

Return on Investment: Movie Genre & Studio Options

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Genres | Studios & Market Share

Box Office **Mojo**

Box Office by Studio

BY STUDIO

BY MAJOR STUDIO

STUDIO MARKET SHARE

Yearly Breakdown

Yearly Comparisons

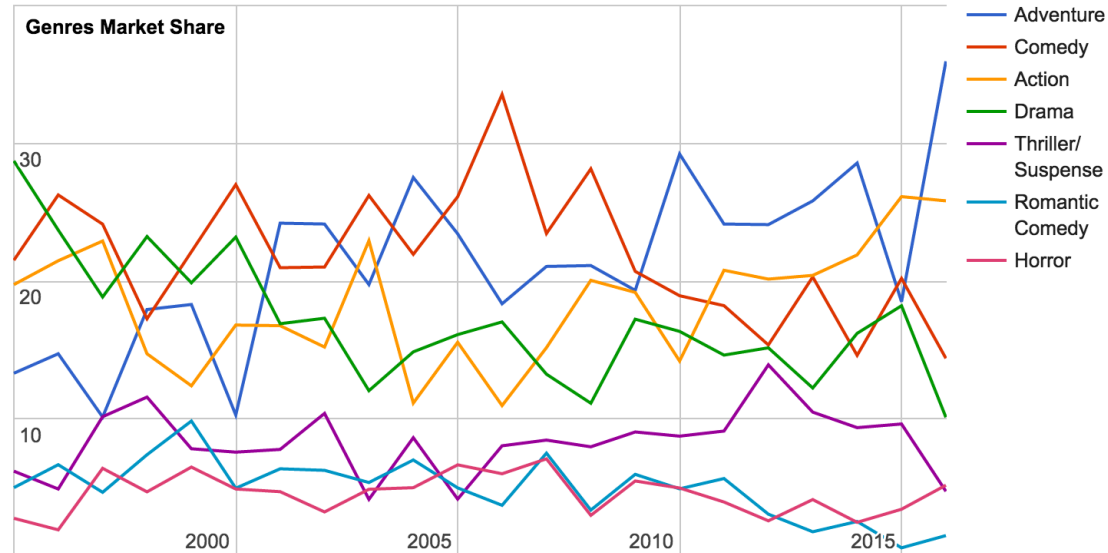
Studio List

THE NUMBERS®

Where Data and the Movie Business Meet

News Box Office Home Video Movies People Oscars Research & Data

Market Charts > Genres



Note: Figures for 2016 are at an annualized rate.

2016 | 2015 | 2014 | 2013 | 2012 | 2011 | 2010 | 2009 | 2008 | 2007 | 2006 | 2005 | 2004 | 2003 | 2002 | 2001 | 2000

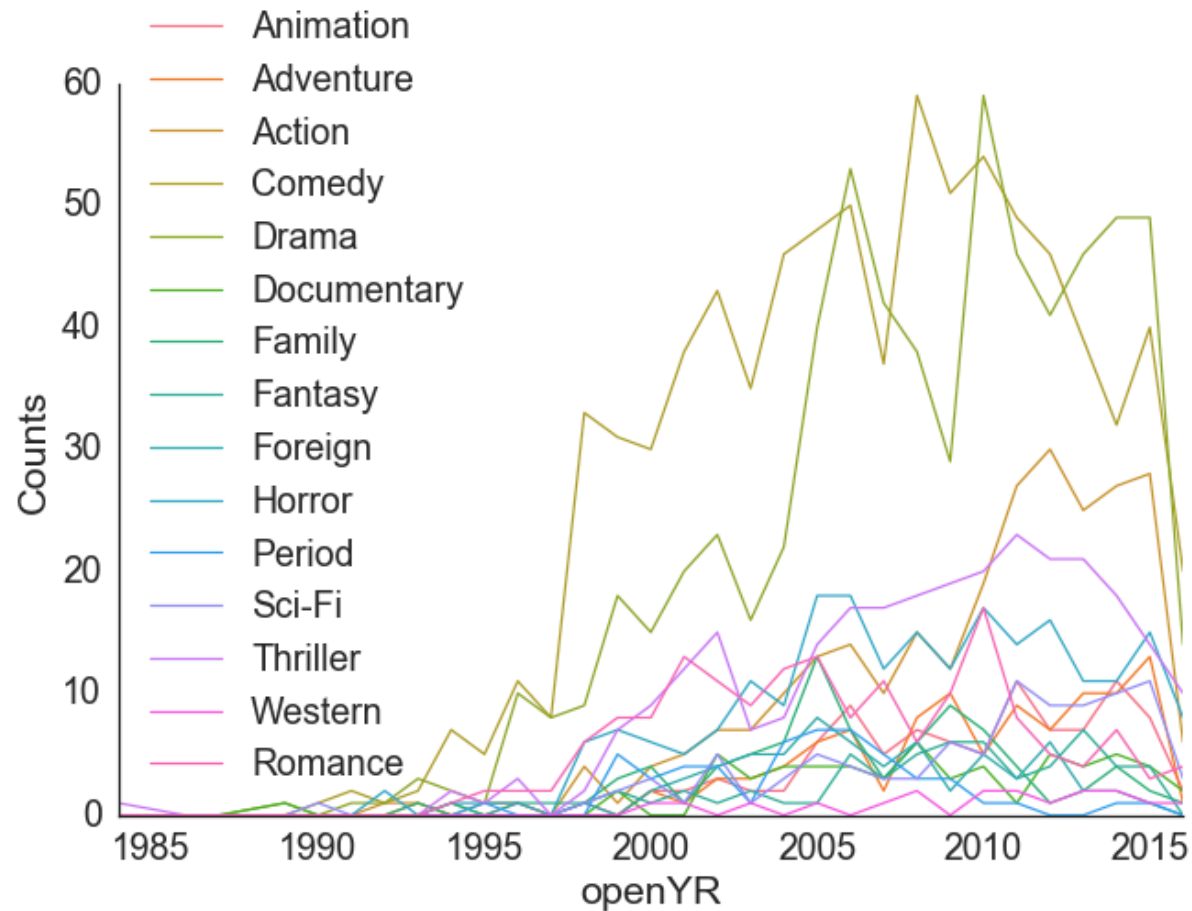
January 1–October 2, 2016
Overall Gross: \$8.653 billion

Rank	Distributor	Market Share	Total Gross*	Movies Tracked	2016 Movies**
1	Buena Vista	24.8%	\$2,146.6	13	10
2	Warner Bros.	17.5%	\$1,510.9	28	16
3	20th Century Fox	13.6%	\$1,173.1	17	11
4	Universal	12.4%	\$1,069.6	15	12
5	Sony / Columbia	9.0%	\$780.1	21	16
6	Paramount	7.0%	\$609.9	12	9
7	Lionsgate	5.0%	\$430.0	21	18
8	STX Entertainment	2.1%	\$178.5	5	4
9	Focus Features	2.1%	\$177.5	9	7
10	Open Road Films	1.1%	\$95.2	6	5
11	Weinstein Company	0.7%	\$59.6	10	6
12	A24	0.6%	\$52.3	16	14
13	Roadside Attractions	0.5%	\$47.0	9	8
14	Bleecker Street	0.3%	\$29.6	6	5
15	Fox Searchlight	0.3%	\$28.9	5	3
16	Sony Classics	0.3%	\$28.4	15	10

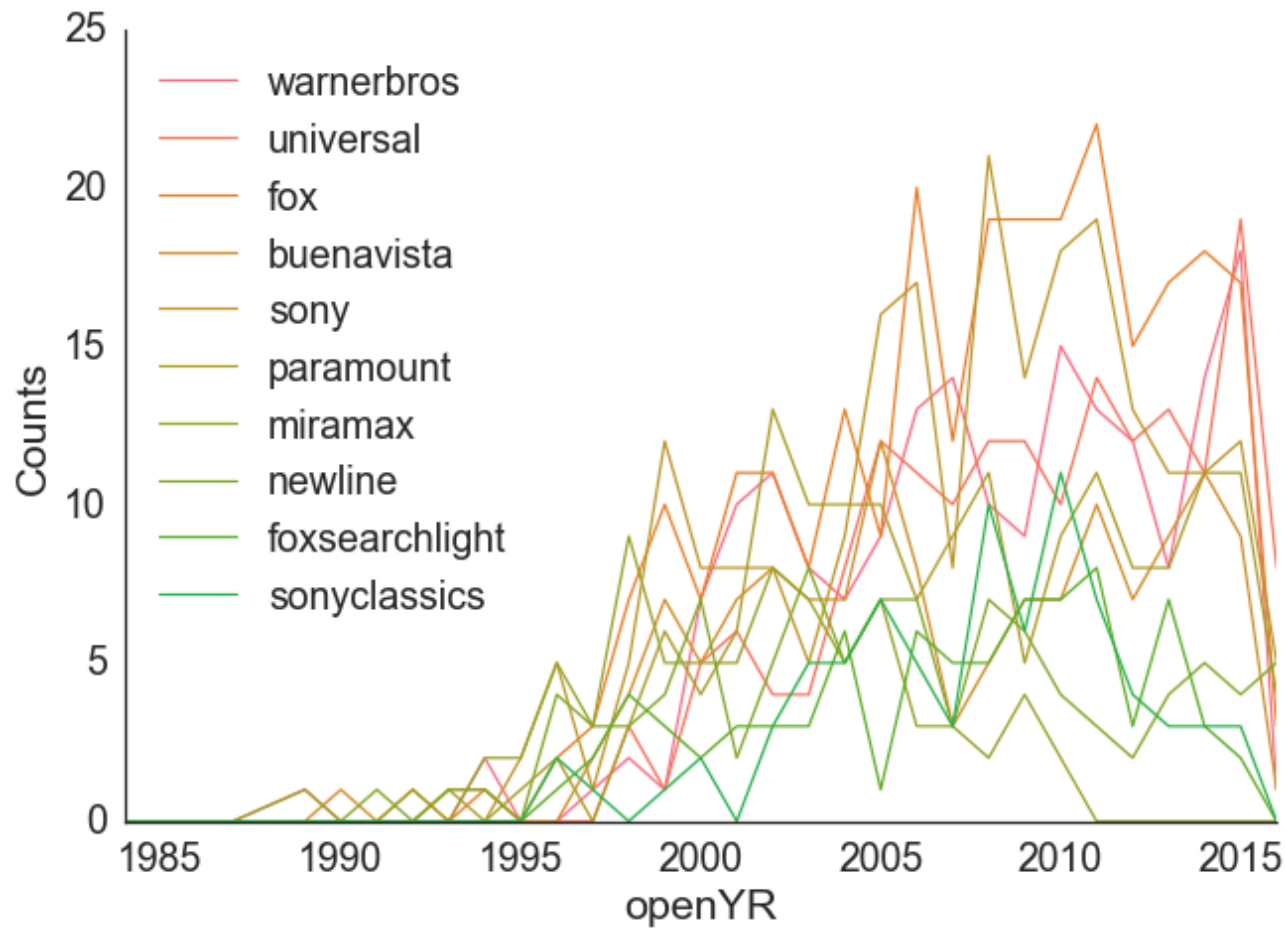
Return on Investment?

- $\text{Ln}(\text{ROI}) = \text{Ln}(\text{World Gross} / \text{Production Budget})$
- Data Sources:
 - Box Office Mojo
 - Release Details; Theatres; Duration; Oscar Nominations
 - The Numbers
 - Budget, Gross + inflation correction

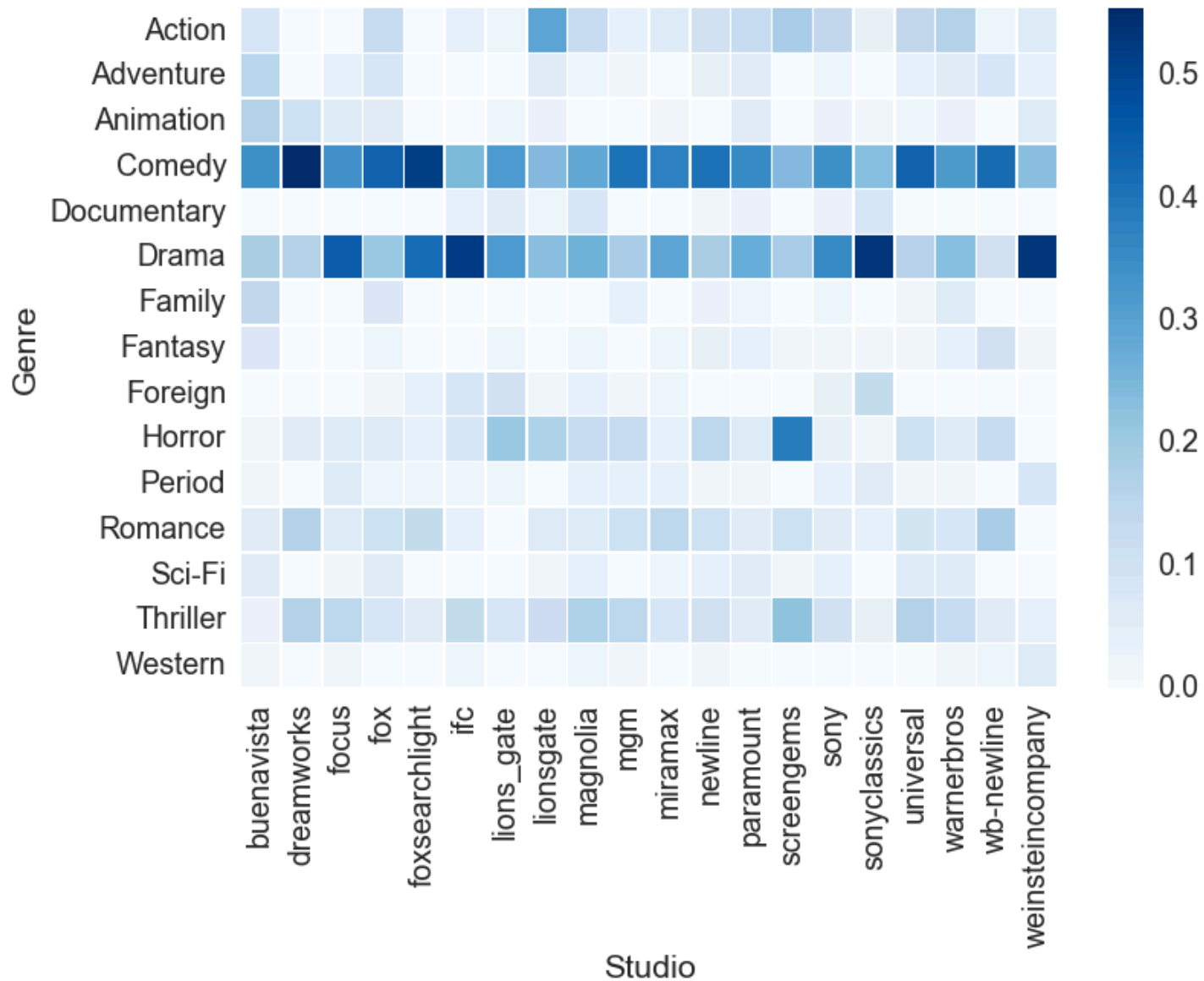
Movie Genre Over Time



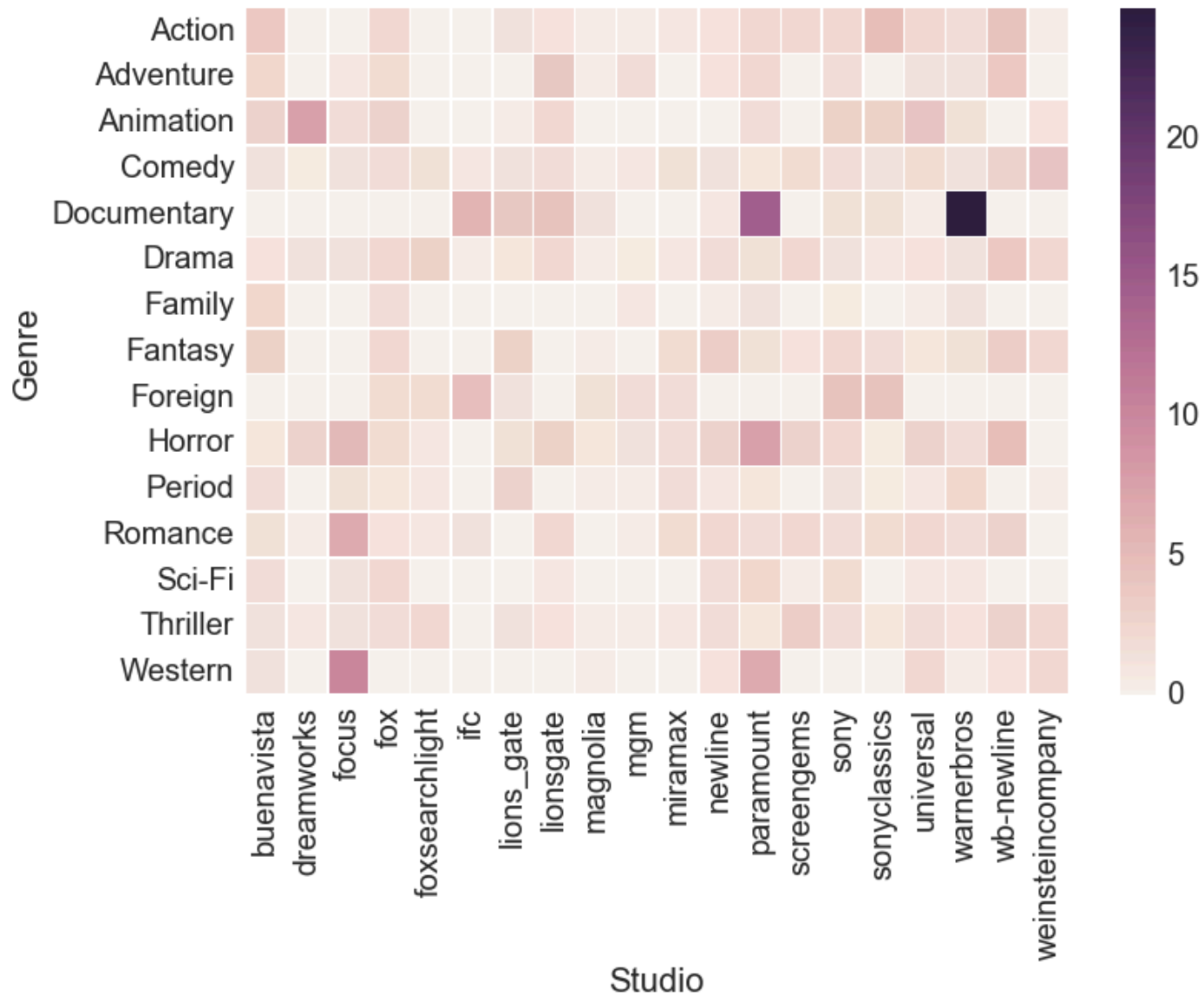
Movie Production by Studio Over Time



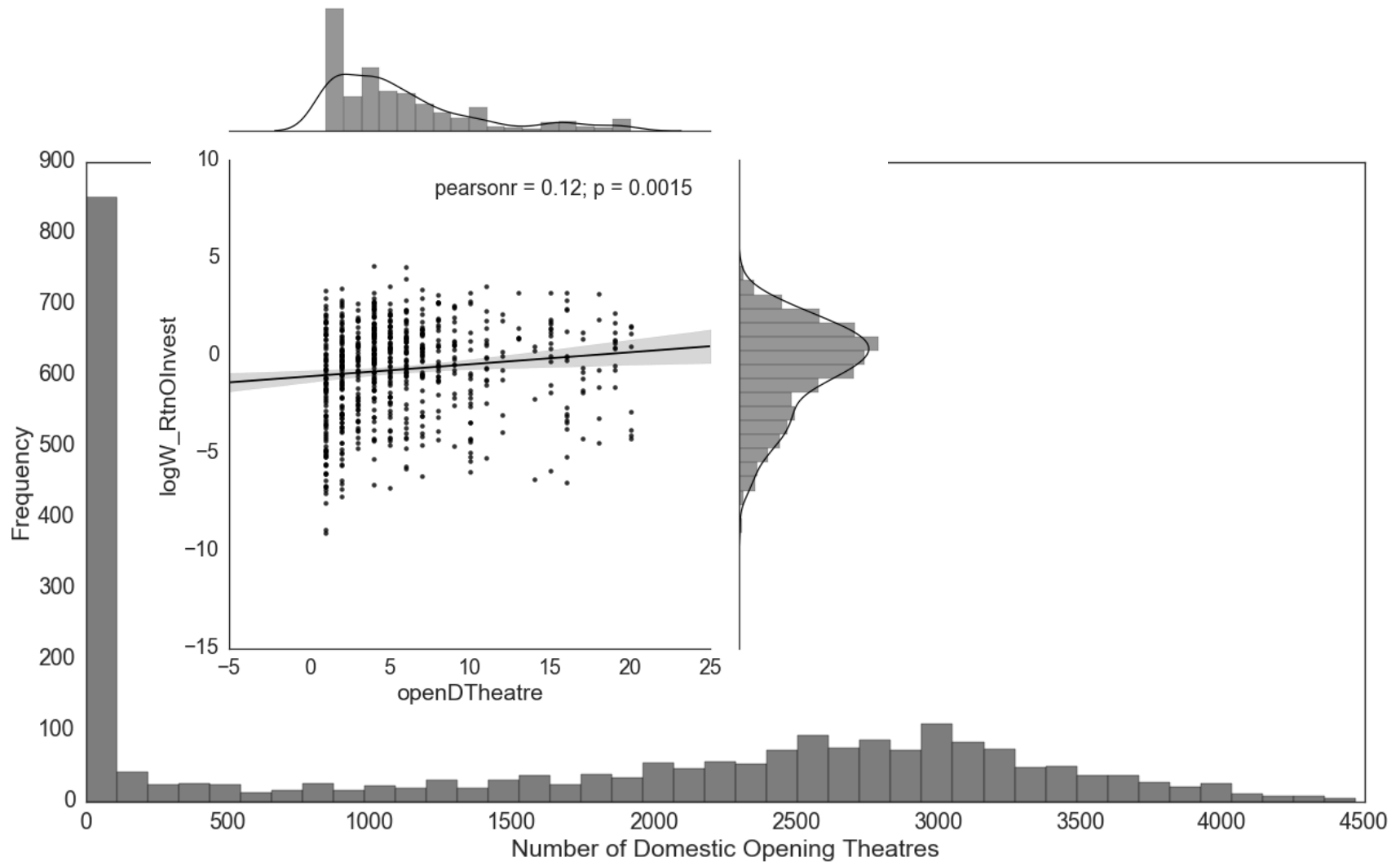
% Movie Production: Genre & Studio



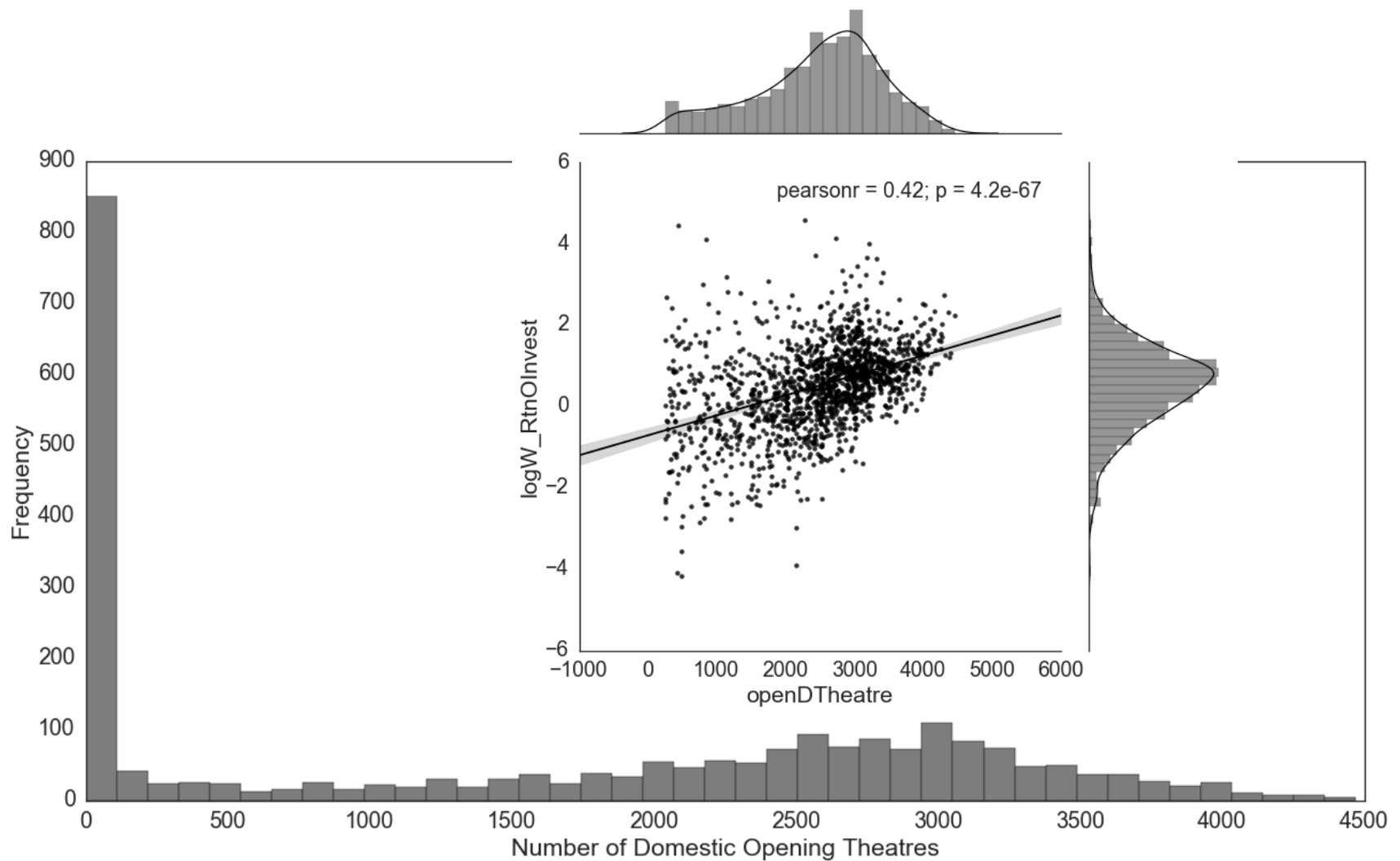
Ln(ROI) : Genre & Studio



Opening Theatres



Opening Theatres

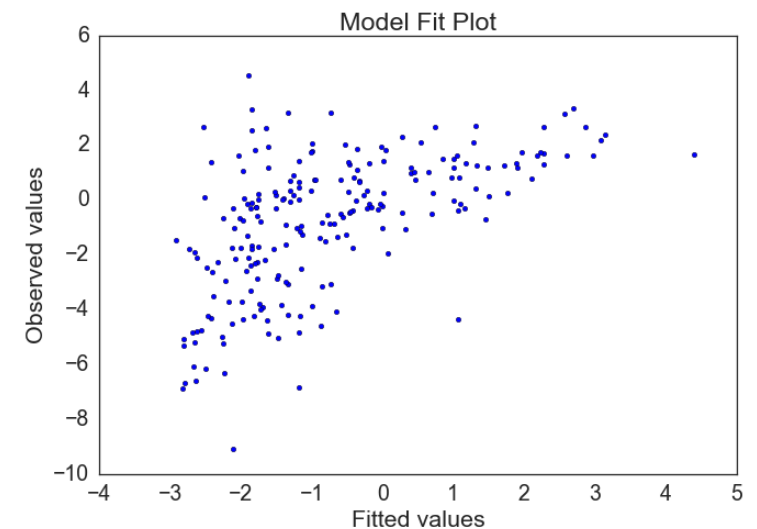
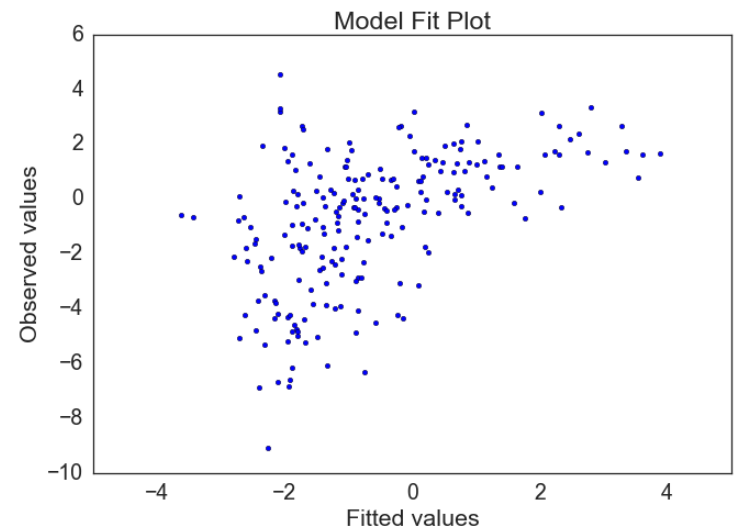


Methodology Overview

- Assessing Features (Genre | Studio):
 - OLS | Lasso | Ridge | Decision Trees | Interactions
 - K-Folds Cross Validation; K=5
 - Final Model via OLS
- 2 Partial Models :
 - $\ln(\text{ROI}) \sim \text{Genre}$
 - $\ln(\text{ROI}) \sim \text{Studio}$

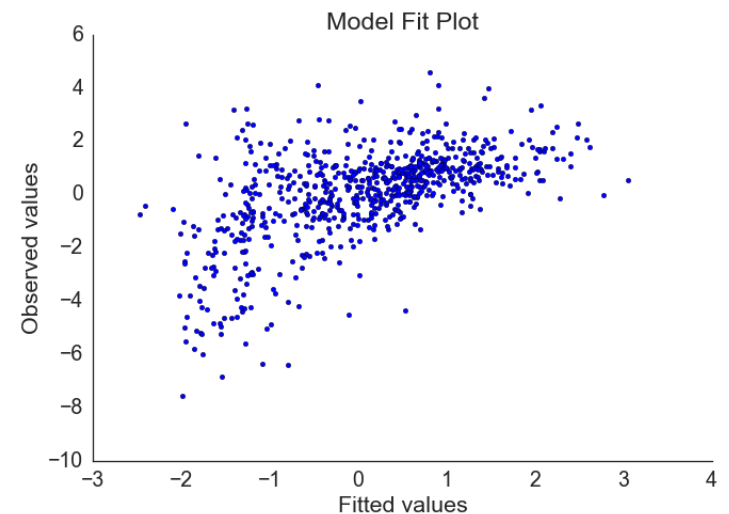
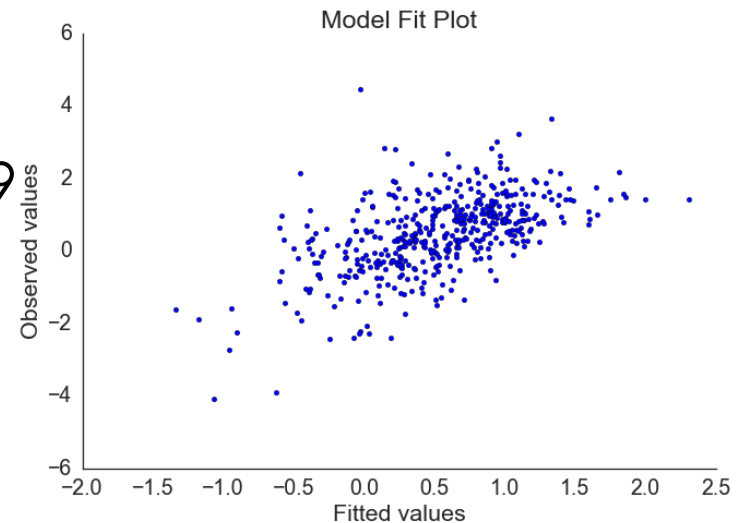
Opening Theatres ≤ 20

- Genres ($r_{sq} \sim 0.33$)
 - Duration of Release ($e^{0.01}$)
 - Oscar Nomination ($e^{1.72}$)
 - **Comedy** ($e^{0.90}$)
 - **Drama** ($e^{0.62}$)
 - **Foreign** ($e^{1.13}$)
- Studios ($r_{sq} \sim 0.35$)
 - Duration of Release ($e^{0.01}$)
 - Oscar Nomination ($e^{1.57}$)
 - **Miramax** ($e^{1.41}$)
 - **FoxSearchlight** ($e^{2.41}$)
 - **LionsGate** ($e^{1.38}$)
 - **WeinsteinCo** ($e^{1.61}$)
 - **Focus** ($e^{1.21}$)



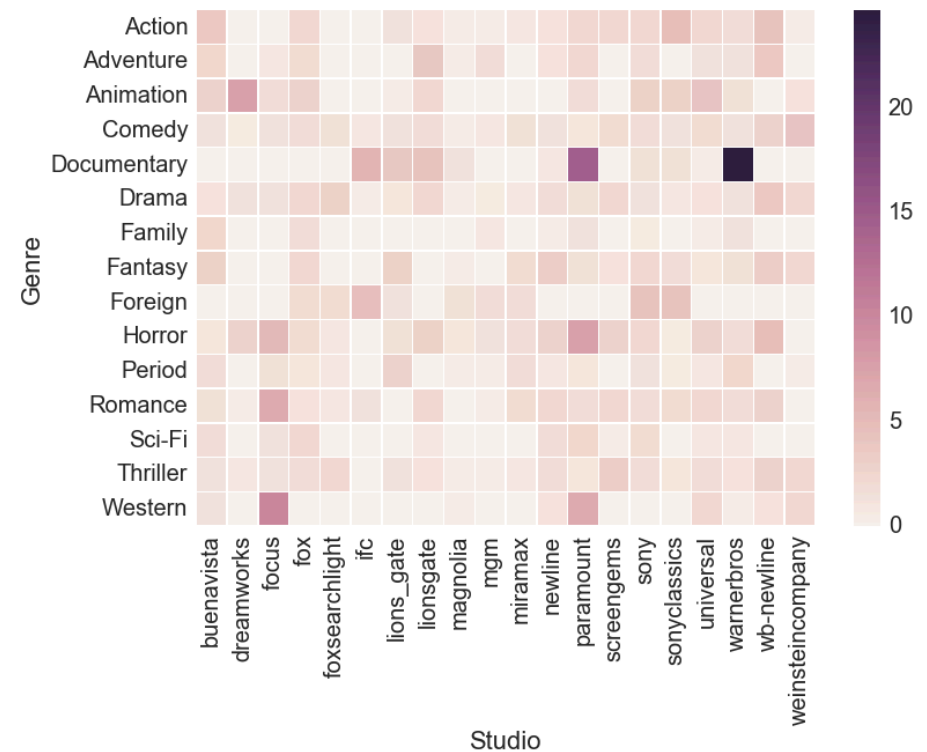
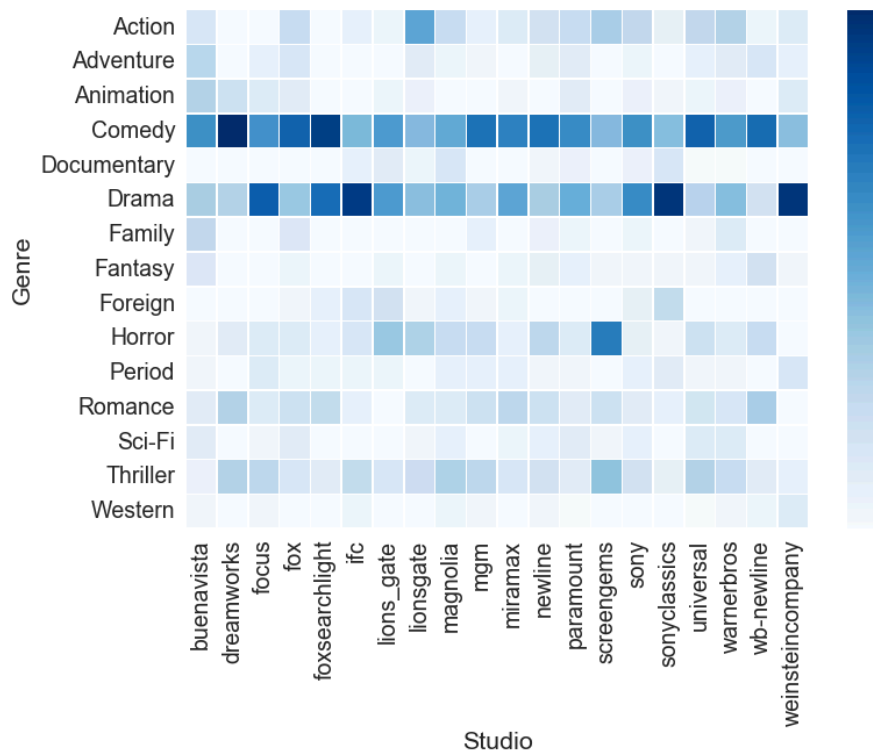
Opening Theatres >> 250

- Genres ($r_{sq} \sim 0.3$)
 - Duration of Release ($e^{0.009}$)
 - Oscar Nomination ($e^{3.1}$)
 - **Documentary** ($e^{1.67}$)
 - **Horror** ($e^{0.42}$)
- Studios ($r_{sq} \sim 0.3$)
 - Duration of Release ($e^{0.01}$)
 - Oscar Nomination ($e^{0.23}$)
 - **Universal** ($e^{0.26}$)
 - **Screengems** ($e^{0.53}$)
 - **LionsGate** ($e^{0.34}$)
 - **WB-Newline** ($e^{0.58}$)



Models capture different aspects of data

- Comedy | Drama vs Documentary | Horror
- Studios and their relative market share



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