

FILM INDUSTRY MARKET ENTRY

A Quick Guide to the Current Trends in the Film Industry

STARTING A NEW MOVIE STUDIO

What types of movies will be the most profitable at the box office?

- What months are the best time to release? **March, June**
- Which genres are the best to start out in?

Most Potential: **Sci-Fi, Action**

Safest: **Family, Sport, Horror**

- Which directors have high ratings and produce well within a budget?

Damien Chazelle, Richard Linklater, Christopher Miller, James Wan

WHAT DATA WILL WE BE INVESTIGATING?



SQL movie metadata and review database



box office database

IMDB: Movie Information

- Title
- Release Date
- Runtime
- Genre
- Studio

IMDB: Personnel Information

- Directors
- Writers
- Actors
 - Name, birth year, death year

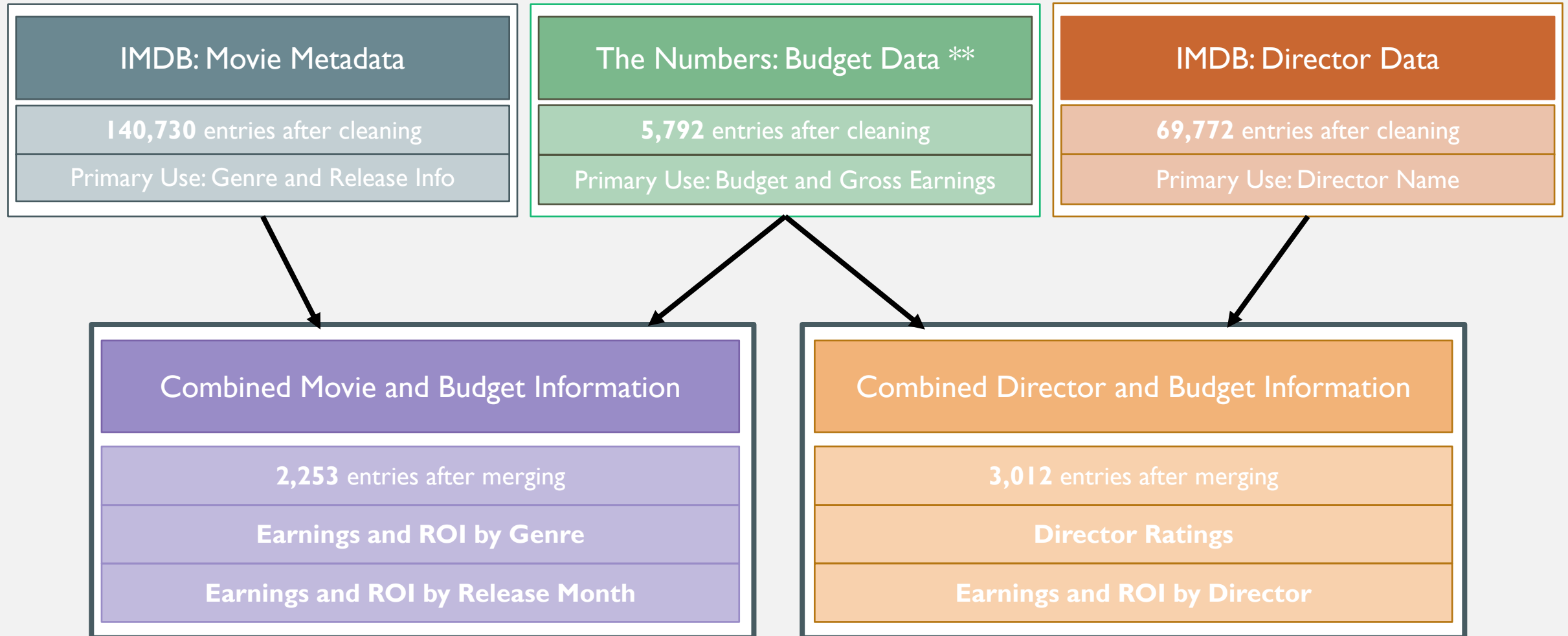
IMDB: Review information

- Reviews per movie
- Reviews per director
- Critic

The Numbers: Financing Information

- Budget
- Domestic Gross
- Worldwide Gross

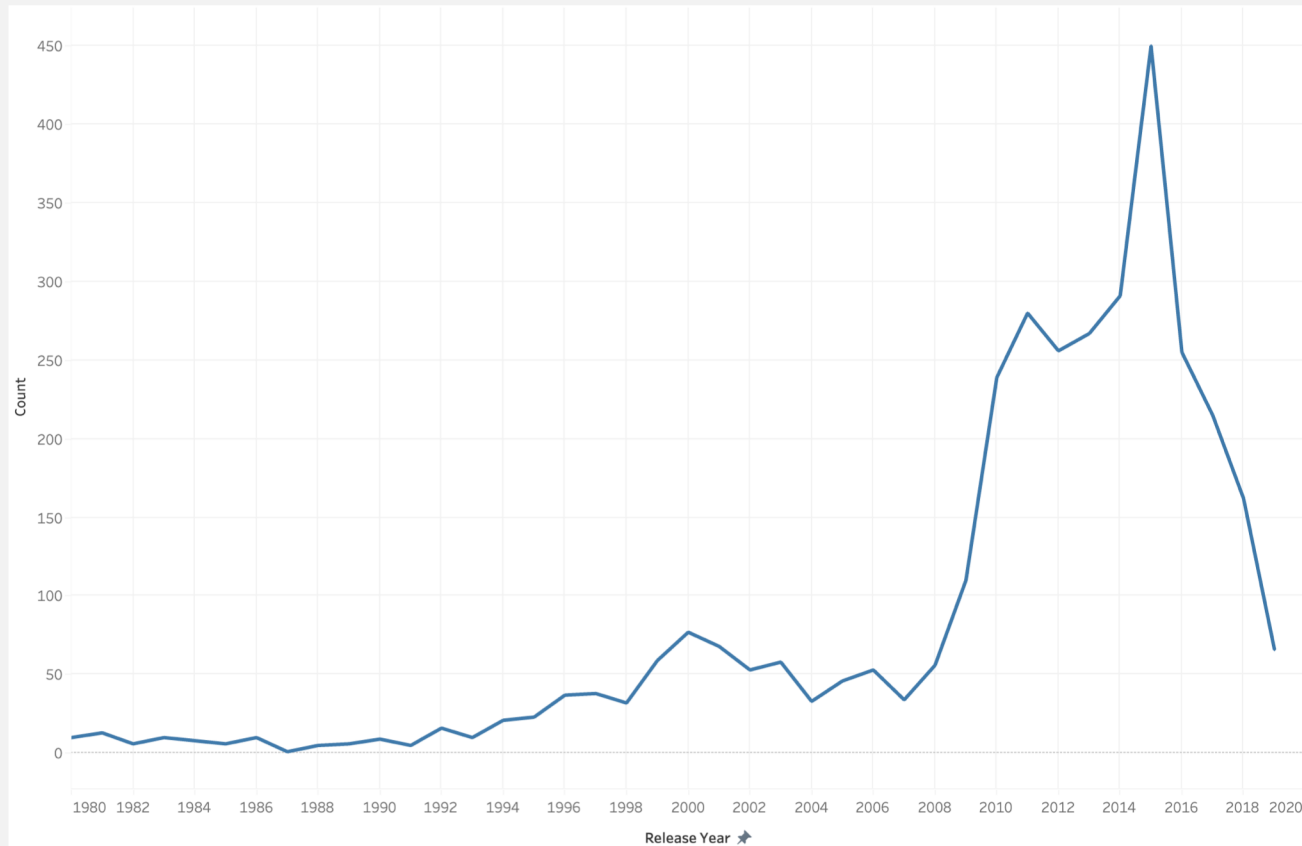
THE DATA



** Limiting data set

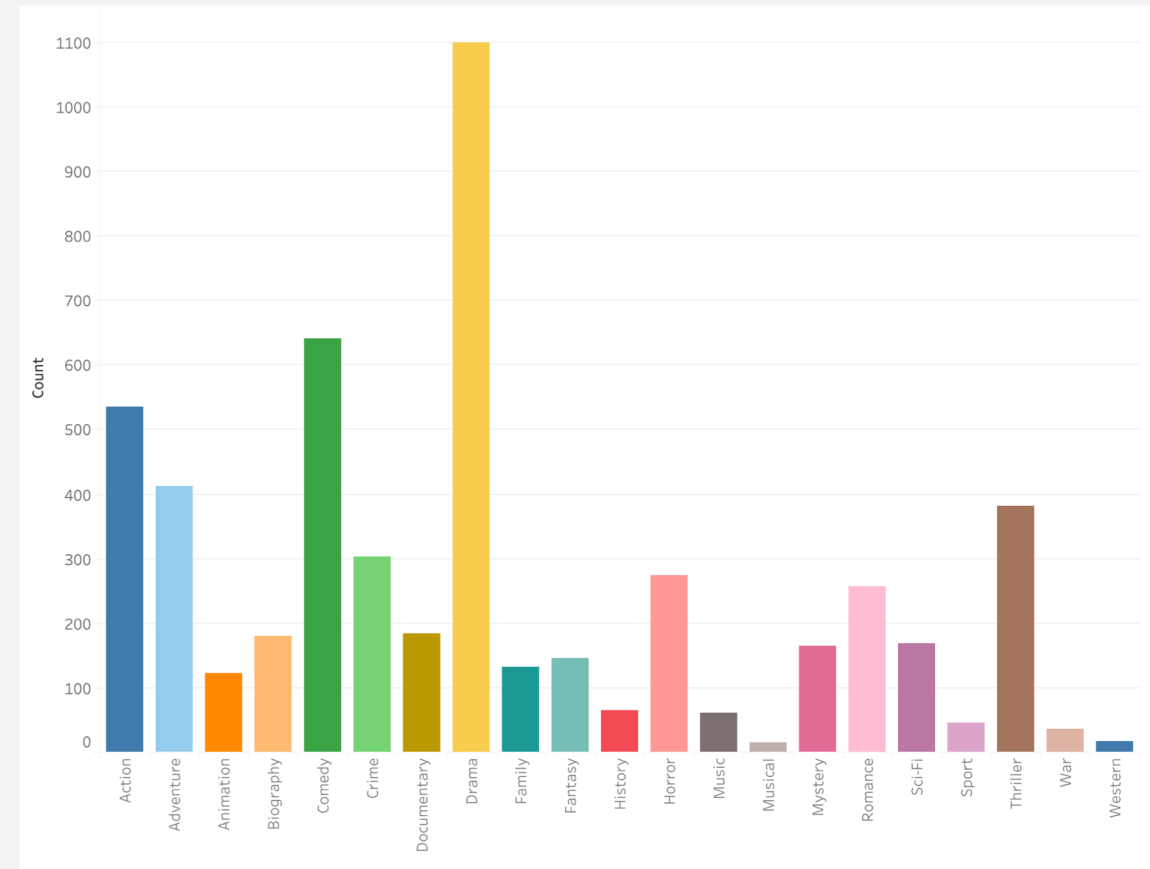
A LOOK INSIDE THE DATA

Number of Movies Released per Year:
Combined Movie Info and Budgets Data Set



Years with the most data: 2009-2016

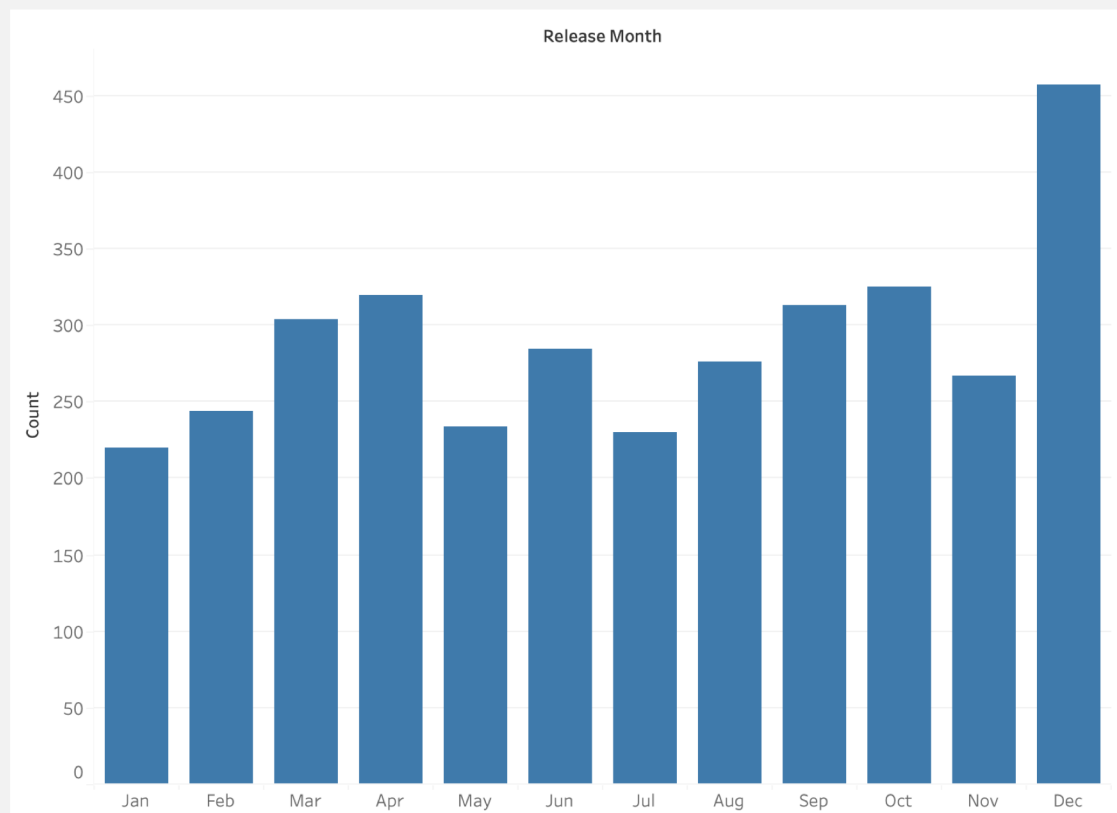
Number of Movies Released per Genre:
Combined Movie Info and Budgets Data Set



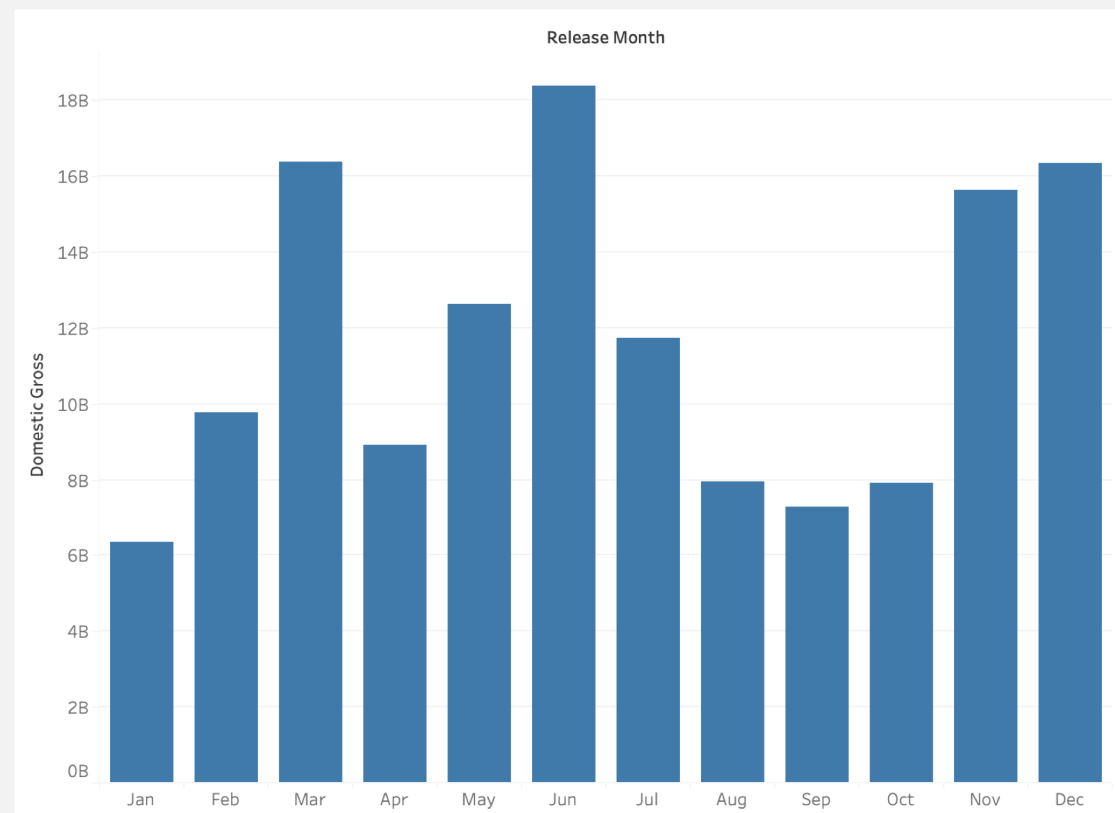
Most popular genres: Drama, Comedy, Action, Adventure, Thriller

WHICH MONTH IS THE BEST TO RELEASE A NEW MOVIE?

Most popular month to release: **December**



Highest grossing months: **March, June, November, December**

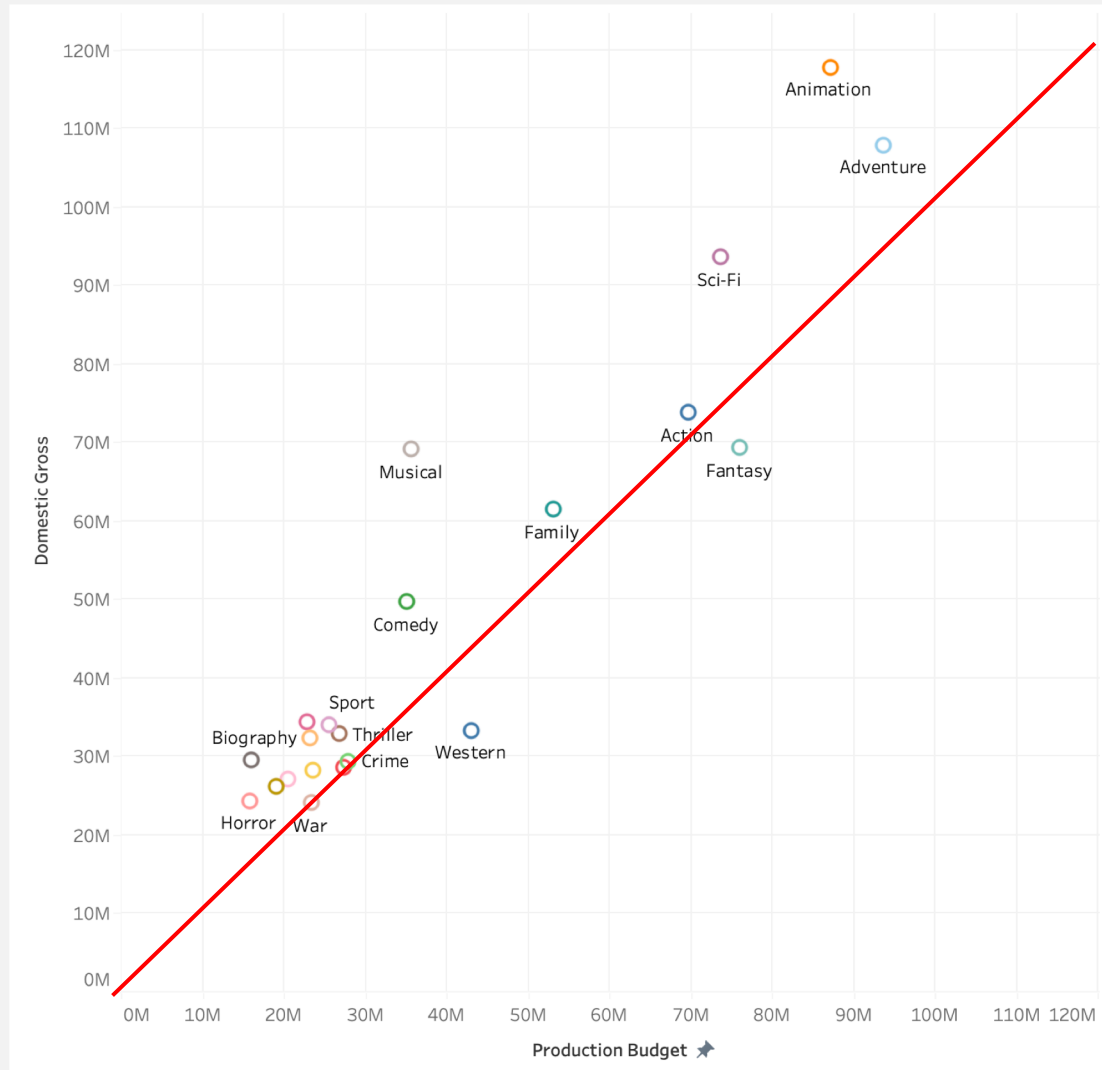


Best Months: **March, June**

Consumers are spending money on movies at the beginning of the summer
Less competition than the holiday season

WHICH GENRES SHOULD WE CONSIDER?

Budget vs Domestic Gross per Genre



High Risk, High Reward

Animation, Sci-Fi

Low Risk, Low Reward

Sport, Biography, Horror

Middle Ground

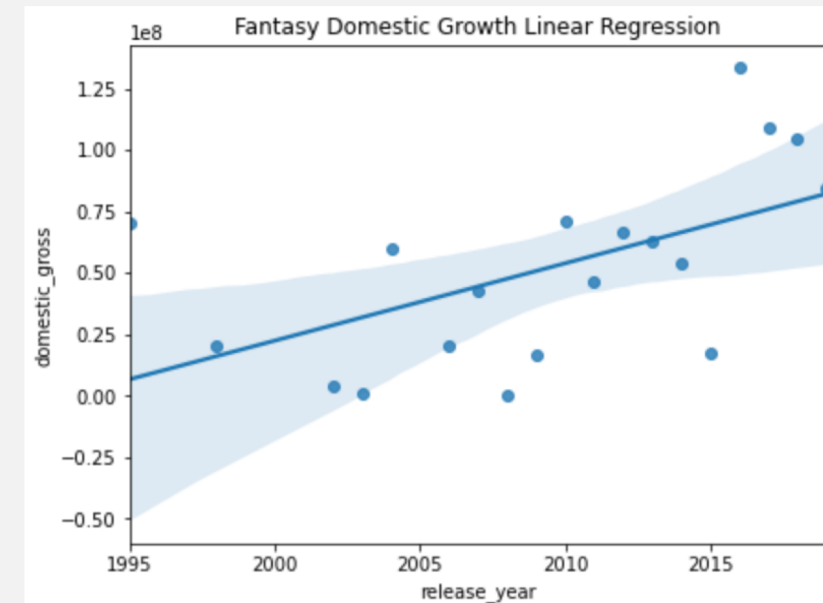
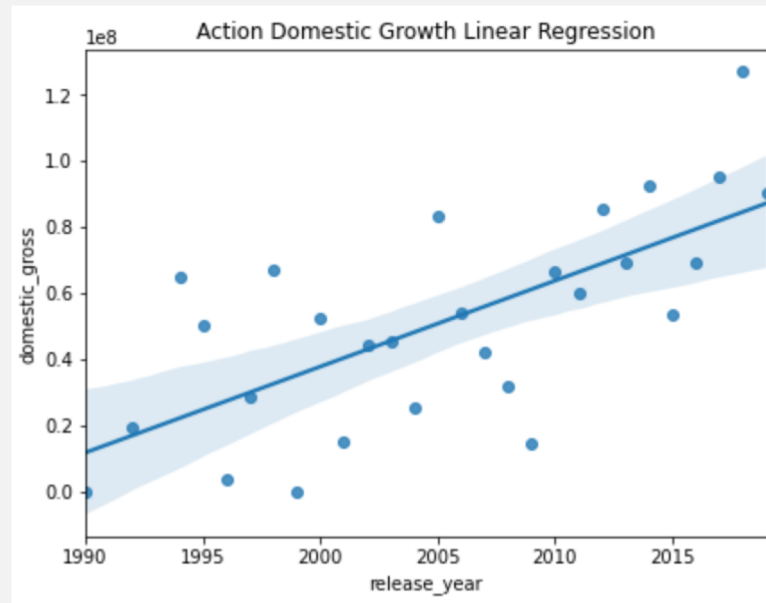
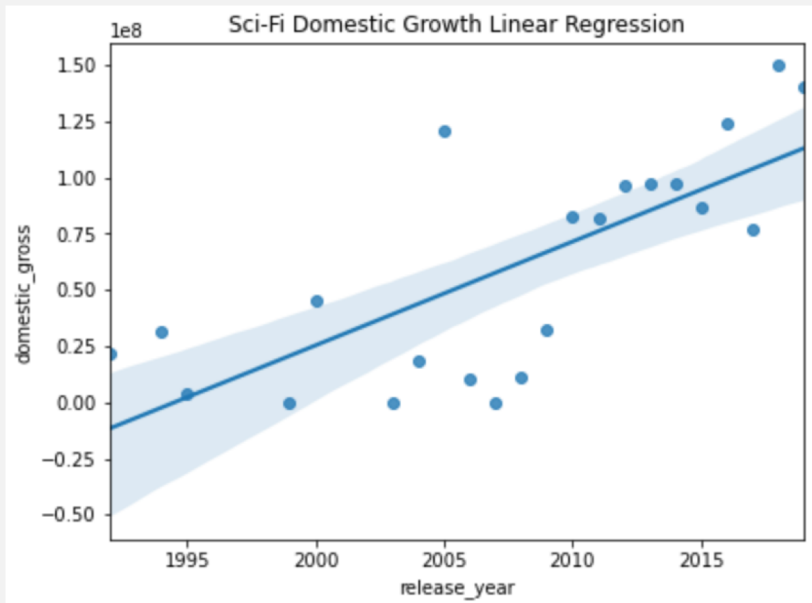
Family, Action

Most Potential: **Sci-Fi, Action**

Safest: **Family, Sport, Horror**

WHICH GENRES ARE PROJECTED TO INCREASE IN POPULARITY?

Genre	Statistically Significant?	Increase per Year	% Variance Due to Genre	Reject Null Hypothesis?
Sci-Fi	Yes	4.619 M	54%	Yes
Action	Yes	2.603 M	47%	Yes
Fantasy	Close, but yes	3.147 M	30%	Yes

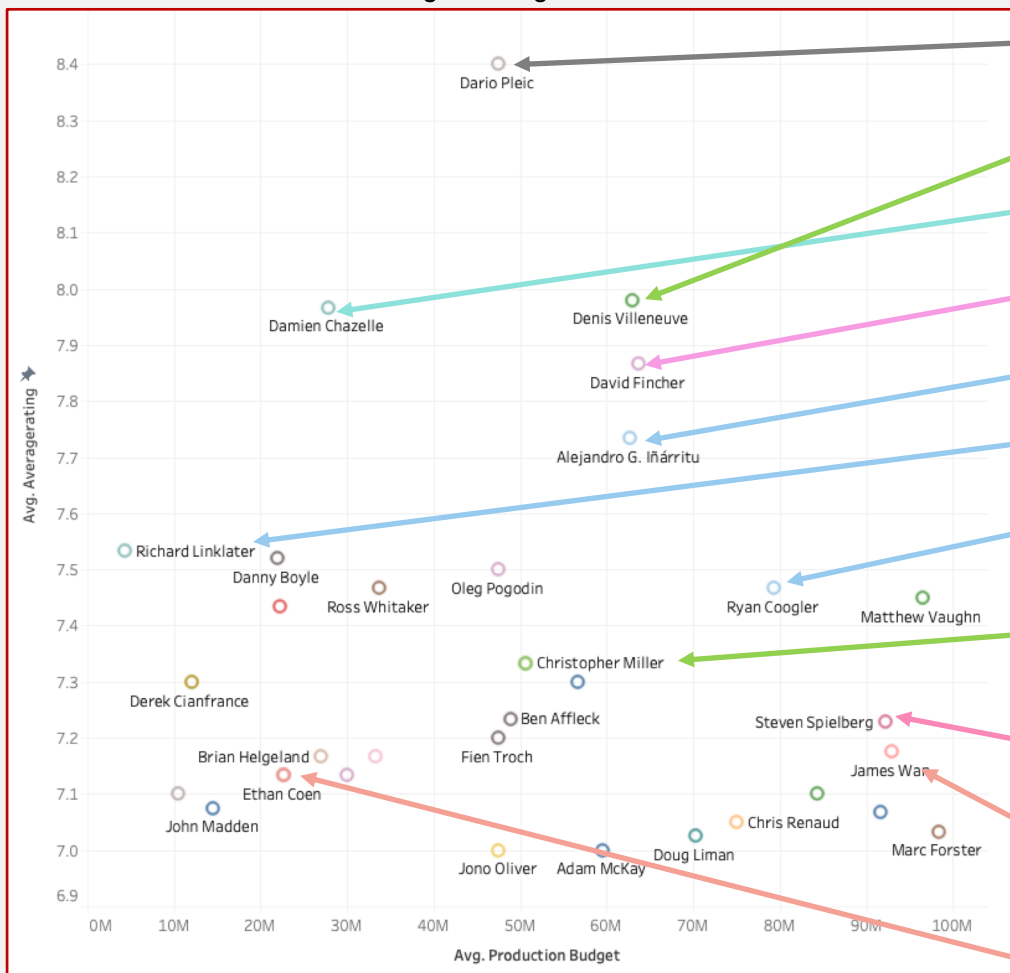


WHICH AFFORDABLE DIRECTORS HAVE THE HIGHEST RATING?

RATING ABOVE 7, BUDGET BELOW 100M, AT LEAST 3 MOVIE CREDITS

Directors With At Least 3 Movie Credits

Rating > 7, Budget < 100M



Highlights

Dario Pleic

- History of Football
- Mamutica

Denis Villeneuve

- Dune
- Arrival

Damien Chazelle

- LaLa Land
- Babylon

David Fincher

- Fight Club
- Gone Girl

Alejandro G. Iñárritu

- Birdman
- The Revenant

Richard Linklater

- Boyhood
- Before Midnight

Ryan Coogler

- Black Panther
- Creed

Christopher Miller
& Phil Lord

- Spiderman: Into the Spider-verse
- 21 Jump Street
- Lego Movie

Steven Spielberg

- Jaws
- Indiana Jones
- Jurassic Park

James Wan

- Insidious
- The Conjuring
- Furious 7

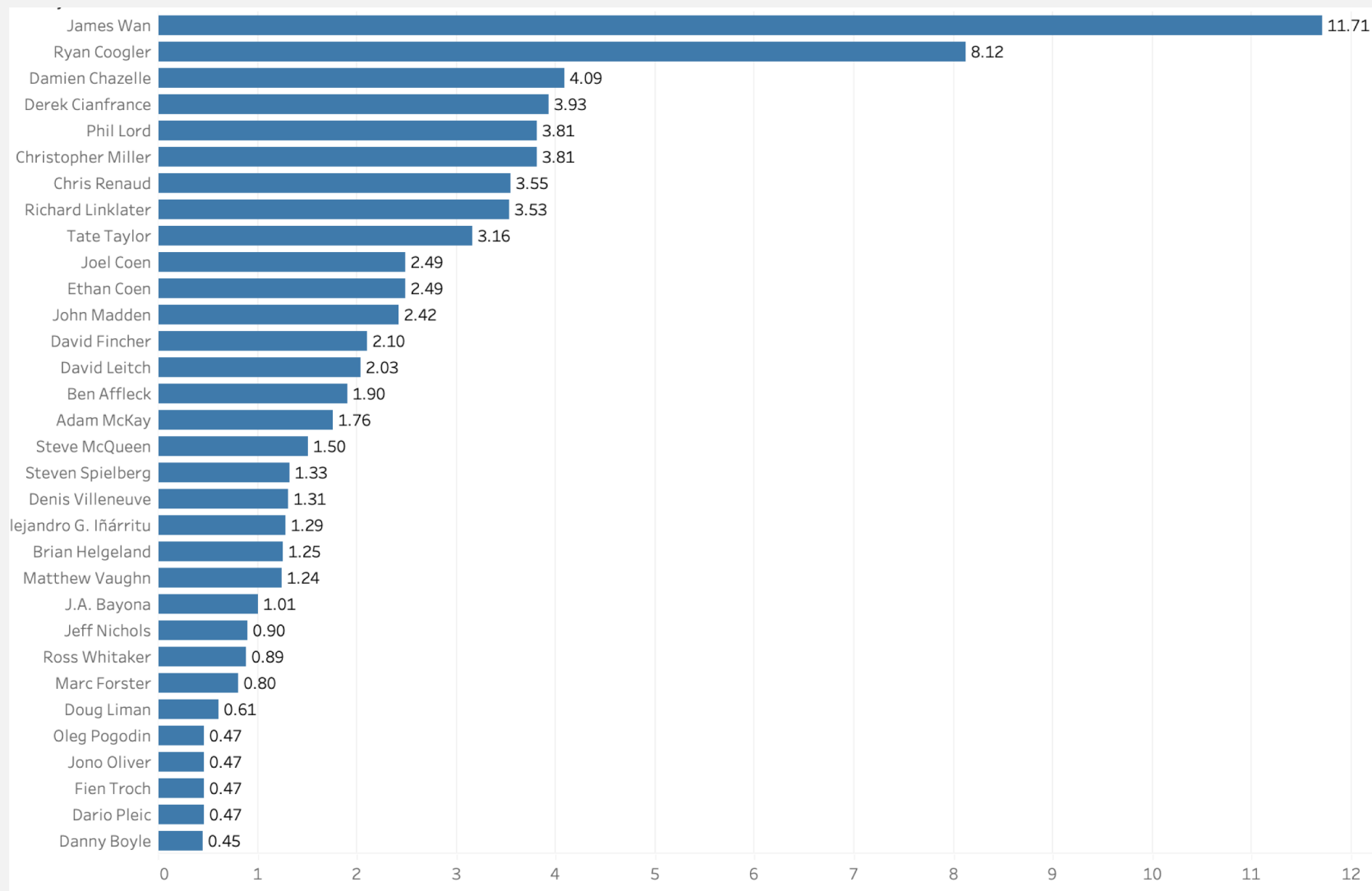
Coen Brothers

- No Country for Old Men
- Inside Llewyn Davis

WHICH AFFORDABLE DIRECTORS HAVE THE HIGHEST ROI?

RATING ABOVE 7, BUDGET BELOW 100M, AT LEAST 3 MOVIE CREDITS

Highlights	
Dario Pleic	0.47
Denis Villeneuve	1.31
Damien Chazelle	4.09
David Fincher	2.1
Alejandro G. Iñárritu	1.29
Richard Linklater	3.53
Ryan Coogler	8.12
Christopher Miller & Phil Lord	3.81
Stephen Spielberg	1.33
James Wan	11.71
Coen Brothers	2.49



CONCLUSIONS

What types of movies will be the most profitable at the box office?

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WHAT NOW?

Determine How Much Risk We are Willing to Take

- What is our max budget?
- Which genre fits best within that budget and risk profile?

Individual Director Due Diligence

- Interview directors to determine the best culture fit
- Excited about building a movie and a studio from the ground up

CONTACT INFORMATION

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