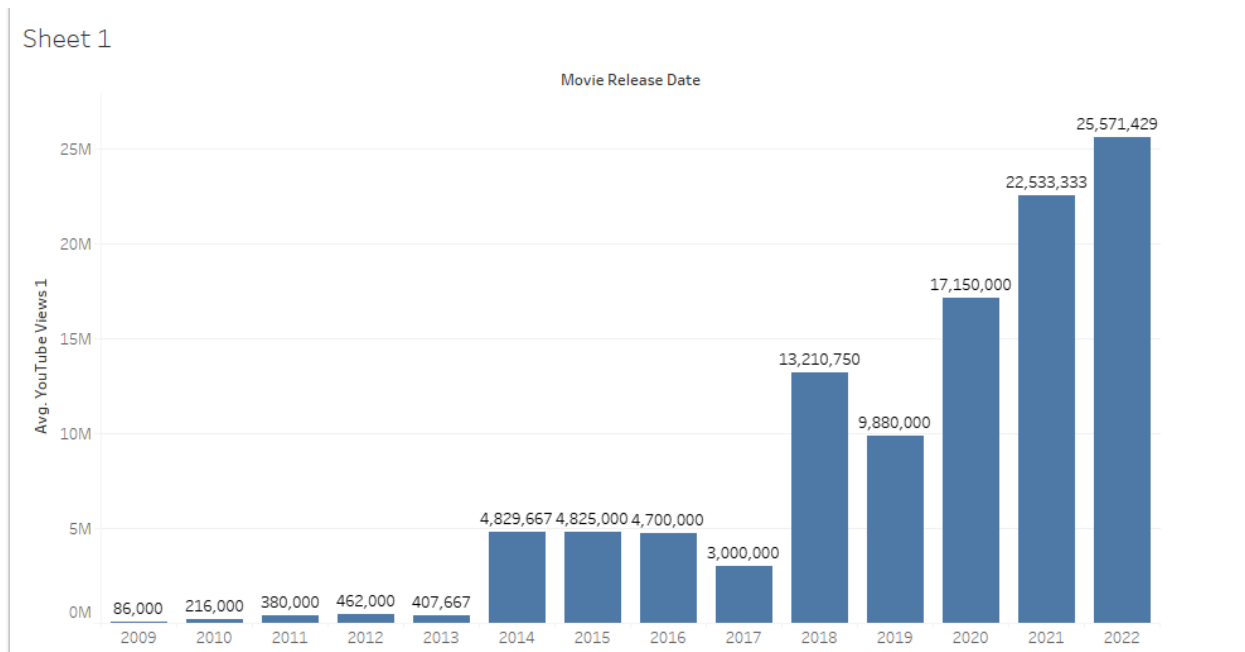


## Year Wise average Trailer views in Kollywood movies :

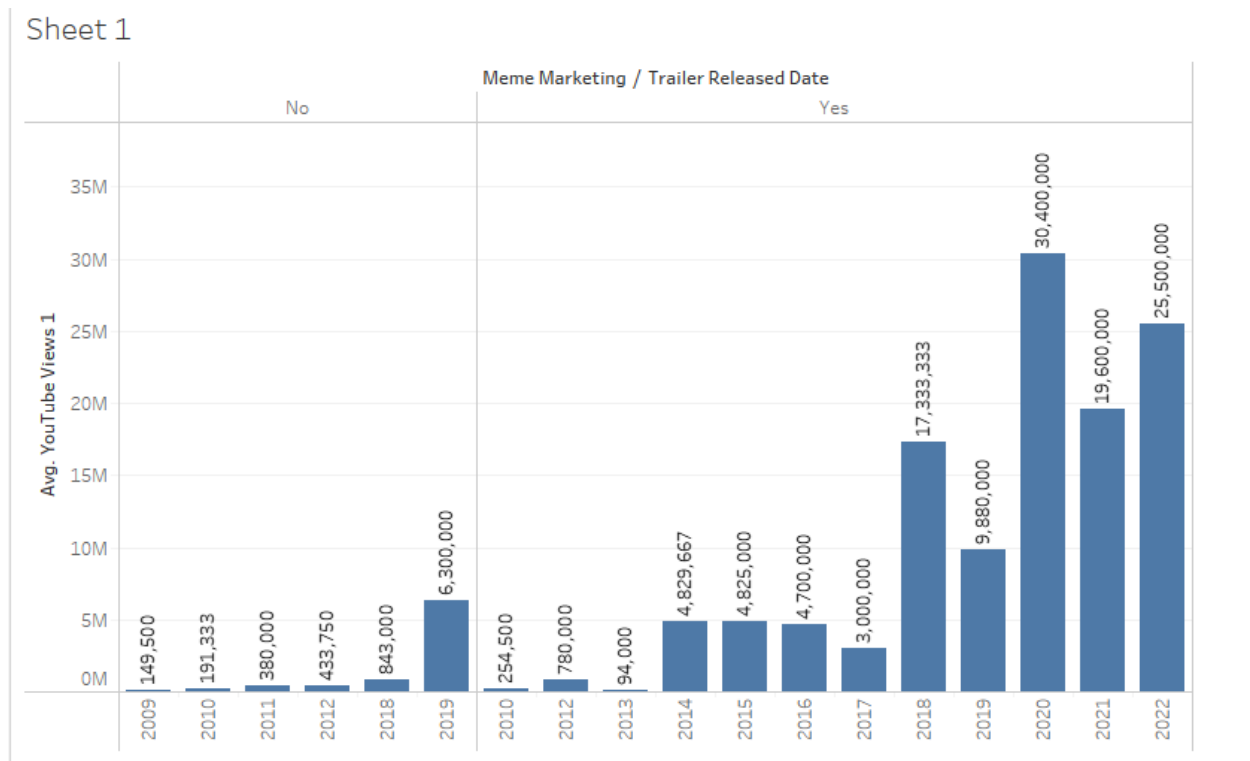


- In 2009 , the Average Trailer views is 86 Thousand views .
- In 2010 , the Average Trailer views is 216 Thousand views .
- In 2011 , the Average Trailer views is 380 Thousand views .
- In 2012 , the Average Trailer views is 462 Thousand views .
- In 2013 , the Average Trailer views is 407 Thousand views .
- In 2014 , the Average Trailer views is 4.7 Million views .
- In 2015 , the Average Trailer views is 4.8 Million views .
- In 2016 , the Average Trailer views is 4.7 Million views .
- In 2017 , the Average Trailer views is 3 Million views .

- In 2018 , the Average Trailer views is 13 Million views .
- In 2019 , the Average Trailer views is 9 Million views .
- In 2020 , the Average Trailer views is 17 Million views .
- In 2021 , the Average Trailer views is 22 Million views .
- In 2022 , the Average Trailer views is 25 Million views .

Based on this Analysis ,nearly 2009 the internet usage is very low .Nearly 2013 the internet usage increase slowly .Now there is lot of changes after 10 years in movie industry in digital platform.

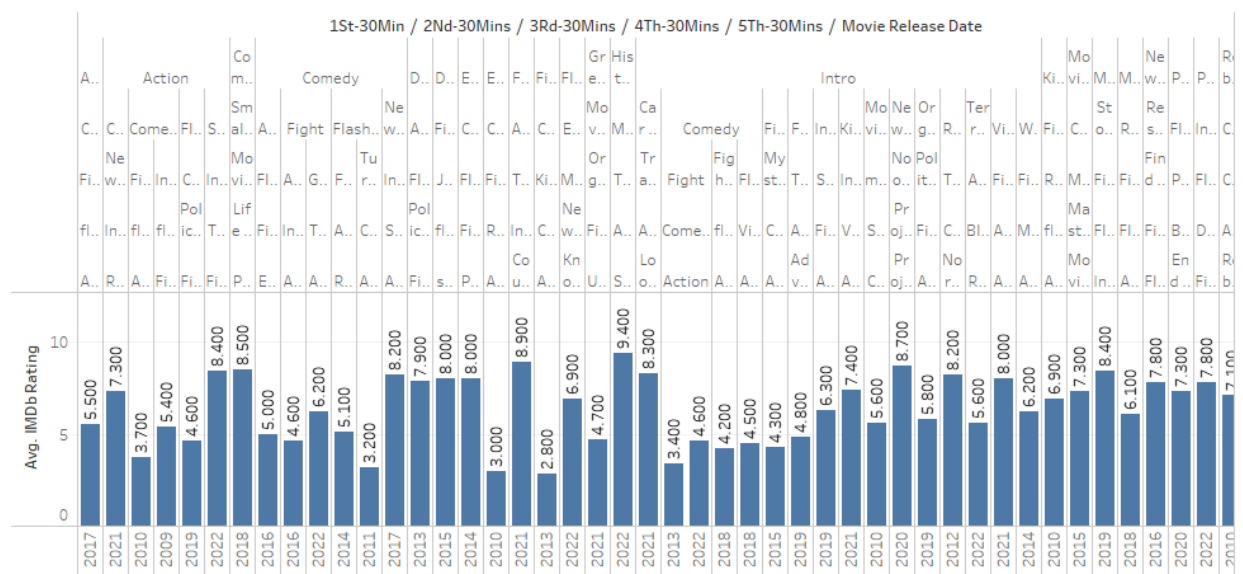
**Based on the meme marketing How the Trailer views increased ?**



Comparing the Meme Marketing movies with Non-meme Marketing movies ,the Meme marketing movies Trailer movies are very high than Non-meme marketing movies .

## Common Formula for Successful Movies :

Sheet 1



SuccessFul Movies =Action +Suspense +Investigation+Crime+Revenge

## Common Formula for Failure Movies :

Failure movies =Comedy+Action+Flashback+Comedy+Fight