

Film production recommendations: By G3 Analytics

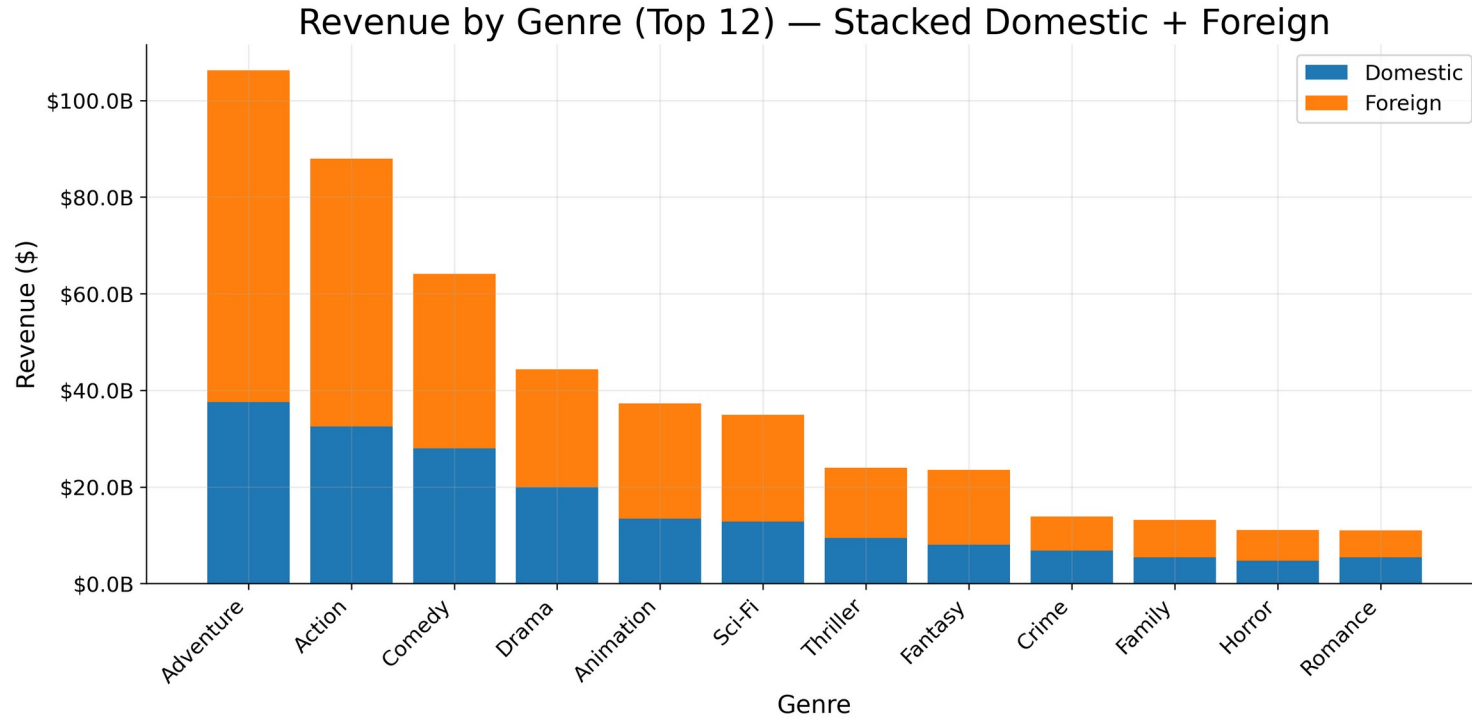
Overview

- Goal: To provide insights that will guide Illuminate Movie Studios in this new venture into the film world.
- With comprehensive performance analysis of film data that goes back more than 10 years, this will be the guide to success for Illuminate Movie Studios.

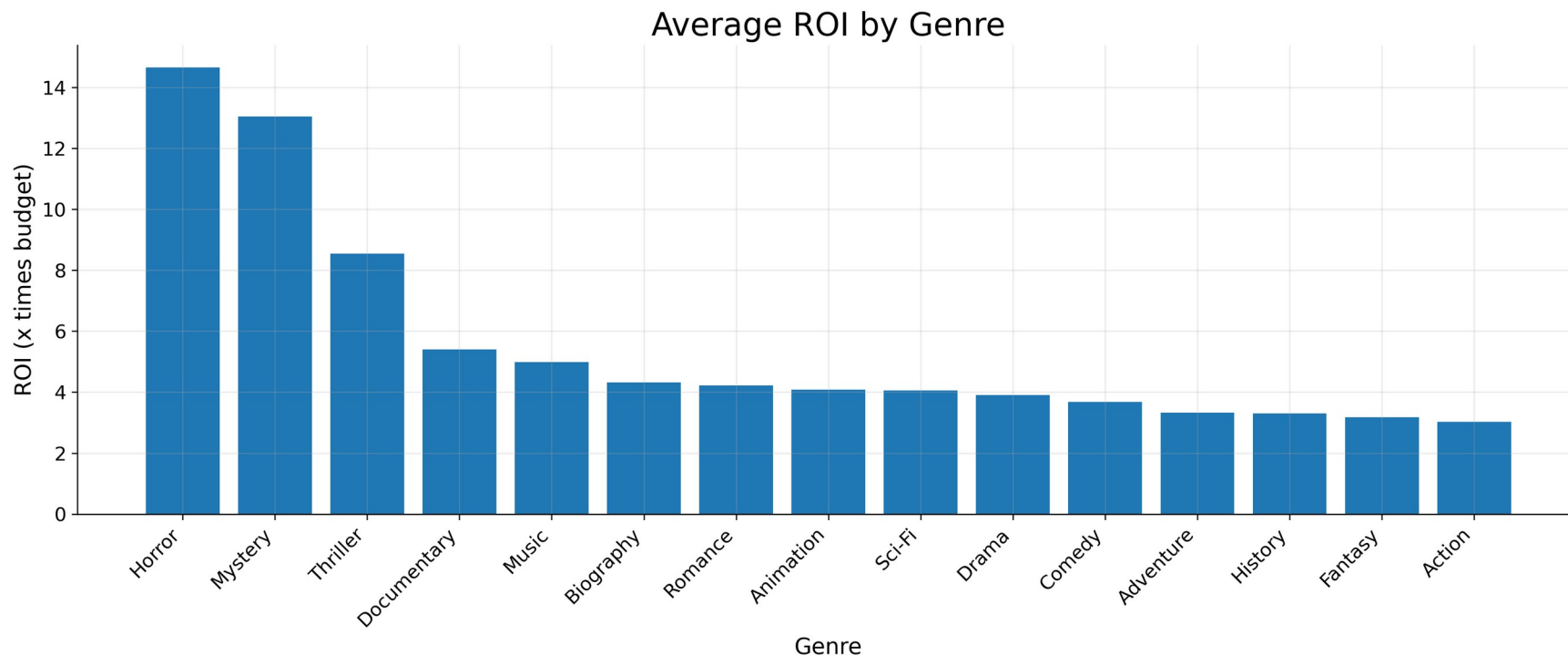
What makes a film a success?

- Selecting the right genre and target audience is the most important step the studio will take as it ultimately determines all other factors. It would be in the best interest of the studio to produce film in genres that have high engagement.
- Controlled and calculated budgeting, keeping budget costs to a minimum without compromising on film quality is
- Film release timing matters a great deal.

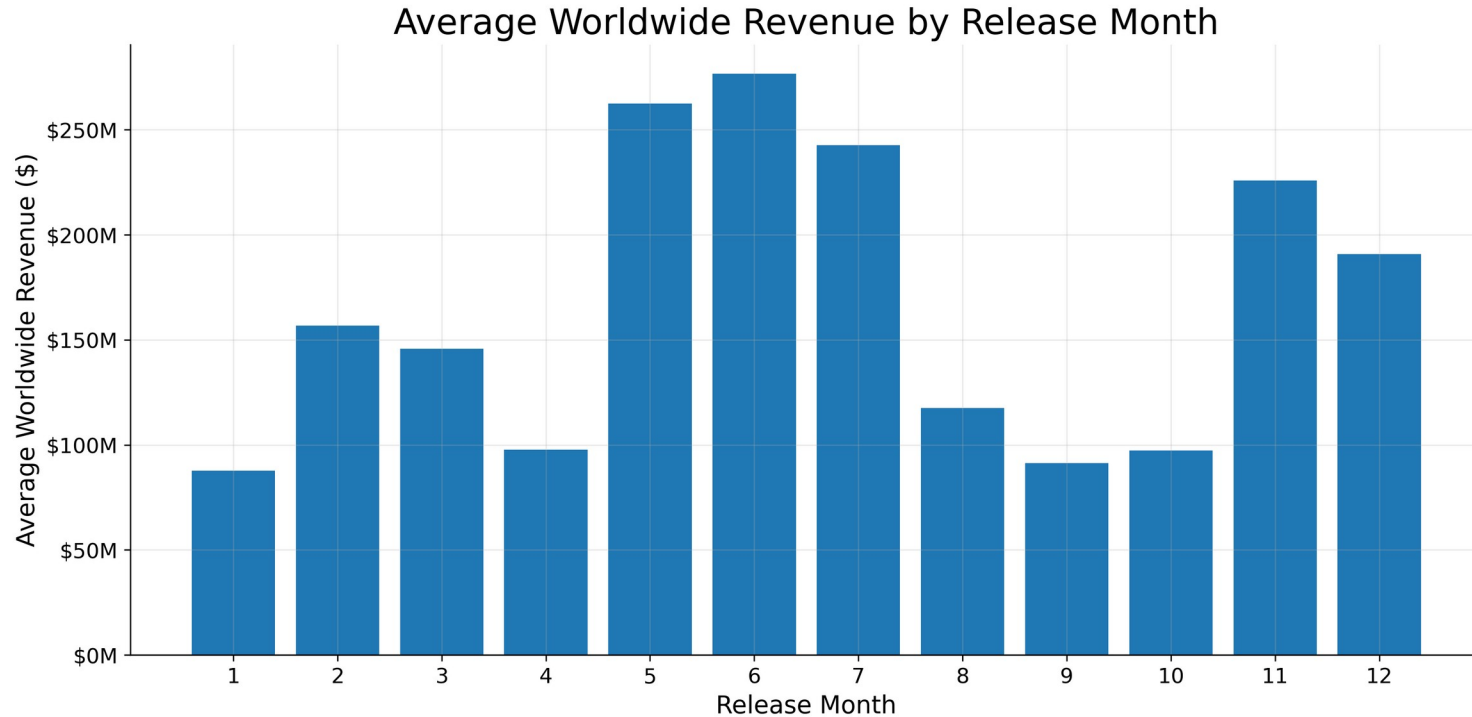
Selecting the right genre and target audience is important because some genres generally perform better than others.



ROI driven investment ensures more efficient use of studio capital and should ultimately dictate what genre of film the studio decides to produce



When releasing any film, choosing the right time to release matters a great deal. This is because some seasons ensure better audience engagement than others, especially holiday seasons.



Recommendations

- Prioritize high-ROI genres like Horror and Thriller in the beginning.
- Release major titles and high budget films during peak seasons.
- Target global audiences for better audience engagement and higher gross revenue.

Presented by G3 Analytics

- Thank you for following and kindly share any questions and feedback.
- Feel free to reach us at: G3analytics@gmail.com