



# Current Trends in Film

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# What Films to Make and Why

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Does a bigger budget really bring in more Box Office dollars?

3

What genres rake in the big bucks and which ones are trending upwards?

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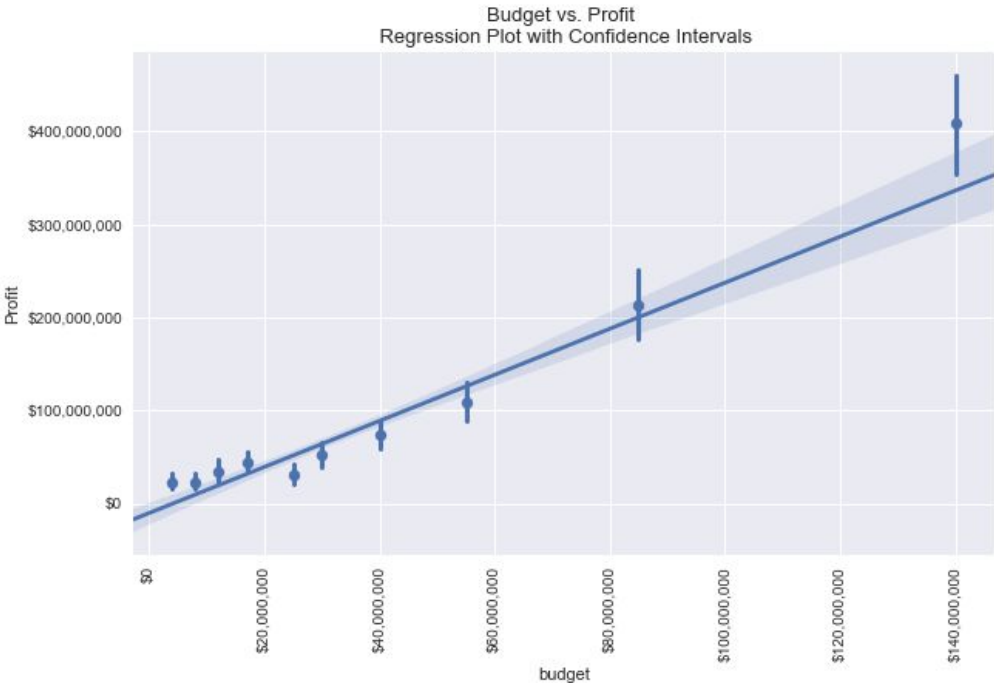
Does the MPAA rating of film matter when it comes to patrons seeing a film?



# Budget vs Profit Trend

When it comes to profit, budget is king. The higher the budget, generally the higher the profit.

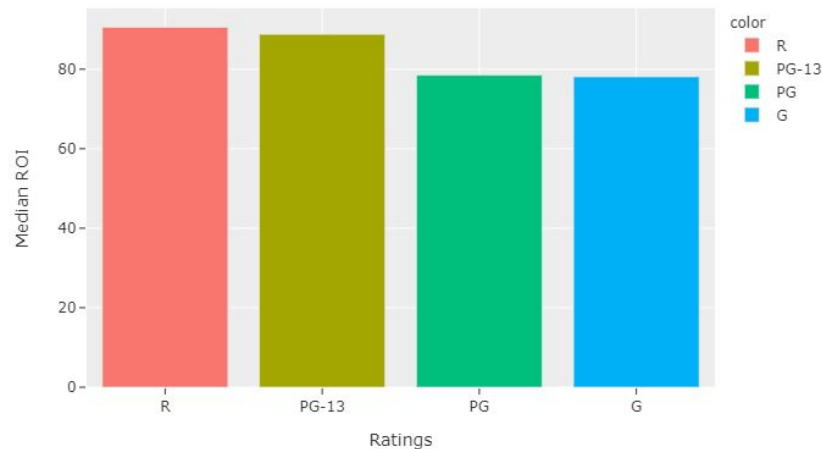
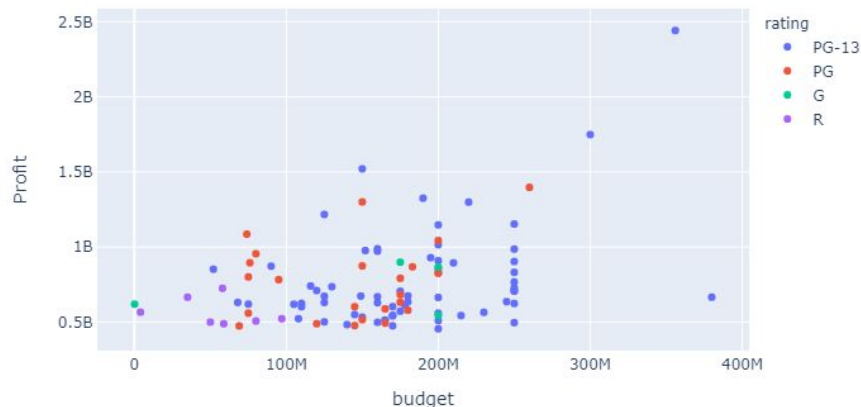
Therefore we recommend working within a higher end budget - between \$80m and \$100m.



# Ratings: Do They Matter?

Ratings are an exclusionary system, and we have found it is important to not limit your audience. So, we are suggesting that though it may appear that R rated films have a higher median Return on Investment the true champion of the ratings is the PG-13 film. This gives your audience a wider potential of age ranges and does not pose a significant gate to content.

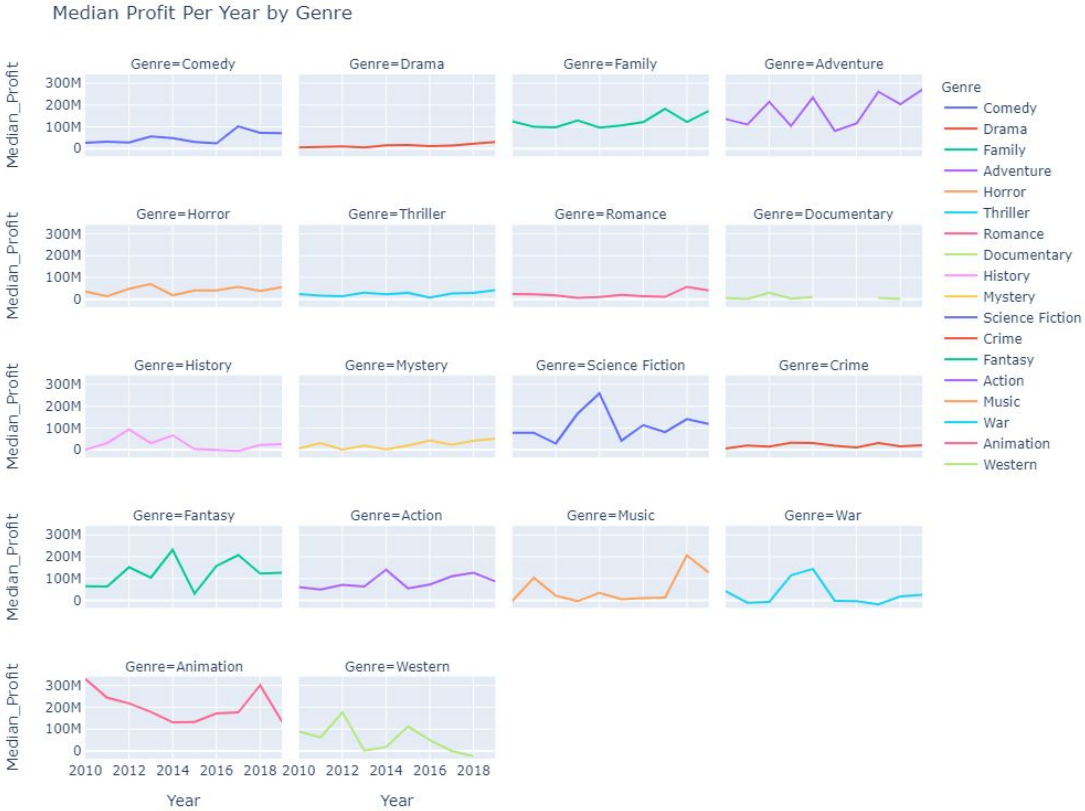
Budget Distribution with Color by Rating





# Adventure Awaits: An Analysis of Genre

With an ever growing stream of profit, Adventure films are taking off. Films rarely have a single genre though - so how else do we tailor our adventure flick? By making it family friendly, mixing it with Science Fiction, or adding a Fantastic flair.



Our ultimate recommendation is a film with a budget between **\$80m** and **\$100m**. This film will be an **Adventure** film that could be oriented towards a **families**, fans of **Sci-Fi** or **Fantasy** devotees. Ultimately the film should aim for a **PG-13** rating.

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# Project Continuation

Actors -

Who draws the big bucks, and who breaks the bank?

An examination in trends of the actors that will consistently boost a pictures credit.

Directors -

Do you want an auteur or a franchise mastermind?

An analysis on director reliability in relation to Box Office hit-making.



# Thank you.

