

EXECUTIVE SUMMARY

RSVP's Next Project: Insights and Recommendations

Market Trends:

- DRAMA is the most popular genre with a duration of 106.77 minutes, followed by COMEDY – 102.62 min and THRILLER – 101.58 min.
- DRAMA generates the highest gross income.
- Maximum number of movies were produced in March.

Production Partner:

- **Popular production houses** based on most number of **hit movies** produced are Dream Warrior Pictures, National Theatre Live and Lietuvos Kinostudija.
- **Popular production houses based** on number of **votes** are **Marvel Studios, Twentieth Century Fox, and Warner Bros.** These studios cater to a global audience and can handle multilingual productions.
- **Star Cinema and Twentieth Century Fox** are popular based on hits in multilingual category.

Director:

- James Mangold, Joe Russo, and Anthony Russo are top directors known for high-rated dramas. Considering RSVP's focus on drama, James Mangold is suggested for the next project.

Actors:

- Mammooty, Mohanlal, and Andrew Garfield (for the drama category) are strong options due to their high median ratings.
- Vijay Sethupati, Fahadh Faasil, and Yogi Babu are the top 3 Indian actors based on high ratings and overall popularity.

Actresses:

- Tapsee Pannu, Kriti Sanon, and Divya Dutta are popular Indian actresses with high average ratings.
- Parvathy Thiruvothu is notable for her success in critically acclaimed films.

Conclusion:

By leveraging these insights, RSVP can develop a successful project for a global audience. Considering genre preferences, target markets, and talent availability, the report recommends specific production partners, directors, and actors for the next project, ensuring strong potential for audience engagement and commercial success.