

Major Motion Picture Box Office Analysis

By Elliot Macy and Billy Lopez



OVERVIEW

- Questions
- Analysis
- Recommendations
- Sources



QUESTIONS?

- 1) How does the correlation between runtime and revenue vary between different MPA* ratings?
- 2) Which months of the year and days of the week are the optimal releases dates?
- 3) Do the optimal release dates differ from foreign to domestic audiences?

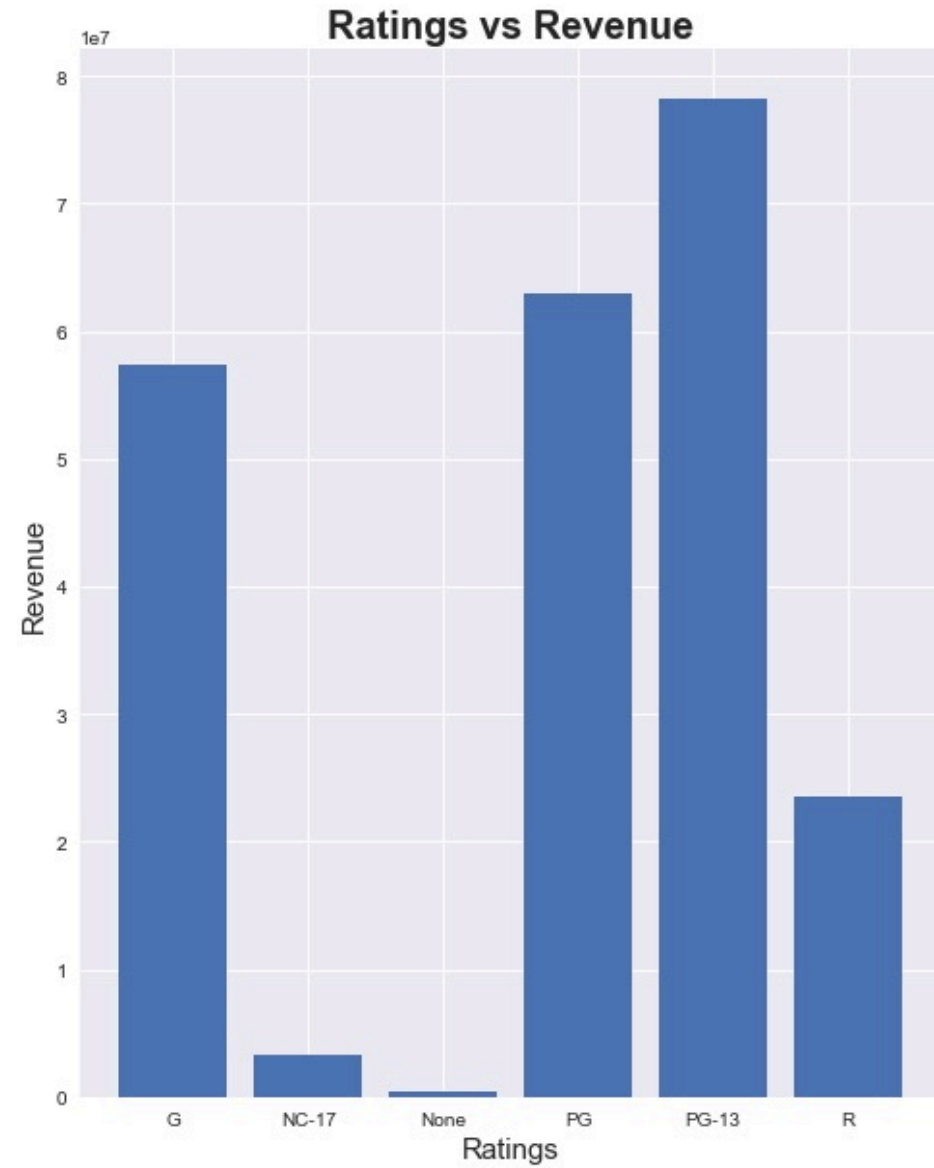
*MPA – Motion Picture Association



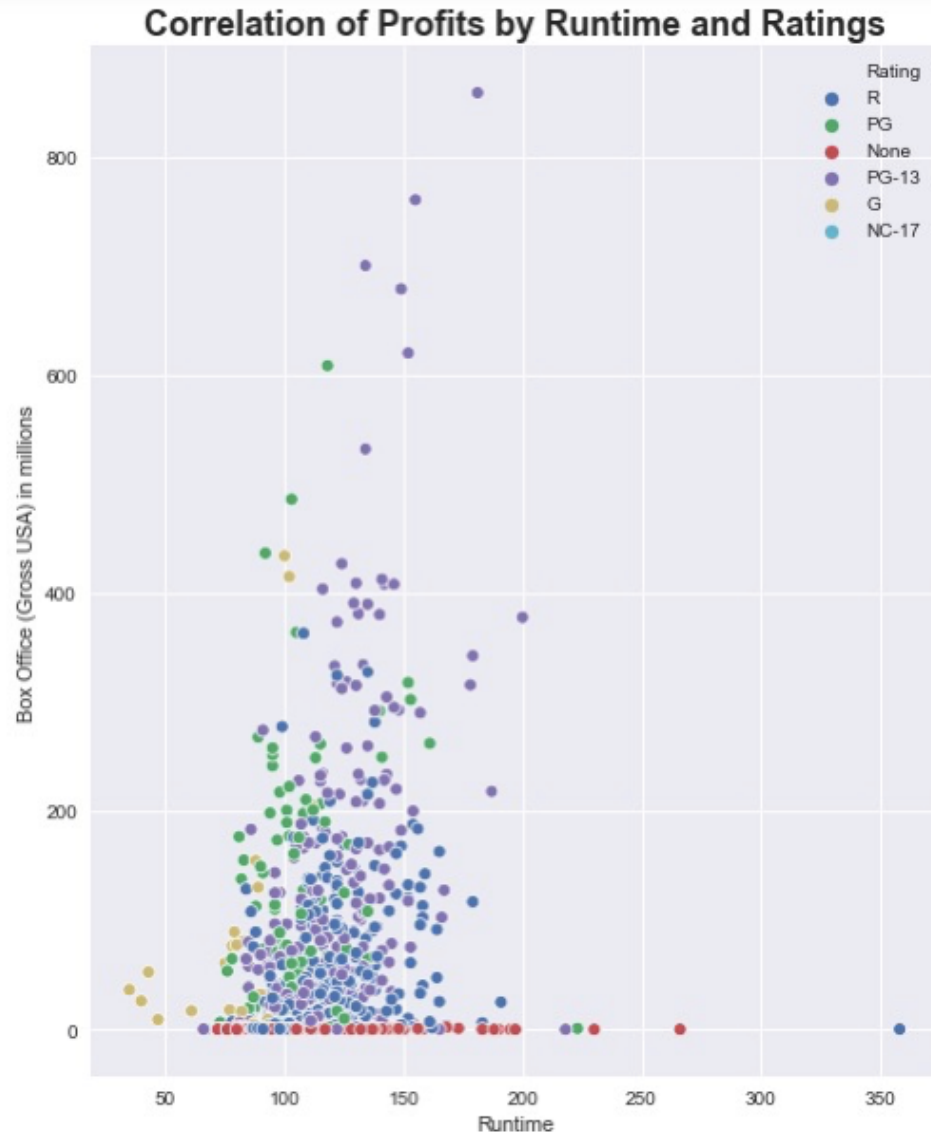
ANALYSIS

RATINGS VS REVENUE

Other production companies have had success with PG-13 and PG movies



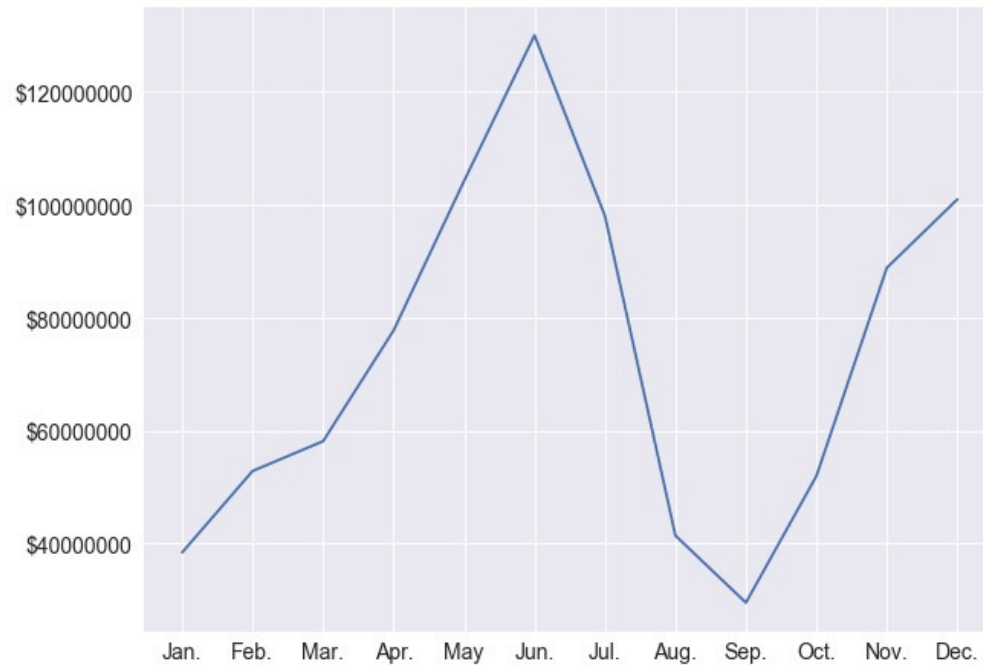
Revenue vs Runtime & Rating



- Revenue -> 200M - 600M
- Runtime -> 100min - 120min
- Rating -> PG-13

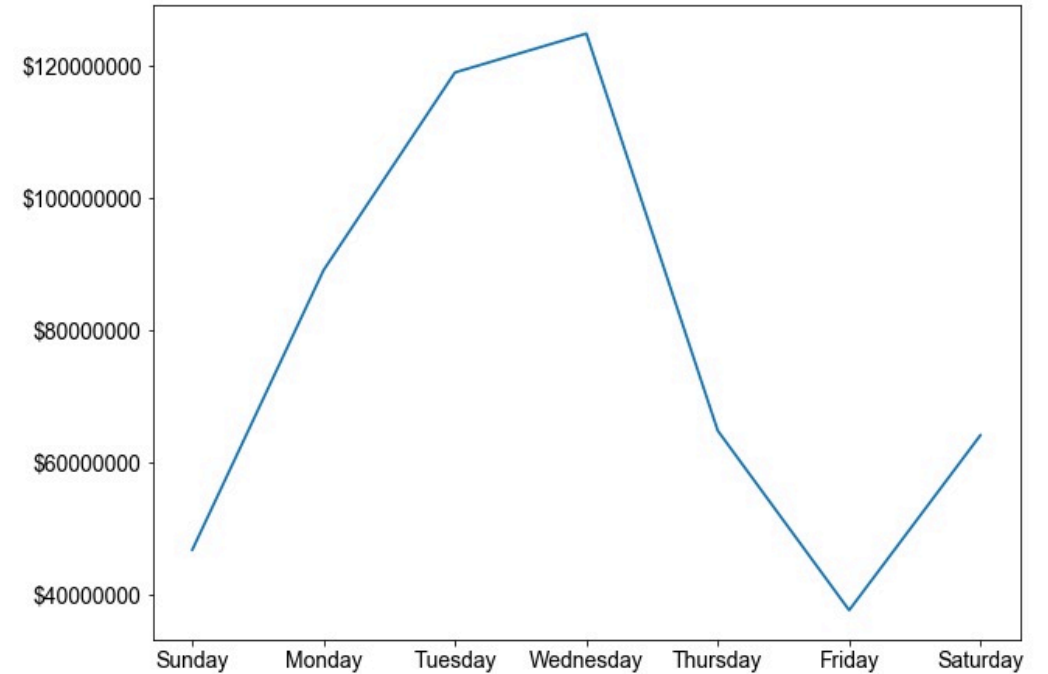
BEST RELEASE TIMES

Profit by Release Month



Data source: tmdb.com

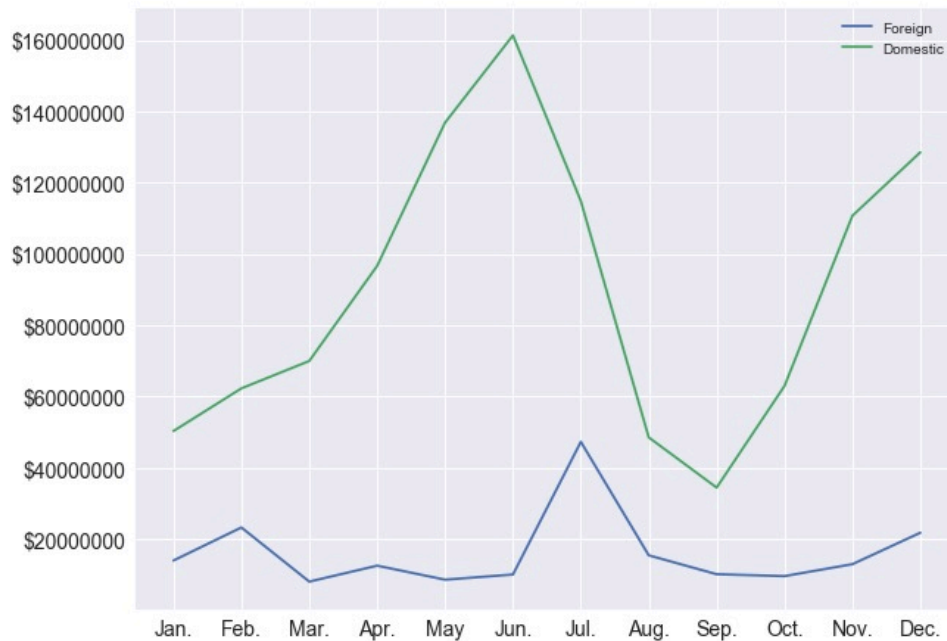
Profit by Release Day



Data source: tmdb.com

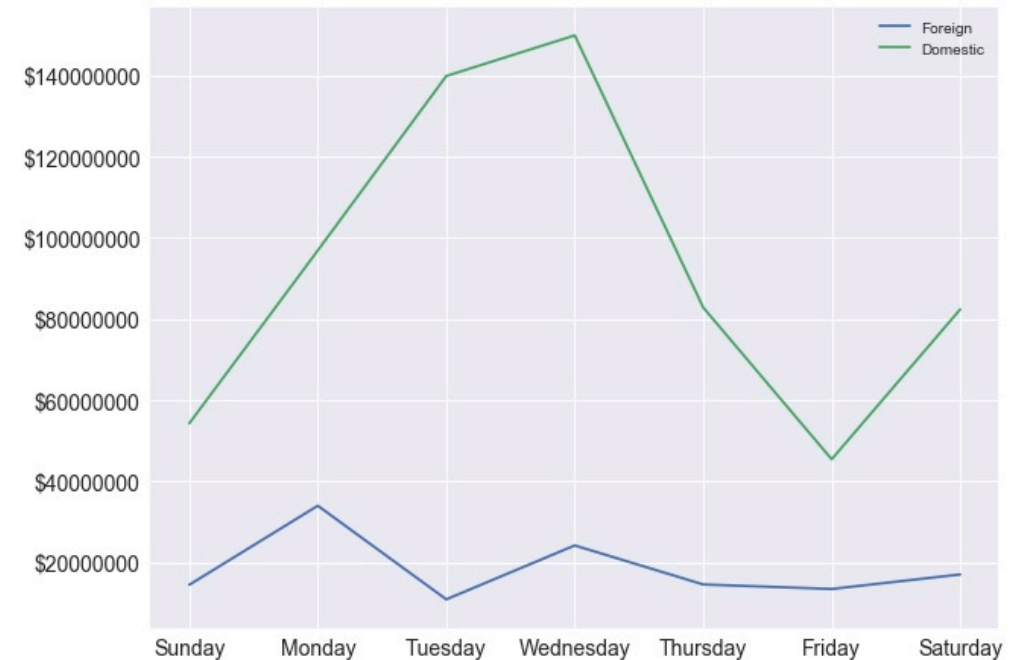
FOREIGN VS DOMESTIC

Major Motion Picture Profit by Release Month (Foreign & Domestic)



Data source: tmdb.com

Major Motion Picture Profit by Release Day (Foreign & Domestic)

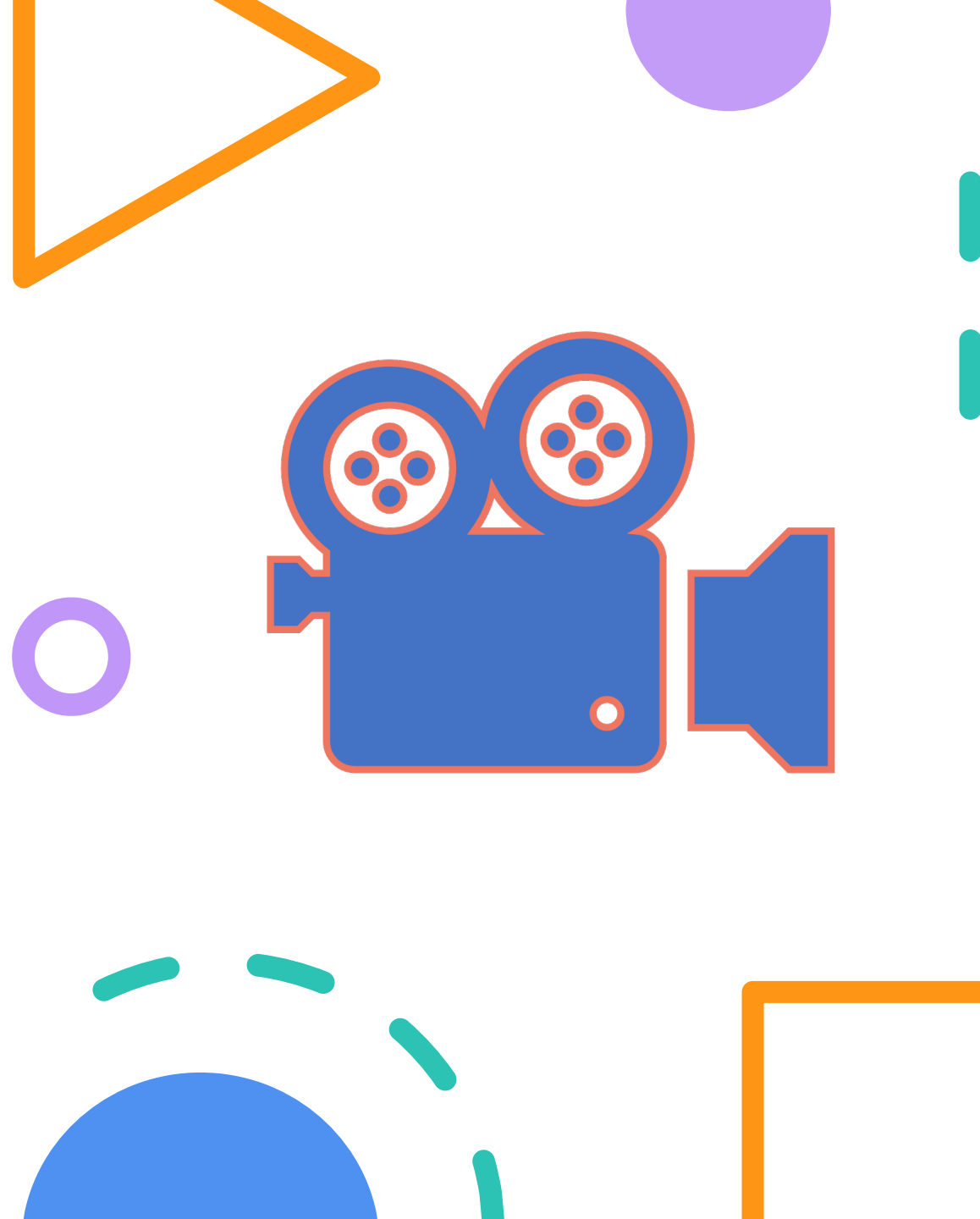


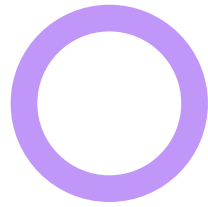
Data source: tmdb.com



RECOMMENDATIONS

- Produce projects w/ PG-13 ratings while ensuring they are not rated R.
- Restrict G and PG rated movies to shorter durations than movies rated PG-13 and R.
- Plan domestic release dates for Tuesdays and Wednesdays in June and Dec..
- For international markets, plan releases for Mondays in July.





SOURCES