



Box Office / Movie Analysis

Executive Summary & Recommendations

Guiding Questions

1. How has domestic movie spend trended over time, and when is the best time of the year to release a movie?
2. What length movies and genres / genre combinations do best?
3. Which writers should be hired to maximize chances of movie success?

The Data



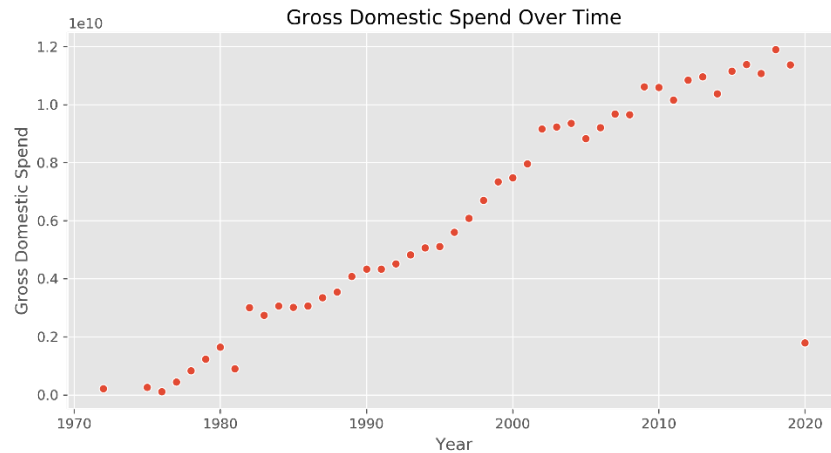
Recommendations

1. Target movie release during summer or winter to coincide with spikes in domestic spend
2. Produce movies with runtimes between 2-3 hours
3. Produce Fantasy/Family/Musical movies to maximize revenue and Comedy/Documentary/Music movies to maximize popularity
4. Target hiring a top 10 writer (page 8)

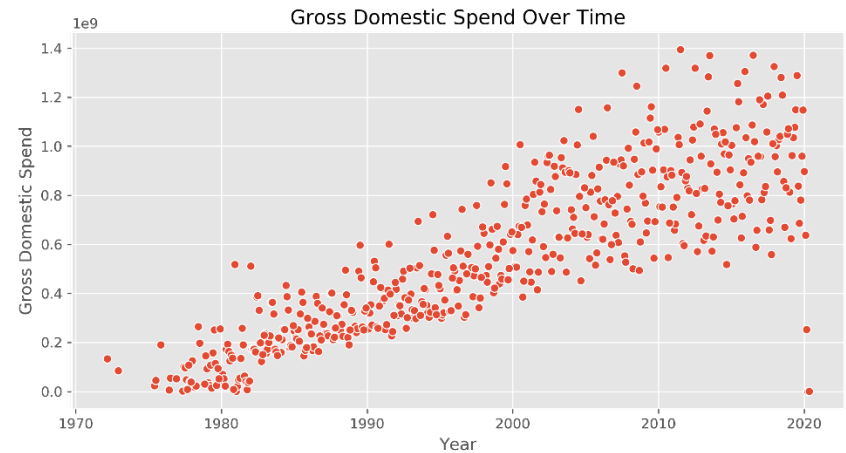
Gross Domestic Spend Trends

- Consistent historical growth, growing at a CAGR of 2% from 1999 to 2019

Annual ⁽¹⁾



Monthly

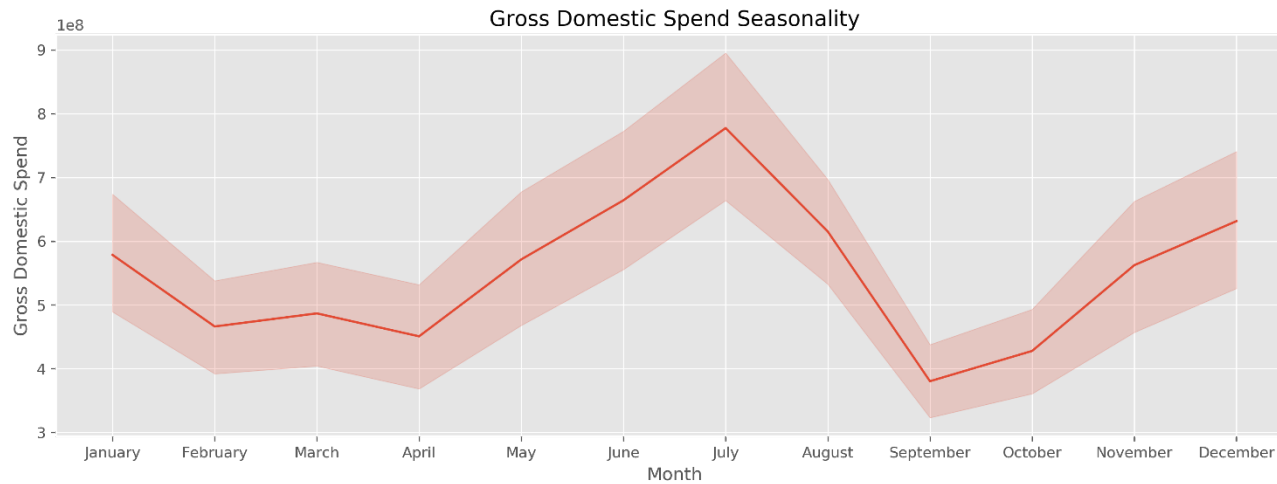


(1) 2020 data represents partial year period; comparisons to other years not apples to apples

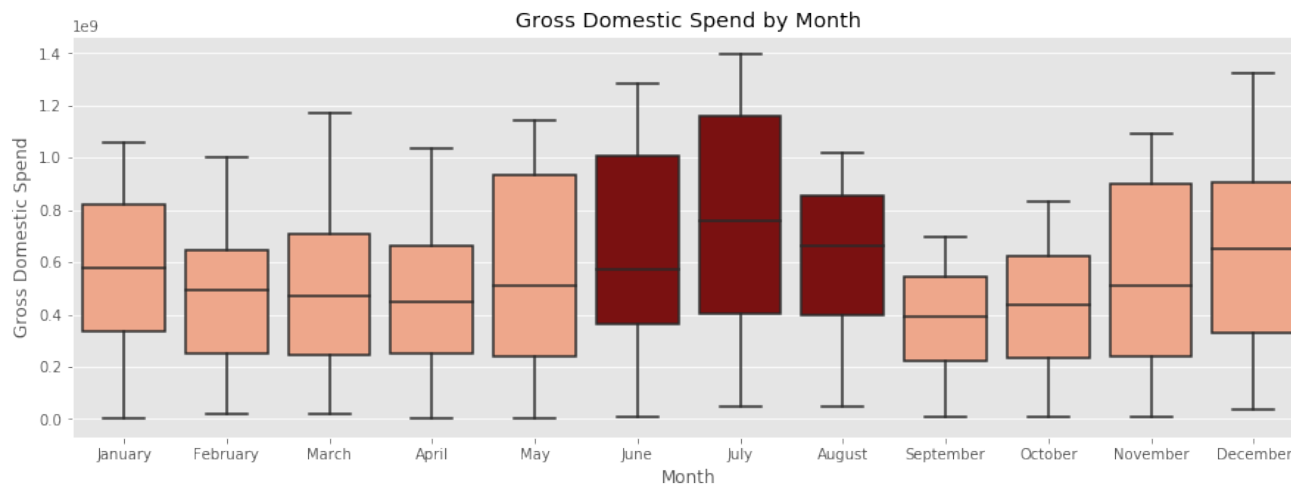
Gross Domestic Spend Seasonality

- Gross domestic spend peaks during the summer months, with a smaller peak at the start of winter / end of fall – target release dates during these windows to benefit from consumer spending tailwinds

Seasonality



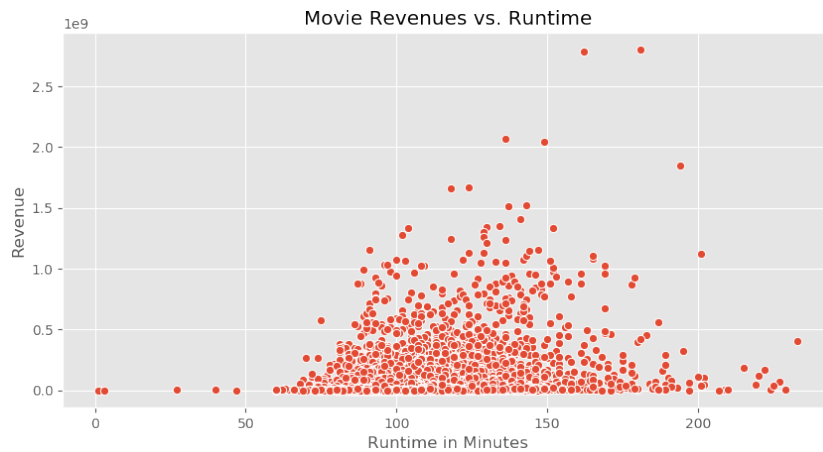
Monthly Distribution



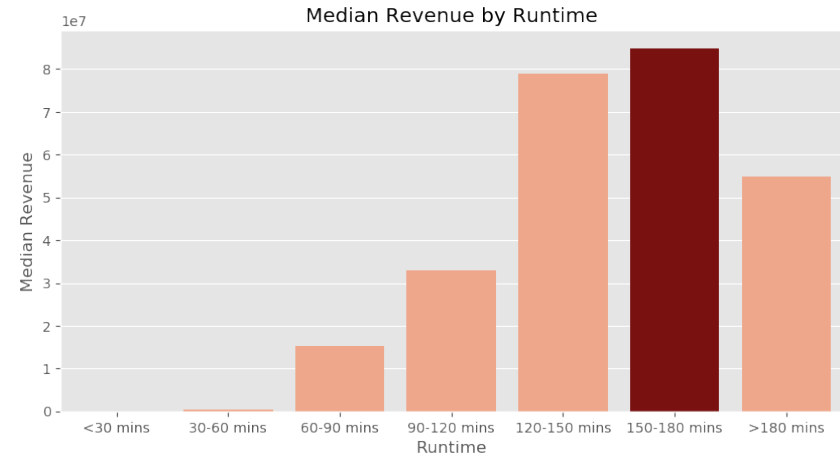
Runtime Analysis

- Longer runtime is generally associated with higher revenue movies, but there is a point of “diminishing returns” on movie length around 2.5 / 3 hours
- Median revenues are highest for movies with runtimes between 2 and 3 hours – target runtime within this window if budget allows

Revenue vs. Runtime

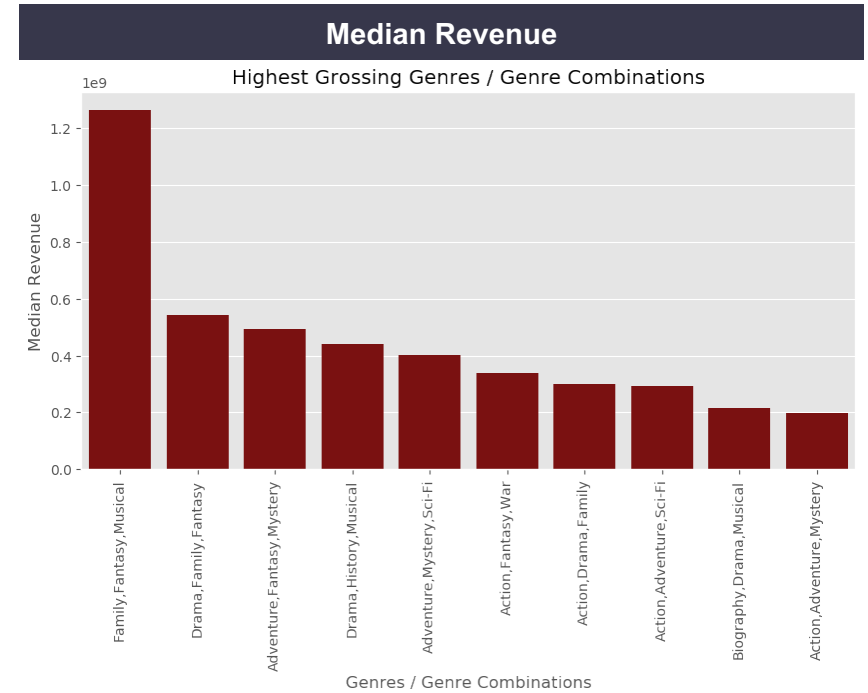
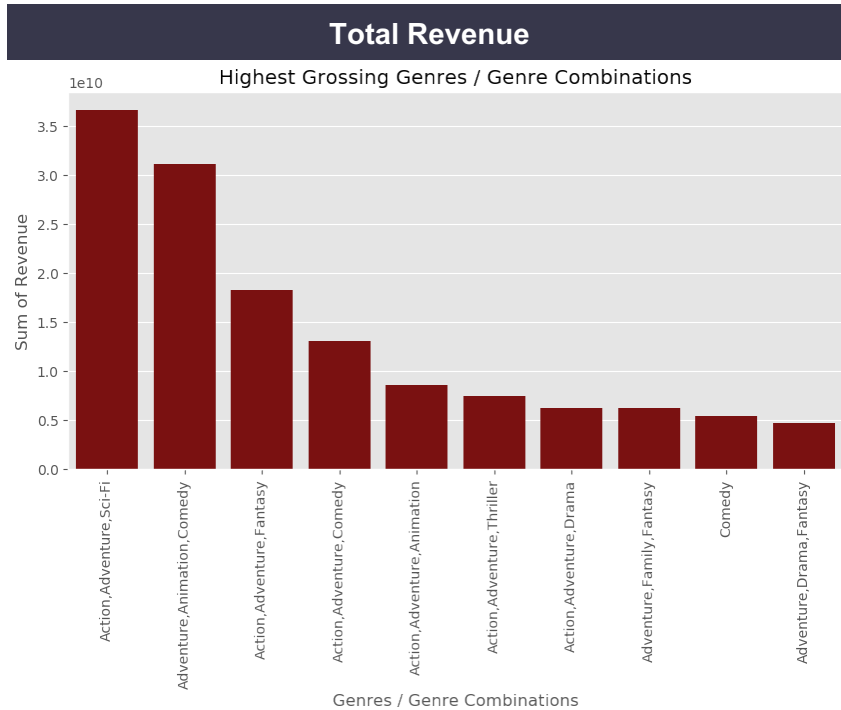


Median Revenue by Runtime



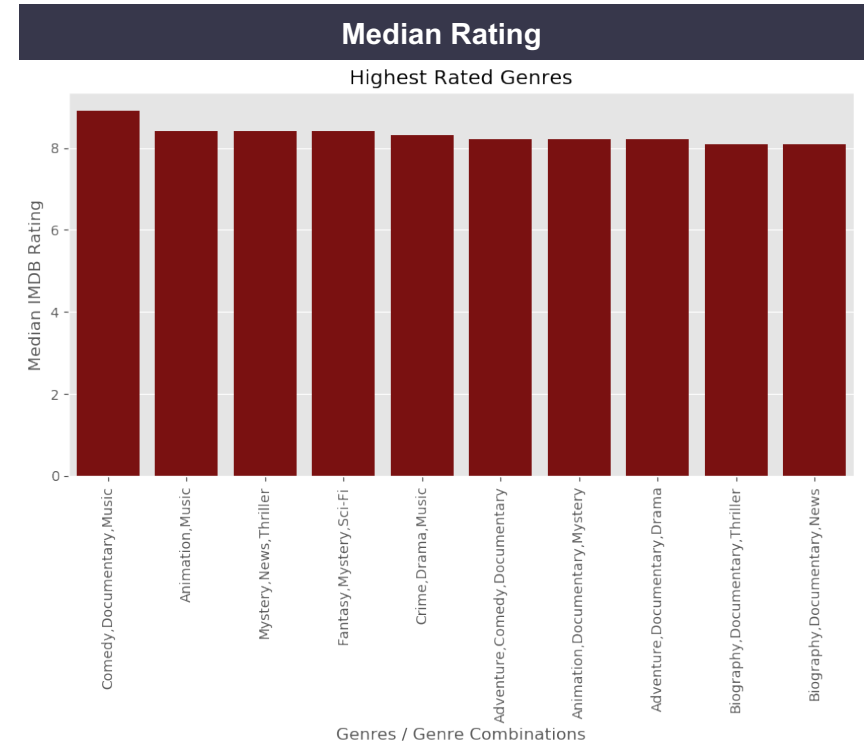
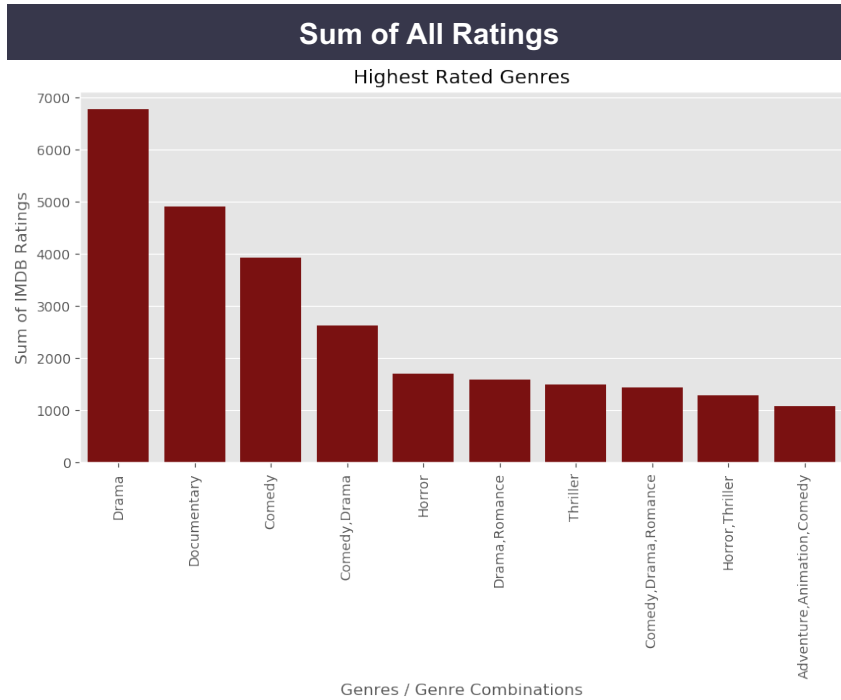
Genre Analysis

- On a total revenue basis, looking at data from 2000 to YTD 2020, Action/Adventure/Sci-Fi has generated the most revenue
- However, Family/Fantasy/Musical generates the highest median revenue – target production of Family/Fantasy/Musical movies



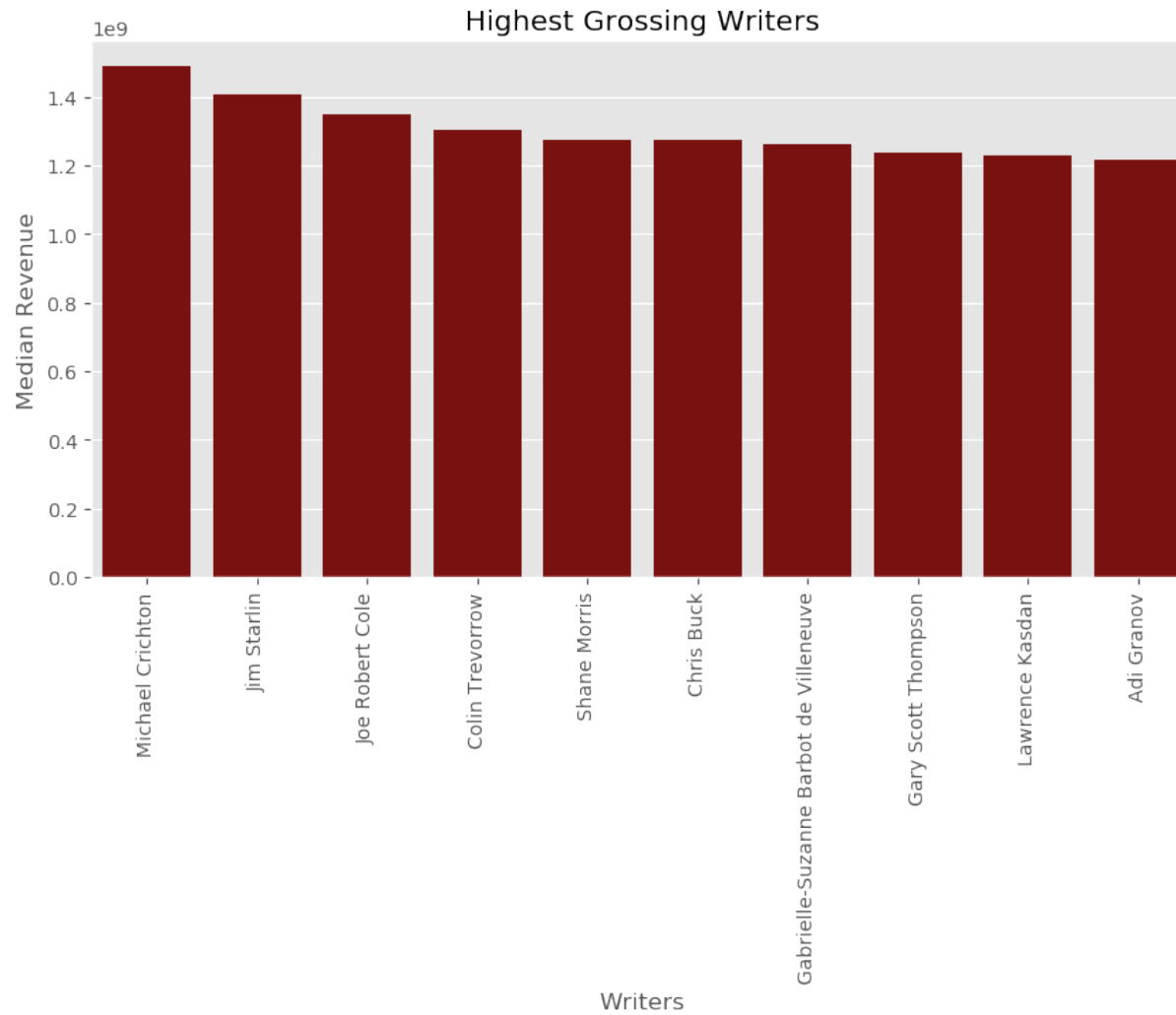
Genre Analysis (Cont'd)

- On a total rating basis, since 2000, Drama, Documentary, and Comedy movies have generated the highest ratings
- However, on a median rating basis, Comedy/Documentary/Sport and Fantasy/Mystery/Sci-Fi movies tend to generate the highest ratings



Writer Analysis

- Target hiring one of these top 10 writers
- Choose writers that tend to fit into genres identified on the previous page if possible



Areas for Further Due Diligence

1.	Build vs. Buy Analysis – how to maximize ROI and minimize time to break even?
2.	Distribution Mediums and Data Formats – are there differences between box office success and future earnings potential from streaming platforms?
3.	Pandemic Recovery Timeframe – given unprecedented stay-at-home orders, evaluate go-to-market strategy and timing