Film Success in China

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Why consider the success of films in the Chinese market?

- In the past 20 years the Chinese box office grew from $1 billion USD in annual sales to over $9 billion USD.
- In Feb 2019 China's National Film Bureau called for China to become a "strong film power" on par with US by 2035.
  - Aim to produce 100 movies annually earning $15M+
  - Yet in 2019, only 46 Chinese films earned more than $15M

What explains the success of films in the Chinese market?

Collect Chinese Box Office Data from Box Office Mojo using Beautiful Soup

Pair with Kaggle IMDB dataset

→ 1086 titles

Box Office Mojo by IMDbPro

Search for Titles

IMDbPro

Domestic | International | Worldwide | Calendar | All Time | Showdowns | Indices

Chinese Box Office Weekends For 2019

By Year | 2019 | China

Data as of Oct 8, 2:28 PDT

| Dates	Top 10 Gross	%± LW	Overall Gross	%± LW	Releases	#1 Release	Week
Dec 27-29	$62,768,348	-37.9%	$65,586,895	-36.2%	50	Ip Man 4: The Finale	52
Dec 20-22	$101,064,887	+34.7%	$102,768,685	+32.3%	50	Ip Man 4: The Finale	51
Dec 13-15	$75,008,063	+9.4%	$77,686,681	+11.7%	46	Sheep Without a Shepherd	50
Dec 6-8	$68,570,691	-4.5%	$69,538,755	-6.4%	41	Jumanji: The Next Level	49
Nov 29-Dec 1	$71,816,243	-9.2%	$74,281,875	-9.5%	47	Frozen II	48
Nov 22-24	$79,107,132	+43.1%	$82,096,308	+39.6%	44	Frozen II	47
Nov 15-17	$55,282,607	-16.1%	$58,797,610	-13.1%	42	Somewhere Winter	46
Nov 8-10	$65,912,707	-34.2%	$67,633,361	-33.6%	40	Better Days	45
Nov 1-3	$100,127,077	-16.1%	$101,869,627	-15.8%	36	Better Days	44
Oct 25-27	$119,298,186	+24.8%	$120,968,762	+25.4%	38	Better Days	43
Oct 18-20	$95,584,901	+5.6%	$96,493,893	+6.2%	36	Maleficent: Mistress of Evil	42
Oct 11-13	$90,520,722	-62.5%	$90,866,673	-62.5%	34	The Captain	41
Oct 4-6	$241,572,010	+651.9%	$242,107,312	+566.4%	29	The Captain	40
Sep 27-29	$32,127,648	+230.8%	$36,333,305	+252.8%	46	The Captain	39

What Makes a Film Successful in China?

- Genre?
- Chinese production?
- International production?
- Domestic (Chinese) only release?
- US box office success?
- Film runtime?
- Time of year released?

Used in Model

- USA gross revenue
- Released only in China
- Chinese production
- Runtime
- Release Period
- Genres:
  - Action
  - Adventure
  - Animation
  - Comedy
  - Crime
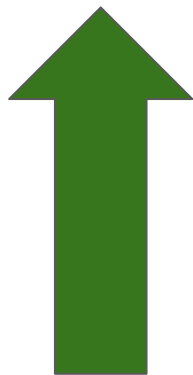 - Documentary
  - Drama
  - Fantasy
  - Thriller
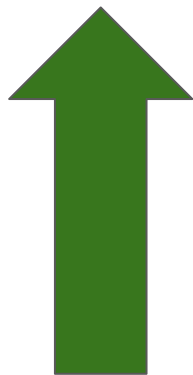
Low or No Importance
(not used)

- Release Month
- Genres:
  - Biography
  - Family
  - History
  - Horror
  - Musical/Music
  - Mystery
  - Sci-Fi
  - Sport
  - Western
  - Romance
  - War

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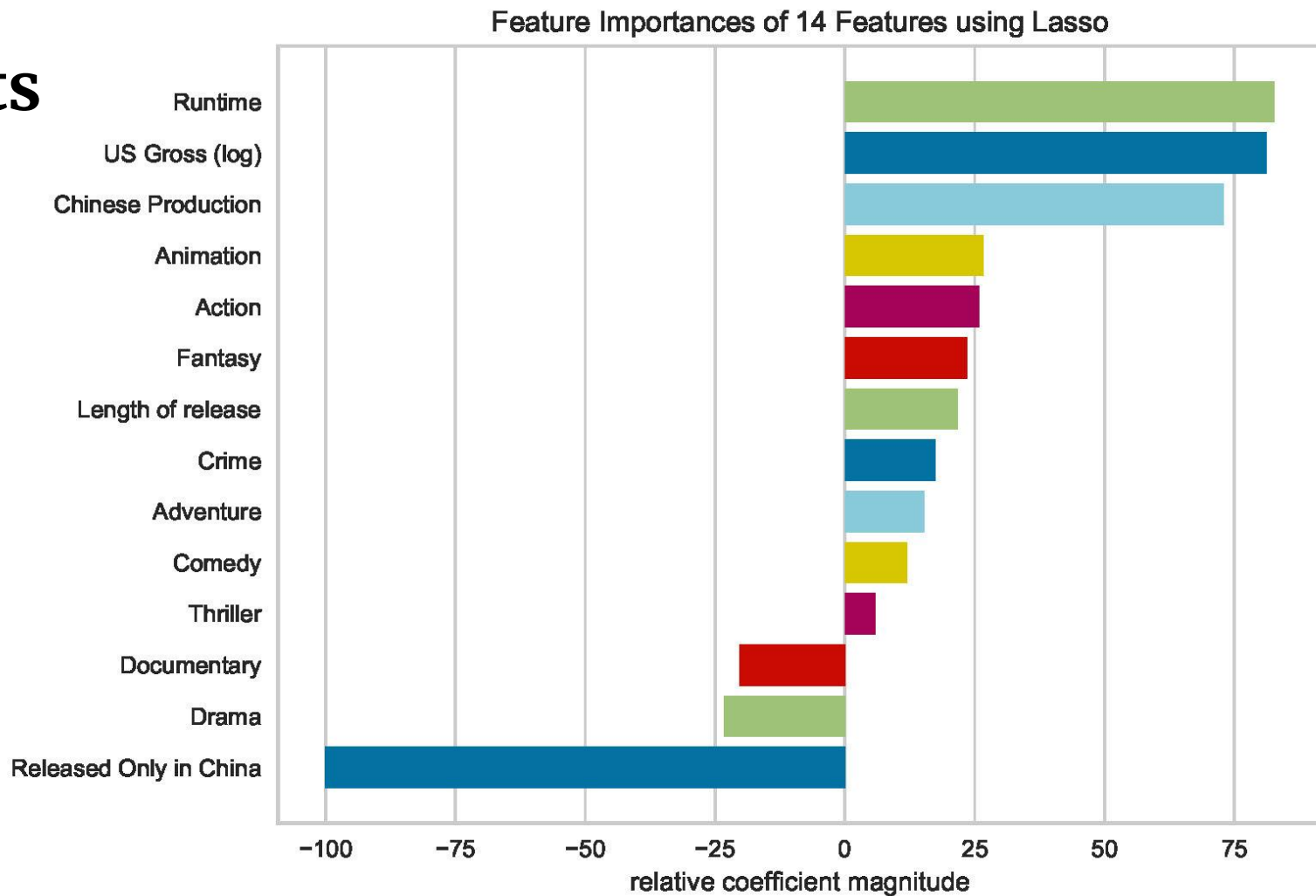 - Drama
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Target

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Results

Feature Importances of 14 Features using Lasso

Conclusions

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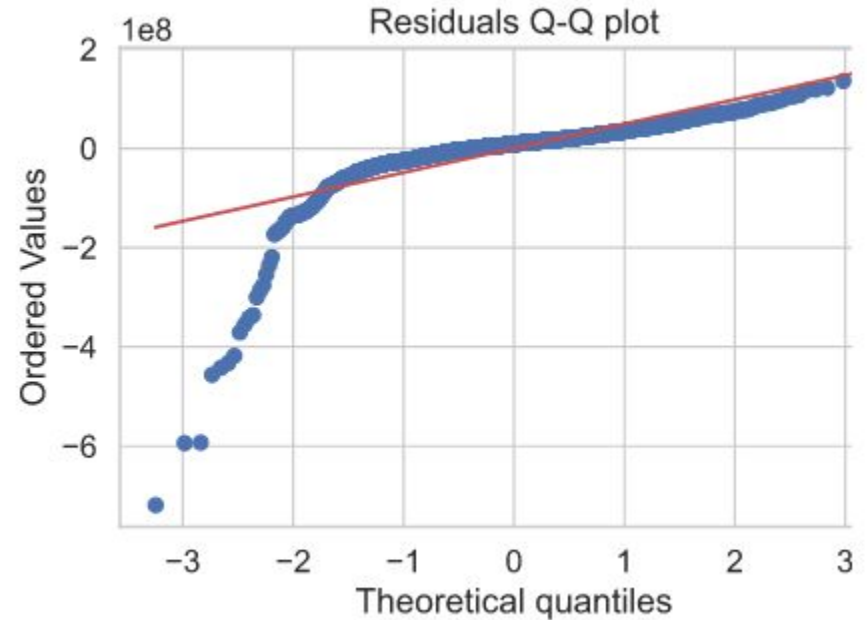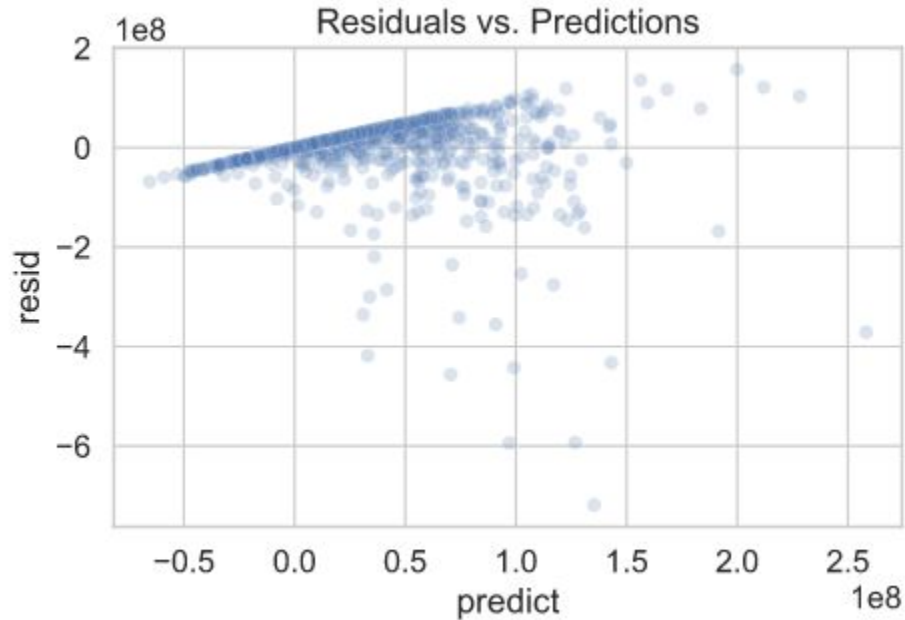- Worst performing genres:
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Future Work

- More and better data
  - Ideally using Chinese sources
- Investigate performance of Chinese films in international market

Thank You!

Appendix – Residuals: original target

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