

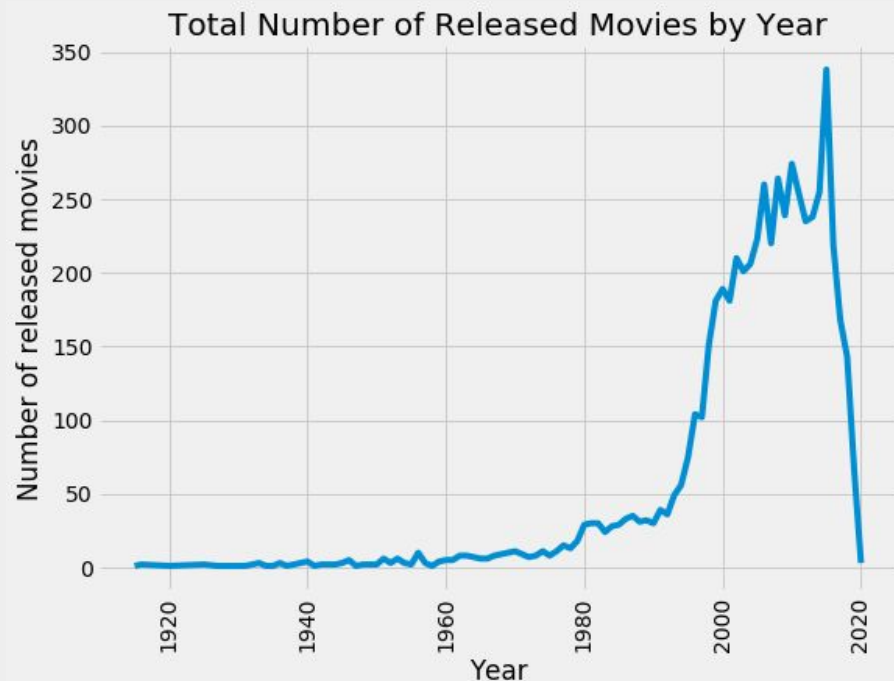
GLOBAL REVENUE TRENDS IN THE MOTION PICTURE INDUSTRY

MARKET DATA ANALYSIS



GLOBAL REVENUE TRENDS IN THE MOTION PICTURE INDUSTRY 2000 -2020

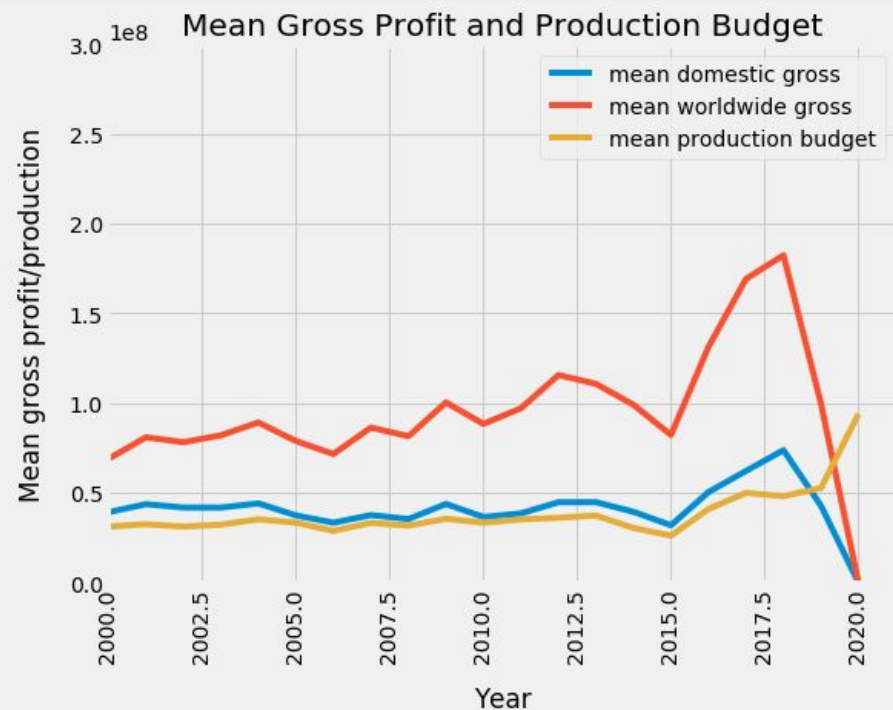
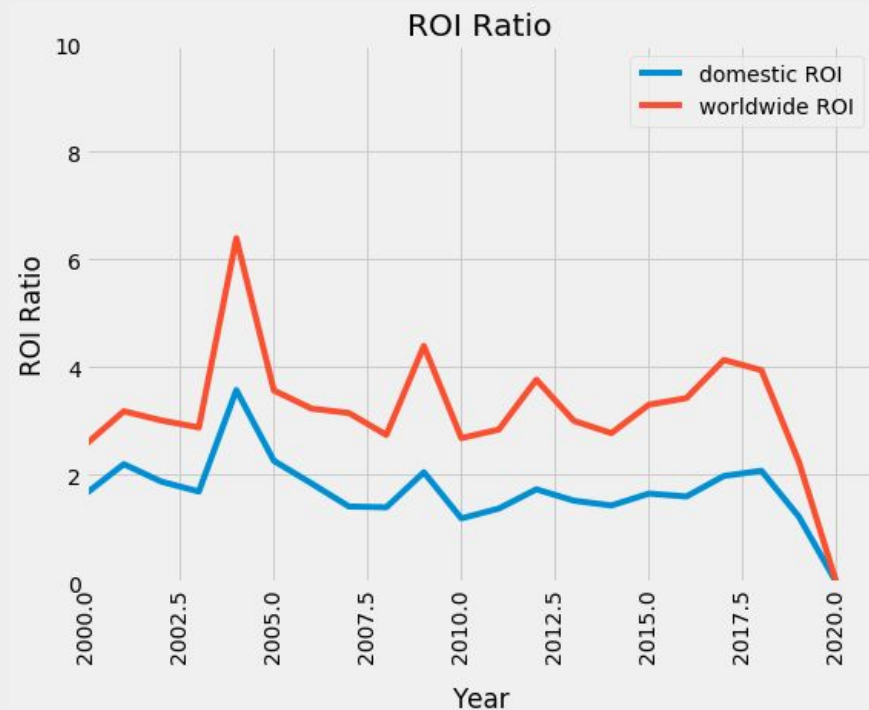
DATA ANALYSIS - All Time Global Trends and Market Size



The motion movie industry showed a **robust steady growth** until the pandemic occurred. The uptrend should continue once all the industries begin to reopen . In **2019** the mean gross profit was almost **30B dollars**.

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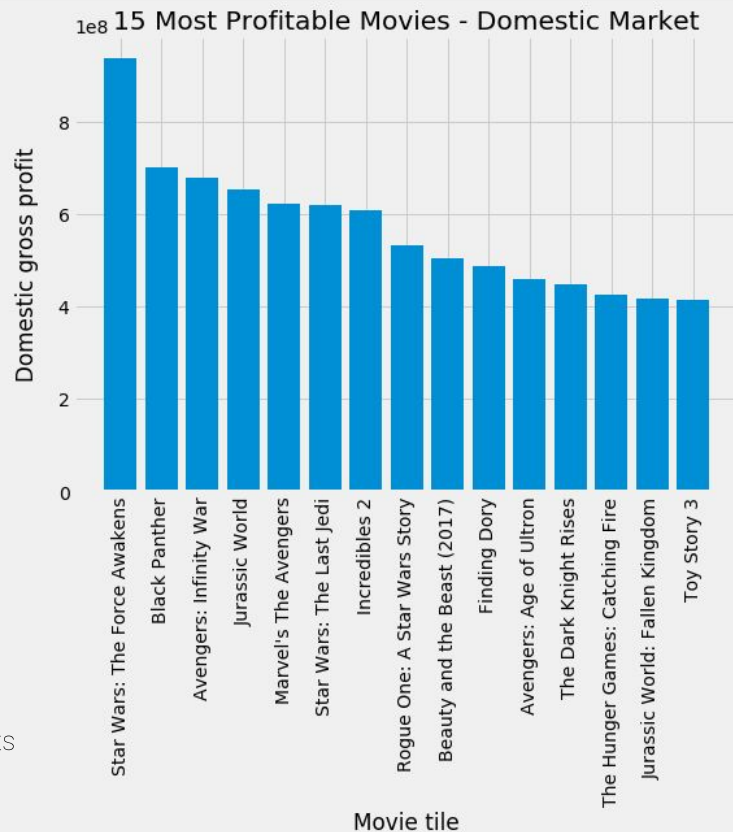
DATA ANALYSIS - Return of Investment and Gross Profit Trends



For last 20 years the worldwide return of investment has been oscillating between 3 and 4 ratio while domestic ROI has been close to 2. At the same time the movie industry has shown a steady gross profit growth.

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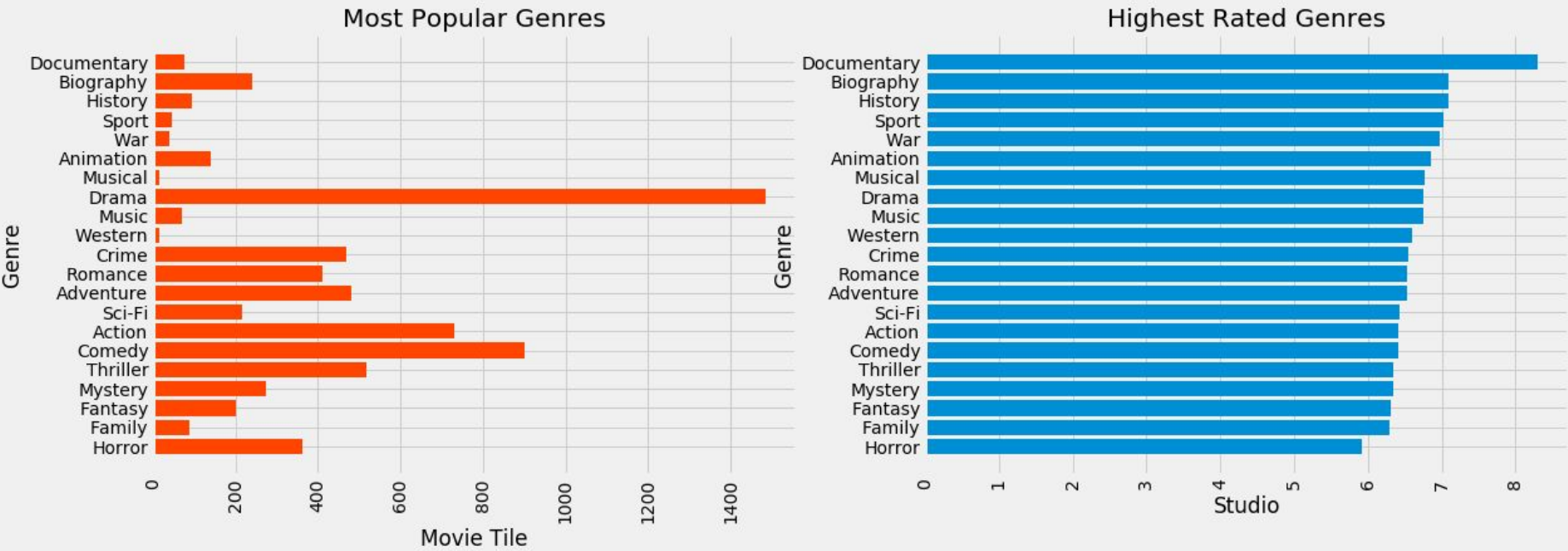
DATA ANALYSIS - Major Studios Movies and Profit



The most successful and profitable turns out to be BV (Buena Vista Productions). Its movies reached gross profit of \$17.5B for last 20 years.

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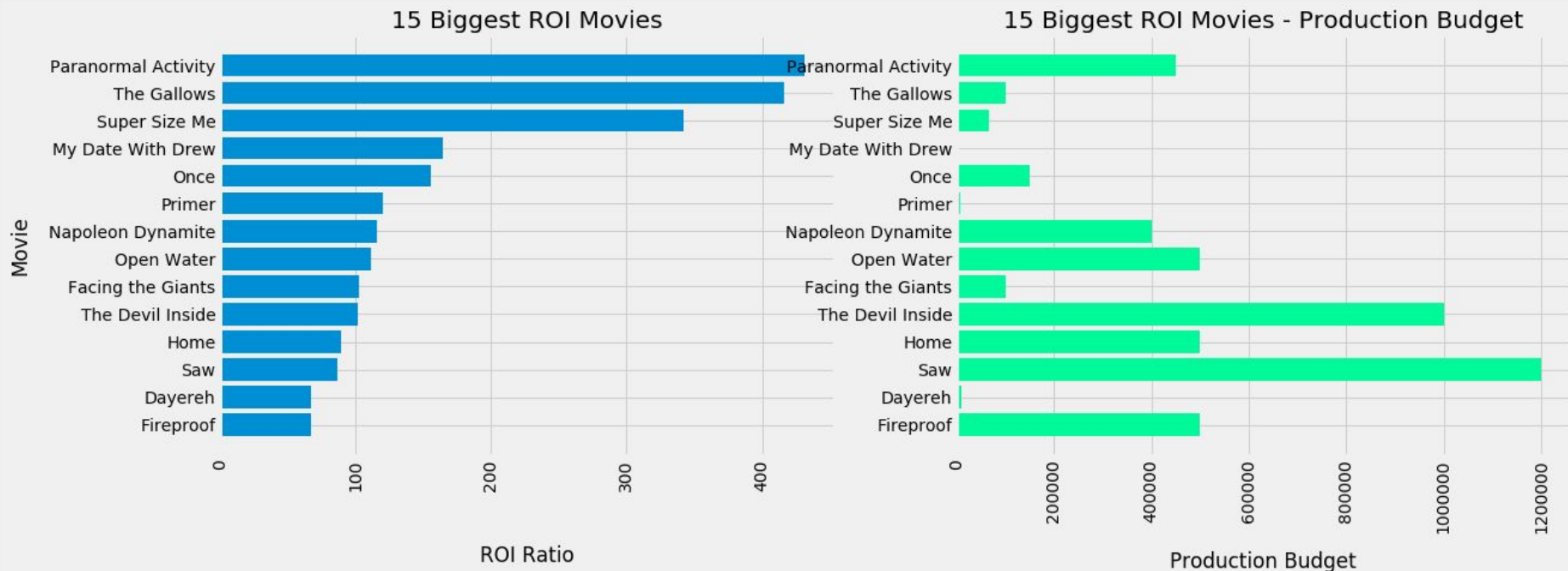
DATA ANALYSIS - Genres Rating Analysis



The highest rated genre is documentary although the number of the documentary movies produced is one for the lowest among all genres.

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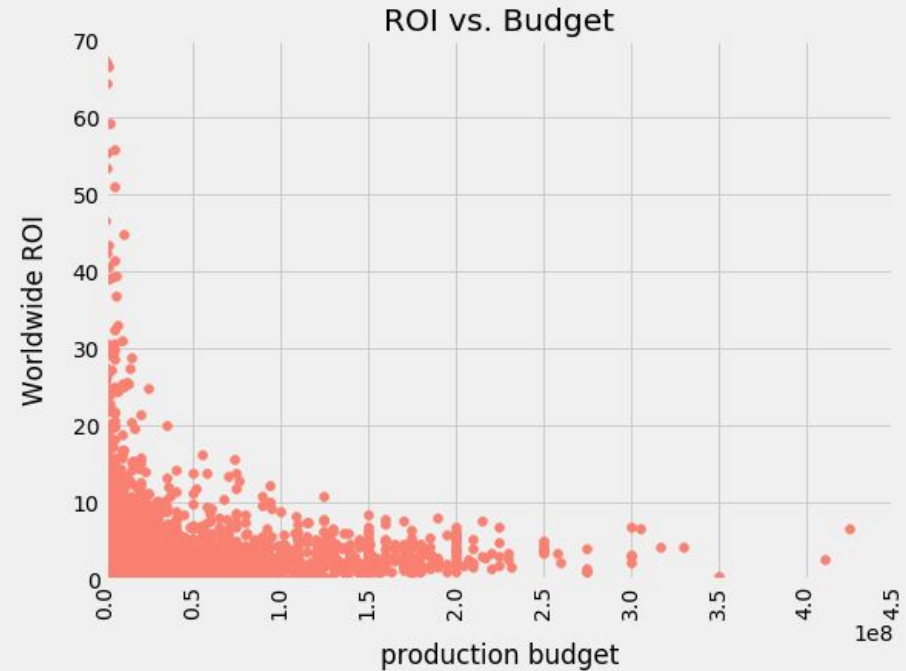
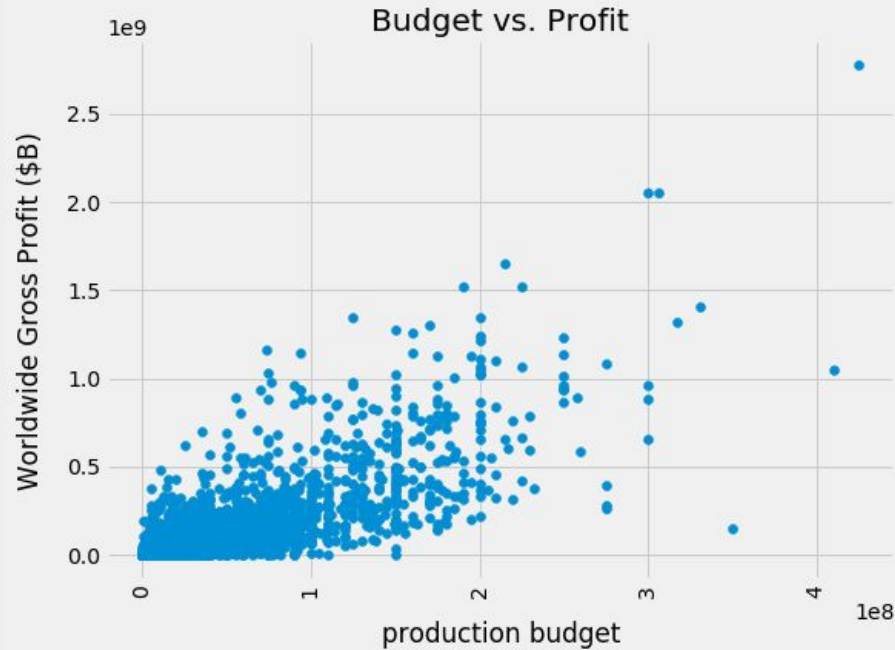
DATA ANALYSIS - 15 Biggest ROI and corresponding production budgets



The charts above show that "Paranormal Activity" brought the biggest return of investment for last 20 years based on the available data. "Saw" is also included in the 15 most profitable movies however we can see its budget was the highest compared to the rest of the movies from the group.

GLOBAL REVENUE TRENDS IN THE MOTION PICTURE INDUSTRY 2000 -2020

DATA ANALYSIS - production budget, gross profit and ROI relationship analysis



On the left we can see that in the most cases the higher production budget the higher gross income. However in terms of the ROI there is certain level of budget size that does not affect the ROI. Once the budget exceeds \$100M the ROI always stays below 10 based on the available data.

GLOBAL REVENUE TRENDS IN THE MOTION PICTURE INDUSTRY

DATA ANALYSIS

Key insights:

- **Industry Major Players - BV** (Buena Vista Productions)
- The movie industry continues to **grow steadily** and provides higher profits and investment returns every year (except 2020) reaching **\$30b gross profit** in 2019.
- Mean worldwide **return of investment** has been oscillating **between 3 and 4 ratio** while domestic ROI has been close to 2.
- The most popular and highest rated genres are **documentary, biography, history and war genres**. However some **supernatural movies show quite robust profits and return**.

Key recommendations:

- In terms of the highest return of investment the **best production budget size is up to \$100M**. Movies with higher budgets never exceed the ROI ratio of 10. The recommendation is to split funds into few smaller budget movies rather than one expensive.
- In terms of the genres the recommendation is to choose the highest rated **genres** in the following order: **documentary, biography, history but also supernatural horrors**
- Even though the horror movie is the lowest rated genre, given a combination of a small production budget and good idea, this type can achieve significant ROIs.
- For any potential **cooperation with any production studios the best choice is BV**.
- The best examples of **the most profitable movies are: horrors like "Paranormal Activity" or "The Gallows" and documentary "Super Size Me"**