Genres



Top 10 Highest Earning Action Movies



Top 10 Most Profitable Movies



BEST ACTION MOVIES ARE RELEASED IN JUNE

Recommendation

- Look into highest grossing Animation movies for sequel opportunities

Prediction

- Brand Strengthening
- Long Term Franchise Potential