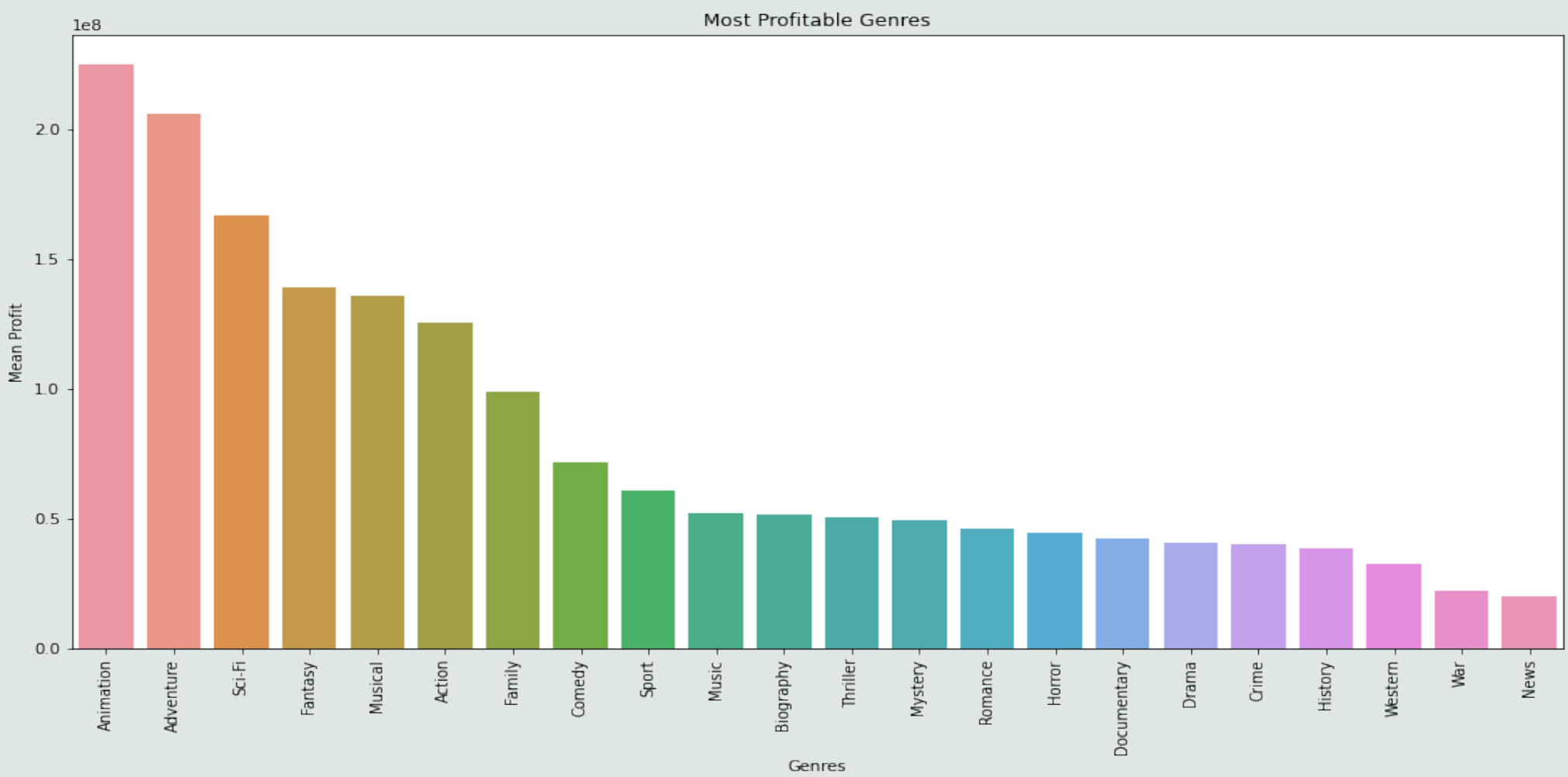


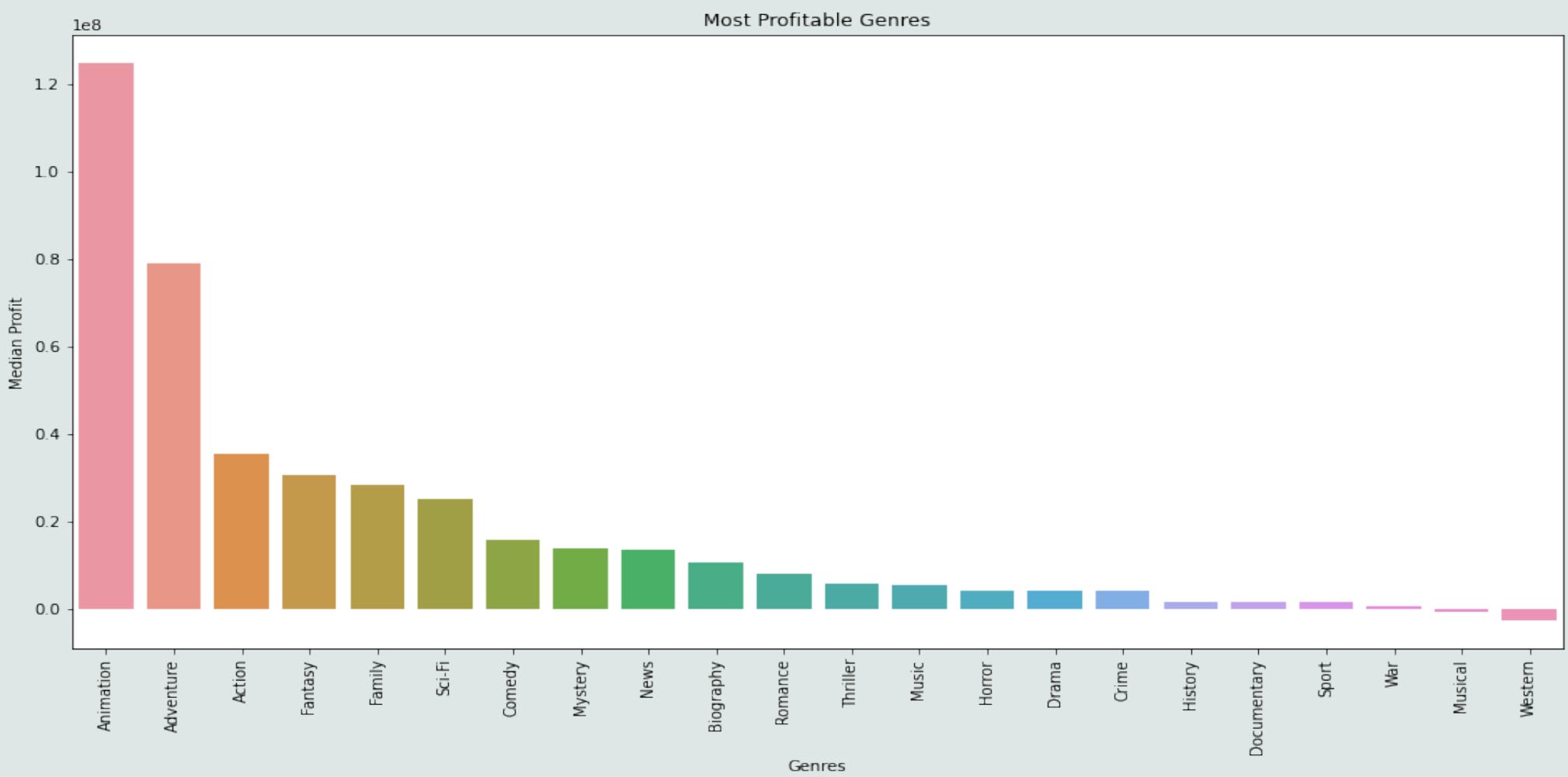
Everyone wants a studio

Kevin Fagan

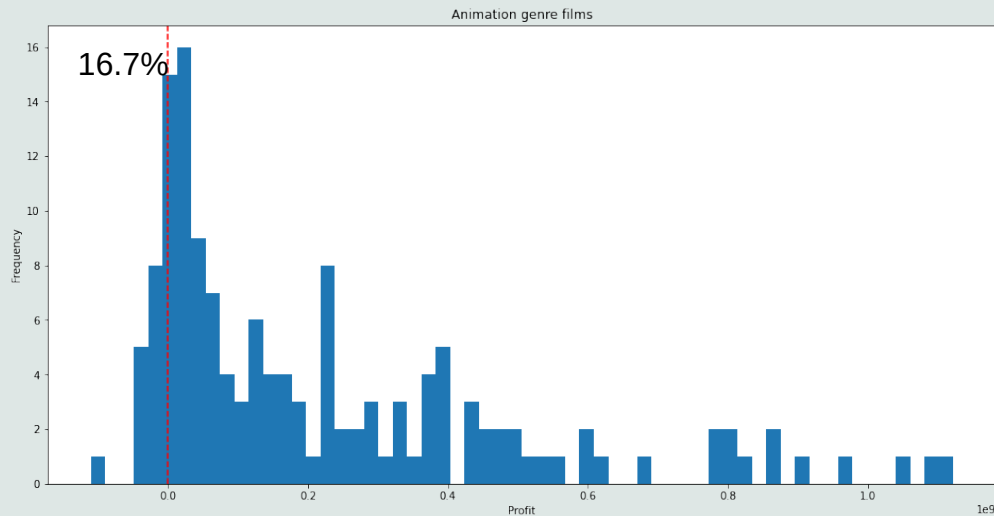
- Movie genres were compared to profits to determine the most profitable genre to produce
- Data sources:
 - IMDB for genre information
 - The Numbers for budget and box office information
- Profits are global gross revenue minus production budget



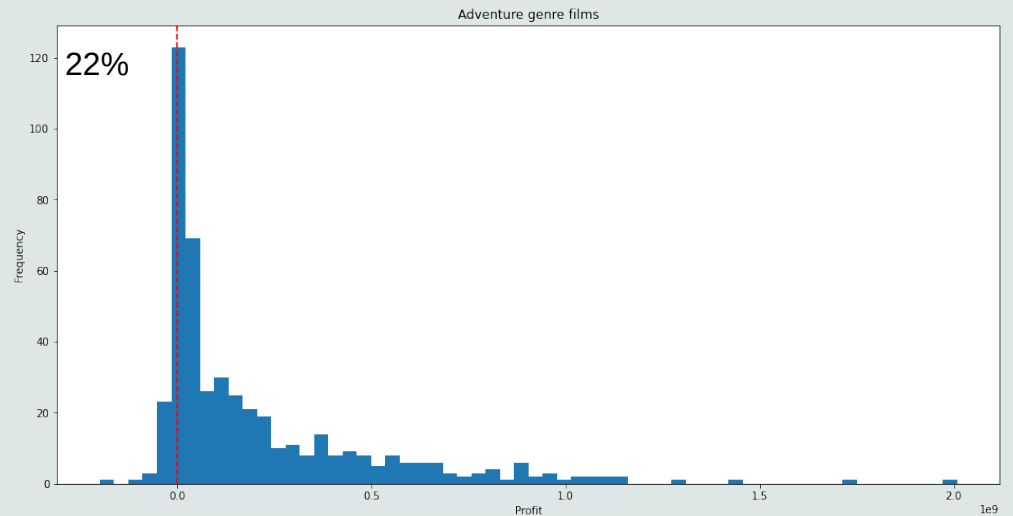
On average, animated movies have the highest profits



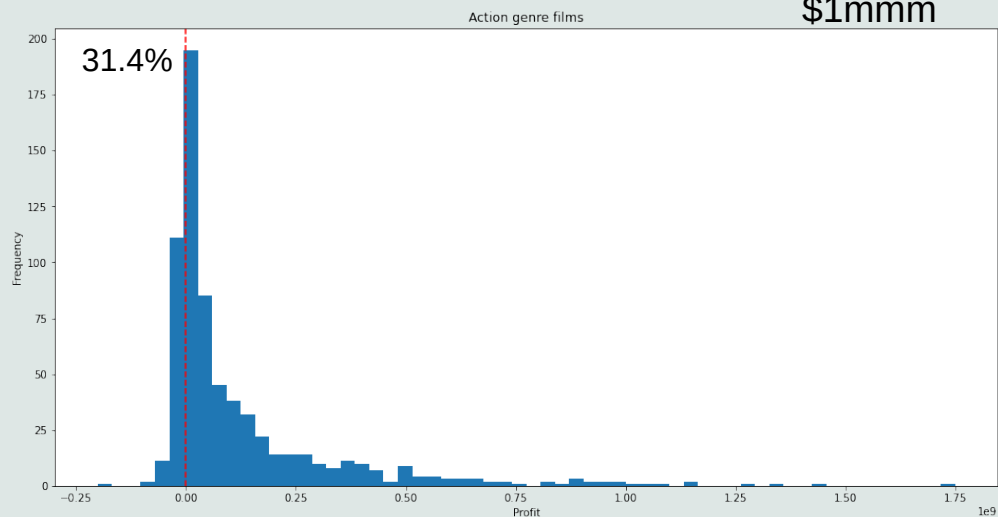
Median values are significantly lower, indicating skewed data



\$1mmm

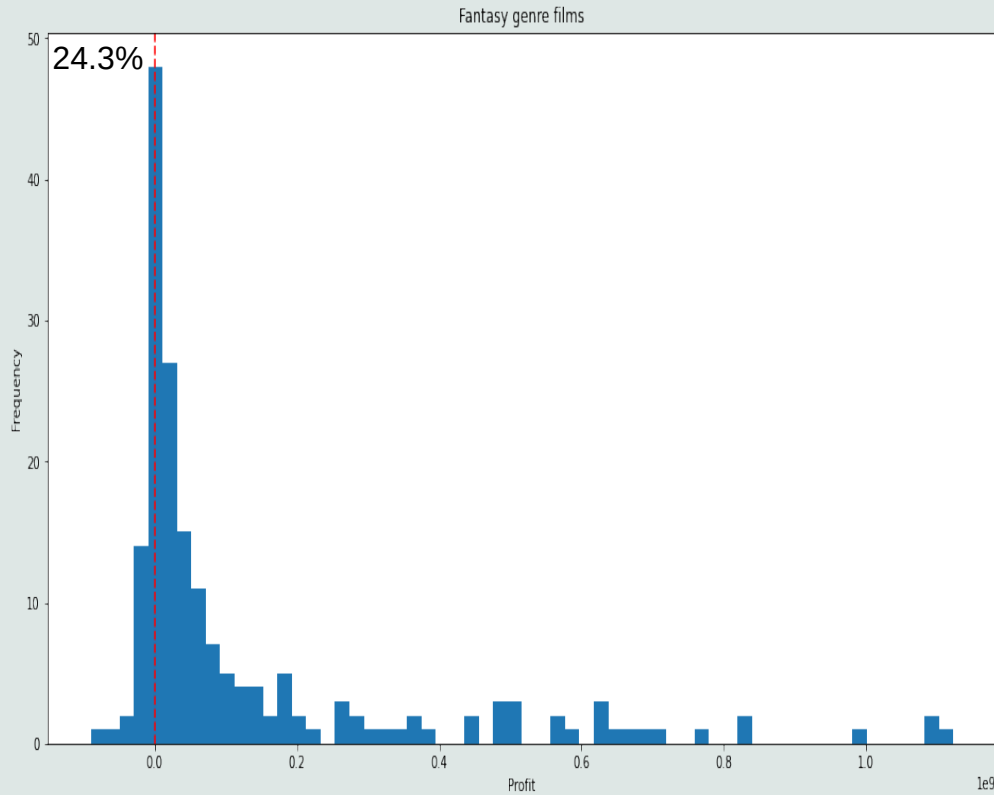


\$2mmm

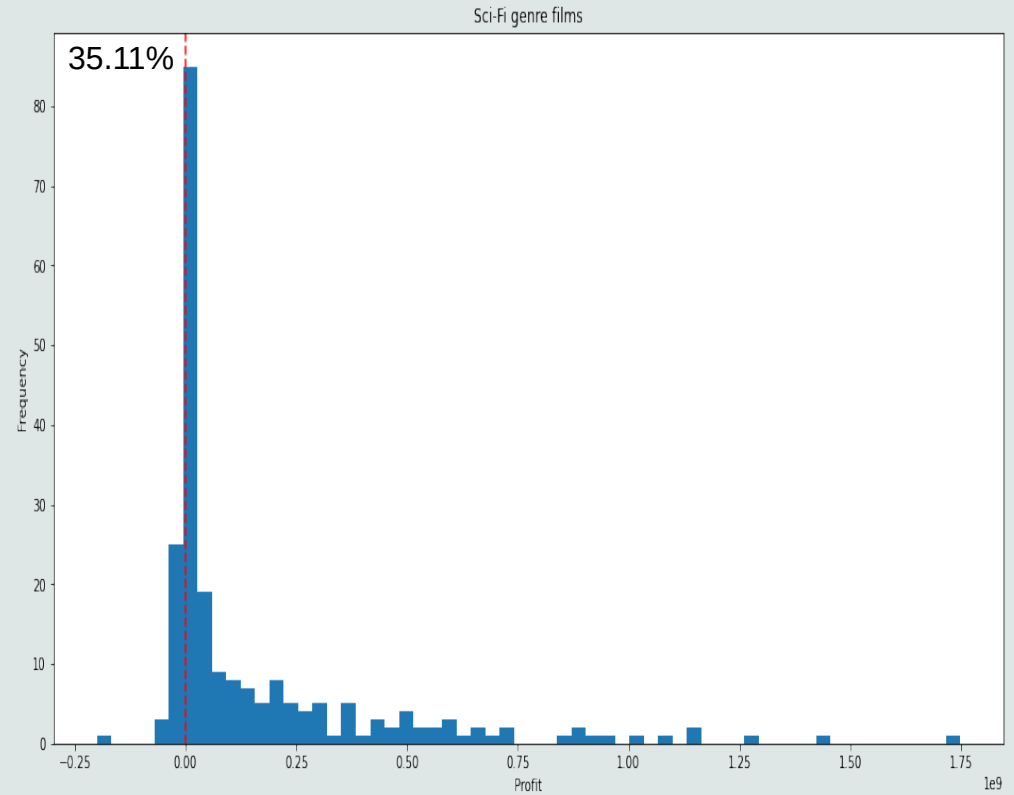


\$1.75mmm

Action/Adventure have significant upside. Animated films, despite having the highest mean profit/movie has less so.



\$1mmm



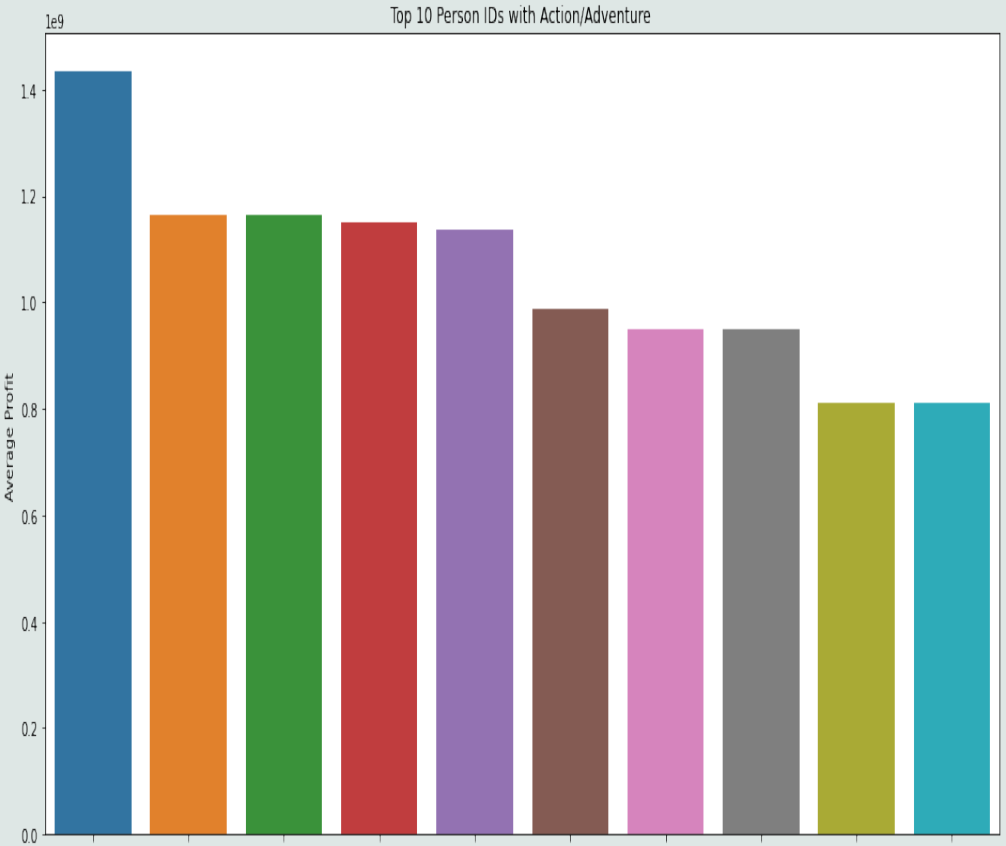
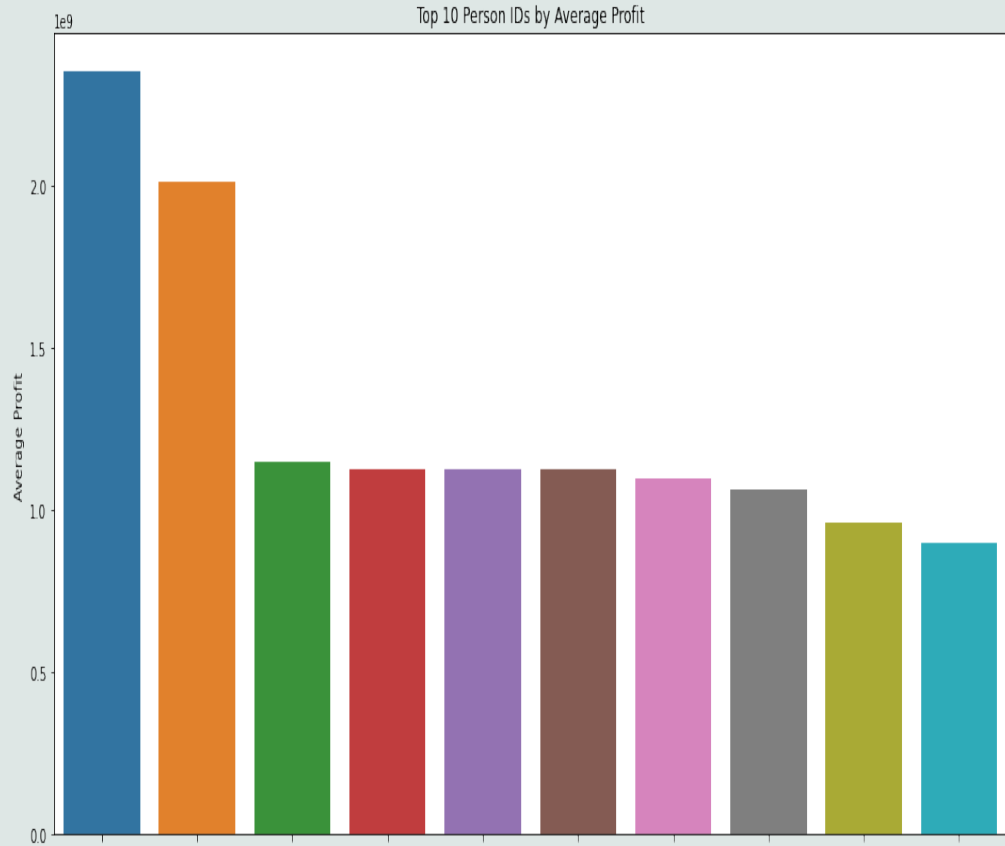
\$1.75m
mm

Sci-Fi or Fantasy can be combined with Action/Adventure. Sci-Fi has more upside.

- No genre guarantees success
- Some genres lend themselves to potential success
- I recommend producing sci-fi action adventure film, possibly animated.

Next we will explore directors to target.

- Director data was taken from IMDB
- Profits were taken from The Numbers



Atsushi Wada

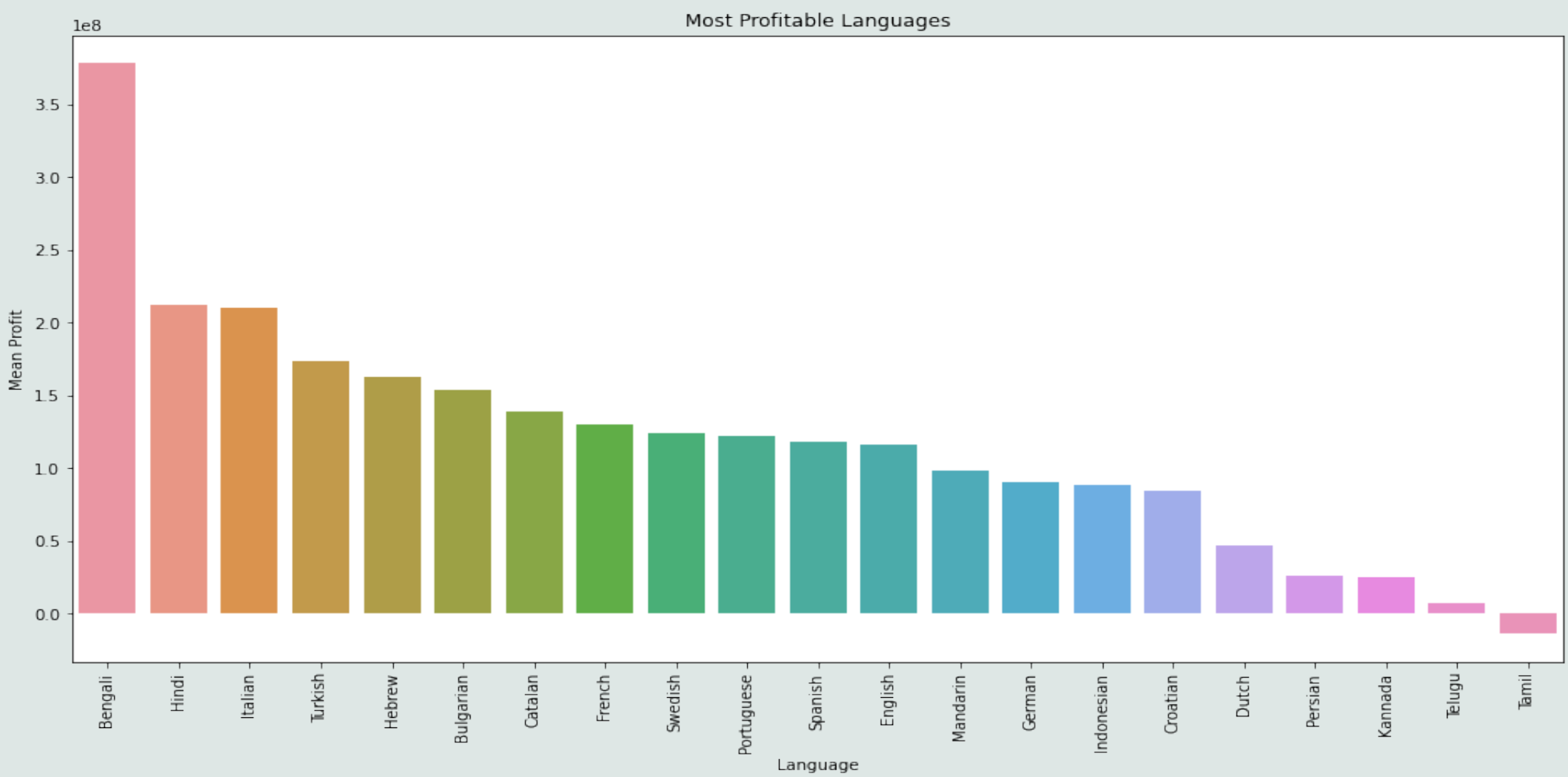
If we use a similar process to find the top 10 directors by mean profit, we find that the top director averaged over \$2mmm per film. Unfortunately, that director only works in Japanese and hasn't worked since 2011.

- Median profit per movie is not helpful either, as many directors have only directed one or two movies.
- Instead, these are directors who have shown repeatable profitability.

<p>These directors have most appearances in the top 10% of profits. Translating the IDs through IMDB, these directors are:</p>		Animated	Action	Adventure	Sci-Fi
	James Wan	X	X	X	
	Christopher Nolan		X	X	X
	Jon M Chu		X	X	X
	Michael Bay	X	X	X	X
	Peter Jackson		X	X	X
	David Yates		X	X	
	Kenneth Branagh		X	X	
<p>I recommend starting negotiations with these directors, starting with those that have animation experience if an animated film is persued.</p>	Mike Mitchell	X	X	X	X
	Francis Lawrence		X	X	X
	Steven Spielberg	X	X	X	X

Next we will look at release languages vs profitability.

- Language data comes from IMDB
 - Note: IMDB language data comes in code, most are ISO 639 language codes, but some, including the most profitable (qbn), are not.
 - QBN is assumed to be Bengali (BN) with a leading modifier.
- Profits come from The Numbers
- No significant differences when filtering for genre.



A movie should be released in as many of the top languages as possible.

Next steps include:

- Finding the top writers to hire for our target genres
- Identifying the best market segments to target and MPAA rating to pursue

- Looking through the dataset, many of the most profitable movies include IP that we don't have access to (especially franchises).
- Going forward, it would be beneficial to study whether or not establishing or acquiring your own franchise is feasible.

- China has become the biggest market for movies after passing Japan in 2012 and North America in 2019. [CNBC](#)
- Using individual market revenue, we can identify other growing markets.
- Using economic data, like [World Bank Analytical Classifications](#) , we can make predictions about other markets with a growing middle class and increasing disposable income to try to be the first studio to achieve success in new markets.