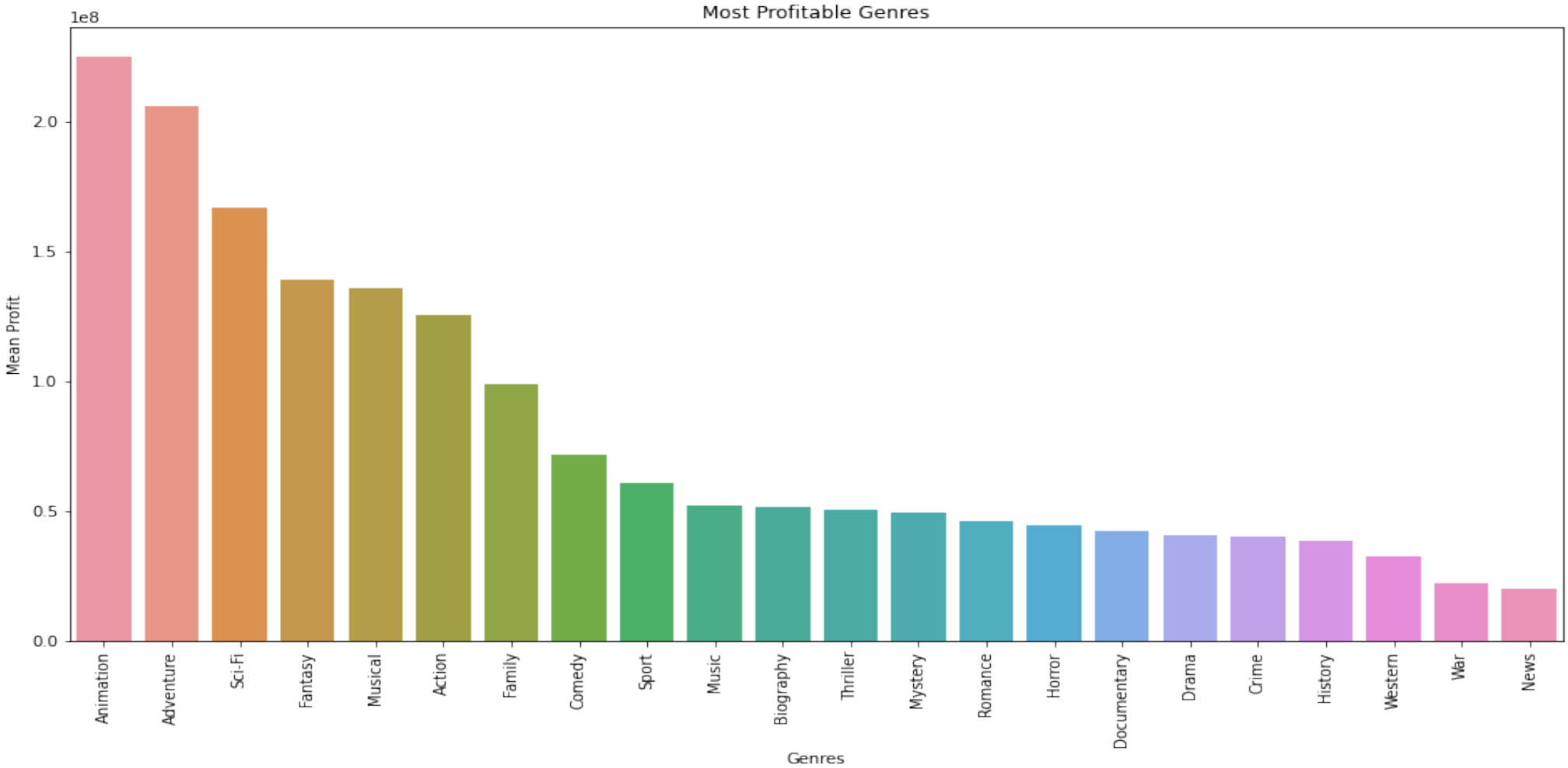
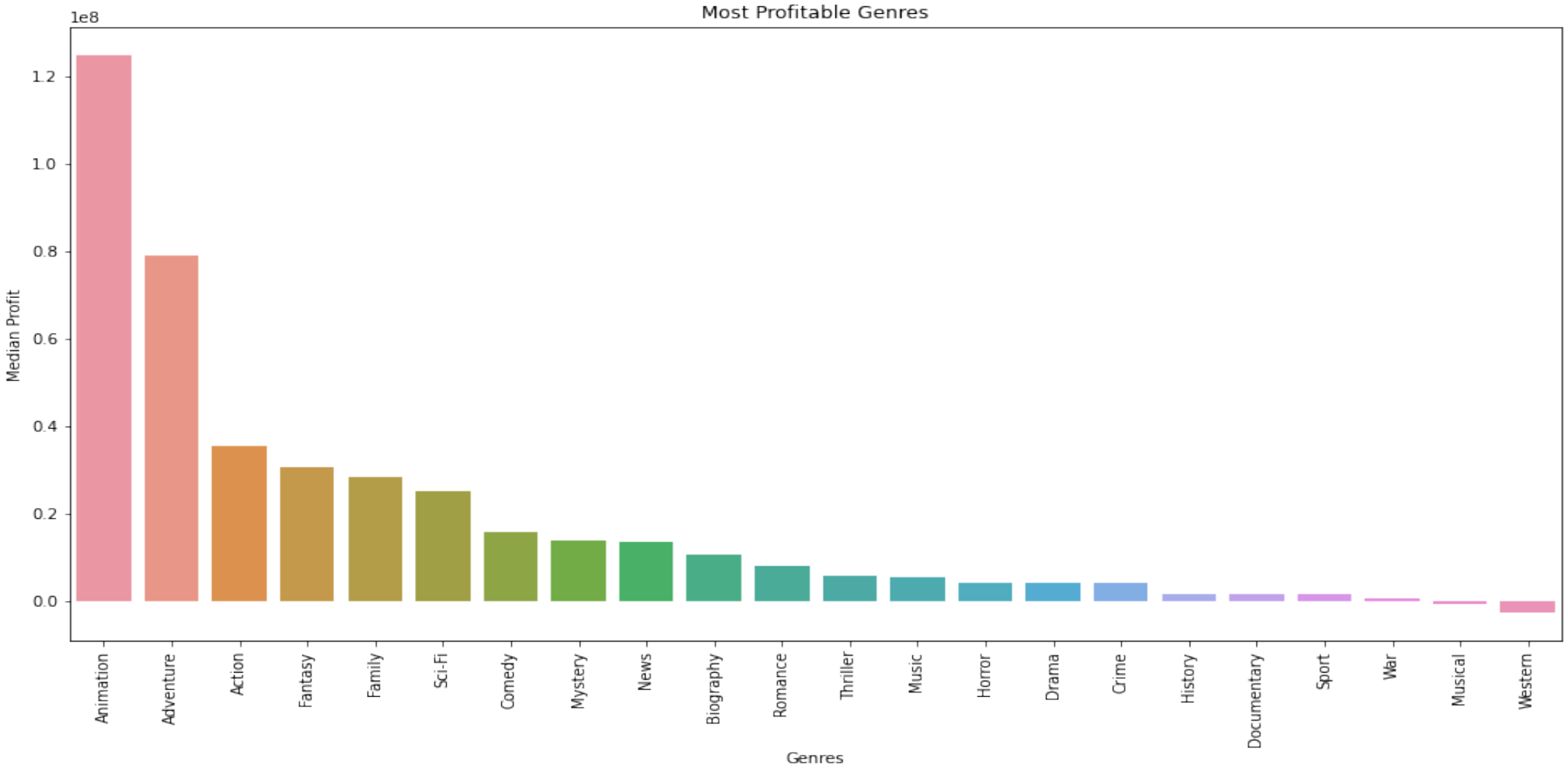
Everyone wants a studio

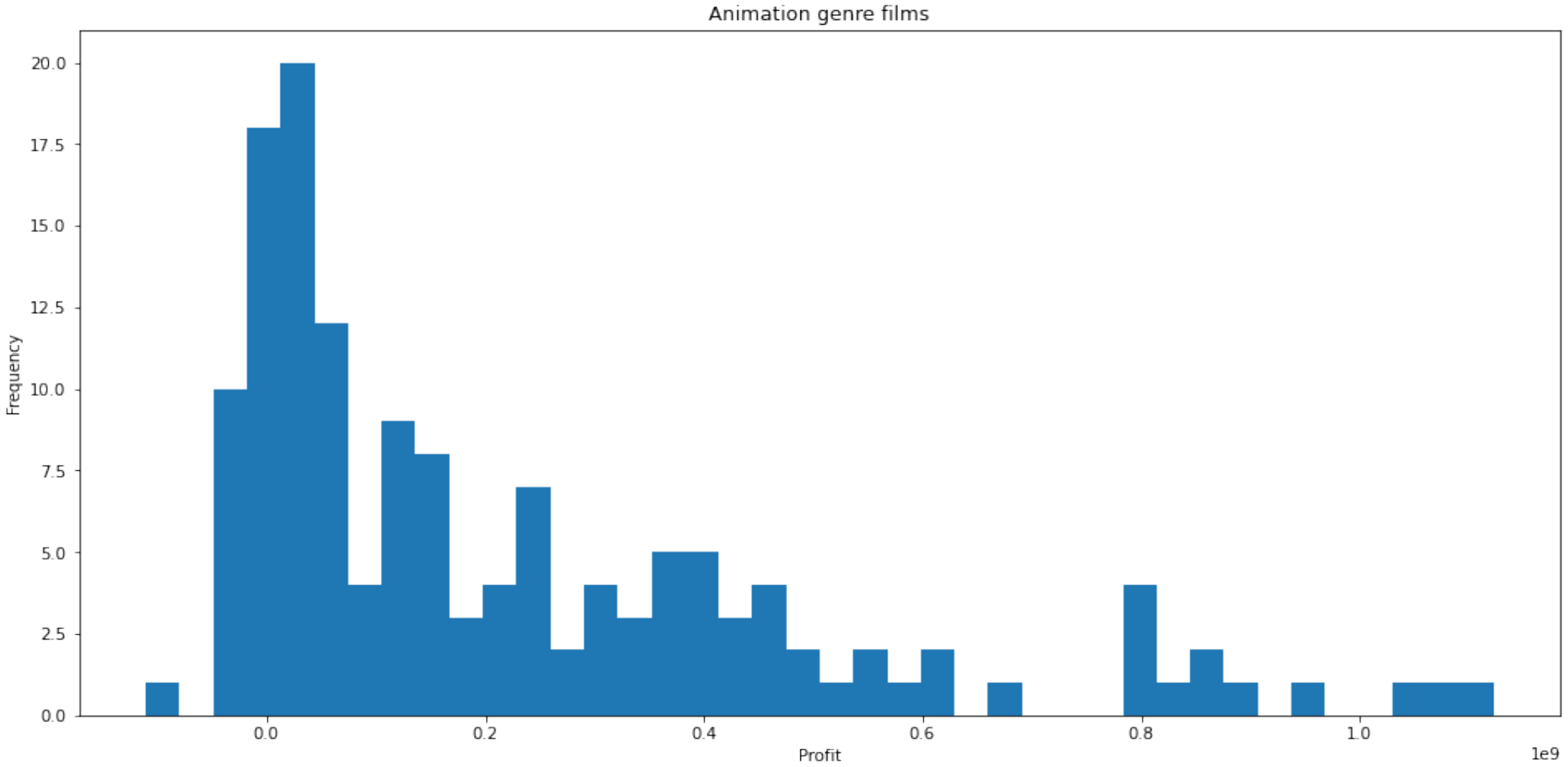
- I used movie data to determine the most profitable genres.
- Data sources:
  - IMDB for genre information
  - The Numbers for budget and box office information
- Profits are global gross revenue minus production budget



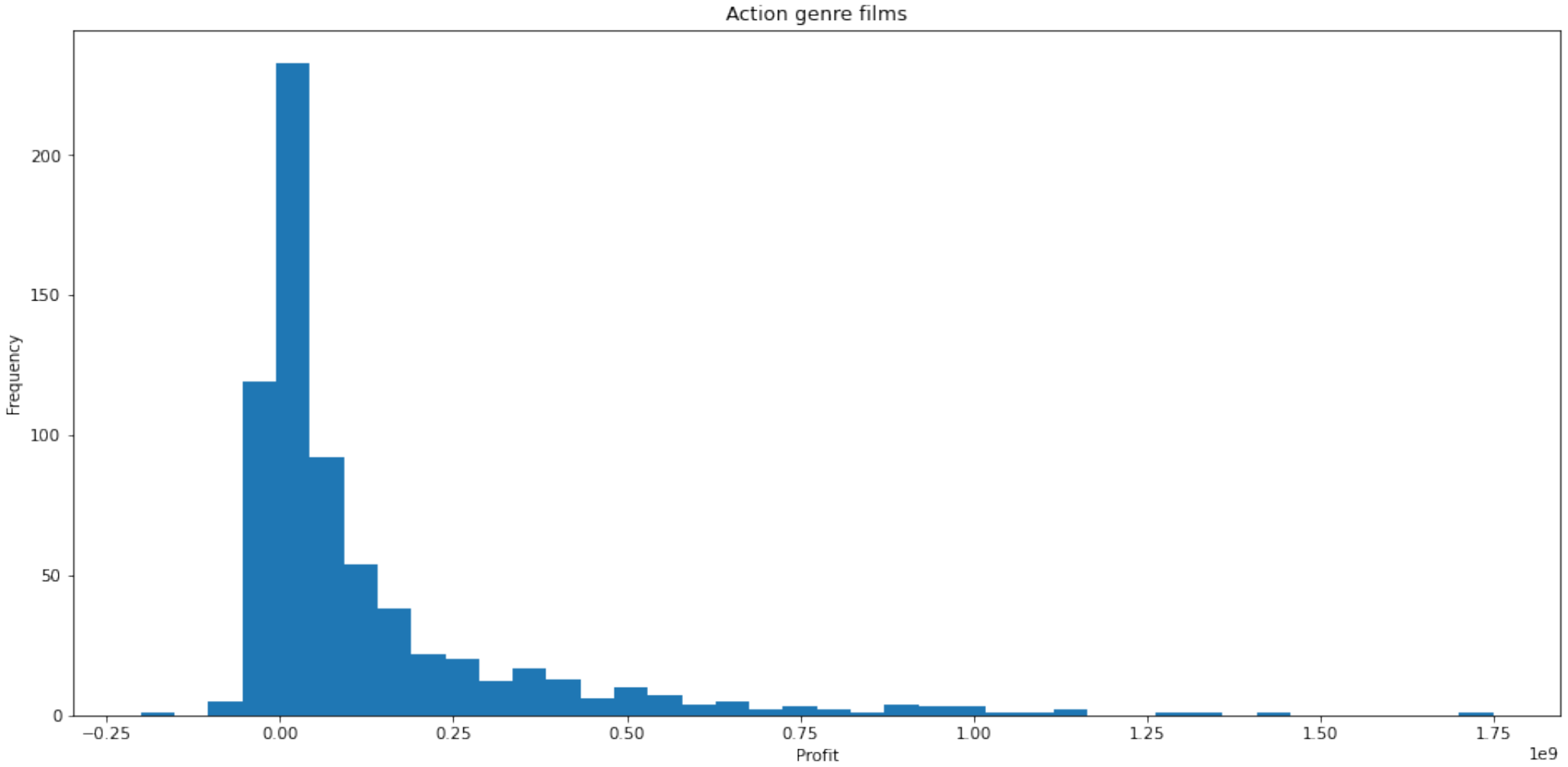
On average, animated movies have the highest profits



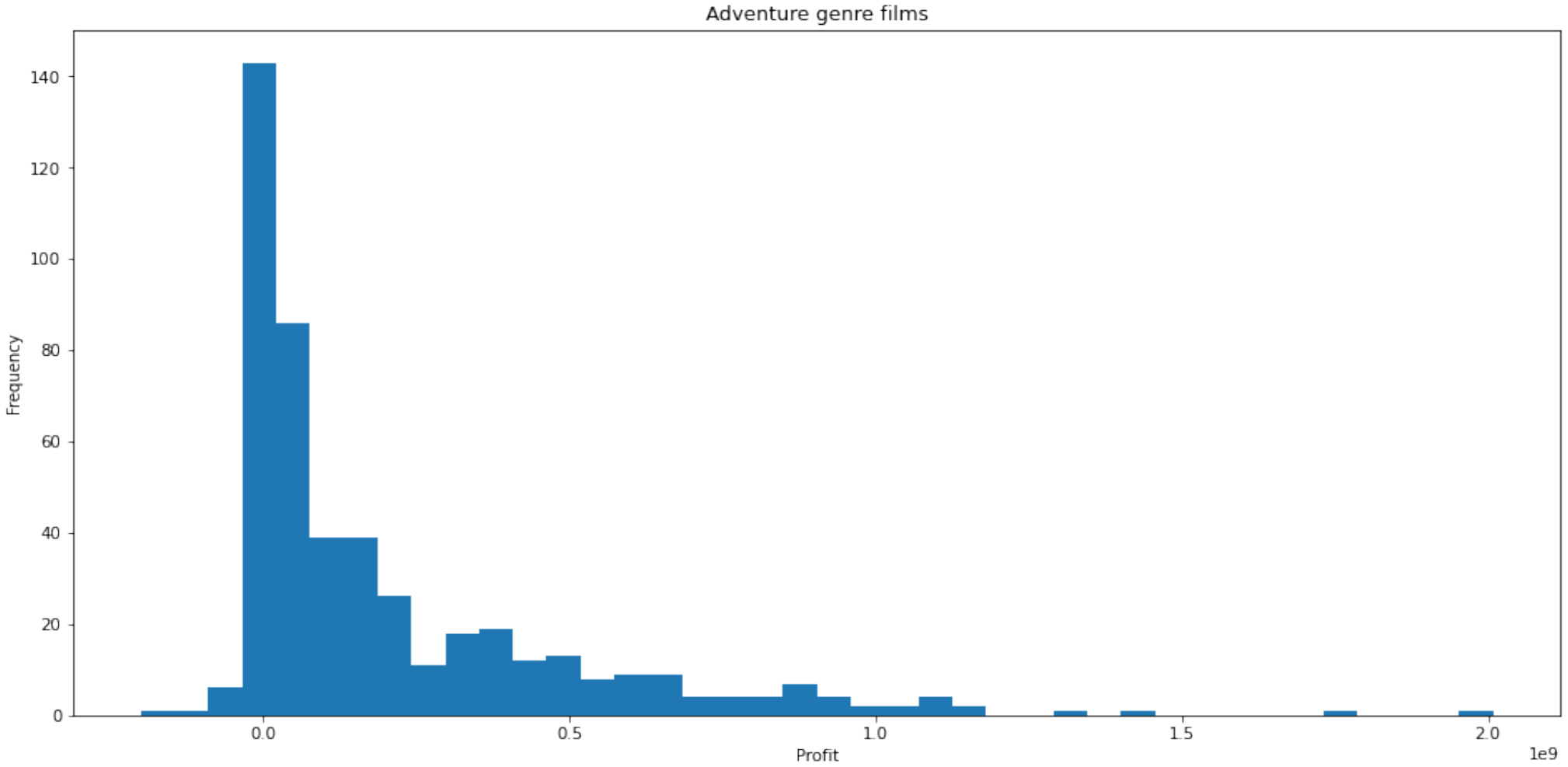
Median values are significantly lower, indicating skewed data



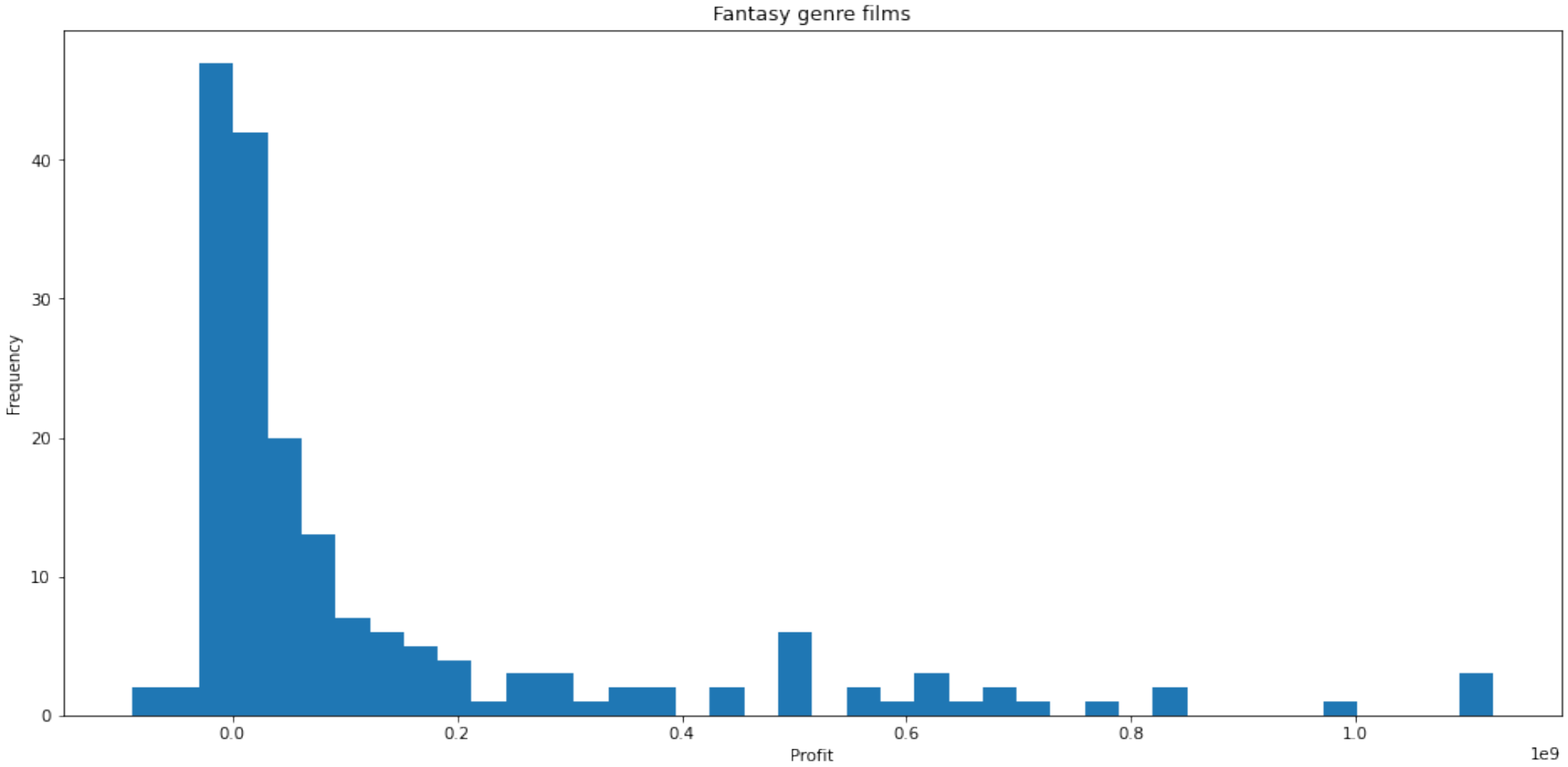
In all genres, the averages are distorted by very profitable outliers.
As you can see, animated movies are more likely to make very little or even lose money.
There are very few examples of making > $1mmm.

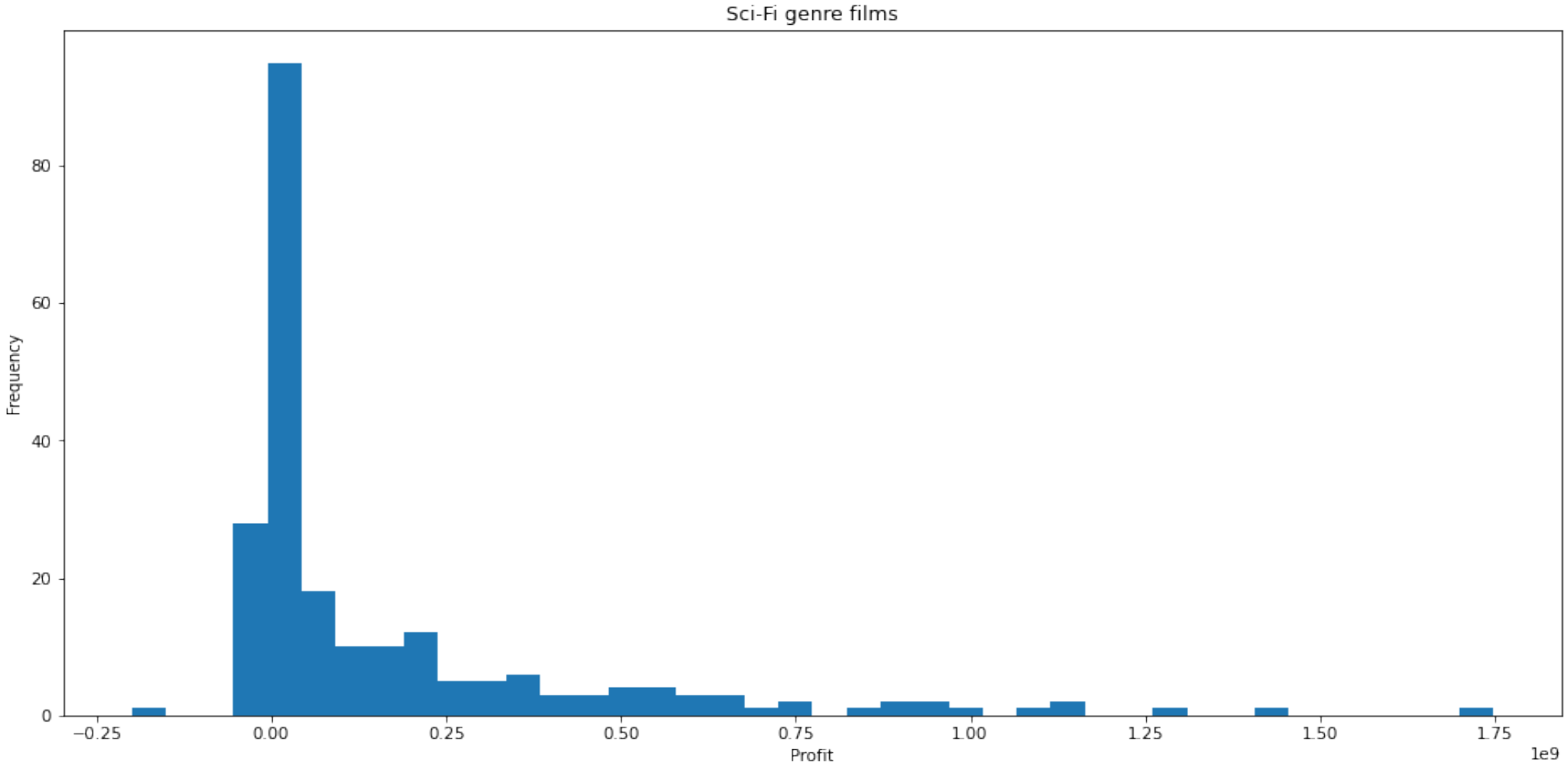


Action movies have even more profitable outliers.



Adventure movies show a similar pattern, with examples up to $2mmm.


Fantasy genre films
Frequency
0
10
20
30
40
0.0
0.2
0.4
0.6
0.8
1.0
Profit
1e9

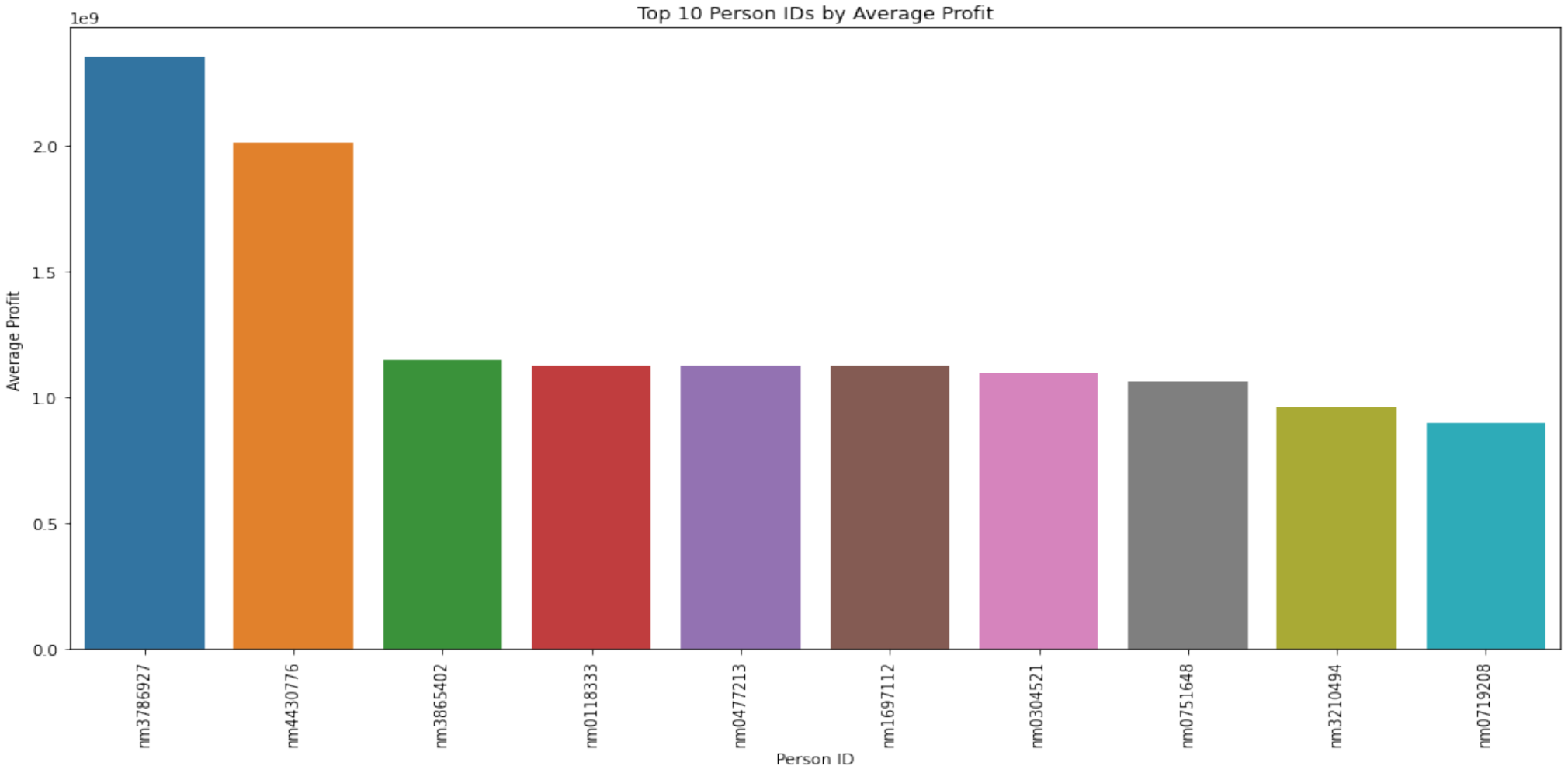


Sci-fi at least has a mode greater than zero.

- 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



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, we need to find directors who have shown repeatable profitablity.

Instead, I found the directors with the most appearances in the top 10% of profits.

nm1490123	4
nm0634240	4
nm0000881	3
nm1226871	3
nm0751648	3
nm0001741	3
nm1349376	3
nm0679031	3
nm0001392	3
nm0946734	3

Translating the person_ids through IMDB, these directors are:

James Wan, who has experience with animated, action and adventure movies.

Christopher Nolan, who has experience with action, adventure and sci-fi movies.

Jon M Chu, who has experience with action, adventure and sci-fi movies

Michael Bay, who has experience with animated, action, adventure and sci-fi movies.

Peter Jackson, who has experience with action, adventure and sci-fi movies.

David Yates, who has experience with action, adventure and fantasy movies.

Kenneth Branagh, who has experience with action, adventure and fantasy movies.

Mike Mitchell, who has experience with animation, action, adventure and sci-fi movies.

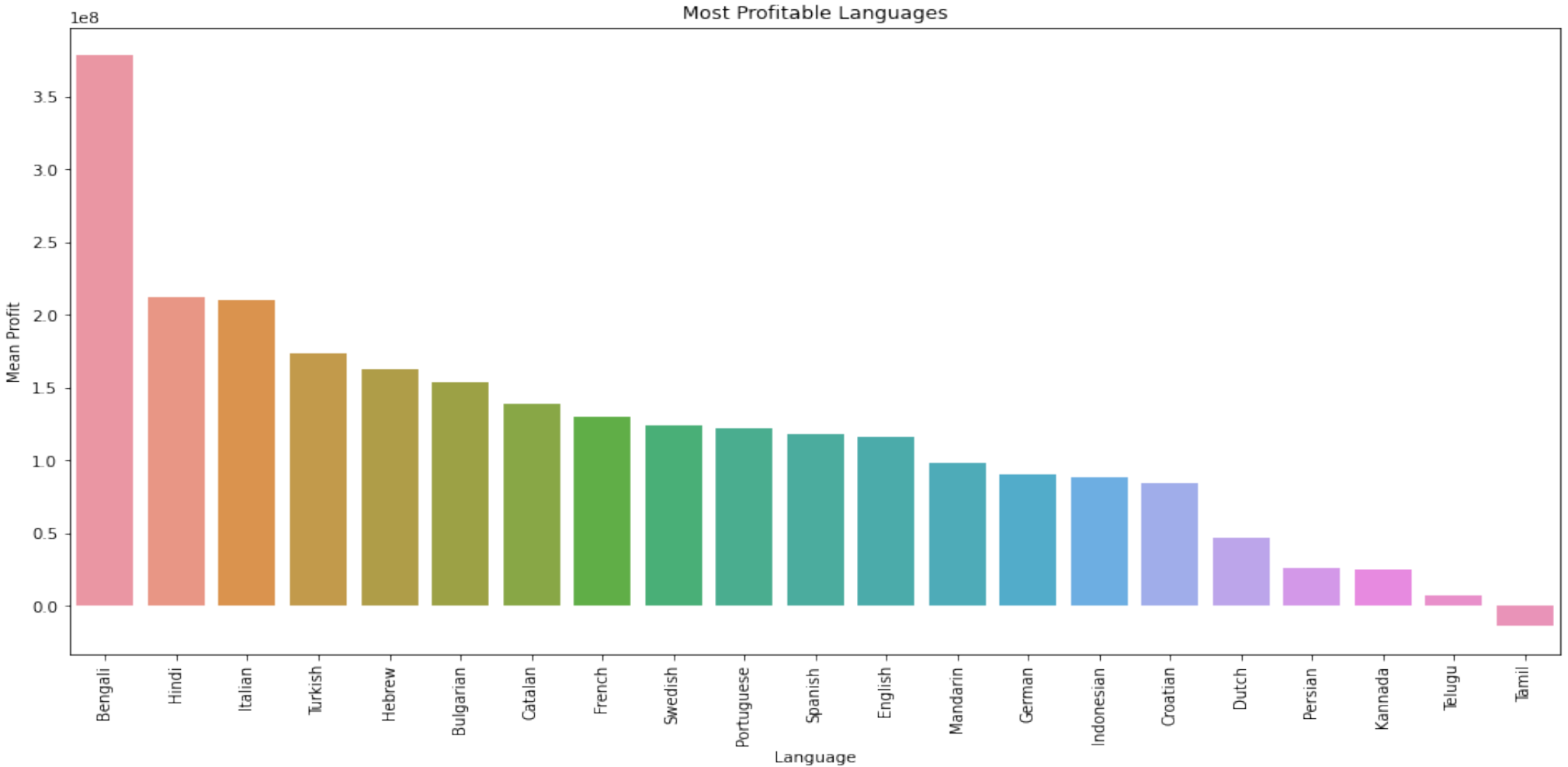
Francis Lawrence, who has experiece with action, adventure and sci-fi.

Steven Spielberg, who has experience with animation, action, adventure and sci-fi movies.

I recommend starting negotiations with these directors, starting with those that have animation experience if an animated film is persued.

Next we will look at release languages vs profitablity.

- 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



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 persue

- 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.