



BREAKING INTO THE LUCRATIVE MOVIE INDUSTRY

A historical data analysis on the movie industry

by Brian Bentson

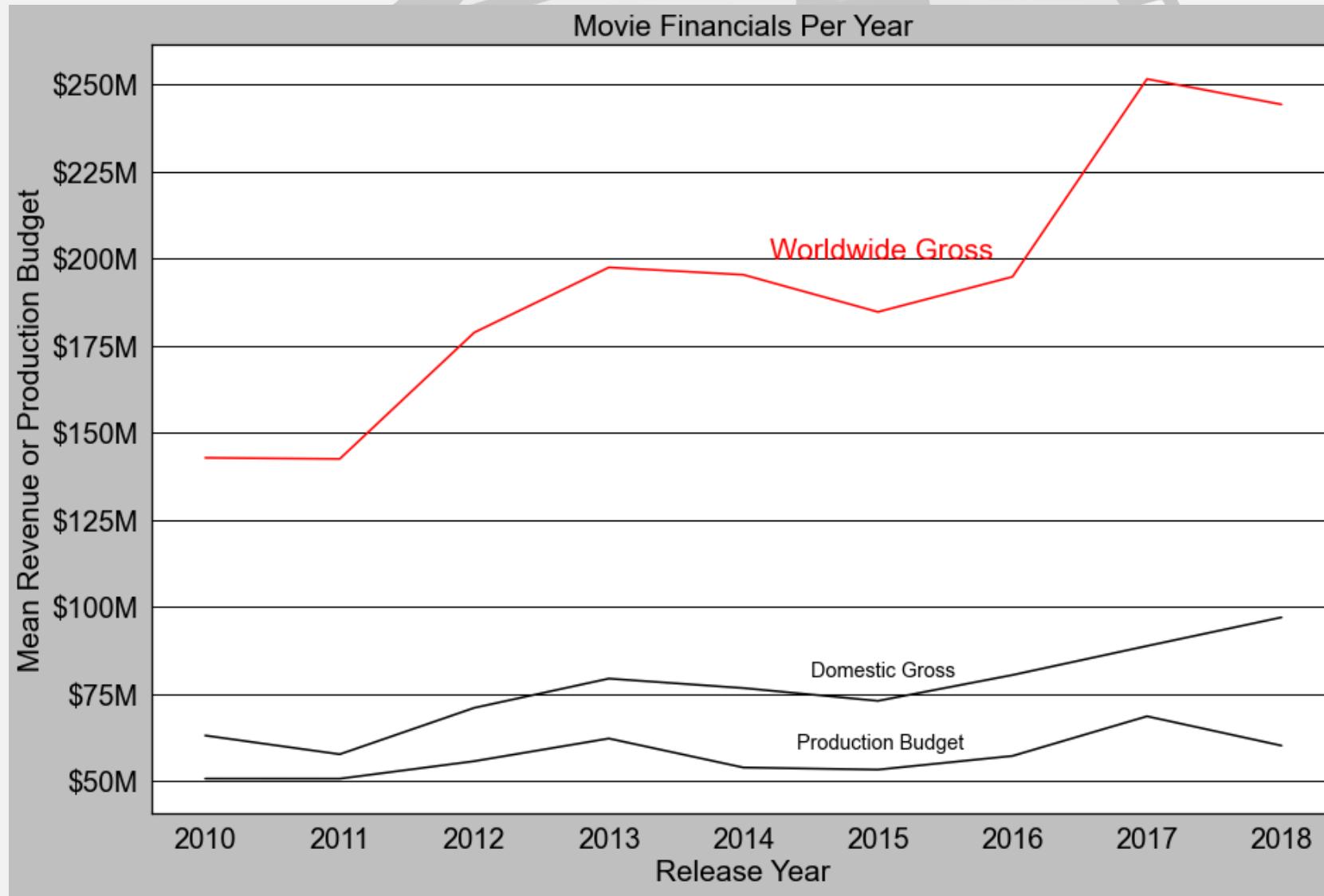
RECOMMENDATIONS

ANALYSIS SHOWS...

- CREATE A **HORROR MOVIE** WITH ELEMENTS OF THE THRILLER AND MYSTERY GENRES
- RELEASE THE MOVIE IN **OCTOBER** OR OVER THE **SUMMER**
- SPEND BETWEEN **\$10 AND \$25 MILLION**

NEVER BEEN A BETTER TIME TO INVEST

Worldwide revenue growth has increased significantly over the past 10 years



71%
increase in worldwide
gross revenue in last
10 years

BUT...

15%
of movies do not make
their money back

A WORD ON DATA

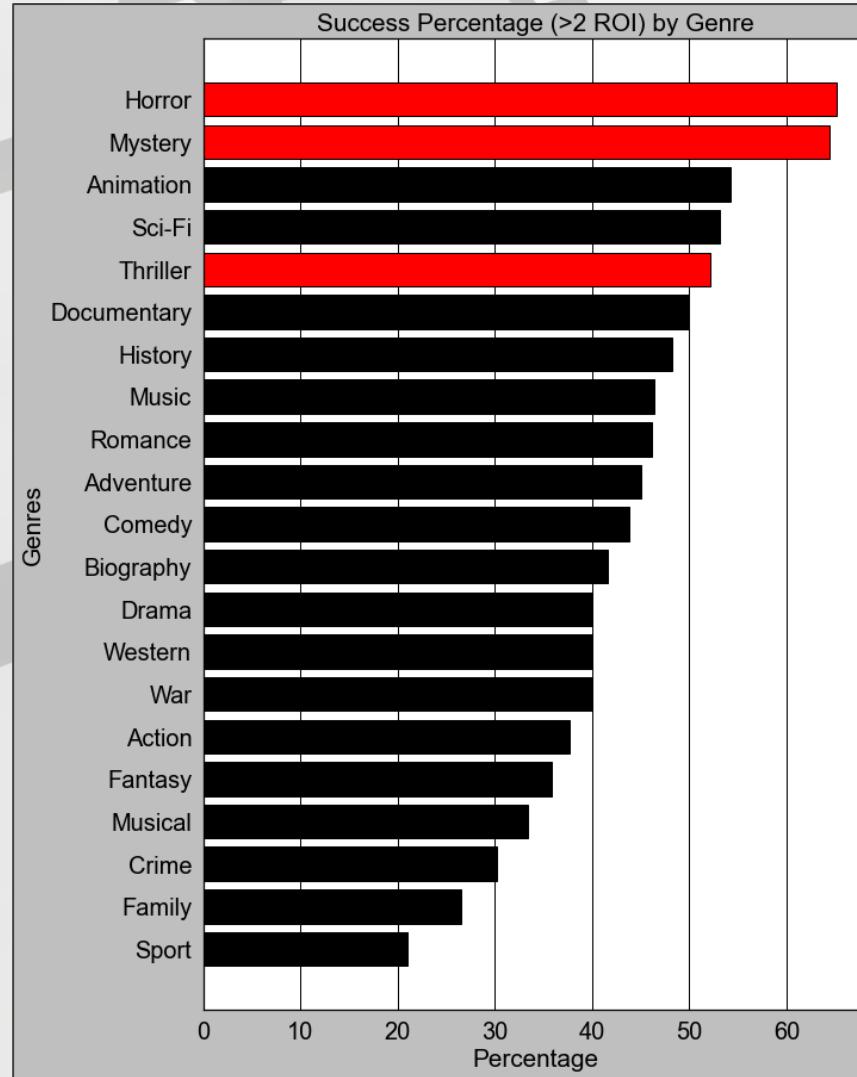
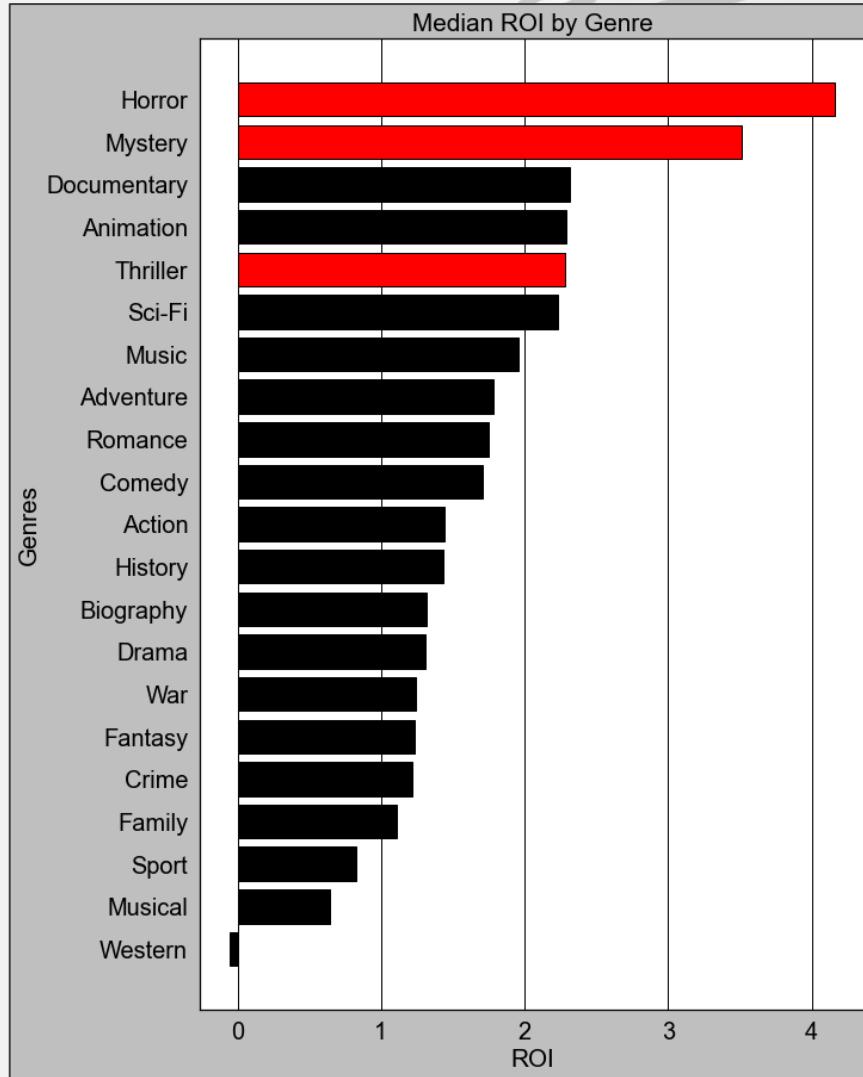
ANALYSIS PARAMETERS

- USED **IMDB, TMDB, AND ROTTEN TOMATOES DATA**
- MOVIES FROM **2010-2018**
- **TOP 40 STUDIOS ONLY**
- **"SUCCESSFUL" HORROR MOVIES ONLY**



HORROR OFFERS HIGH ROI & SUCCESS RATE

when comparing ROI and success rate amongst genres



Horror is...

89%

Likely to breakeven vs
80% average

61%

Likely to produce a ROI
> 2 vs 41% average

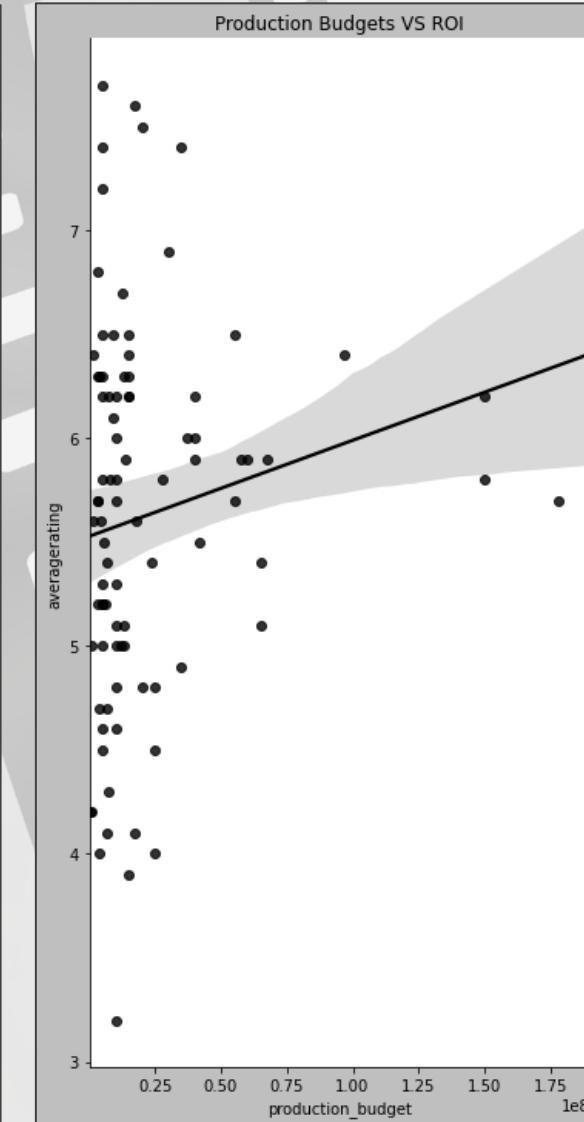
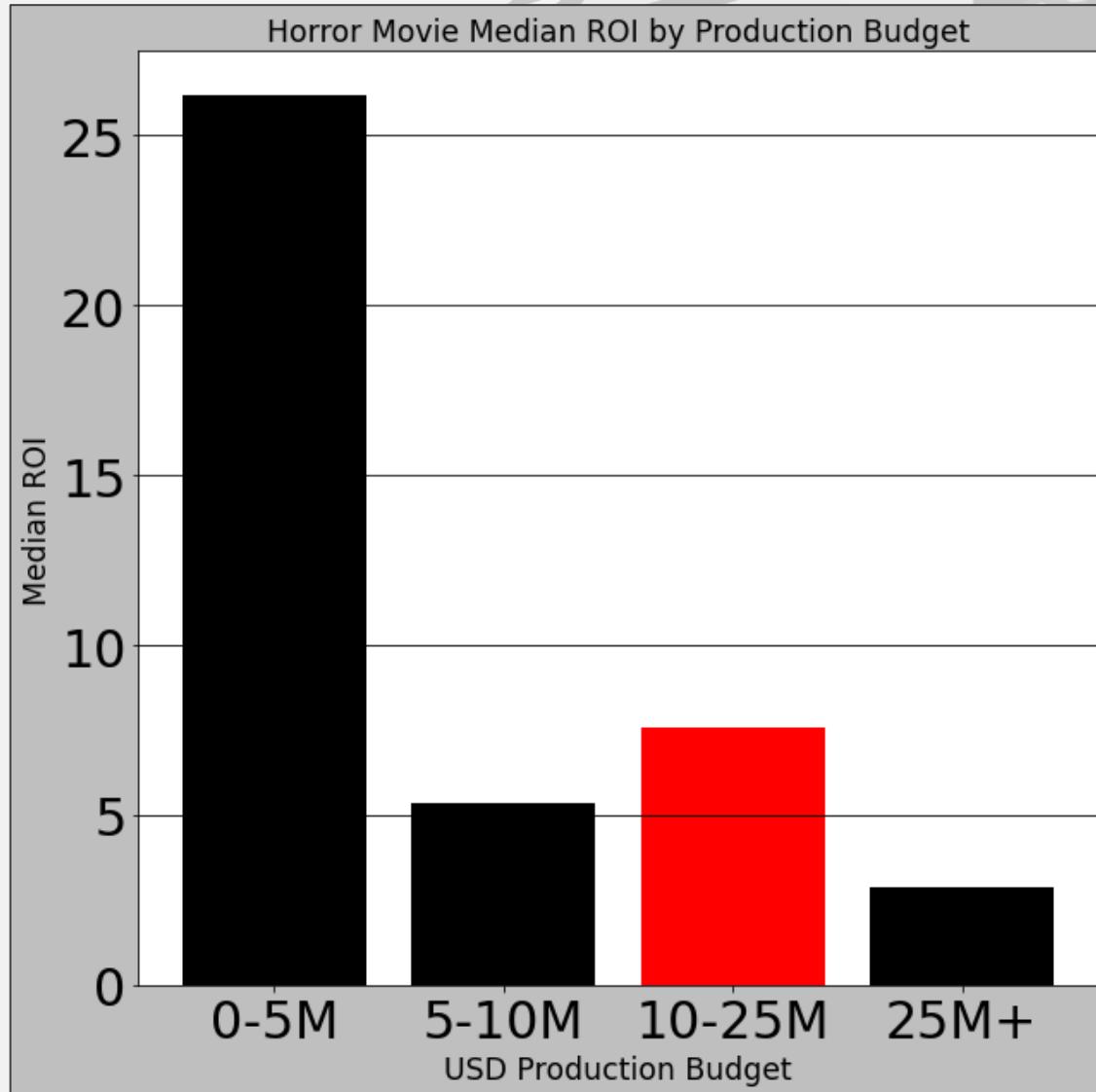


HORROR MOVIES

Evaluating Horror
movie recommendations

SPEND BETWEEN \$10M AND \$25M

Based on historical spend of successful Horror films



\$85M-
\$105M

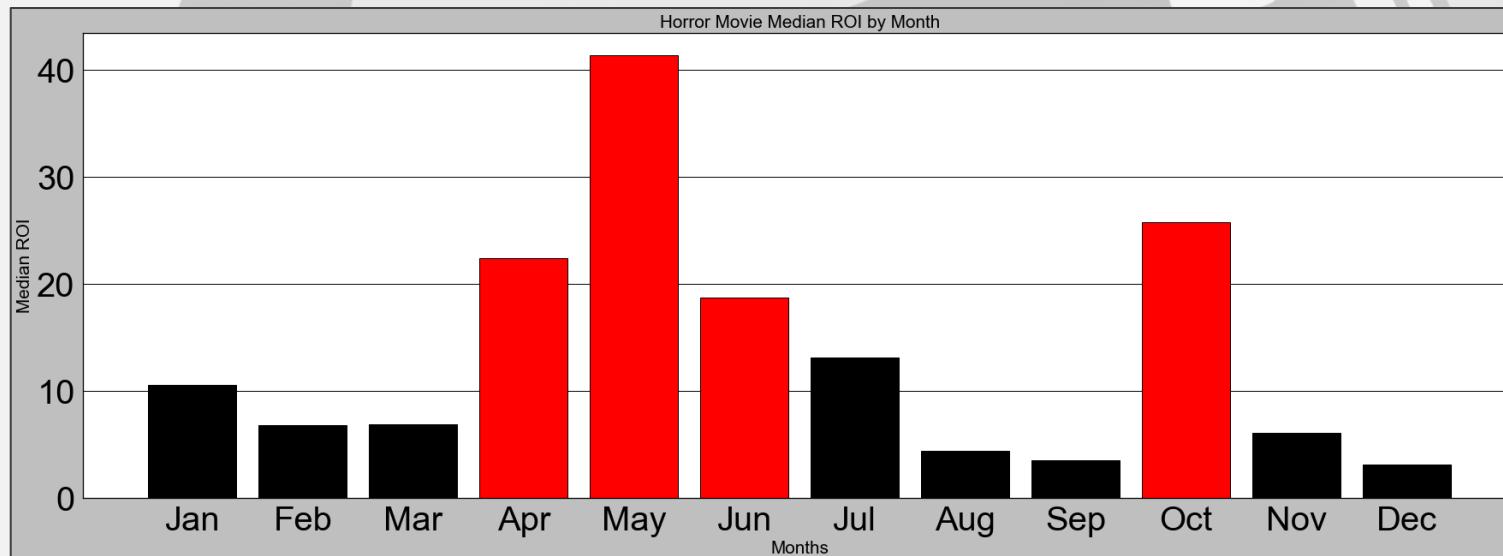
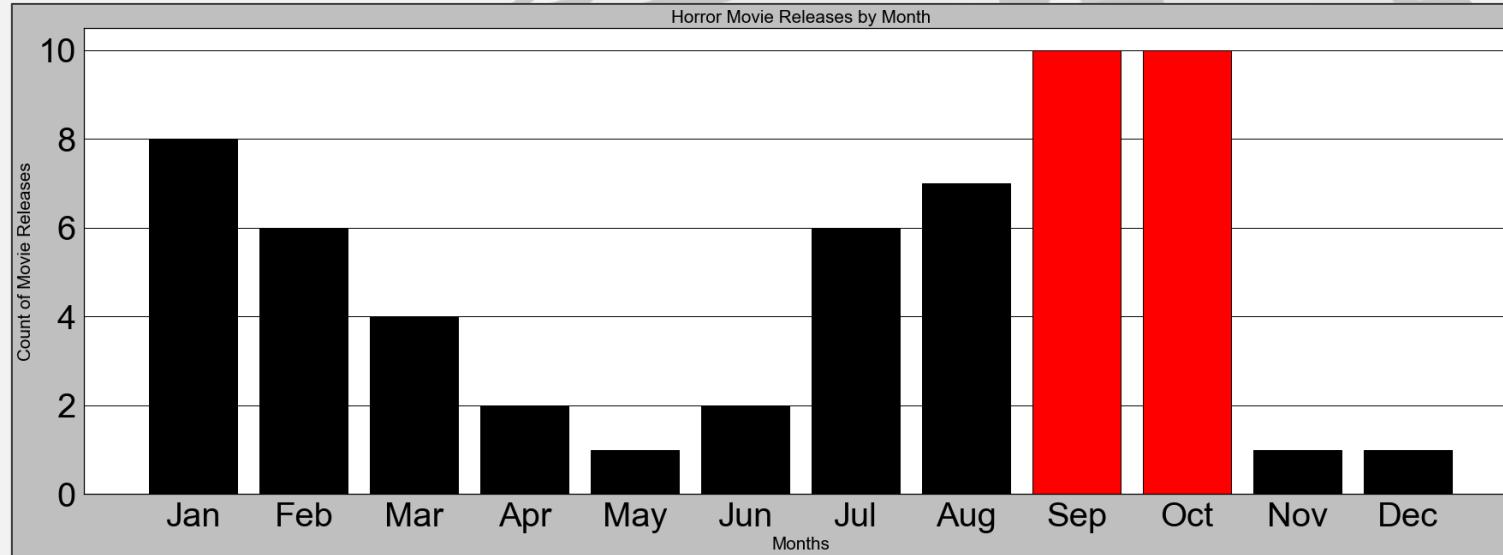
Expected profit when
spending between
\$10M and \$25M

Successful Horror Films from Big Studios

- [The Gallows](#), Warner Bros
- [The Devil Inside](#), Paramount
- [Paranormal Activity](#), Paramount
- [Get Out](#), Universal
- [The Last Exorcism](#), Lionsgate

RELEASE IN OCTOBER OR SUMMER

When evaluating historical ROI by release month of successful horror movies



Nov

Most common
release month for
all movies (11%)

Jul

Highest ROI month for
all movies (32% higher
than average)

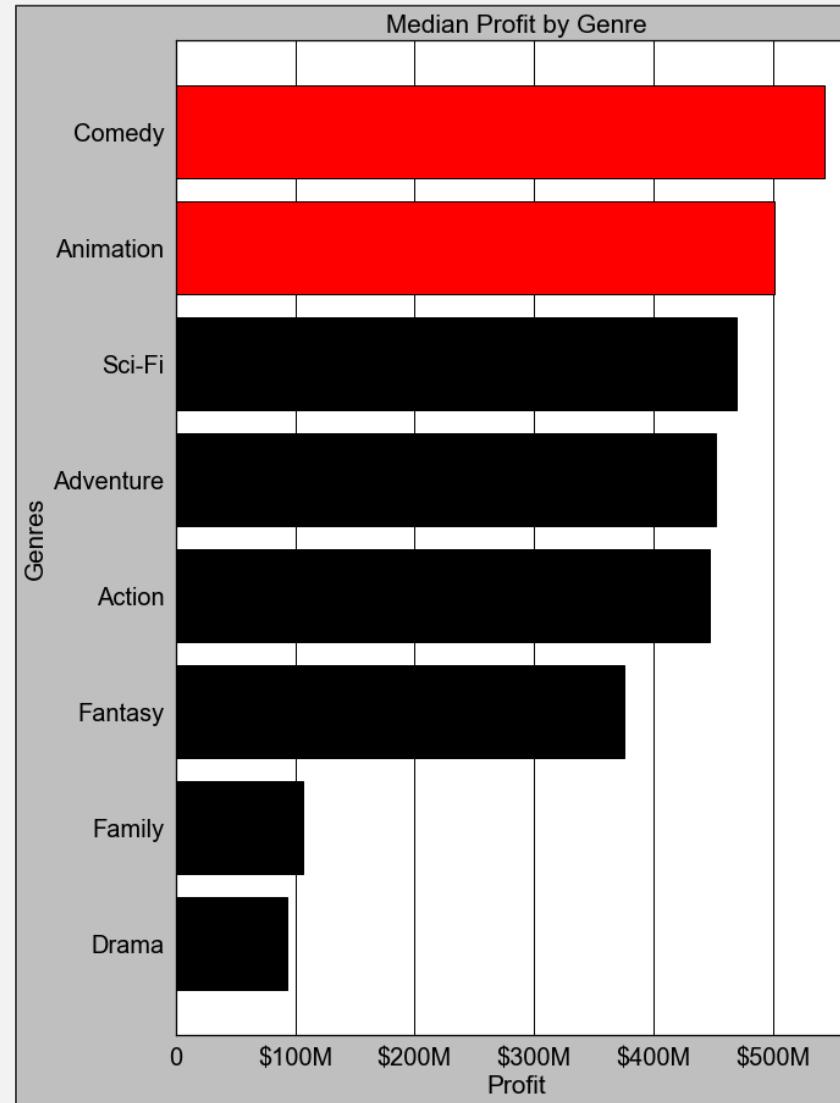
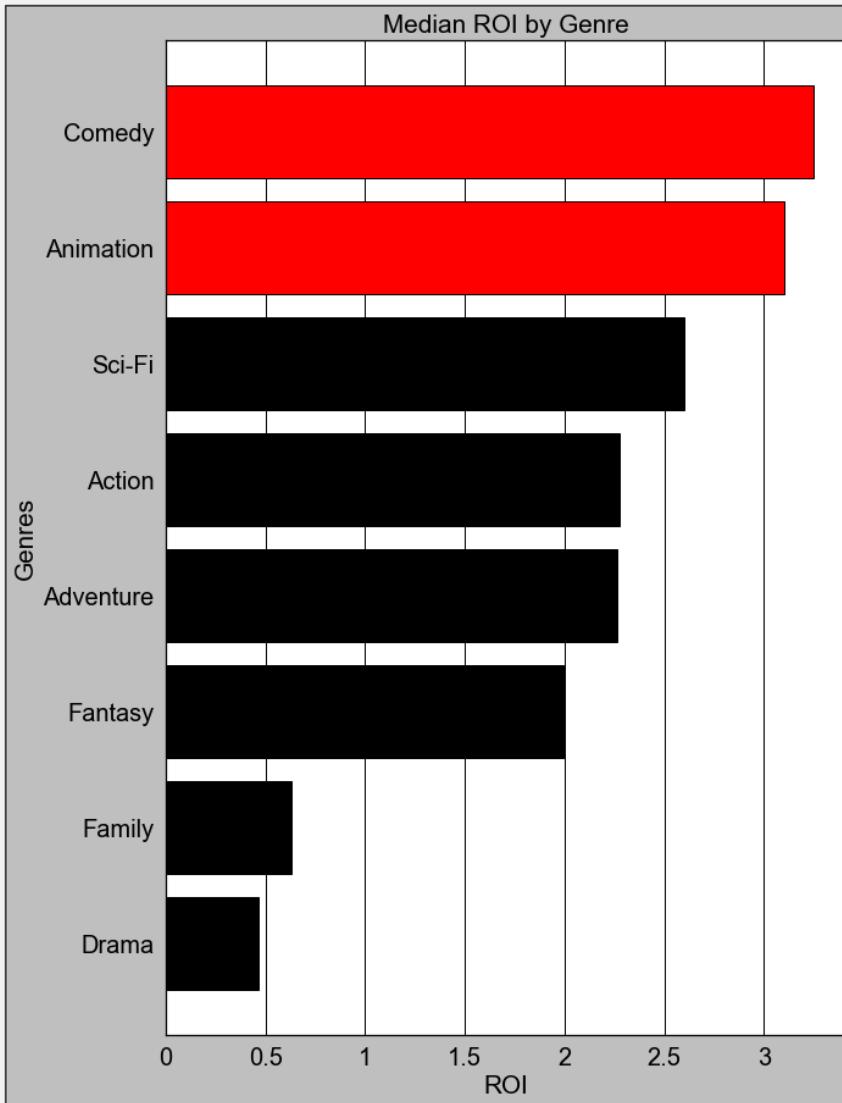


HIGH ROLLER ALTERNATIVE

Evaluating Horror
movie recommendations

INVEST IN ANIMATION OR COMEDY

If you want to spend more than \$150M (90th percentile)



9X
More profit
compared to Horror

17X
More costly to produce
compared to Horror

CONCLUSIONS

- **GREAT TIME TO MAKE A MOVIE**
- **HORROR MOVIES PROVIDE THE LOWEST RISK, HIGHEST ROI INVESTMENT**
- **EXPECT TO SPEND BETWEEN \$10M-\$25M AND MAKE BETWEEN \$85M-\$105M**
- **RELEASE IN OCTOBER OR DURING THE SUMMER**
- **PLAN NEXT MOVE TOWARD ANIMATED COMEDIES AS BUDGET PERMITS**

NEXT STEPS FOR DEEPER ANALYSIS

- IDENTIFY TOP DIRECTORS
- CHOOSE DIFFERENT METRIC FOR SUCCESS SUCH AS TOTAL PROFIT
- EXPLORING REVENUE BEYOND THE BOX OFFICE
- INTEGRATE POPULARITY MEASURES (AWARDS, SOCIAL MEDIA ETC.)
- ACQUISITION OF SUCCESSFUL MOVIE STUDIOS



THANK YOU