

MOVIE TRENDS

CAN WE PREDICT HOW
TICKET SALES WILL PROGRESS
DURING A TREND?

BY DAVID BERGER

GRAND LAKE

GRAND LAKE

1-2 ABOUT SICK & GHOST SANTA
8 MILE 3 CHARLIE TWISTED SHIP 4 CLAUSE 2



NOW PLAYING

© 2009 WARNER BROS. ENTERTAINMENT INC.

JUSTIN
TIMBERLAKE

MIL
KUN





J
TIM



©DISNEY/PIXAR

NOW PLAYIN
© 2000 WARNER BROS. ENTERTAINMENT



J
TIM



Walt Disney Pictures
Presents
A
PIXAR
ANIMATION STUDIOS FILM
**FINDING
NEMO**

**CATCH IT NOW
ON DVD AND VIDEO**

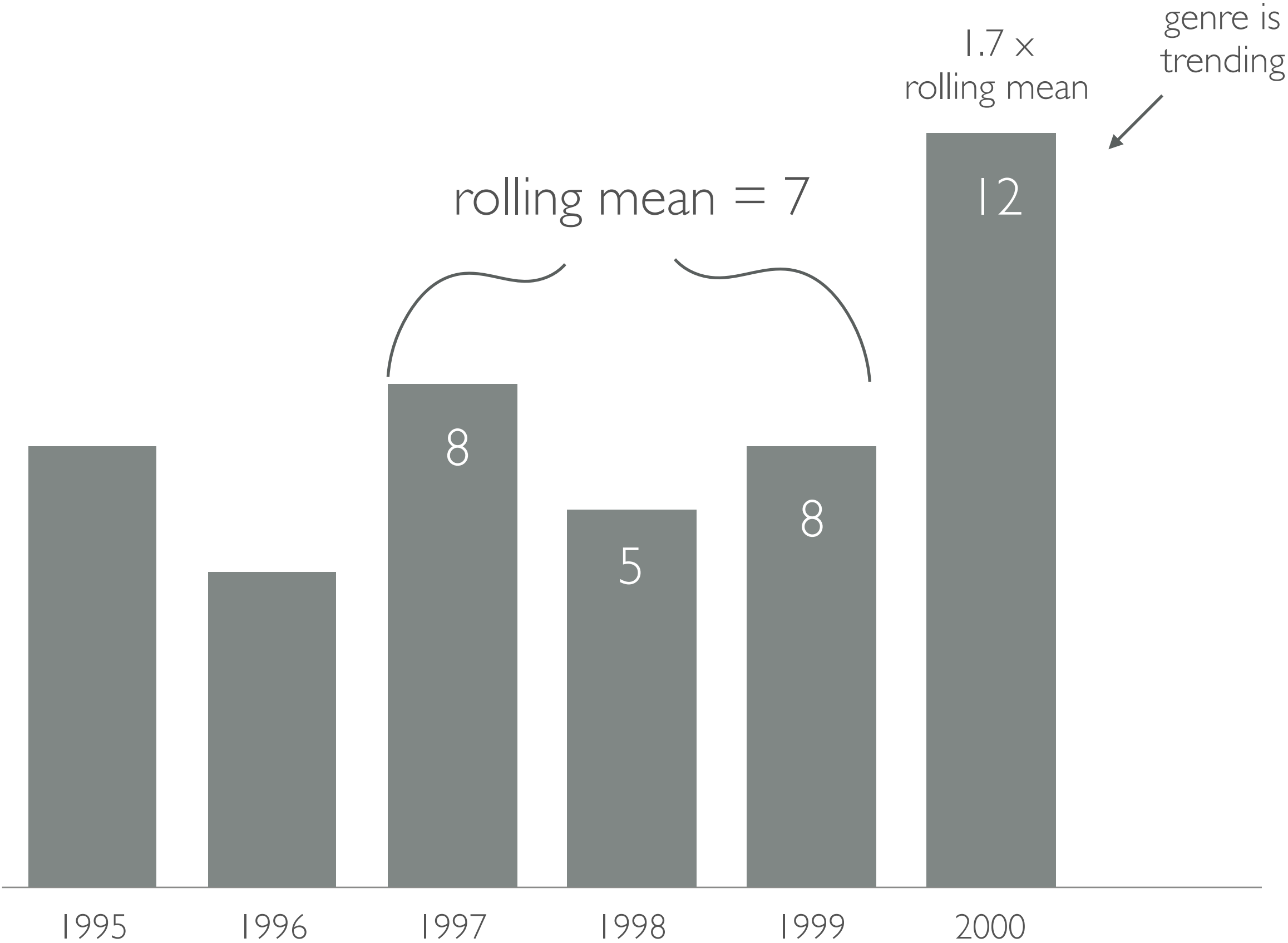


NOW PLAYIN
© 2009 WARNER BROS. ENTERTAINMENT

©DISNEY/PIXAR



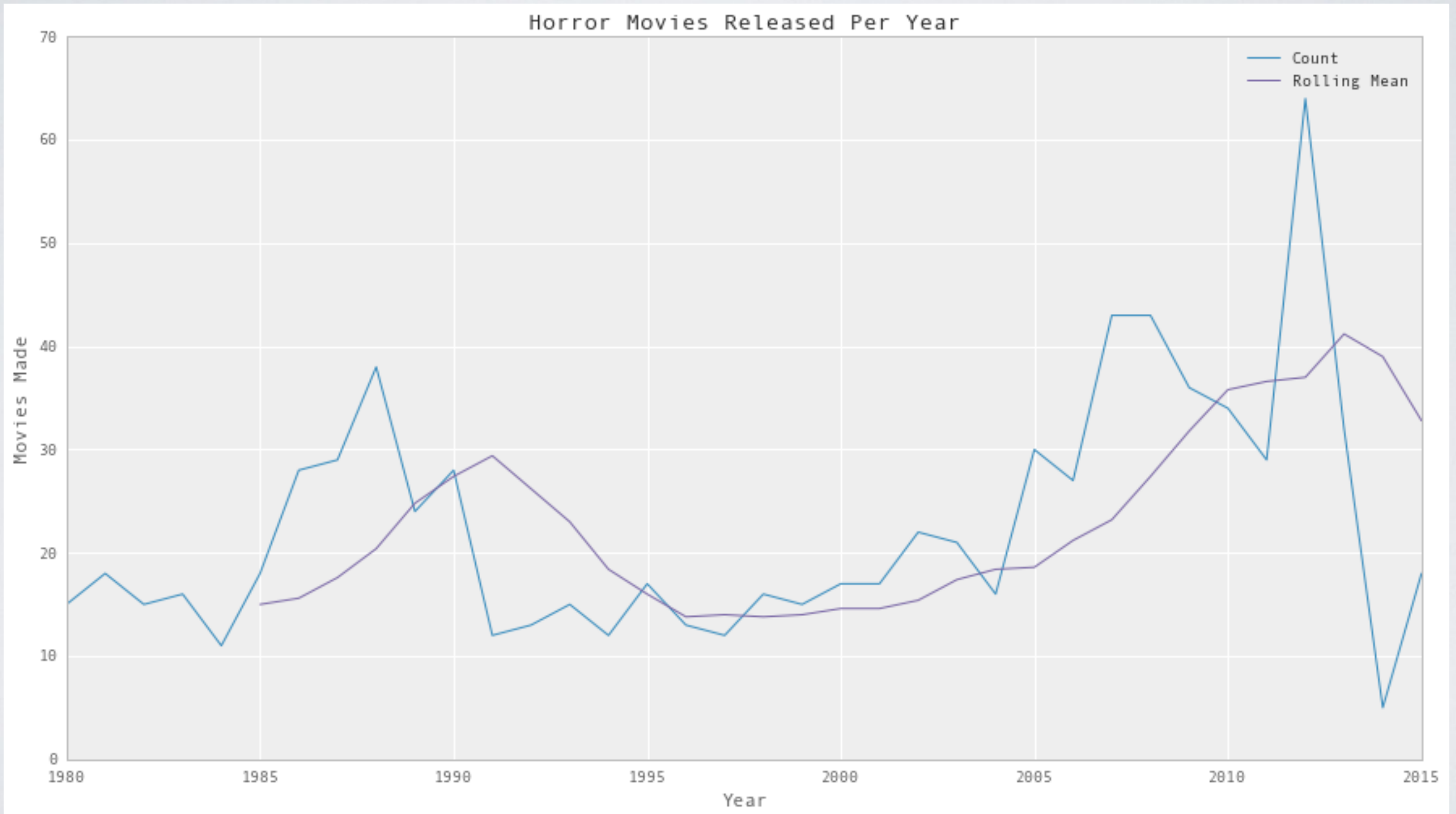
Movie Release Counts



Horror Movies Released Per Year

COUNT = NUMBER OF MOVIES MADE THAT YEAR

ROLLING MEAN = MEAN OF THE PREVIOUS 5 YEARS



Instances Where the Count Exceeded the 1.5 Threshold

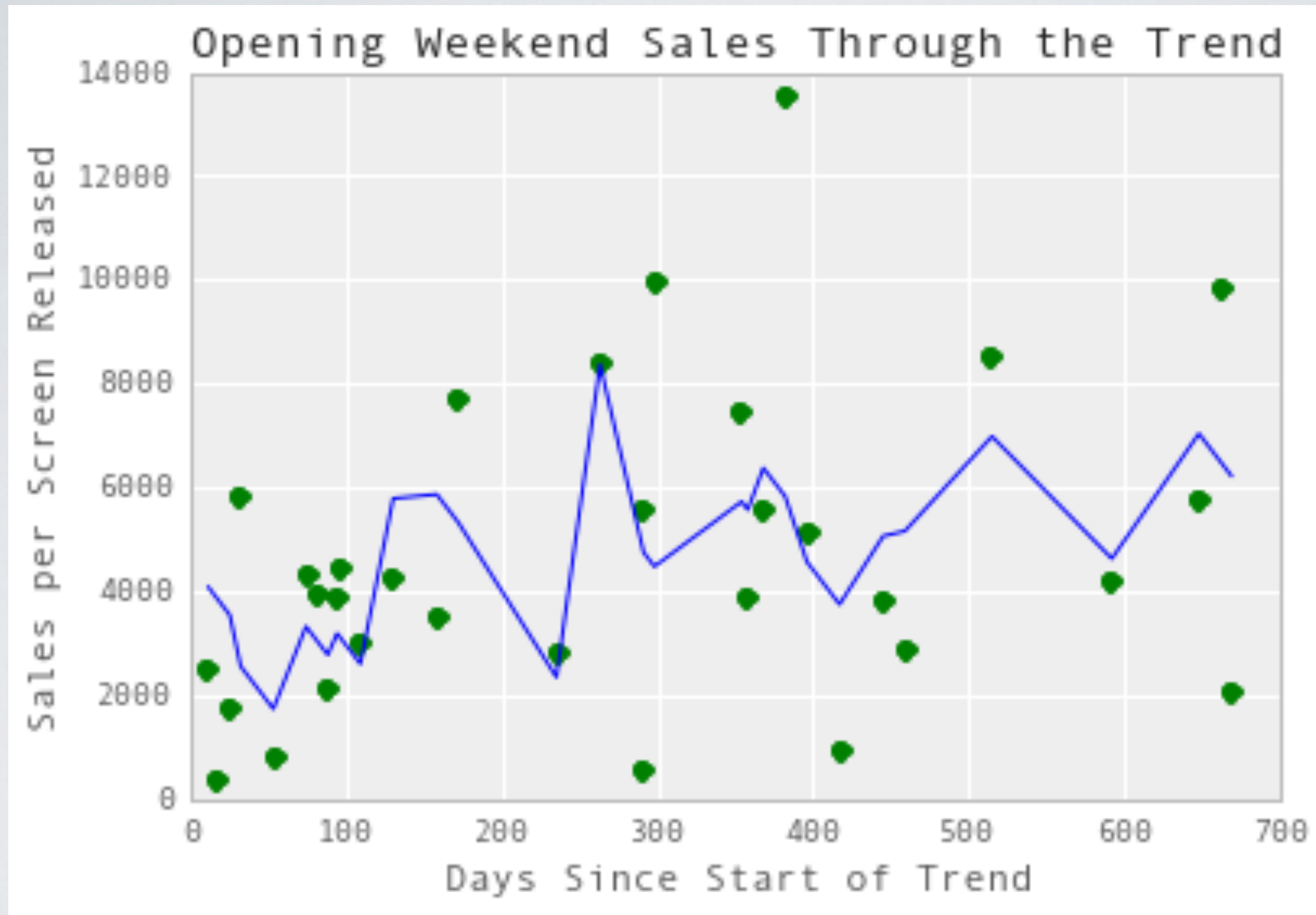


DO PEOPLE GET SICK OF
TRENDS?

OR EAGER FOR MORE?

DO THEY CARE?

THE HORROR MOVIE TREND OF 2007-2008



Features:
Months,
+
Days Since
Start of Trend

R Squared: 0.272

Adjusted R Squared: -0.129

Time Delta $P > |t|$:

.640

No Trend:

Romantic Comedies

Comedies

Biography

War

History

Has Trend(s):

HORROR

SUPER HEROES

DYSTOPIAN

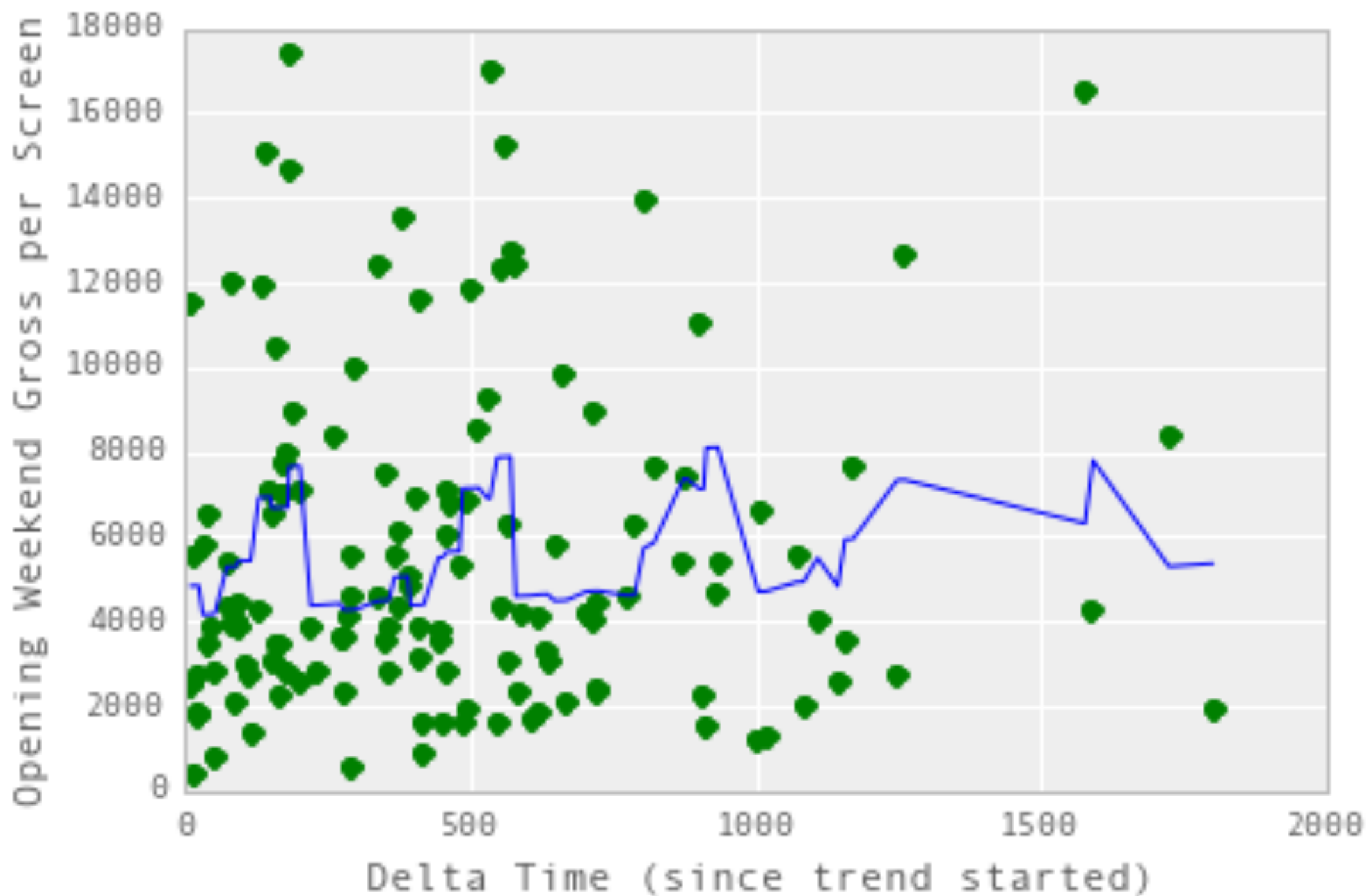
SPORTS

ACTION - ADVENTURE

ANIMATION

HEIST CRIMES

Composite Trends

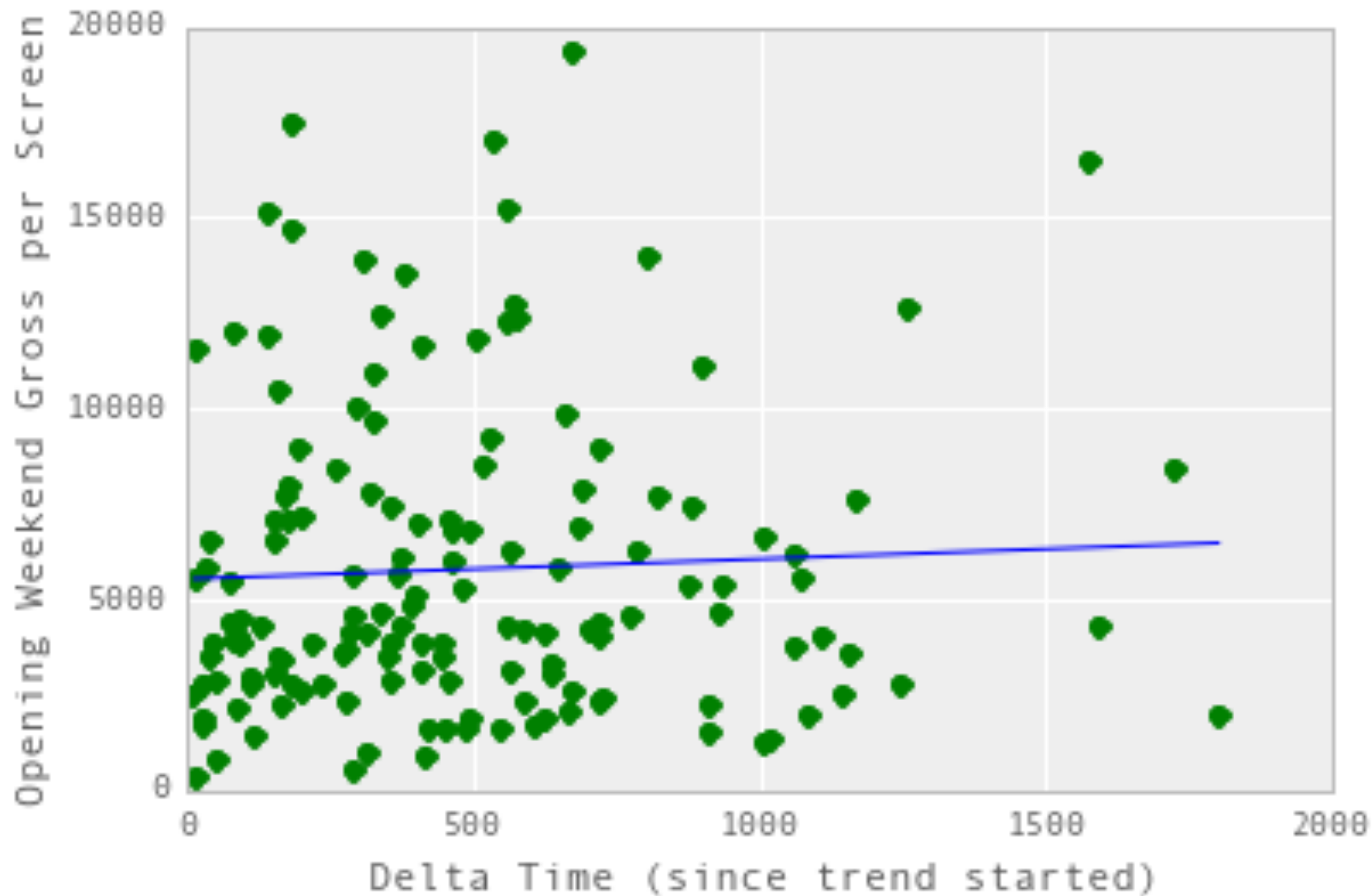


Features:
Months
+
Days Since
Start of Trend

R Squared: 0.102

Time Delta $P > |t|$:
.515

Composite Trends



Features:

~~Months~~

+

Days Since
Start of Trend

R Squared: 0.002

Time Delta $P > |t|$:
.558

Composite Trends Screens $\geq 3,000$



Features:
Months
+
Days Since
Start of Trend

R Squared: .447
Adjusted: .090

Time Delta $P > |t|$:
.515
Skew: -5.403

Composite Trends Screens $\geq 3,000$



Features:

Months
+
Days Since
Start of Trend

Average Screens:

3298

x

Average Time Delta:

627

x

-\$5.40

=

-\$11,228,403

dollars lost based on
timing of release

R Squared: .447

Adjusted: .090

Time Delta $P > |t|$:

.515

Skew: -5.403

POSSIBLE EXPLANATION?

Overconfidence in Trend

CONCLUSION:

Overall, as a trend progresses people are neither more nor less likely to buy tickets to a movie of that trend.

However:

For movies with a wide release
(3,000 or more screens)
you stand to lose around 5.5 dollars per screen per day.

FUTURE EXPLORATIONS:

Validate current findings

Are trends more profitable in general?

Find more specific trends