

# **Box Office Trends and Studio Recommendations**

# Considerations

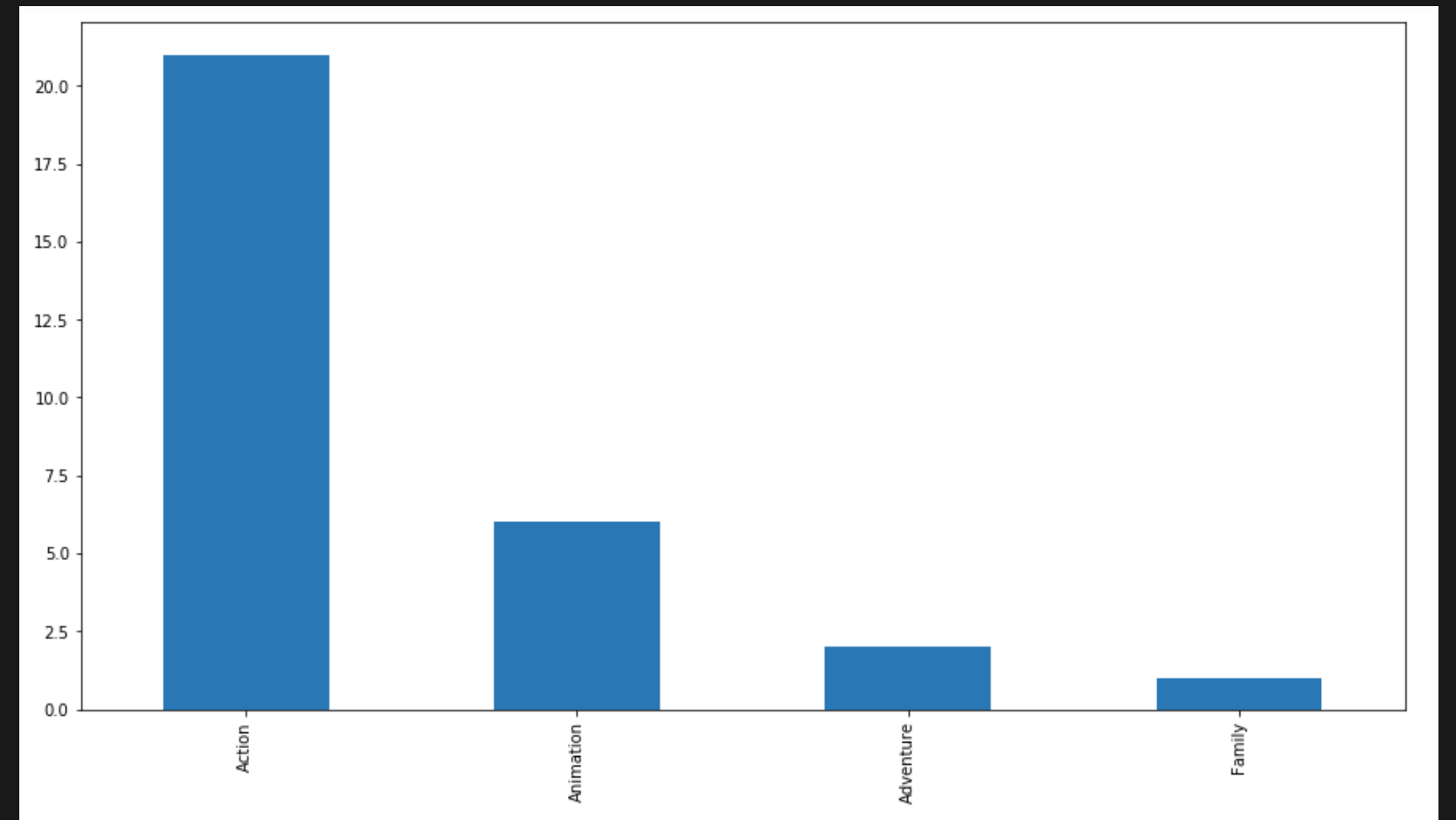
Data collected is the top 50 movies by box office gross for each year starting with 2010.

All data was collected from [imdb.com](https://www.imdb.com)

# Top 3 movies every year

Consisted of primarily action and animation movies, with a few adventure and family movies.

Movie examples for each genre:



Action: The Avengers

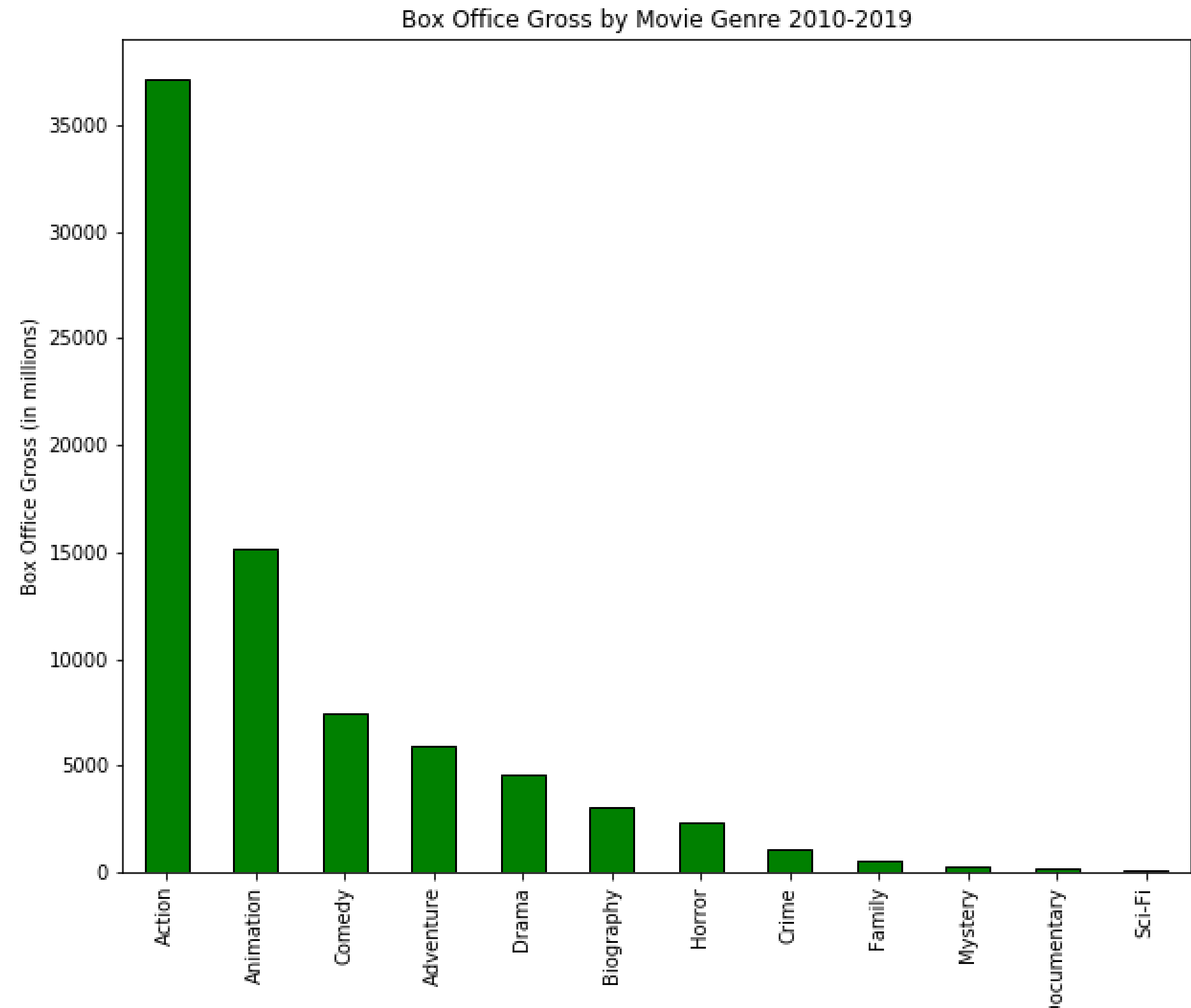
Animation: Frozen

Adventure: Alice in Wonderland

Family: Beauty and The Beast

# Action Movies Are The Most Popular Genre

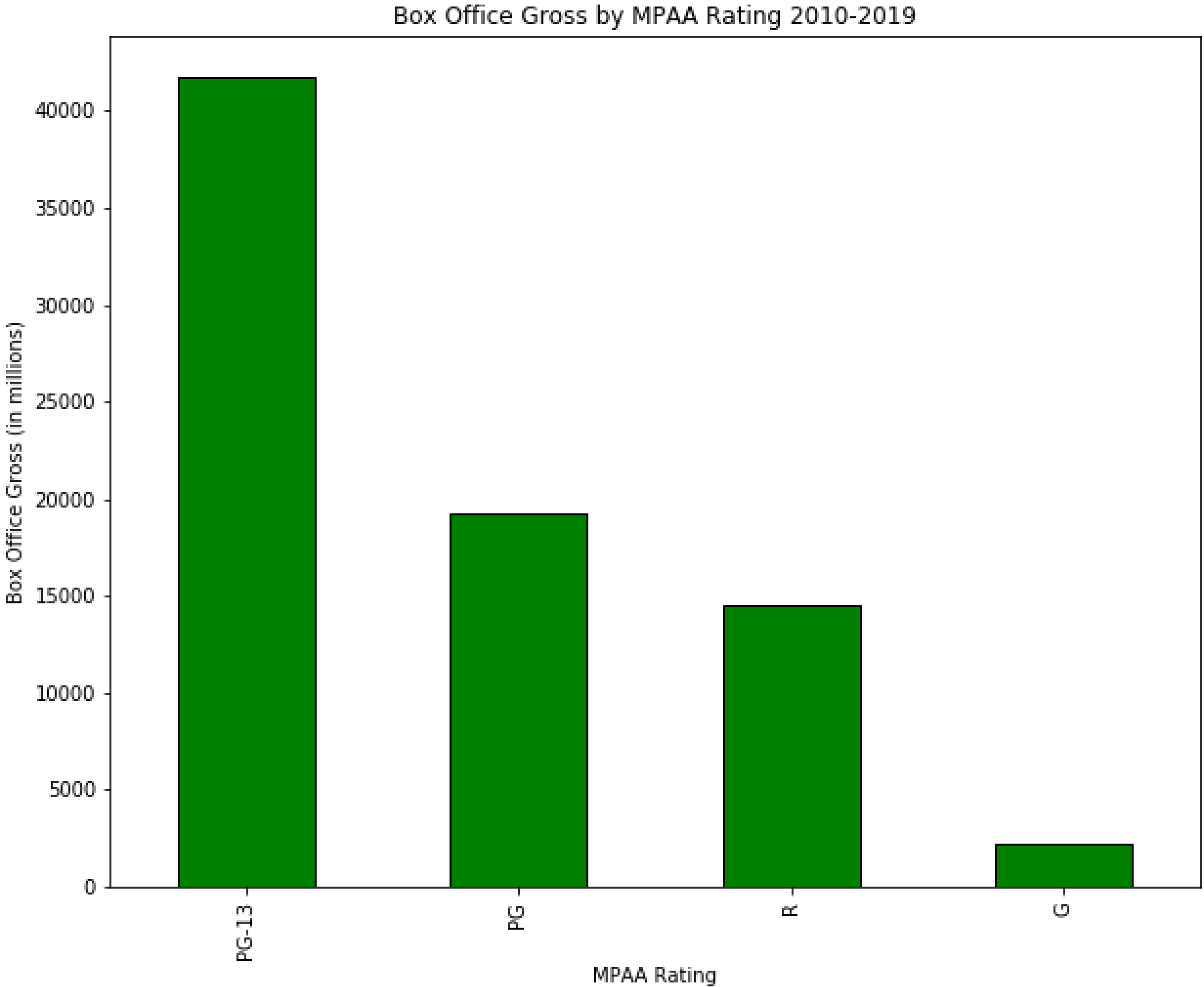
Measured by box office gross, action movies are by far the most popular. Animation, comedy, adventure, and drama round out the top 5.



# MPAA Rating Appears to Make A Difference

Totalled over all genres  
PG-13 movies  
generated the highest gross  
at the box office.

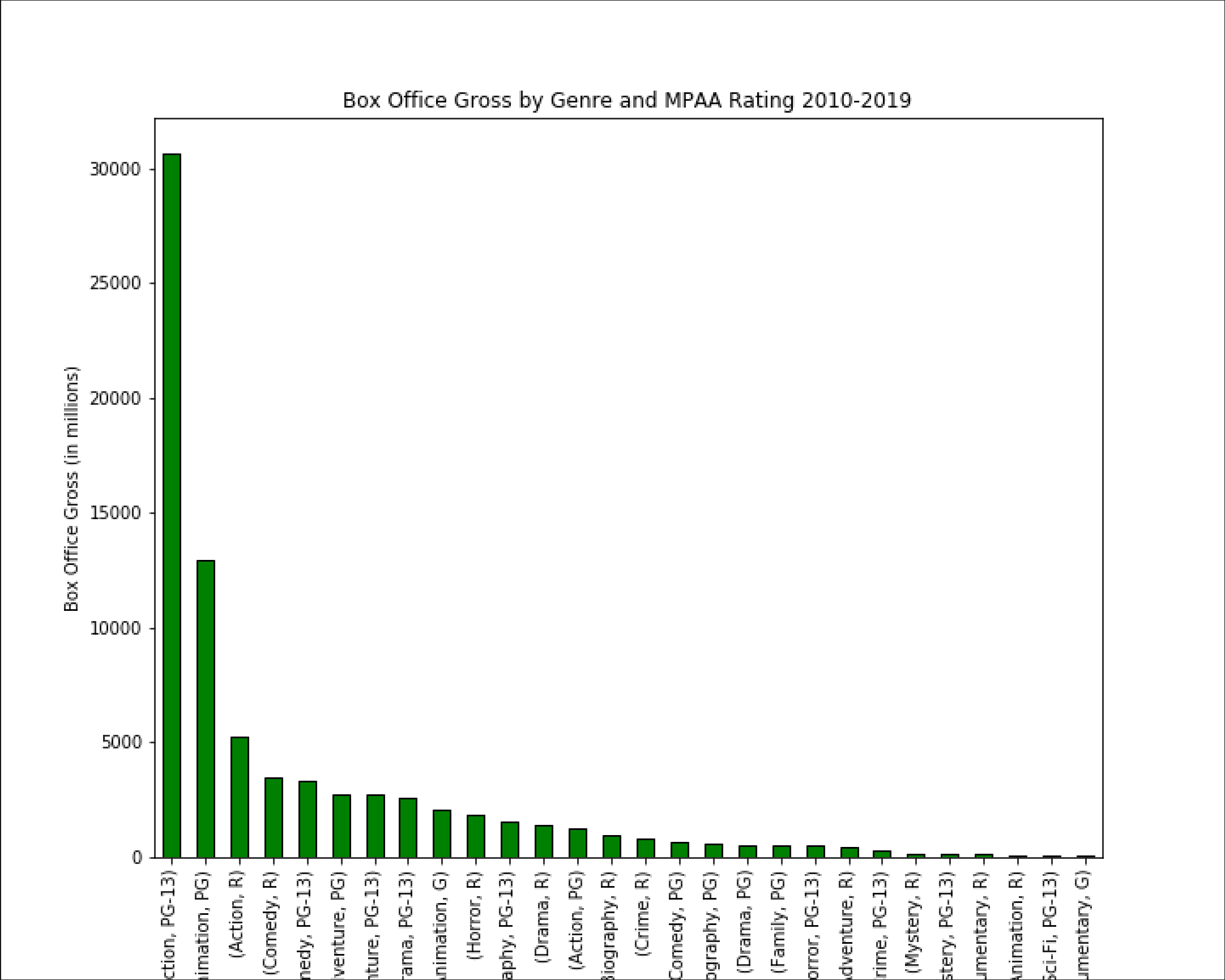
MPAA rating affects potential audience  
size, as well as that audience's outlook on  
the genre.



# Genre and MPAA Rating Combined

Looked at together  
the movies with the  
highest box office gross  
were  
rated PG-13 action movies.

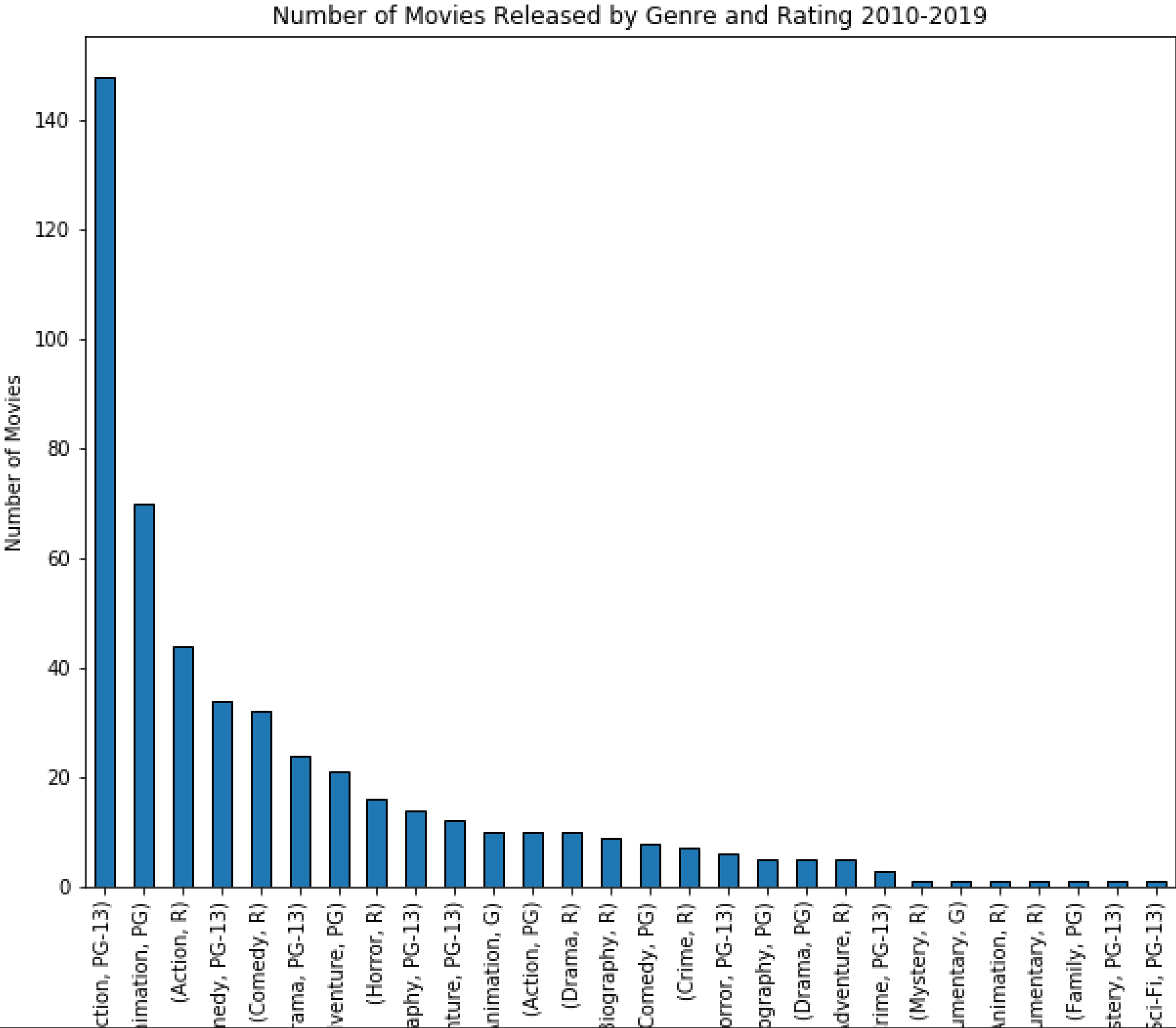
PG rated animations  
R rated action movies  
R rated comedies  
and PG-13 rated comedies  
round out the top 5.



# A Crowded Market

PG-13 rated action movies have been the most commonly produced as well as being the highest grossing movie category.

PG rated animations, R rated action movies, PG-13 comedies, and R rated comedies round out the top 5.



# Typical Box office gross by genre and rating

Out of the top grossing genres, the highest typical box office gross belongs to PG rated animation movies and PG-13 action movies.

