

# Movie Industry

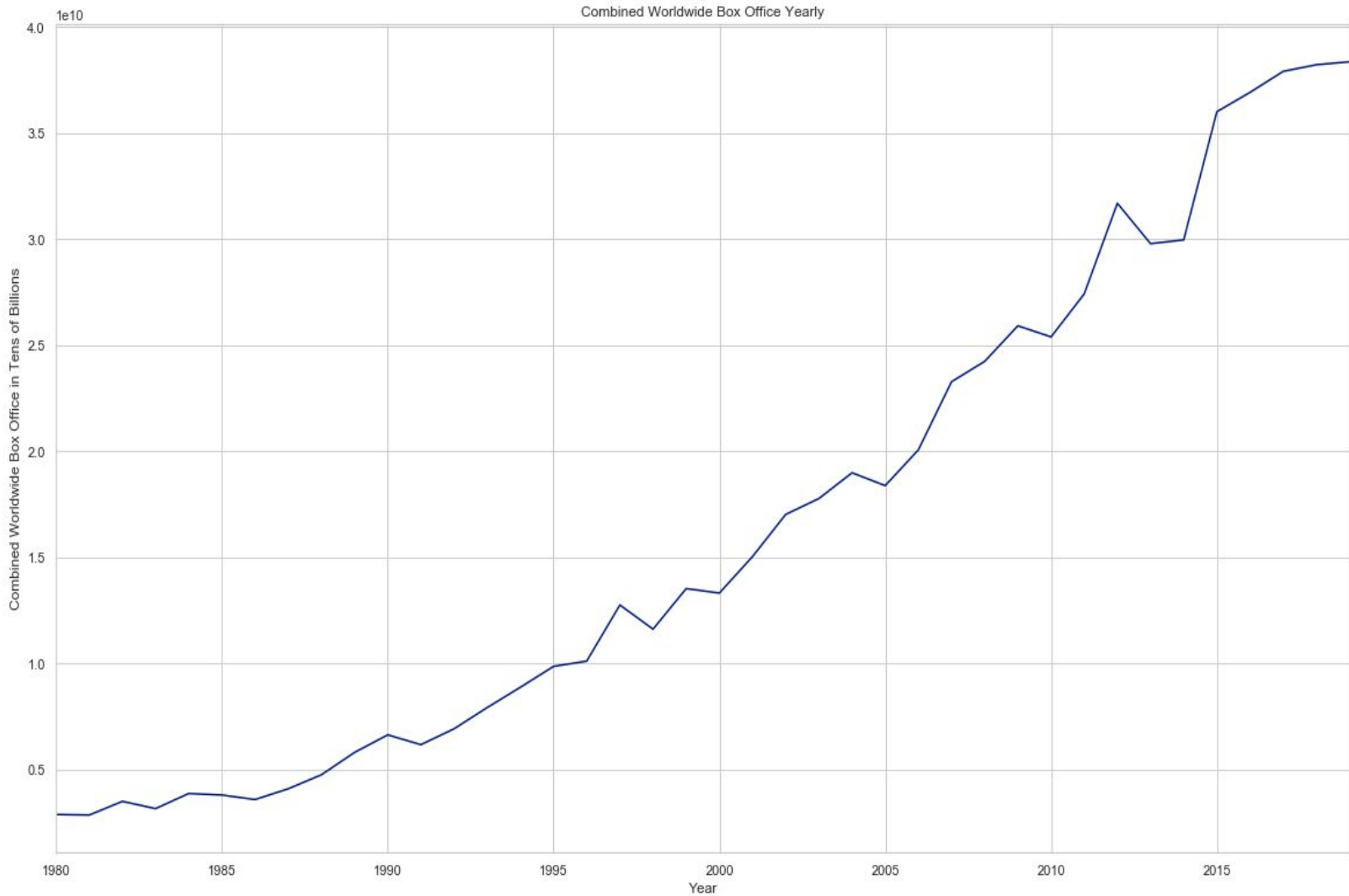


# Overview/ Questions

1. Is it a good time to enter the market?
2. What genres have a greater control of the market?
3. Which experienced directors bring in the most money per movie?
4. Which experienced actors bring in the most money per movie?
5. What is the relationship between production budget and return on investment?
6. What are the competing brands?

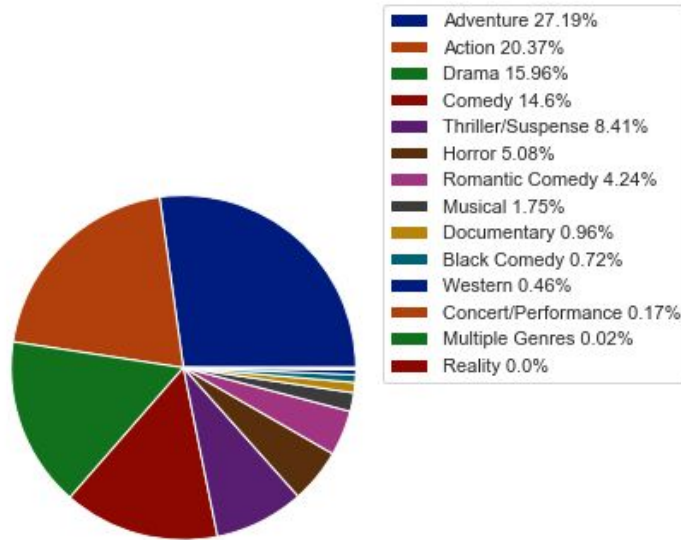


# Is it a good time to enter the market?



# Genre and Market Share

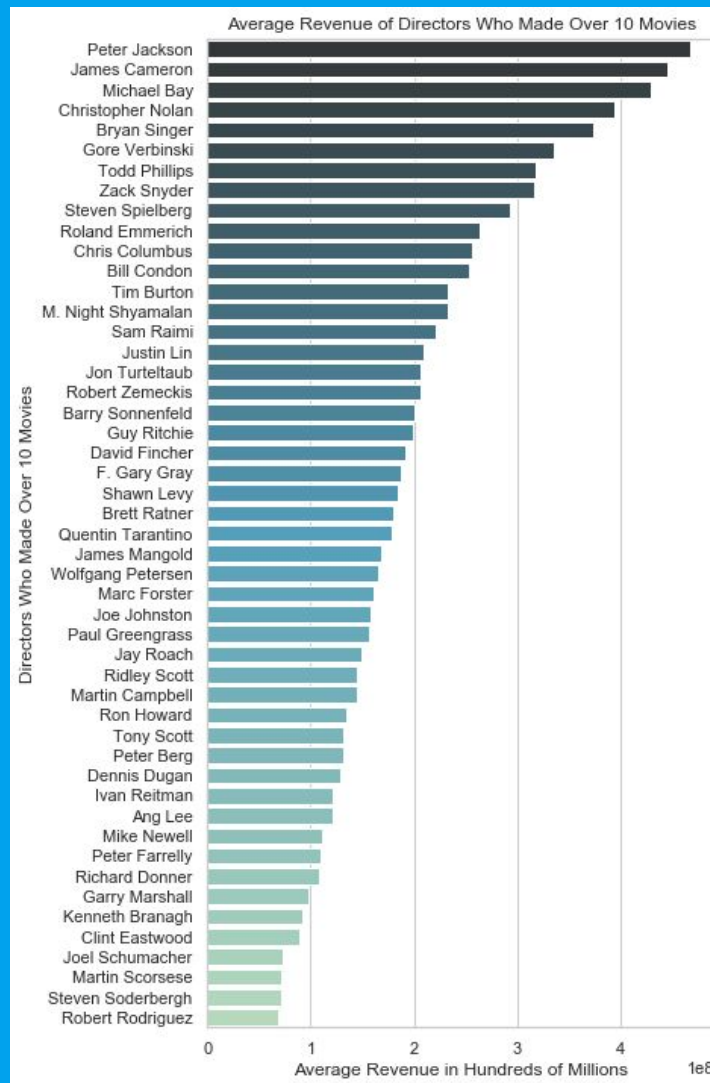
Genre Market Share



- Adventure and Action collect nearly 50% of box office revenue
- Horror, Thriller/Suspense and Musicals are all areas that have less market share but generate a high value per movie.

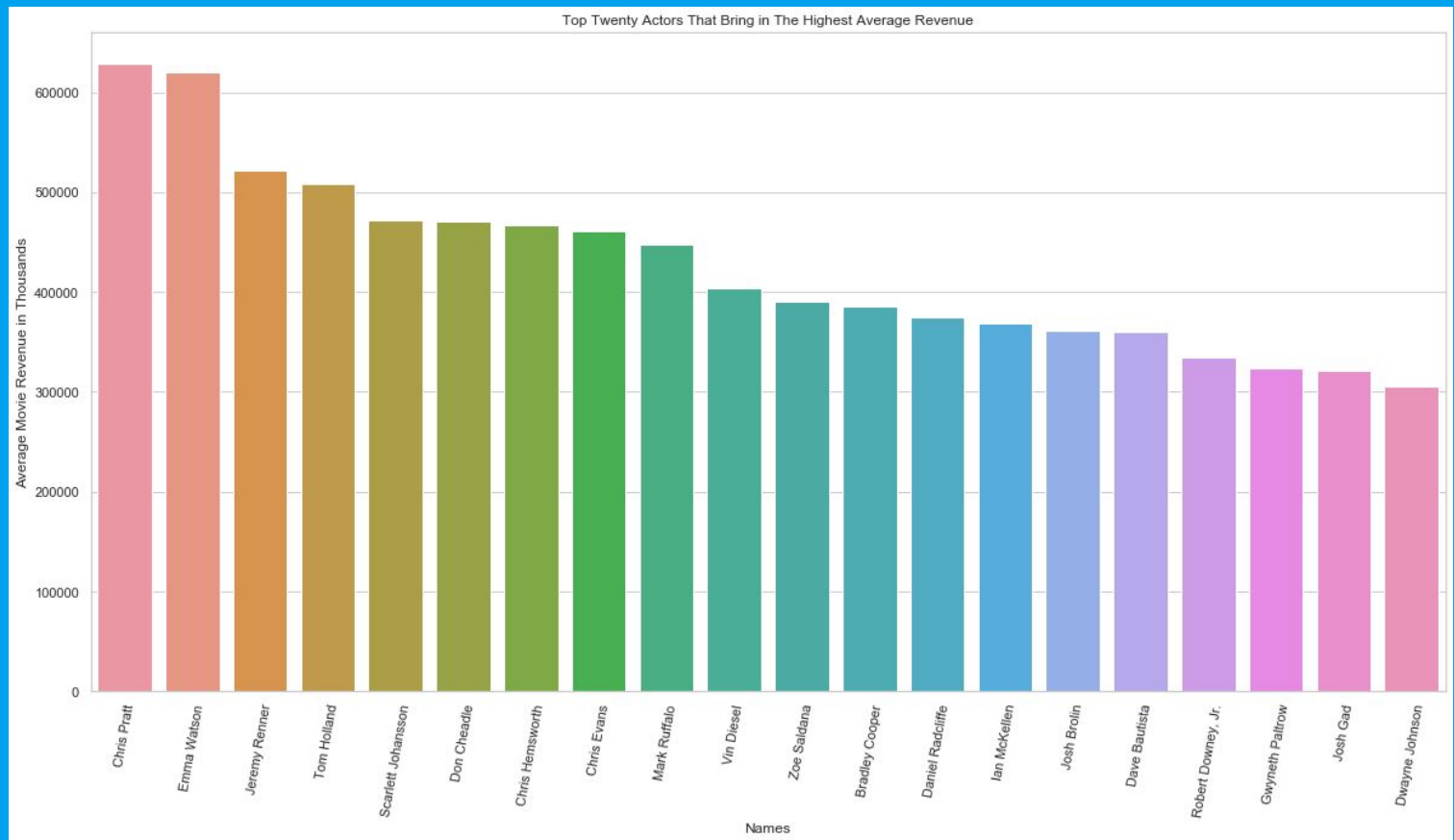
Genre	Number_of_Movies	Total_Box_Office	Tickets_Sold	Share	Genre_plus_share	Avg_Box_Office in Millions
Adventure	1054	63691470849	9114744789	27.19	Adventure 27.19%	60.428340
Action	1049	47728320525	6766370680	20.37	Action 20.37%	45.498876
Drama	5370	37386274243	5723809982	15.96	Drama 15.96%	6.962062
Comedy	2348	34195879131	5261715817	14.60	Comedy 14.6%	14.563833
Thriller/Suspense	1108	19710328274	2870911506	8.41	Thriller/Suspense 8.41%	17.789105
Horror	617	11895755819	1715081127	5.08	Horror 5.08%	19.279993
Romantic Comedy	602	9926100780	1600180690	4.24	Romantic Comedy 4.24%	16.488540
Musical	187	4105964916	542180795	1.75	Musical 1.75%	21.957032

# Choosing a Director



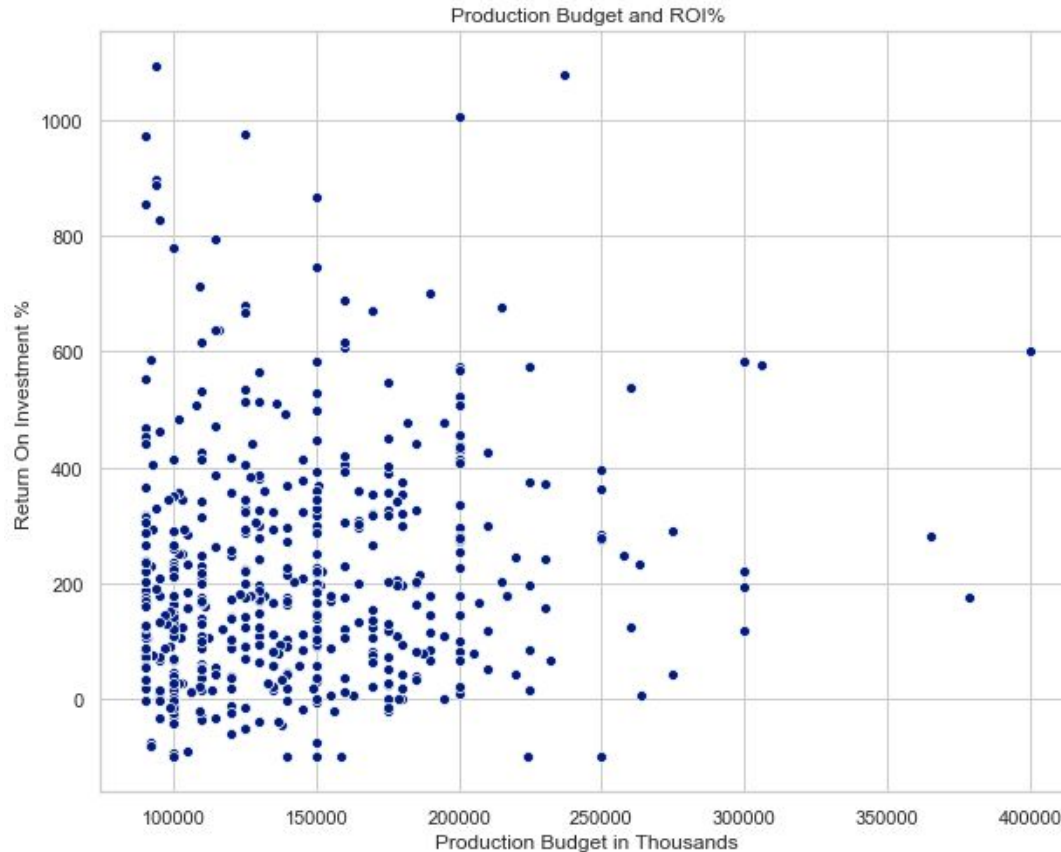
- Choosing directors with more than 10 movies to prove a credibility track record
- Eliminating the outliers with the amount of movies
- Getting a top 5 director early on can be a huge value for a movie due to name credibility

# Choosing Actors



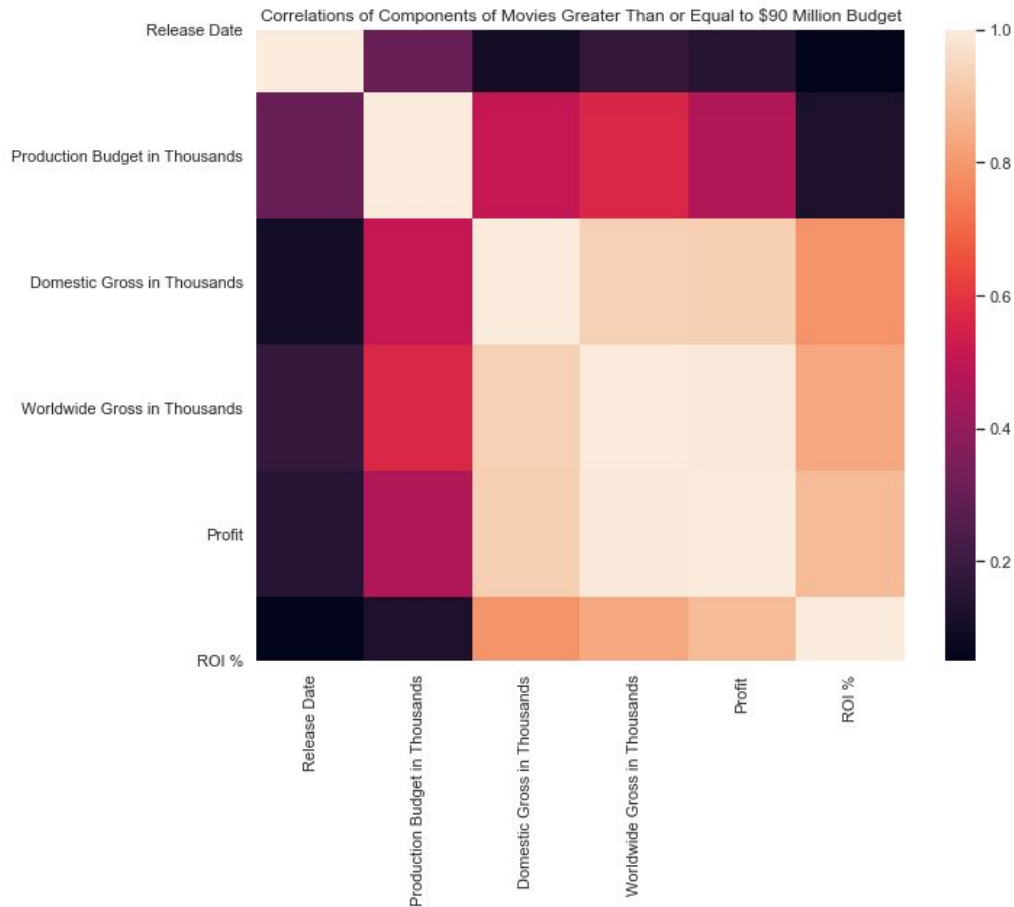
- All the actors on this list are known for major roles in franchises.
- Many have shown continued success outside of their big role in a major franchise
- This data gives strong targets and how much they are worth to a movie on average

# Production Budget and Return on Investment



- Choosing data over 90 million production budget
- Showing general distribution
- Slight positive correlation
- Does not show strong relation between production budget and a movie's return on investment

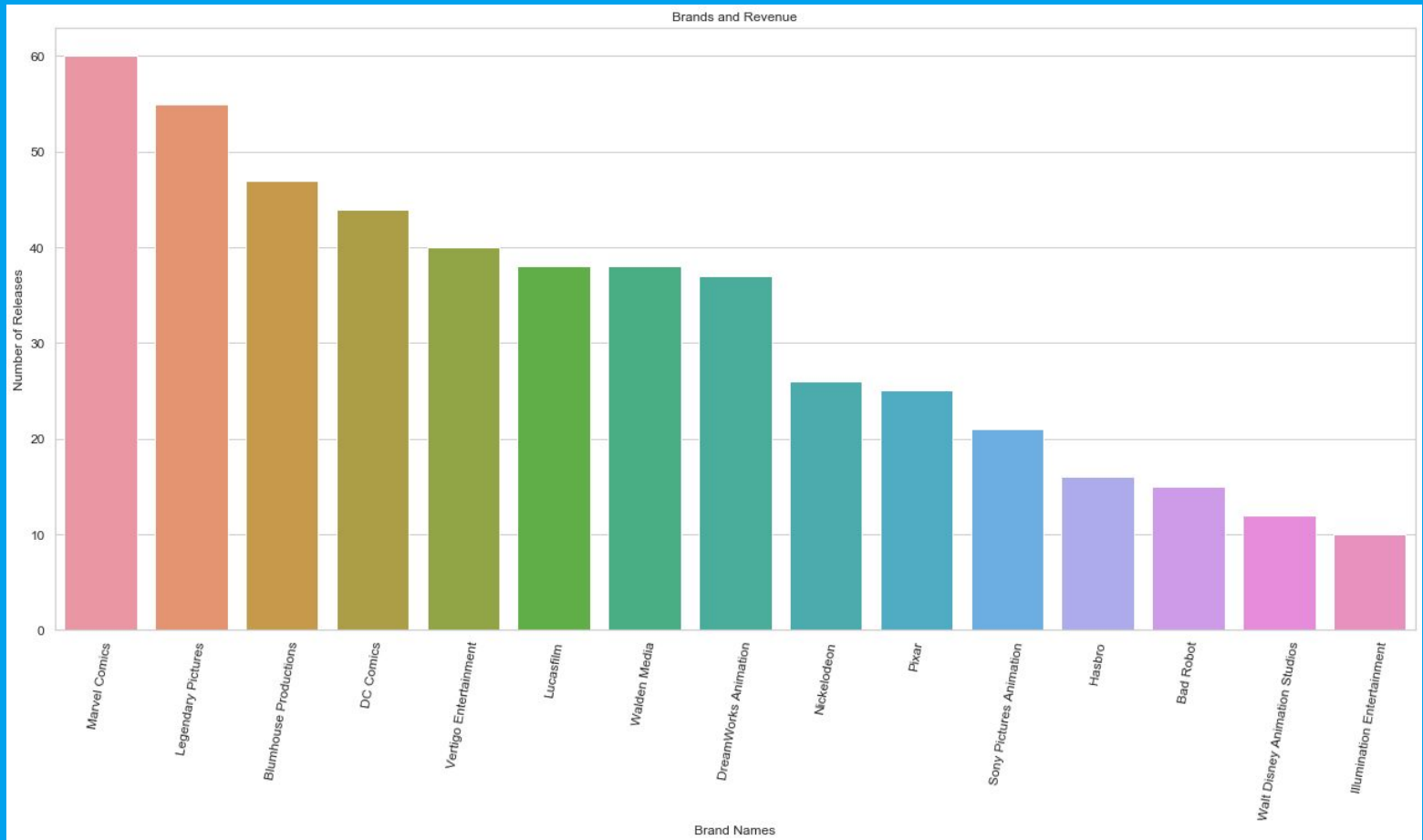
# Correlation of Financials



- Using data from slide before
- Correlation between ROI % and Production budget
- Correlation with other financial measures

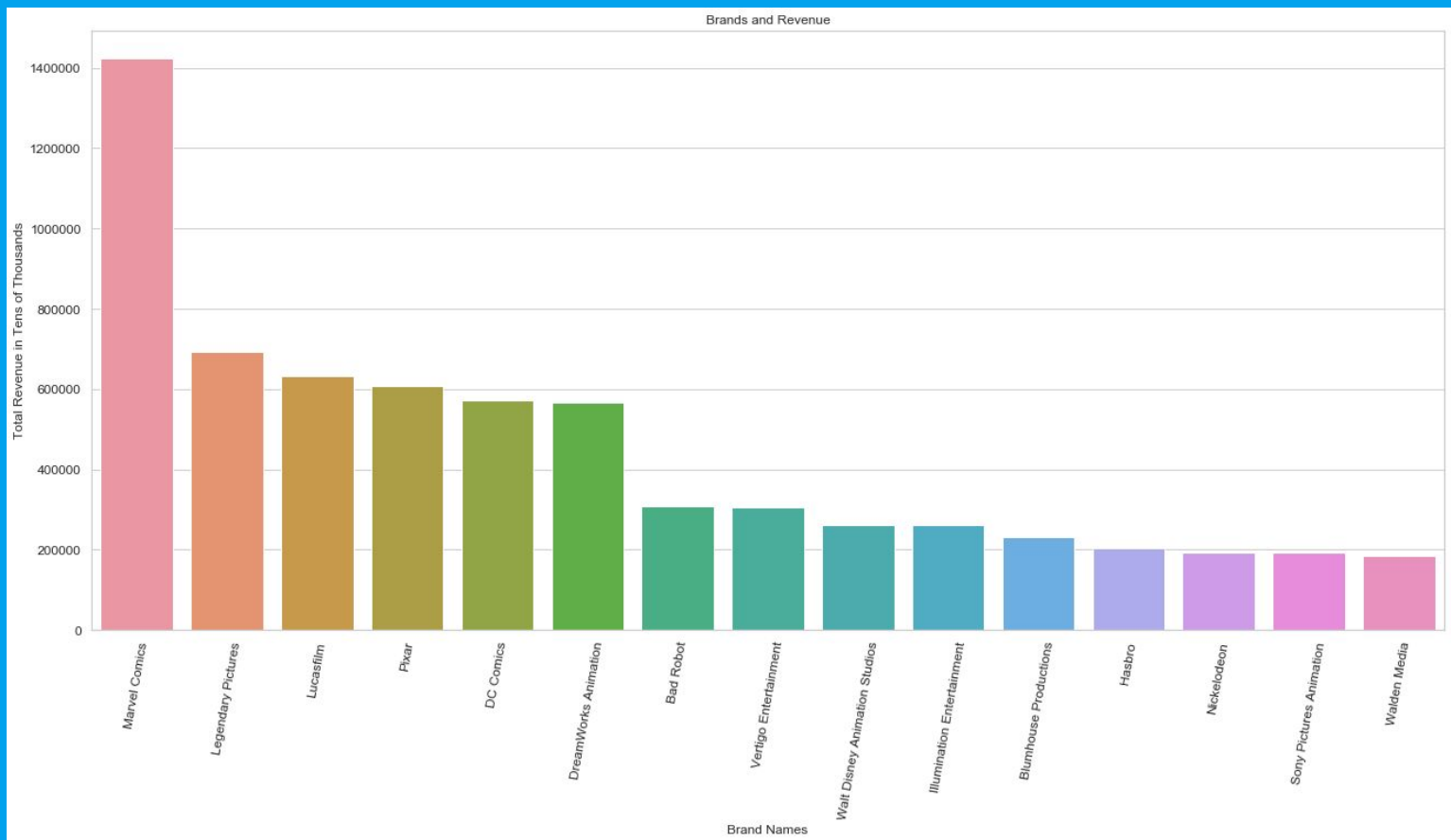


# Competing Brands Movie Releases



- Number of releases per brand

# Competing Brands Movie Revenue



- Movie revenue per brand
- Disney owns Marvel, Pixar, Lucasfilms, Walt Disney Animation Studios, Touchstone (Not Listed)
- Microsoft creating a brand to compete with and monetize a concept, maybe look to use Disney's strategy of buying currently operating production company

# Future Work

- Acquisition
- Ratings and duration
- Investors / Product Placement
- Crew members
- Legal trouble / Fees
- What do critics like?

