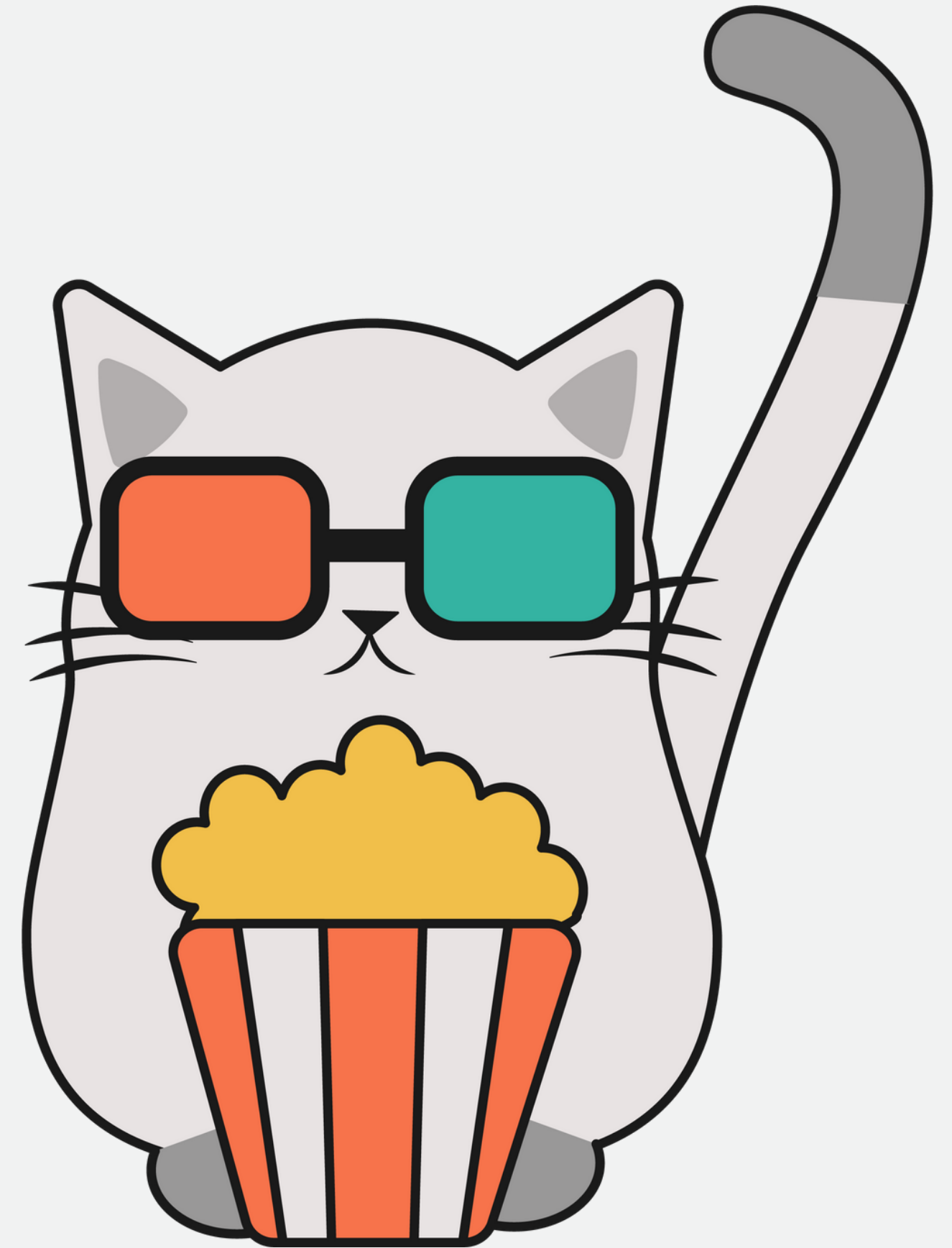


# FINDING THE NEXT BLOCKBUSTER



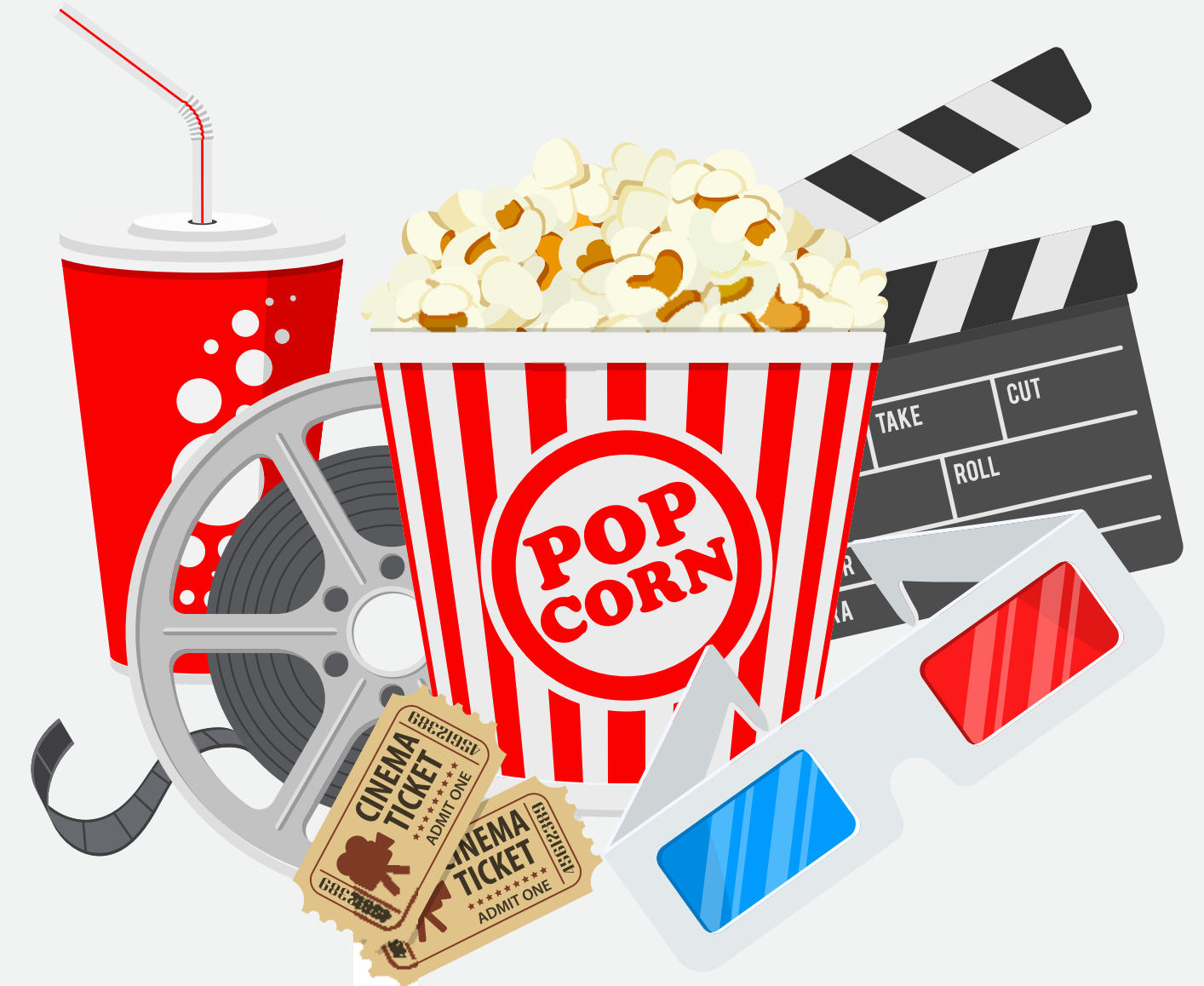
# THE FILM INDUSTRY IS CROWDED

## Film Industry Overview

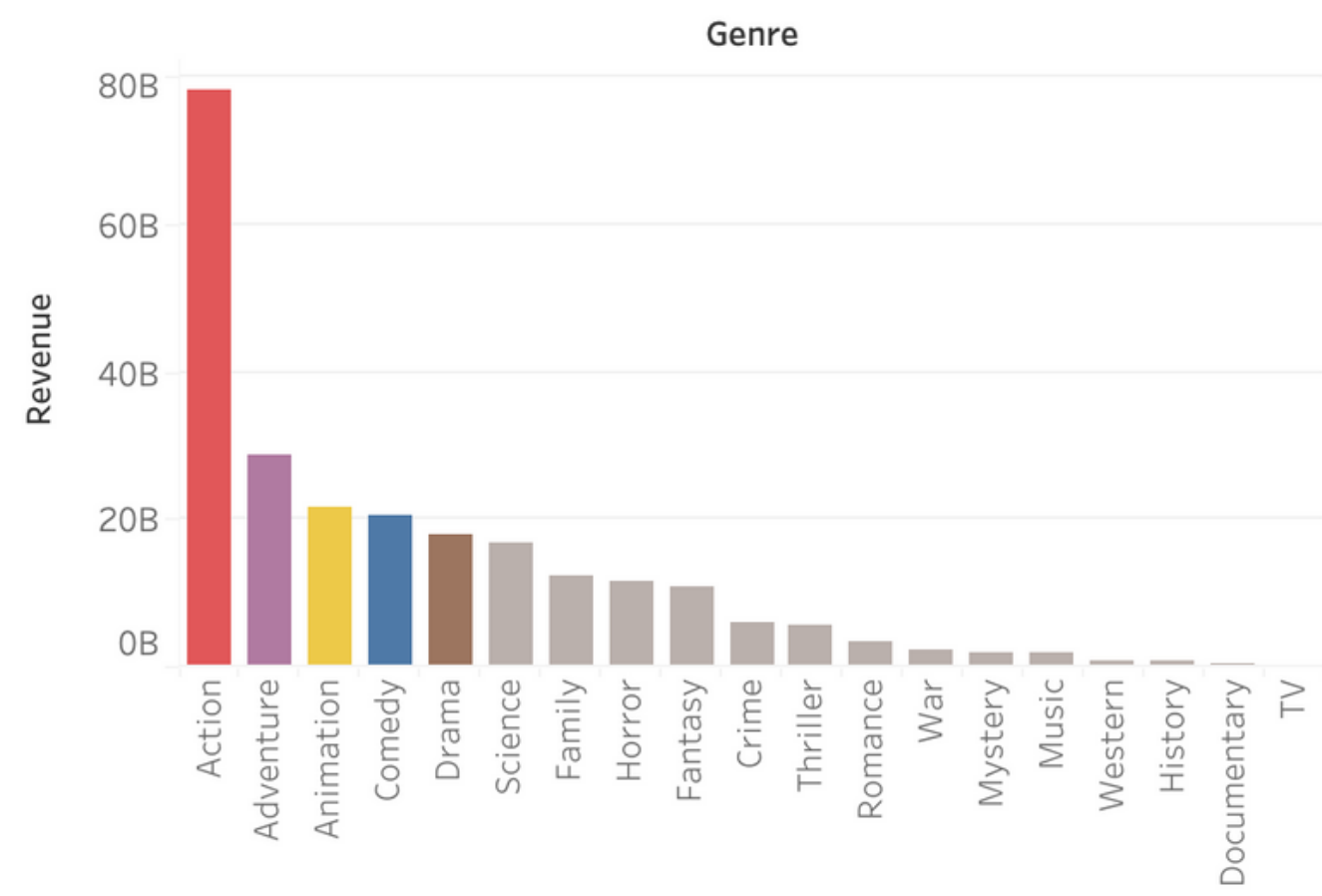
- Highly competitive industry
  - Over 700 films were released globally in 2023
  - The top 10 highest-grossing films accounted for over 30% of total box office revenue
- Movie Production costs are rising
  - Average production budget for a major film is now over \$65 million

## Key Objectives

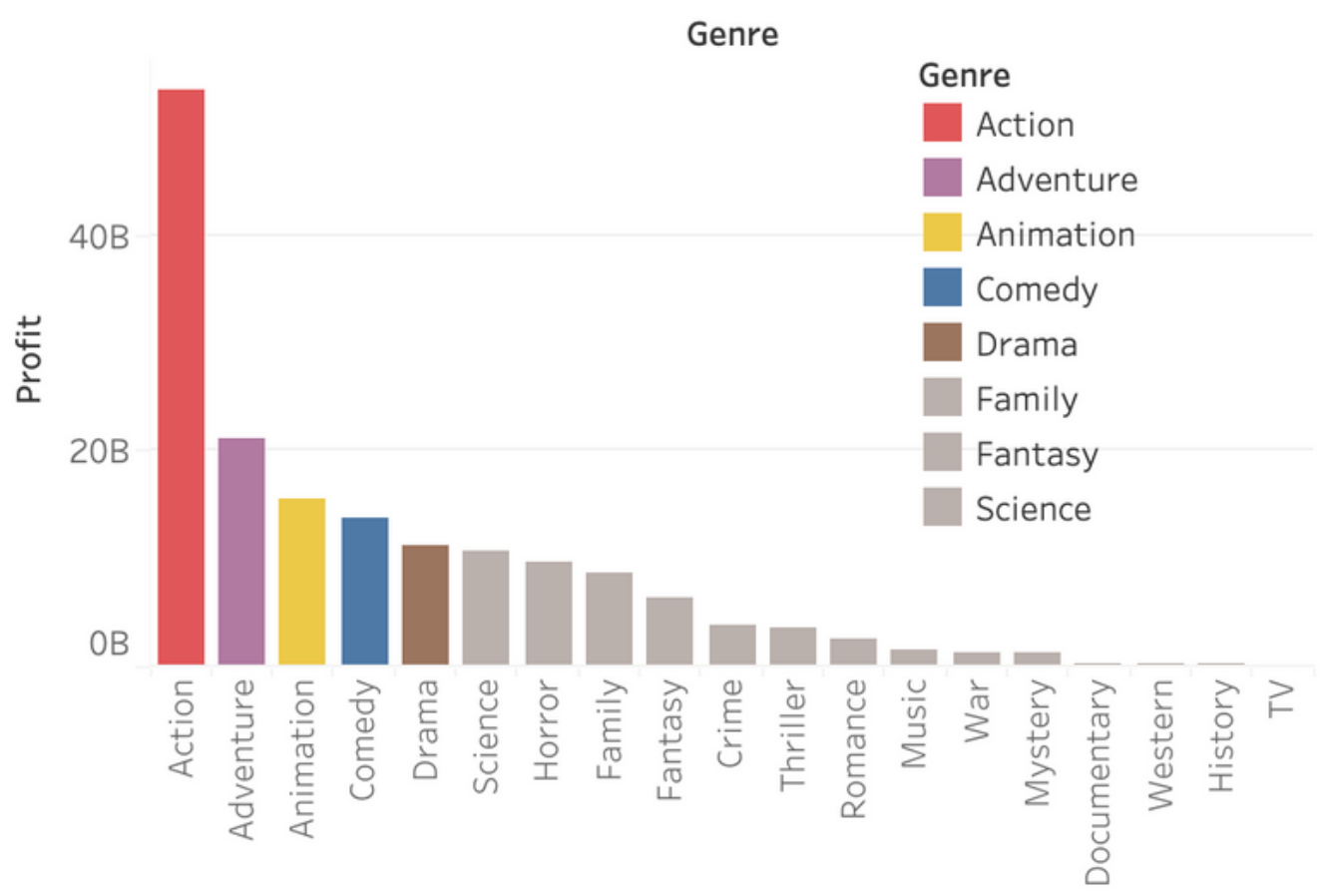
- Understand industry trends to inform Sony in strategic decision-making in making movies
- Gain competitive advantage over competitors
  - Successful franchises can generate over \$1 billion in total revenue per film
  -



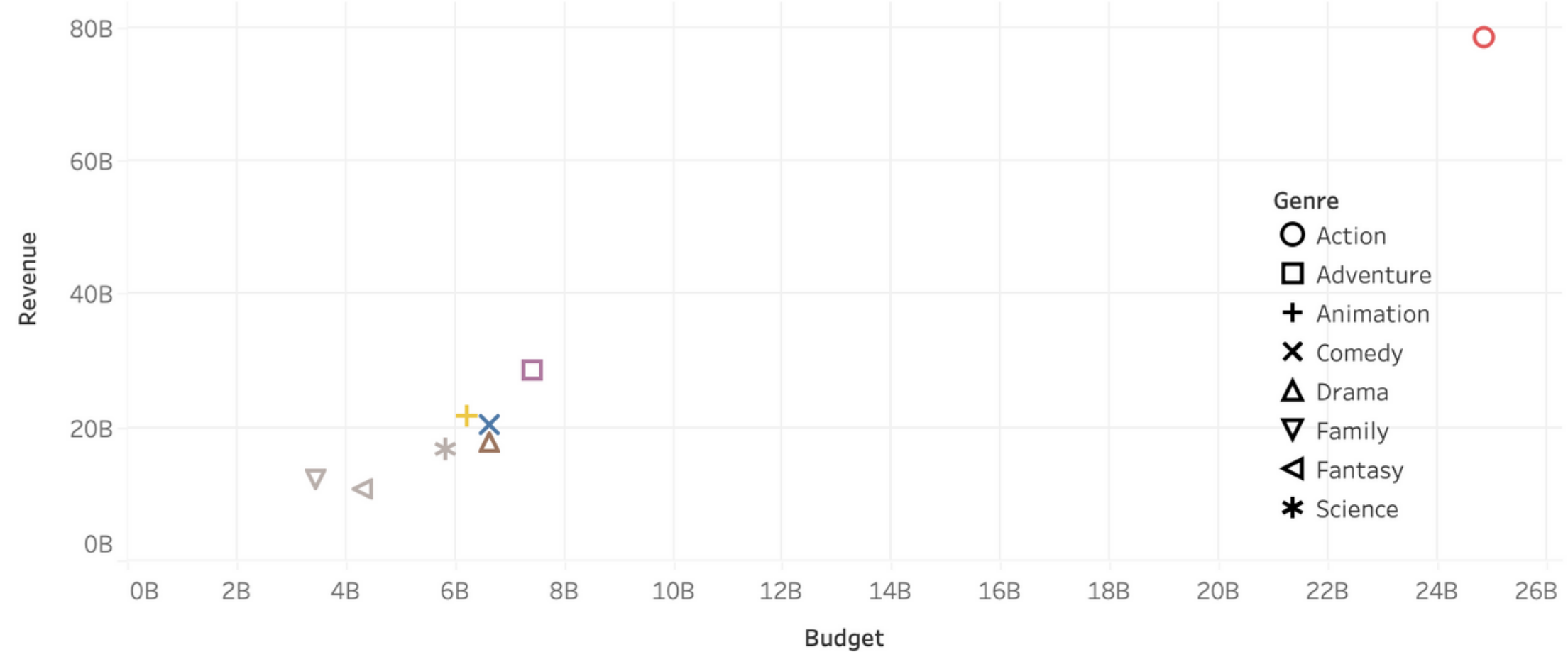
Revenue By Genre (10Yr)



Profit By Genre (10 Yr)



Budget vs Revenue (10Yr)



Action movies dominate the last 10 years in terms of revenue and profit. Additionally, they are the most expensive movies to produce that yield the highest returns.

# ACTION MOVIES TAKE THE LEAD

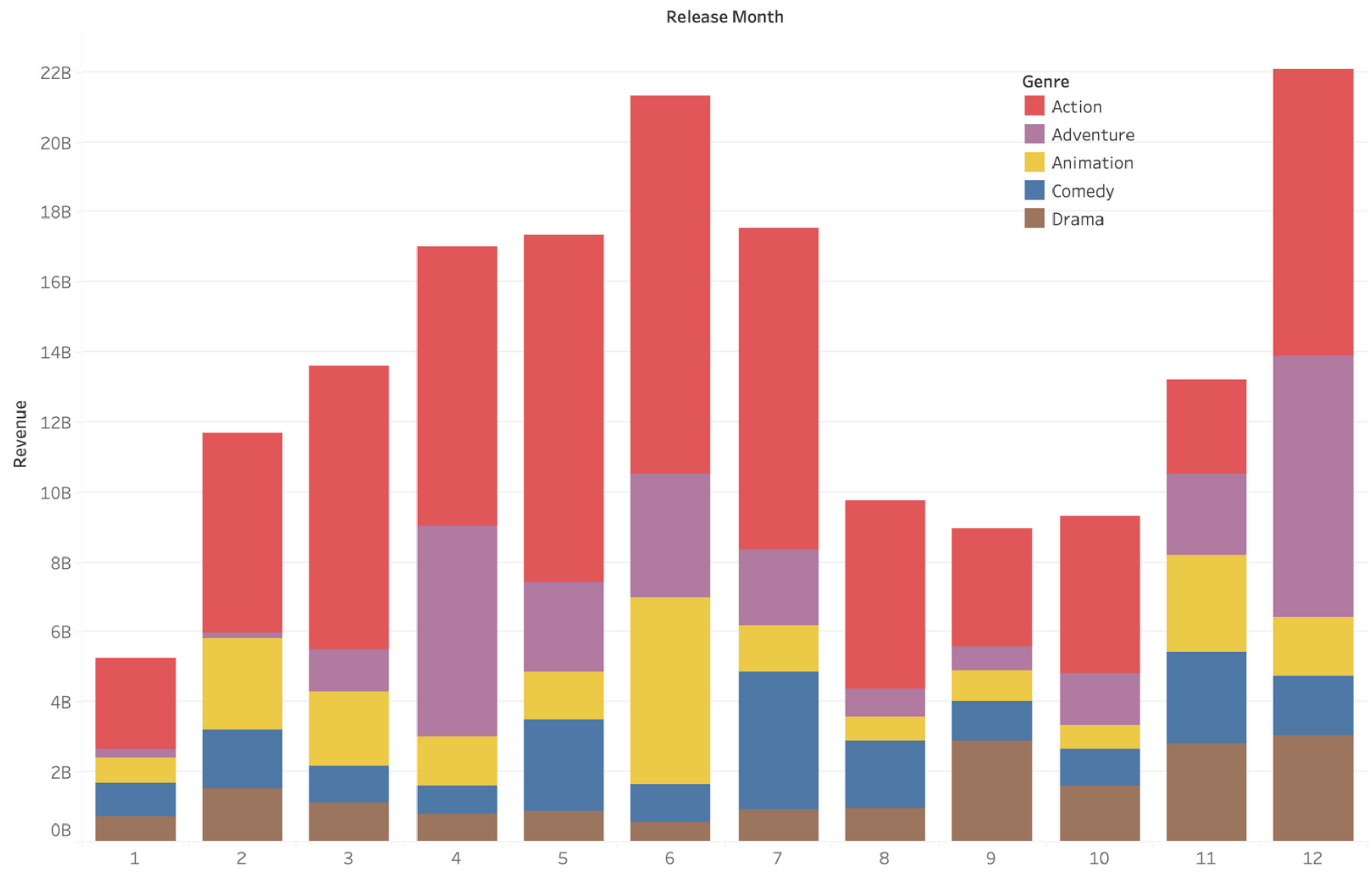
## Recommendation

- Invest in high quality Action Movies
  - Proven track record
  - Wide Audience Success

## Prediction

- Increase Revenue

Movie Revenue By Release Month in the last 10 years



June is the highest grossing month for both **Action** and **Animation** films. Meanwhile July has the highest grossing movies for **Comedy** and December has the highest grossing movies for **Drama**.

# BEST ACTION MOVIES ARE RELEASED IN JUNE

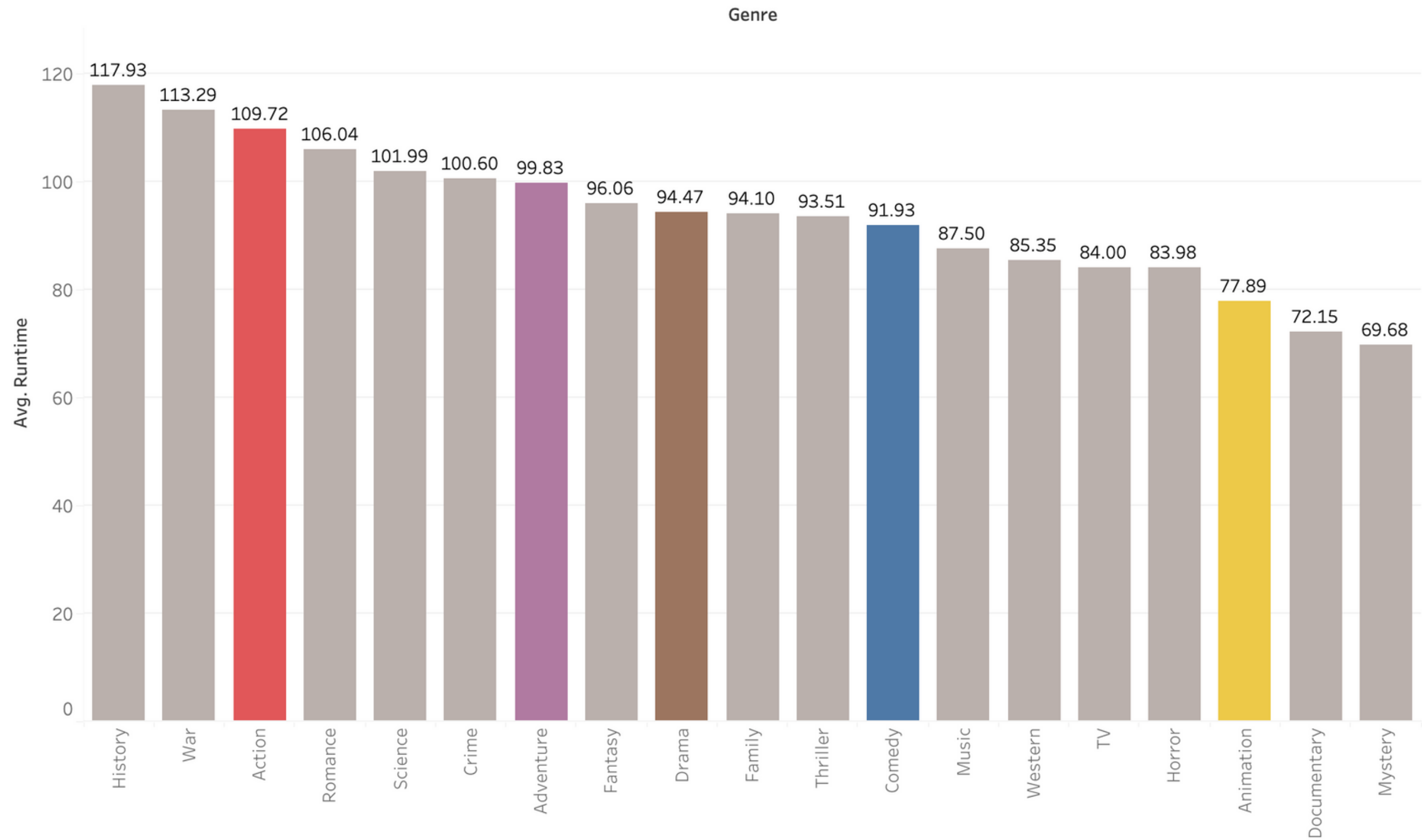
## Recommendation

- Schedule action movie releases in the summer
  - Highest grossing months are in the summer

## Prediction

- Increased revenue compared to releases at other times of the month

# Average Runtime By Genre in the last 10 years



**ACTION MOVIES  
TEND TO BE  
LONGER**

## Recommendation

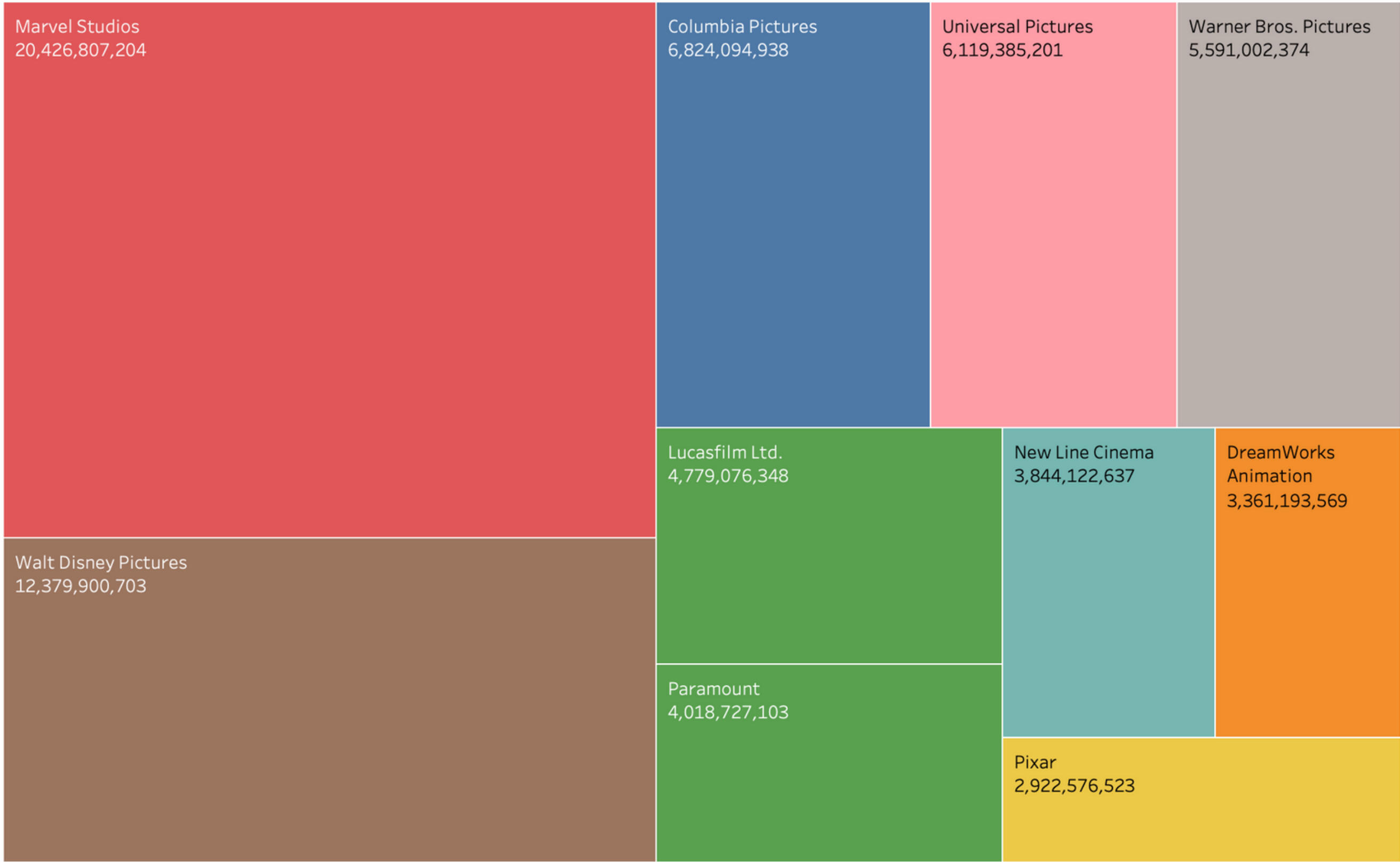
- Optimize action movies around the 110 minute timeframe

## Prediction

- Optimal time to let the plot fully develop and keep the audience fully engaged

Action movies lead average runtime at 110 minutes. Meanwhile Animation movies are the shortest at 78 minutes.

Top 10 Production Companies by Movie Profit Last 10 Years



Disney **dominates** the top 10 most **profitable** movie production companies in the past 10 years. Within this list Disney owns Marvel, Lucasfilm and Pixar. The top 10 production companies by movie profit is owned by a collective 5 of Walt Disney, Sony, Paramount, Warner Bros and NBCUniversal

# DISNEY DOMINATES PROFIT

## Recommendation

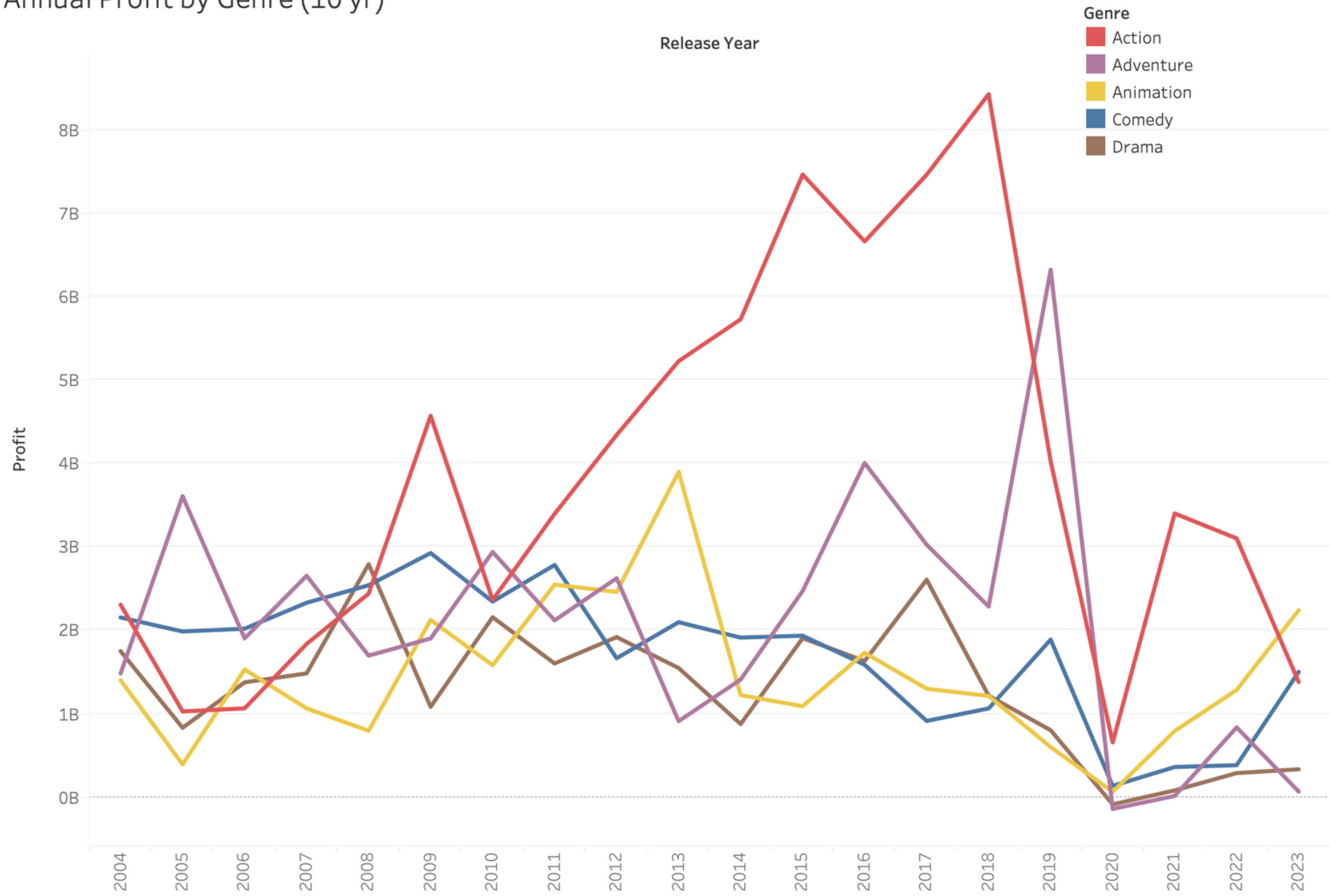
- Leverage strength in diverse content (Disney blueprint)
  - Seek Partnerships and Acquisitions

## Prediction

- Enhanced market competitiveness



Annual Profit by Genre (10 yr)



# ANIMATION AND COMEDY ON THE RISE

## Recommendation

- Look to diversify into Comedy and Animation Genres

## Prediction

- Better risk mitigation should audience preference shift

Despite having a meteoric rise for **Action** movies, it has been on a downward trend in the past 4 years. Meanwhile **Comedy** and **Animation** has shown an upward trend in the last 4 years.