

AN ANALYSIS OF HUMAN FACTORS IN HOLLYWOOD

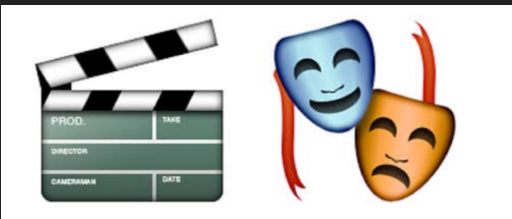


YAO WU

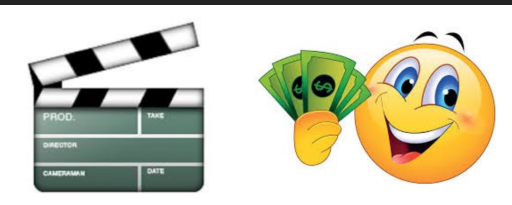
FACTORS



- ▶ Number of stars in the cast
- ▶ Director cumulative gross
- ▶ Number of previous cooperations btw:



- ▶ Director - Actor

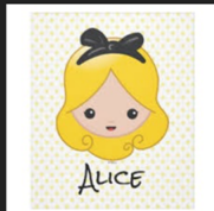


- ▶ Director - Producer



- ▶ Producer - Writer

- ▶ Previous experience of Director/Actors in the same genre



IMACTS ON REVENUE



▶ 6M per 100M



▶ 22M

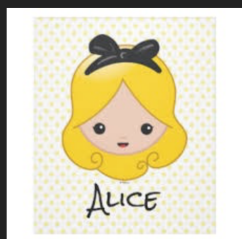


▶ 18M



▶ 21M

▶ Previous Experience



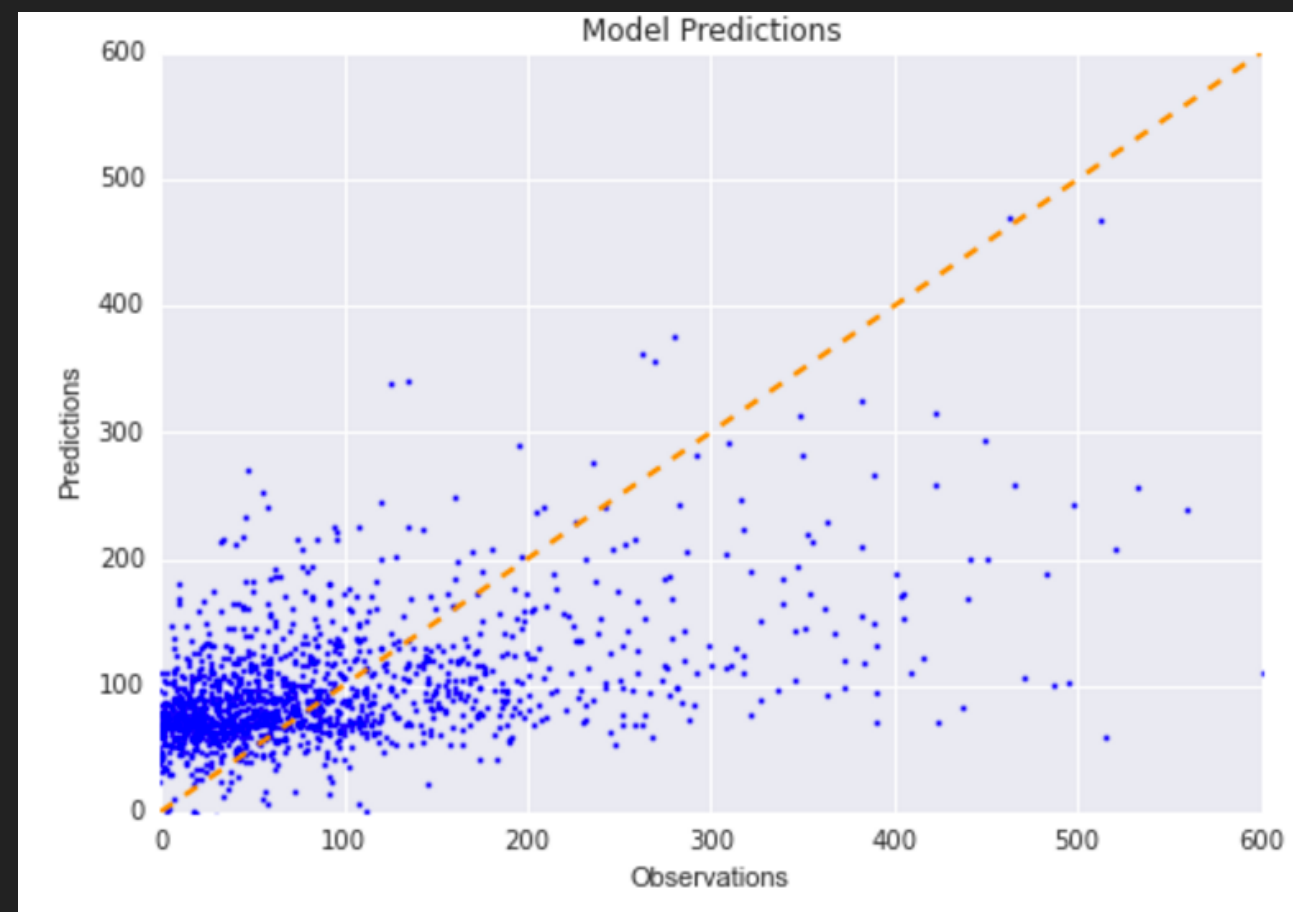
▶ Actors in Genre:
Action/Adventure
5-20M

DONNIE DARKO



E.T.

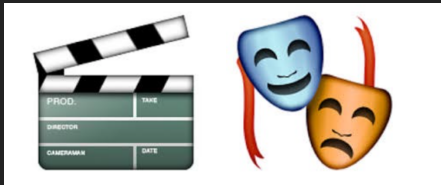
▶ Directors in Genre:
Sci-Fi/Fantasy
10-25M



IMACTS ON ROI



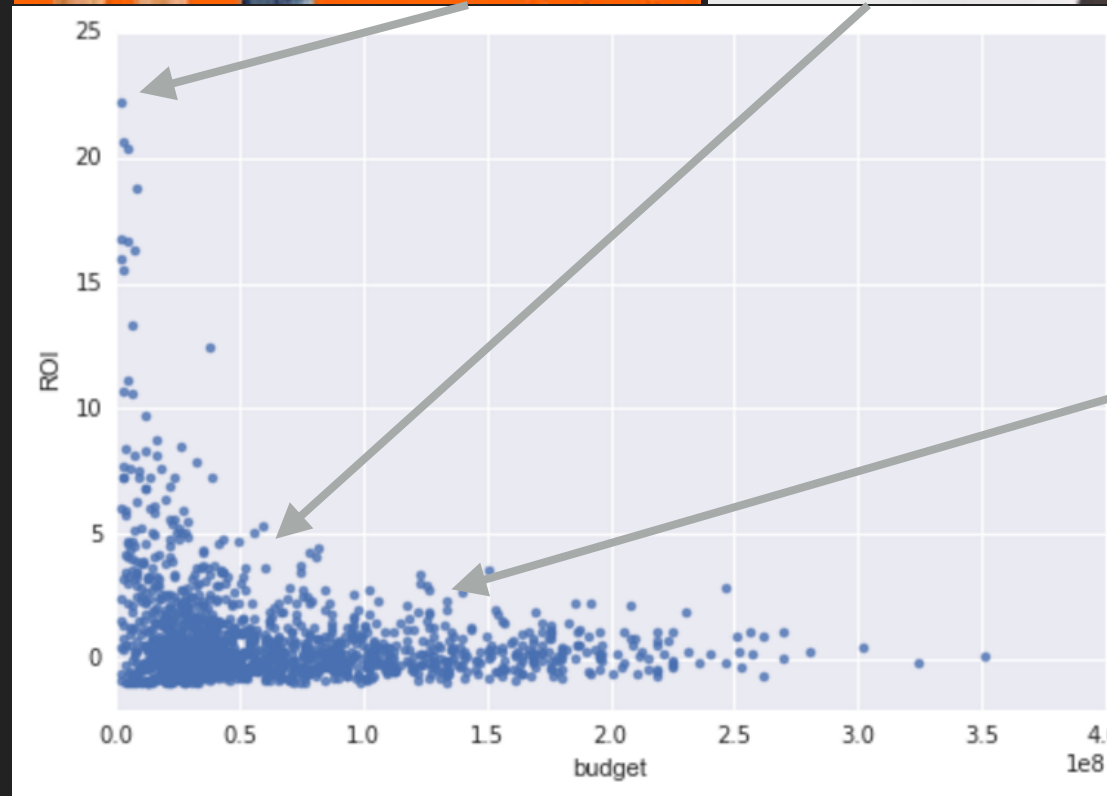
▶ 11%



▶ 16%



▶ 5%



THANK YOU!