

Smashing the Box Office

Emma Scotson, Dale DeFord

"Making movies is little like walking into a dark room. Some people stumble across furniture, others break their legs, but some of us see better in the dark than others." ~ Billy Wilder

(7 Academy Awards, 2 Golden Globes, "Some Like it Hot", "Sabrina",
"Sunset Boulevard", "The Seven Year Itch")



8 Reasons Dumb Money Bombed At The Box Office: Why The GameStop Movie Only Made \$8 Million

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Why Prayers Weren't Answered For 'Are You There God? It's Me, Margaret' At Box Office: It's Complicated

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VARIETY

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Oct 24, 2023 3:25pm PT

Ari Aster 'Disappointed' With How Moviegoers Dismissed 'Beau Is Afraid'

Profit

Domestic Net Profit // Production Budget (Ppratio)

Data Understanding

Over **100,000 films**, **12 genres**

Average rating, production budget,
domestic gross

Data Preparation: filtering by year,
careful cleaning, filling missingness

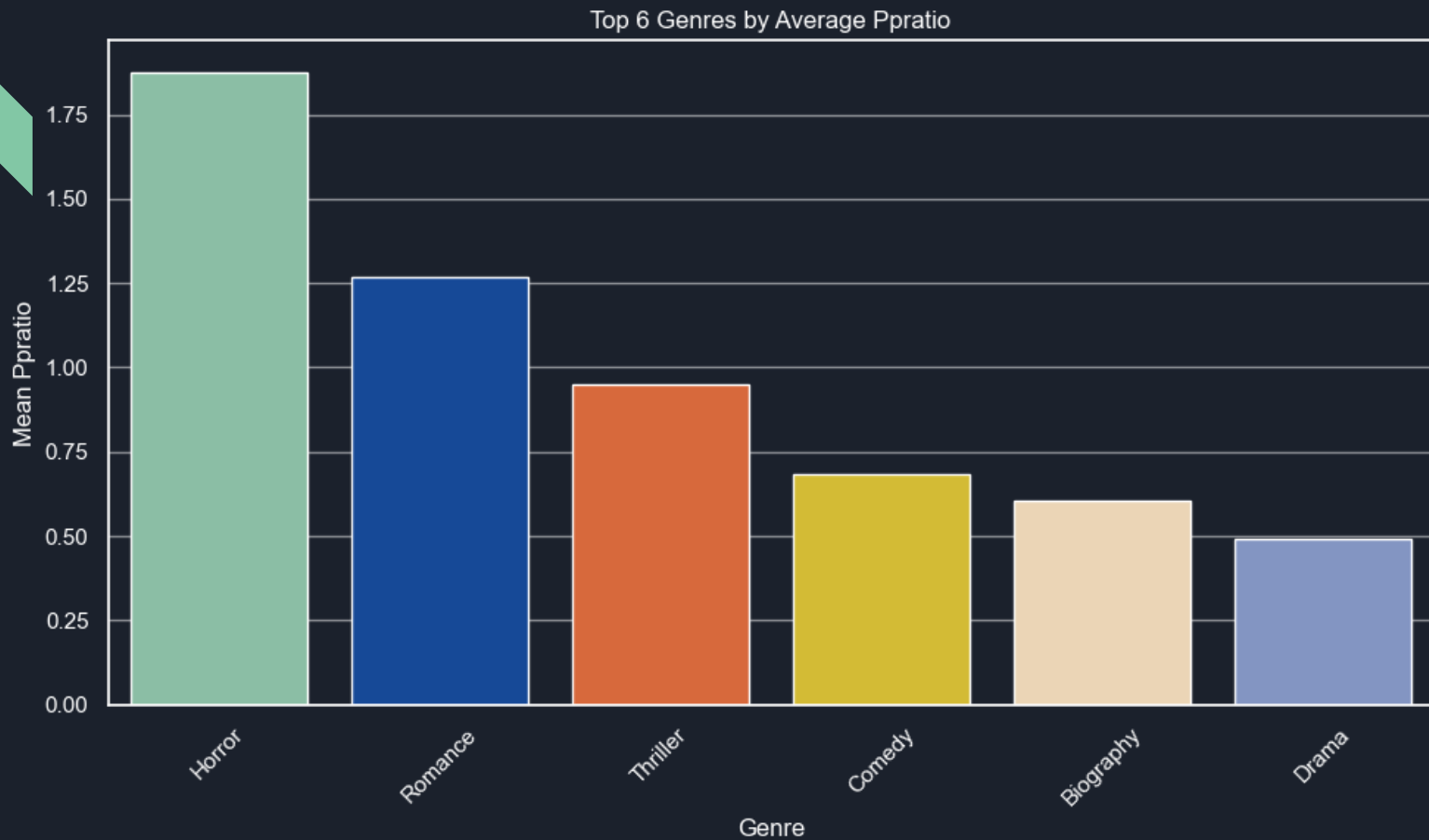
**Rotten
Tomatoes**

IMDb

**THE
MOVIE
DB**

Box Office Mojo
by IMDbPro

THE NUMBERS



HORROR

1.76 avg Ppratio

ROMANCE

0.84 avg Ppratio

THRILLER

0.84 avg Ppratio

BIOGRAPHY

0.59 avg Ppratio

COMEDY

0.56 avg Ppratio

DRAMA

0.48 avg Ppratio

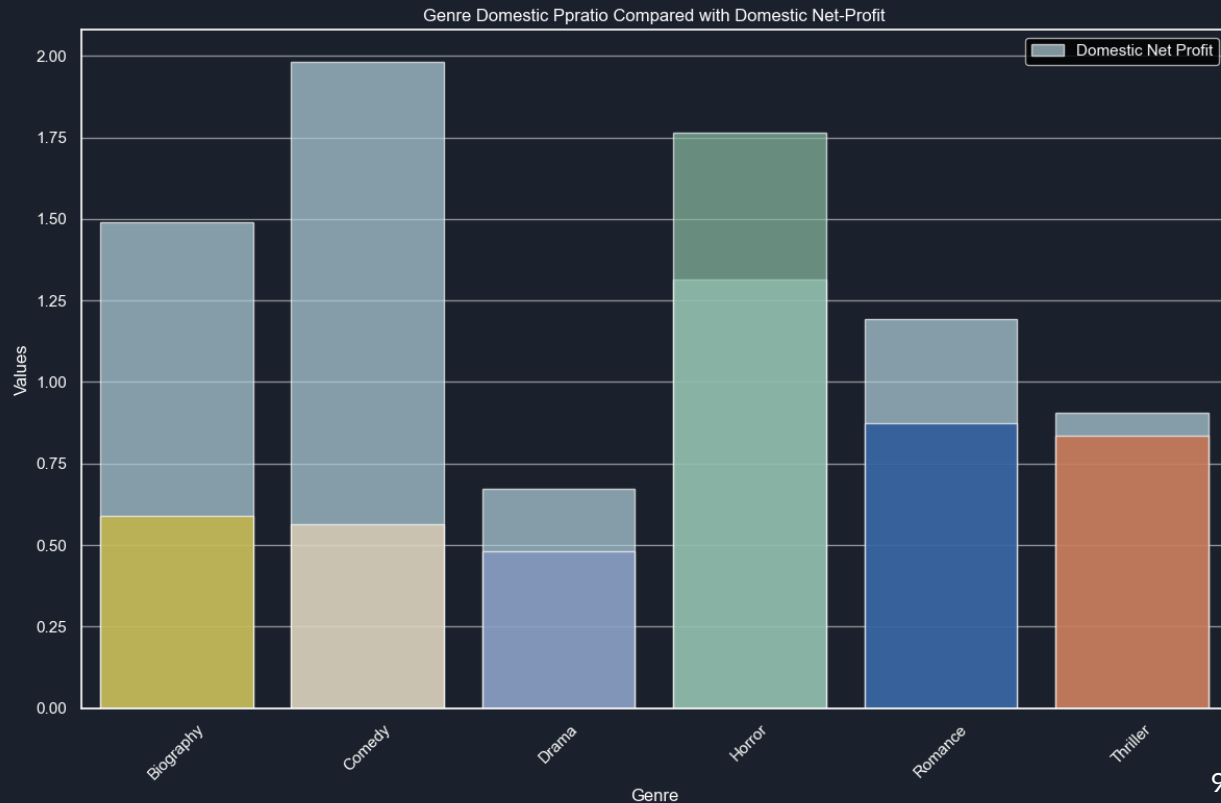
Net Profit vs. Ppratio

Comedy

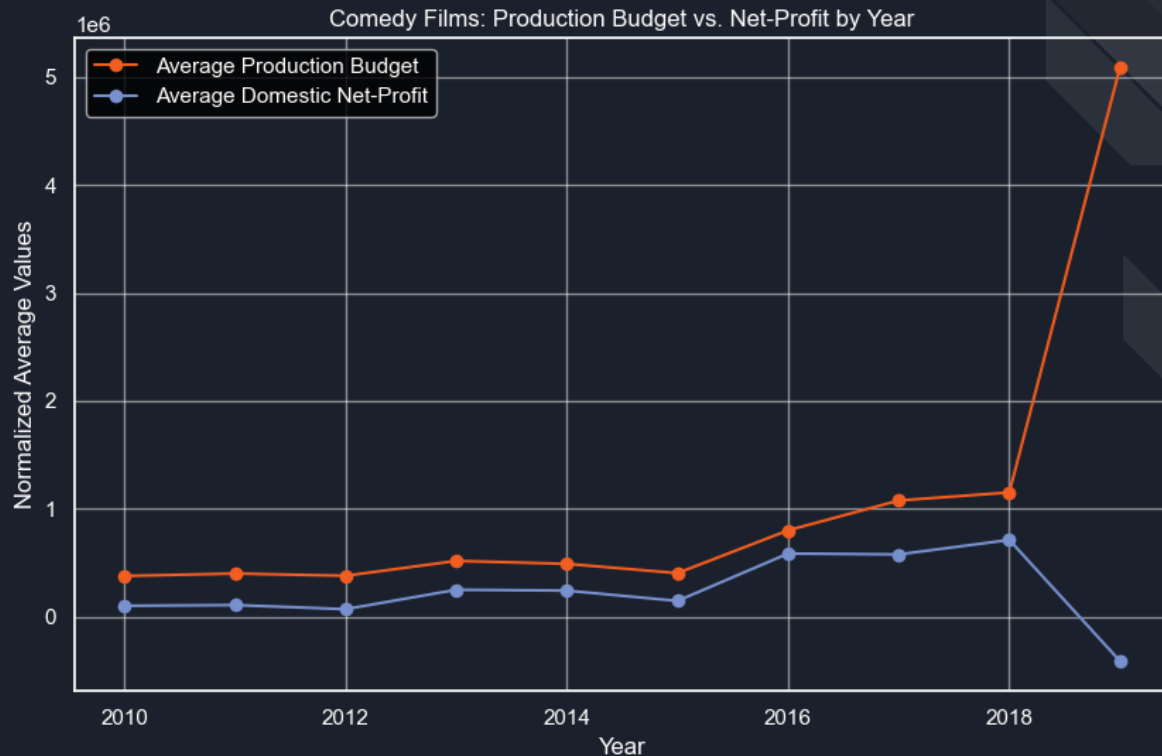
Ranked **5th** for Ppratio

Average Net-Profit of \$14 M

1.3 times greater than Biography



Worth the Risk?



Horror

Subgenre: Horror-Thriller

Horror-Thriller

Ppratio: 3.15

Budget: \$10.09 M

Net-Profit: \$17.36 M

Horror (other)

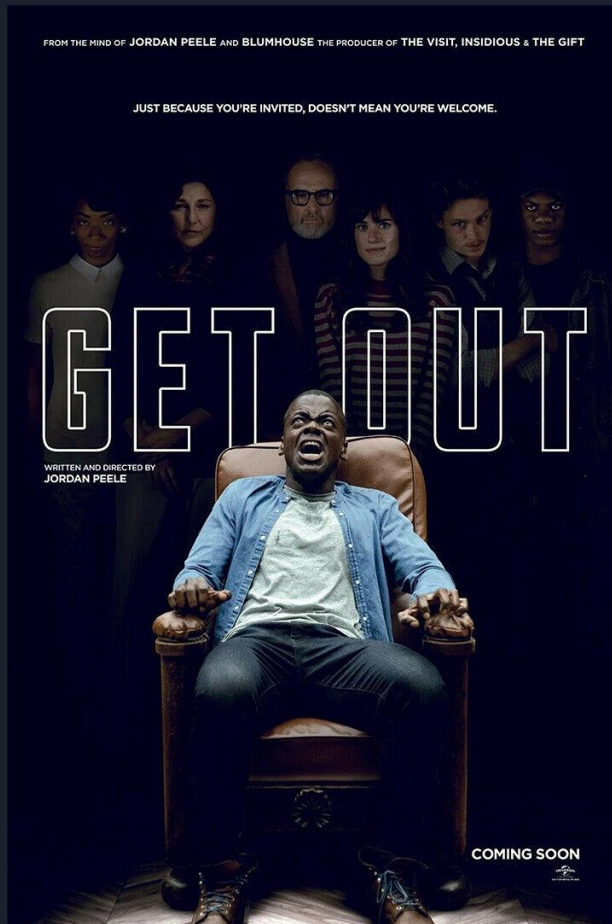
Ppratio: 0.95

Budget: \$21.12 M

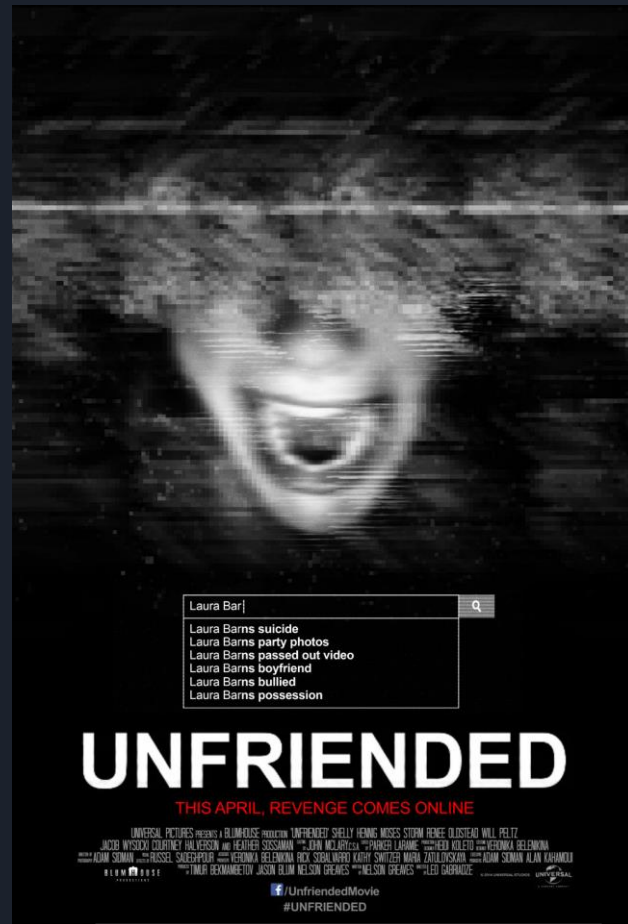
Net-Profit: \$4.92 M



Insidious (2010), Dir. James Wan
35.0 Ppratio // \$52.5 M profit

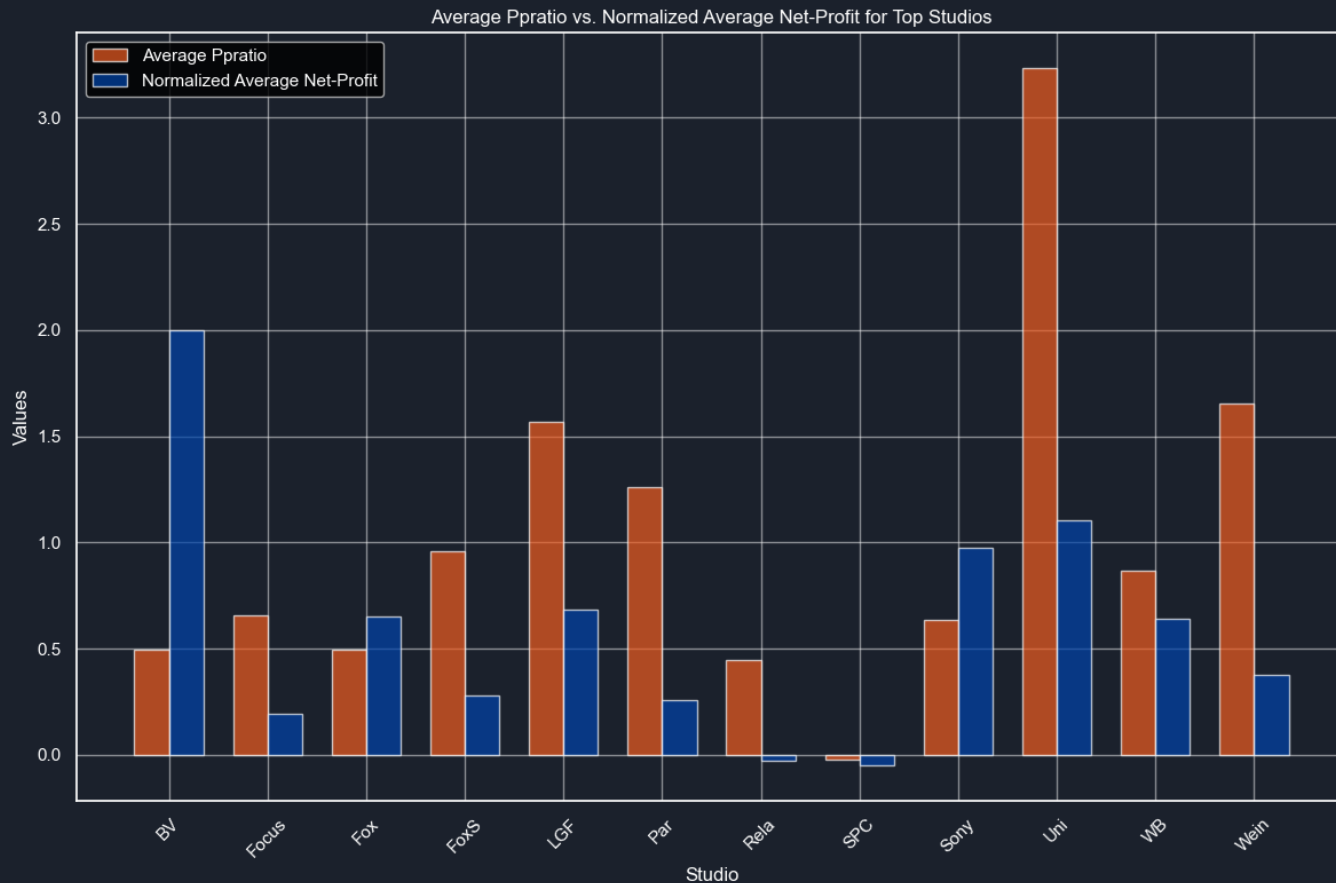


Get Out (2017), Dir. Jordan Peele
34.2 Ppratio // \$171 M profit

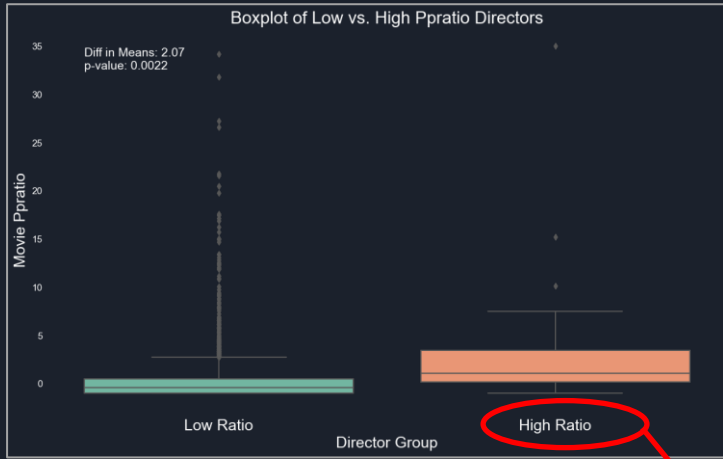


Unfriended (2014), Dir. Levan Gabriadze
31.79 Ppratio // \$31.8 M profit

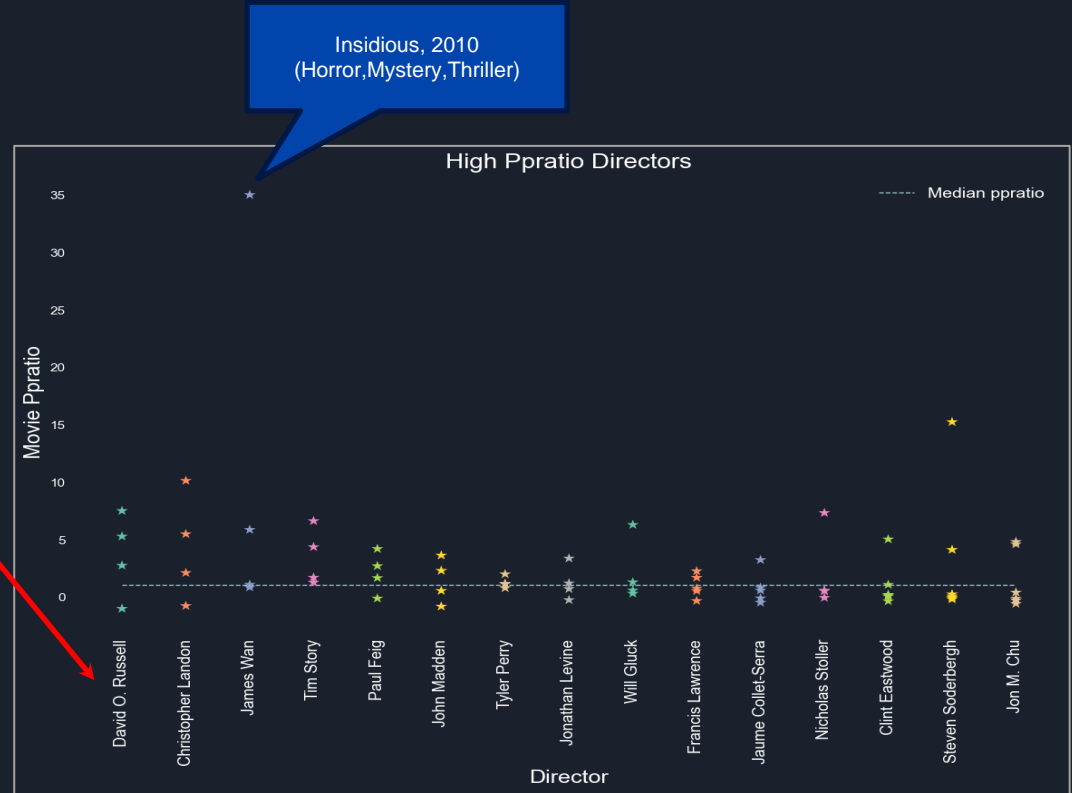
Studios: Universal (Uni), Lionsgate (LFG)



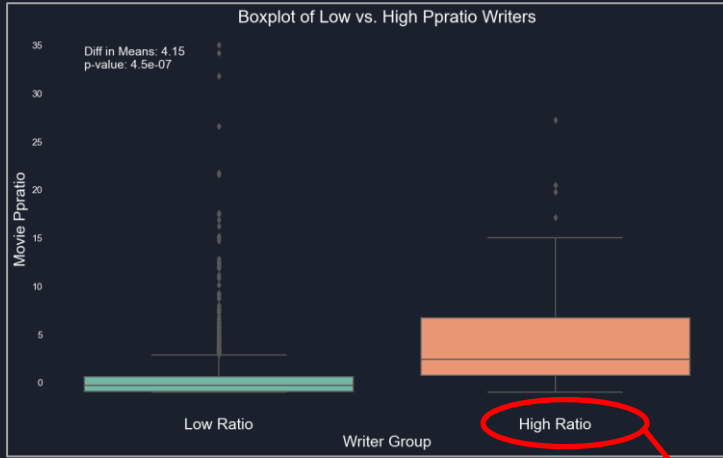
Top Performing Directors



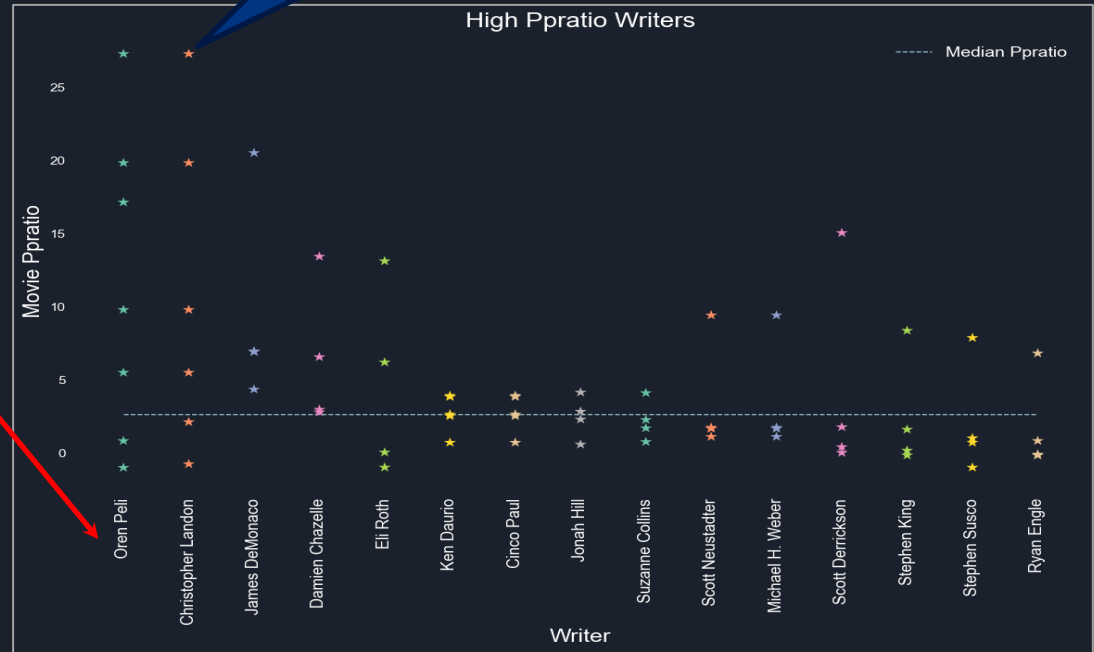
- With respect to average ppratio, top 15 Directors were selected from the data
- Criteria: At least 4 movies in the data



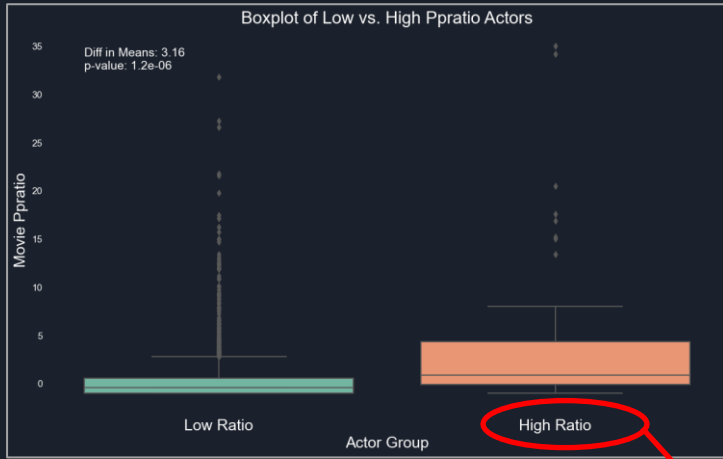
Top Performing Writers



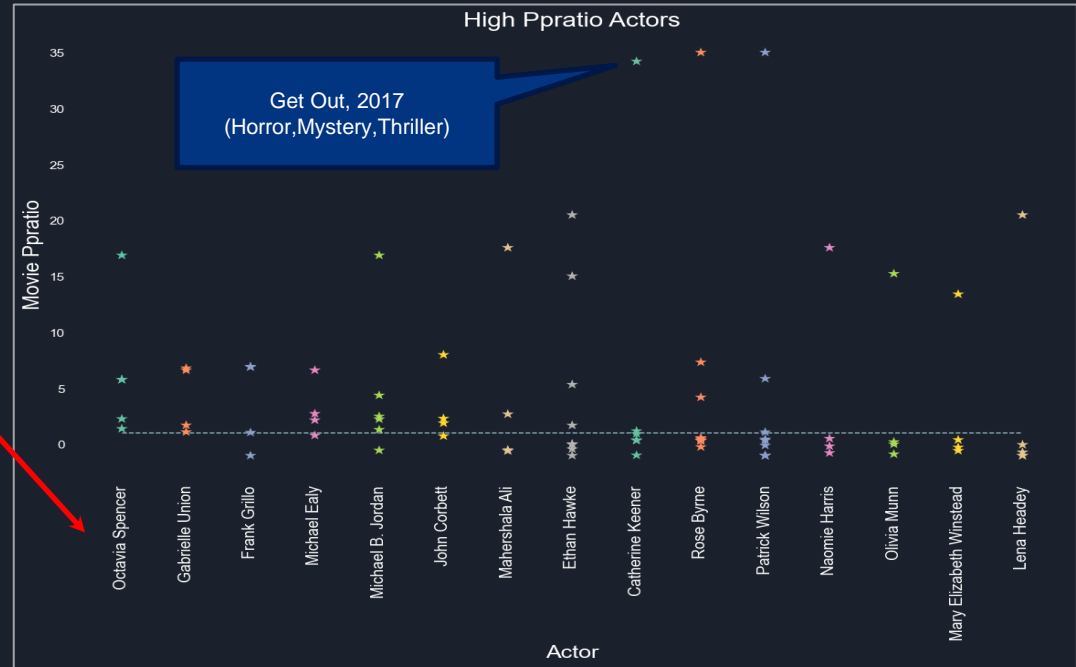
- With respect to average ppratio, top 15 Writers were selected from the data
- Criteria: At least 4 movies in the data



Top Performing Actors



- With respect to average ppratio, top 15 Actors were selected from the data
- Criteria: At least 4 movies in the data





Conclusions

LENGTH: Feature (40+ minutes)

GENRE: Horror-Thriller

STUDIO: Universal (Runner-up: Lionsgate)

TIME: February

DIRECTORS, WRITERS, ACTORS: Preference placed on historically high performers
(see names in slides above)



Driving force in **horror**, producing **over 200 movies** and TV-series with theatrical grosses of almost **\$6 million in global box office**

Production/Distribution agreement with **Universal Studios**

NEXT STEPS:

FESTIVALS (Sundance, TIFF, Cannes, Telluride, Venice, Berlin, Tribeca)



SAG-strike, Sales Agents, Theatrical-Release, Streamers



Questions?