Return on Investment:
Movie Genre & Studio Options

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Genres | Studios & Market Share

Box Office **Mojo**

Box Office by Studio

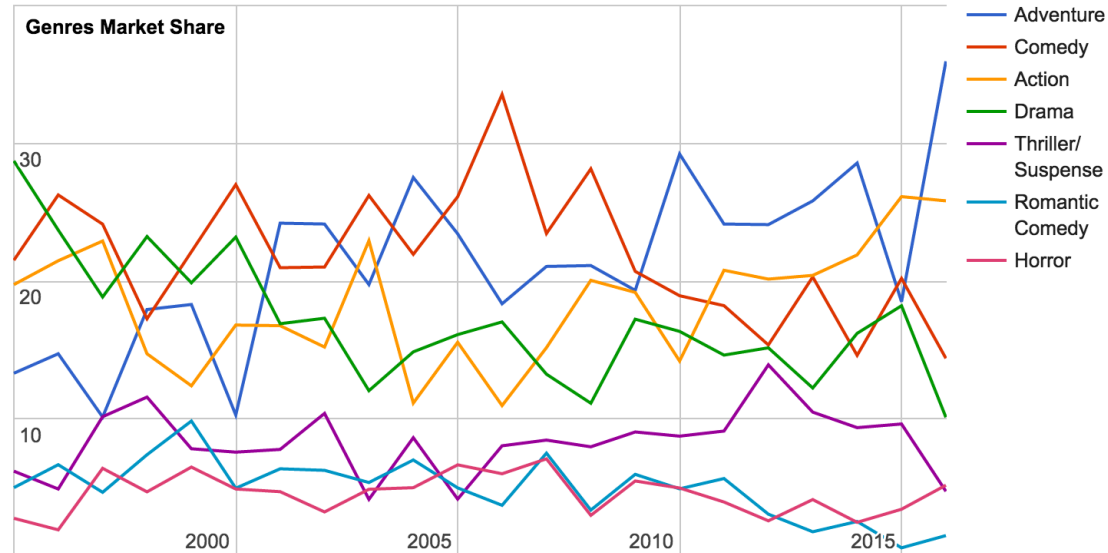| BY STUDIO | BY MAJOR STUDIO |

STUDIO MARKET SHARE

| Yearly Breakdown | Yearly Comparisons | Studio List |

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

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| News | Box Office | Home Video | Movies | People | Oscars | Research & Data |

Market Charts > Genres

Genres Market Share

- Adventure
- Comedy
- Action
- Drama
- Thriller/Suspense
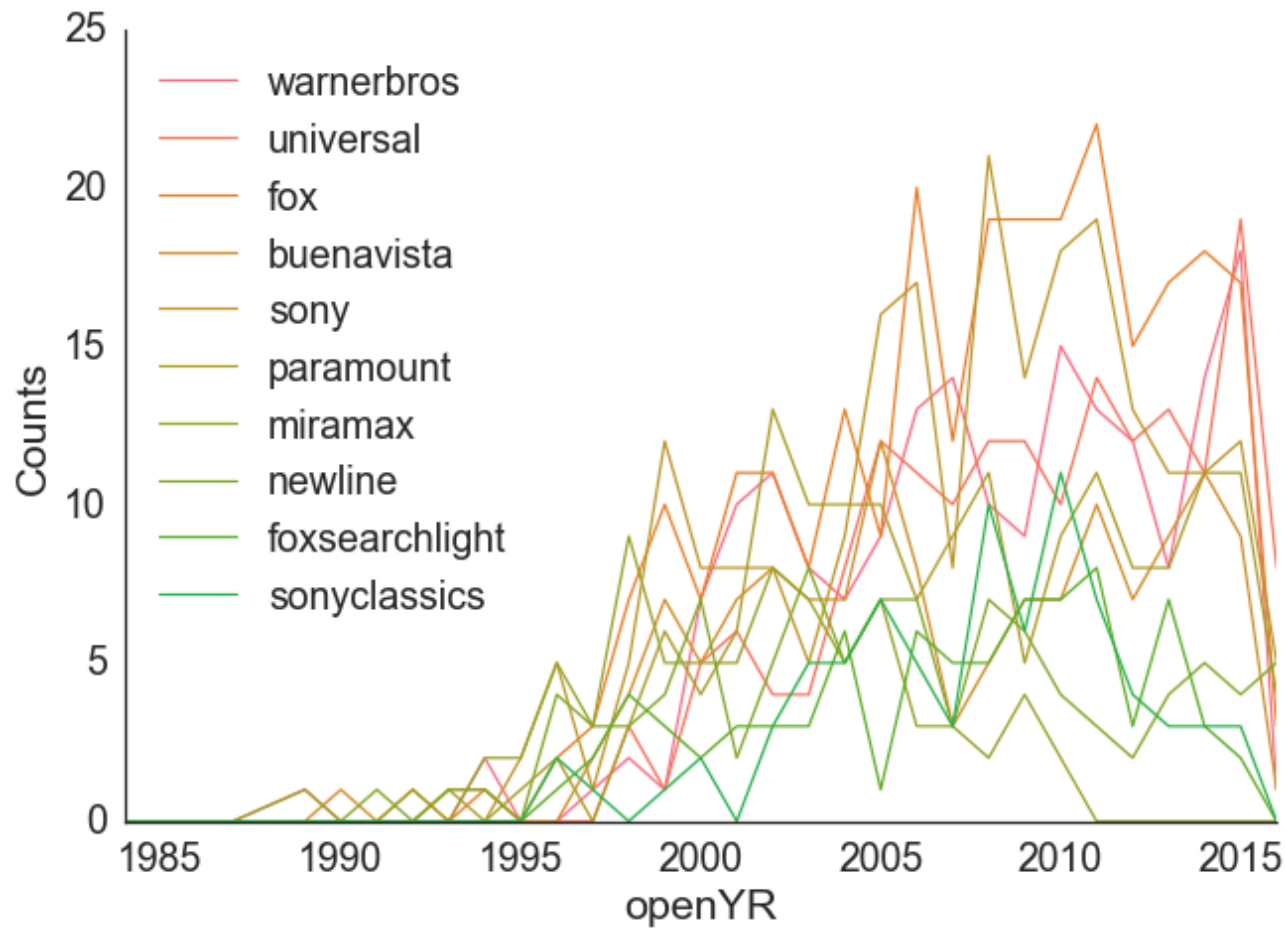- Romantic Comedy
- Horror

Note: Figures for 2016 are at an annualized rate.

Return on Investment?

- Ln(ROI) = Ln(World Gross / Production Budget)

- Data Sources:
  - Box Office Mojo
    - Release Details; Theatres; Duration; Oscar Nominations
  - The Numbers
    - Budget, Gross + inflation correction
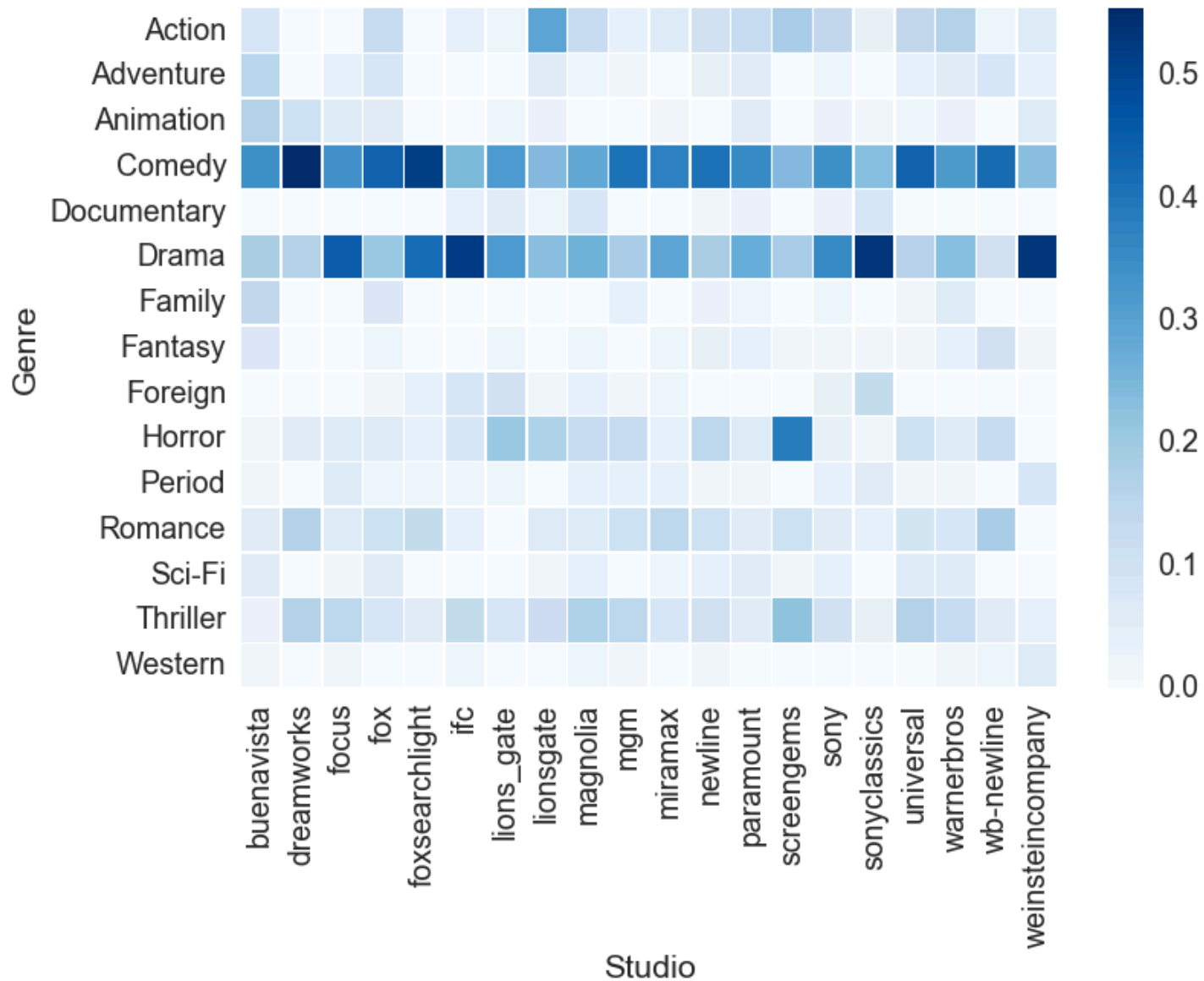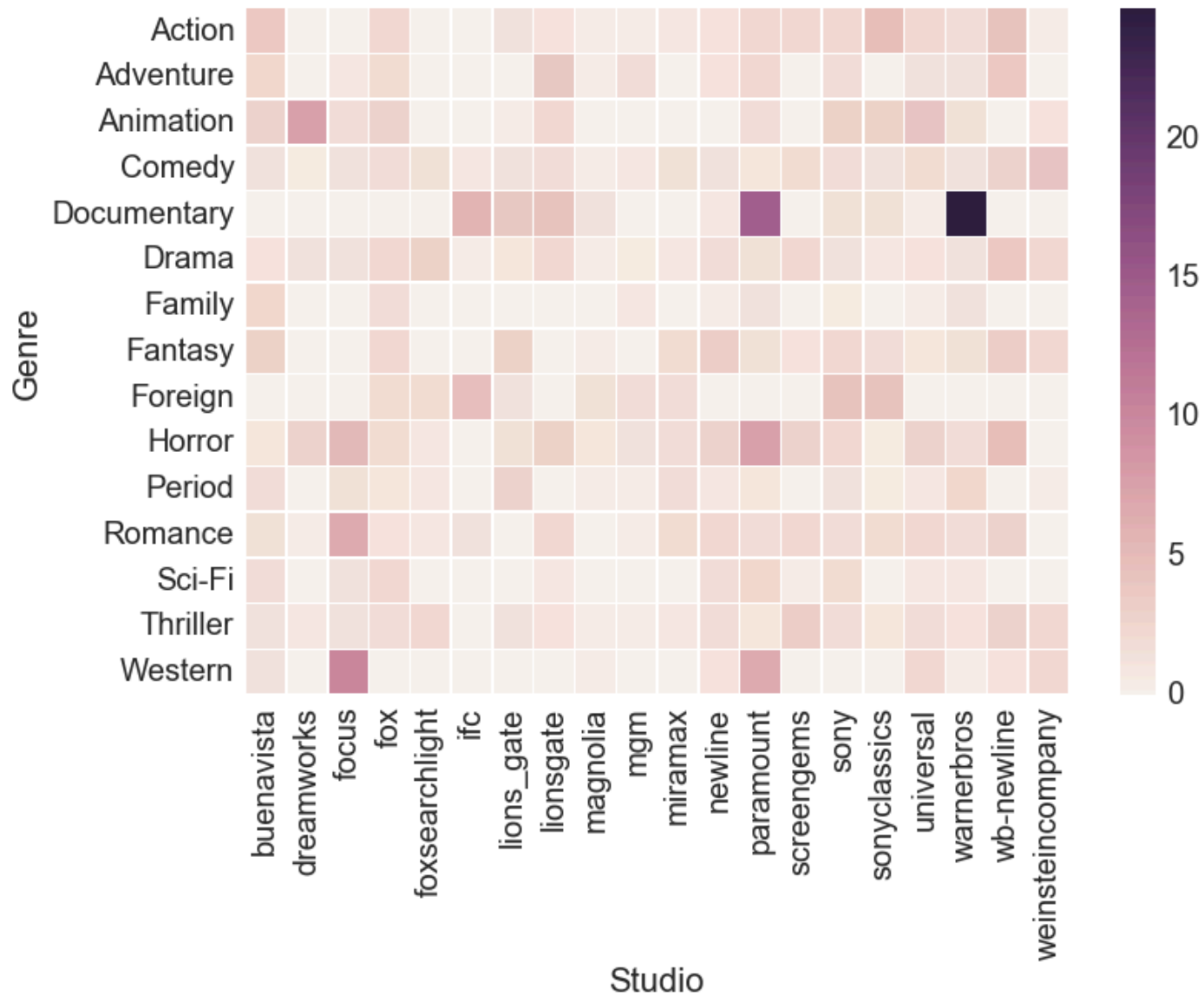
Movie Genre Over Time
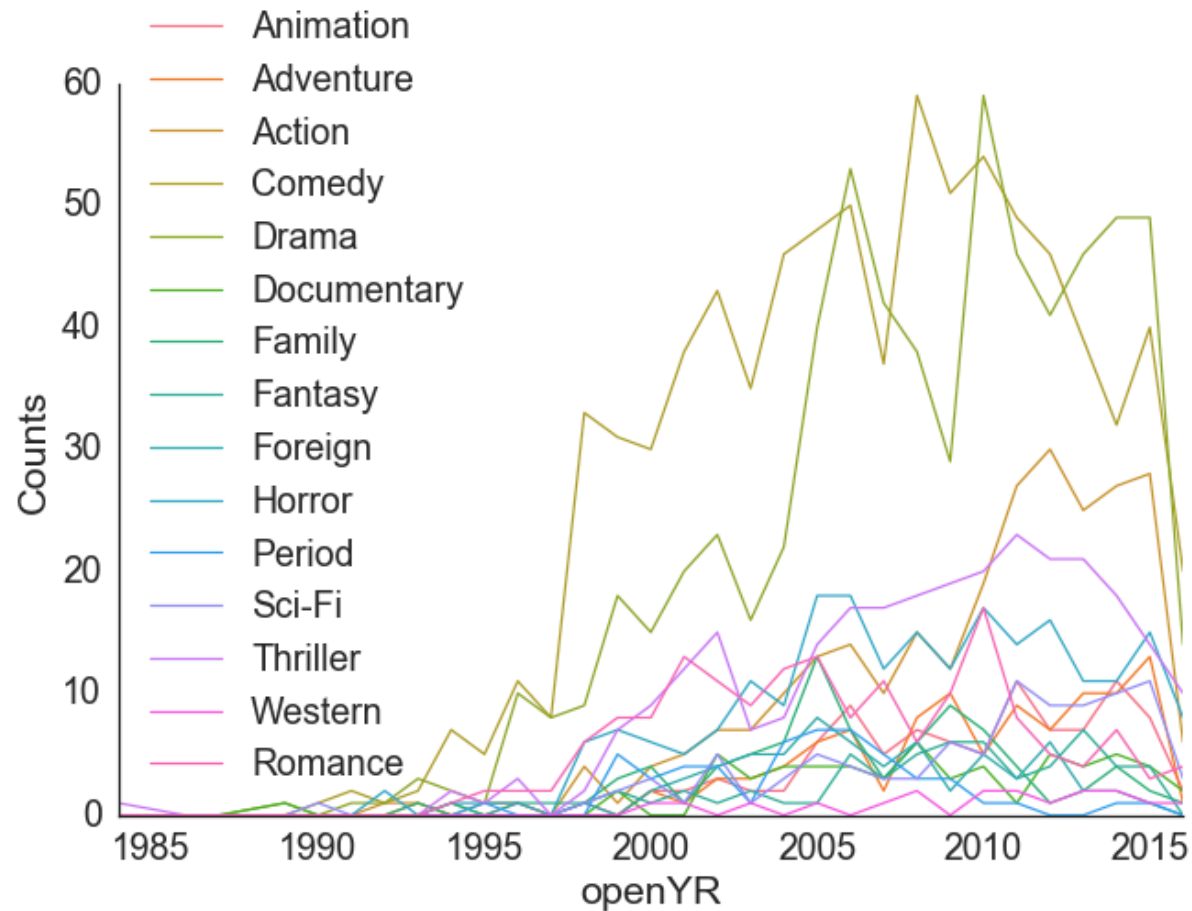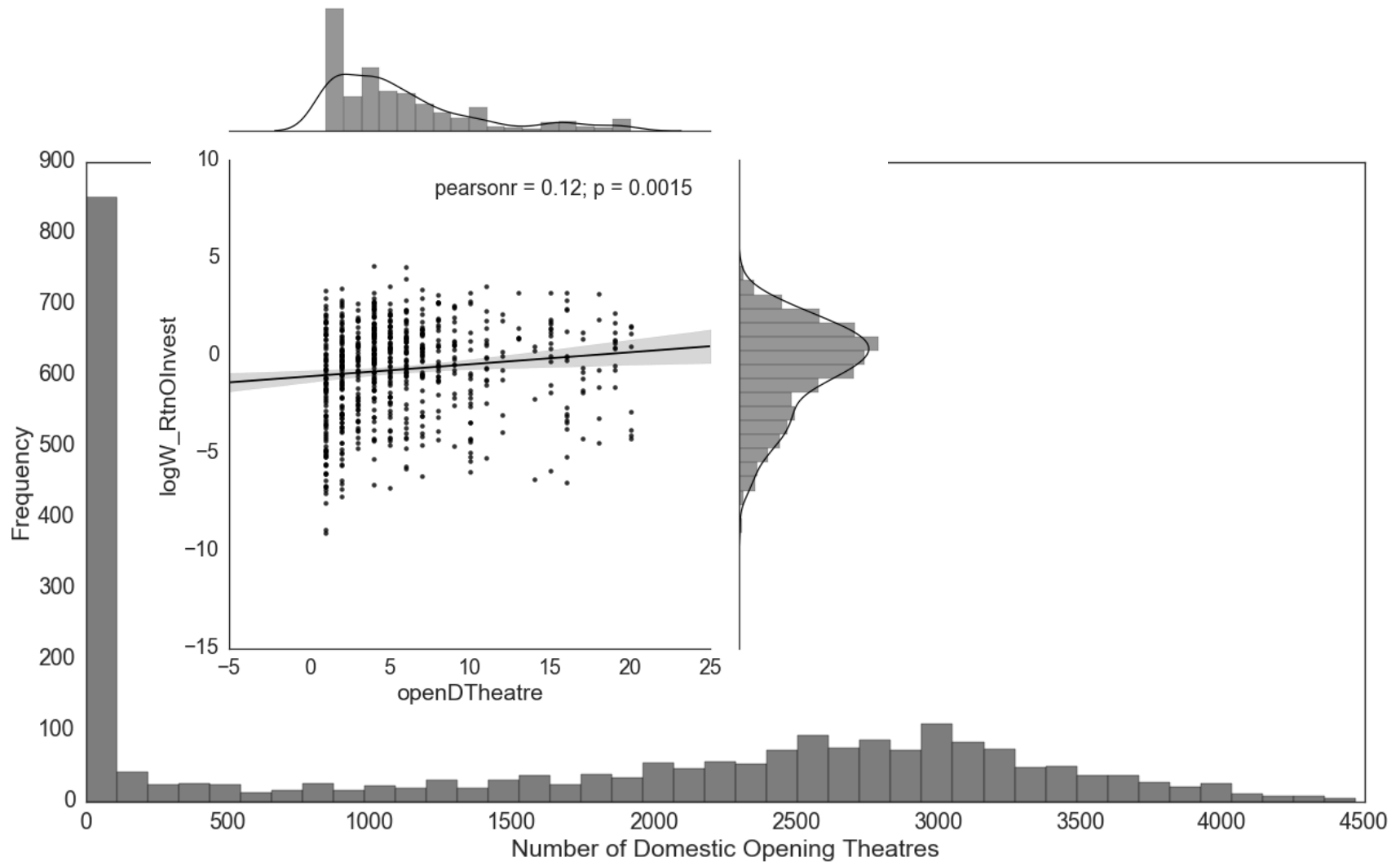
Movie Production by Studio Over Time

% Movie Production: Genre & Studio

Ln(ROI) : Genre & Studio

Opening Theatres

pearsonr = 0.12; p = 0.0015
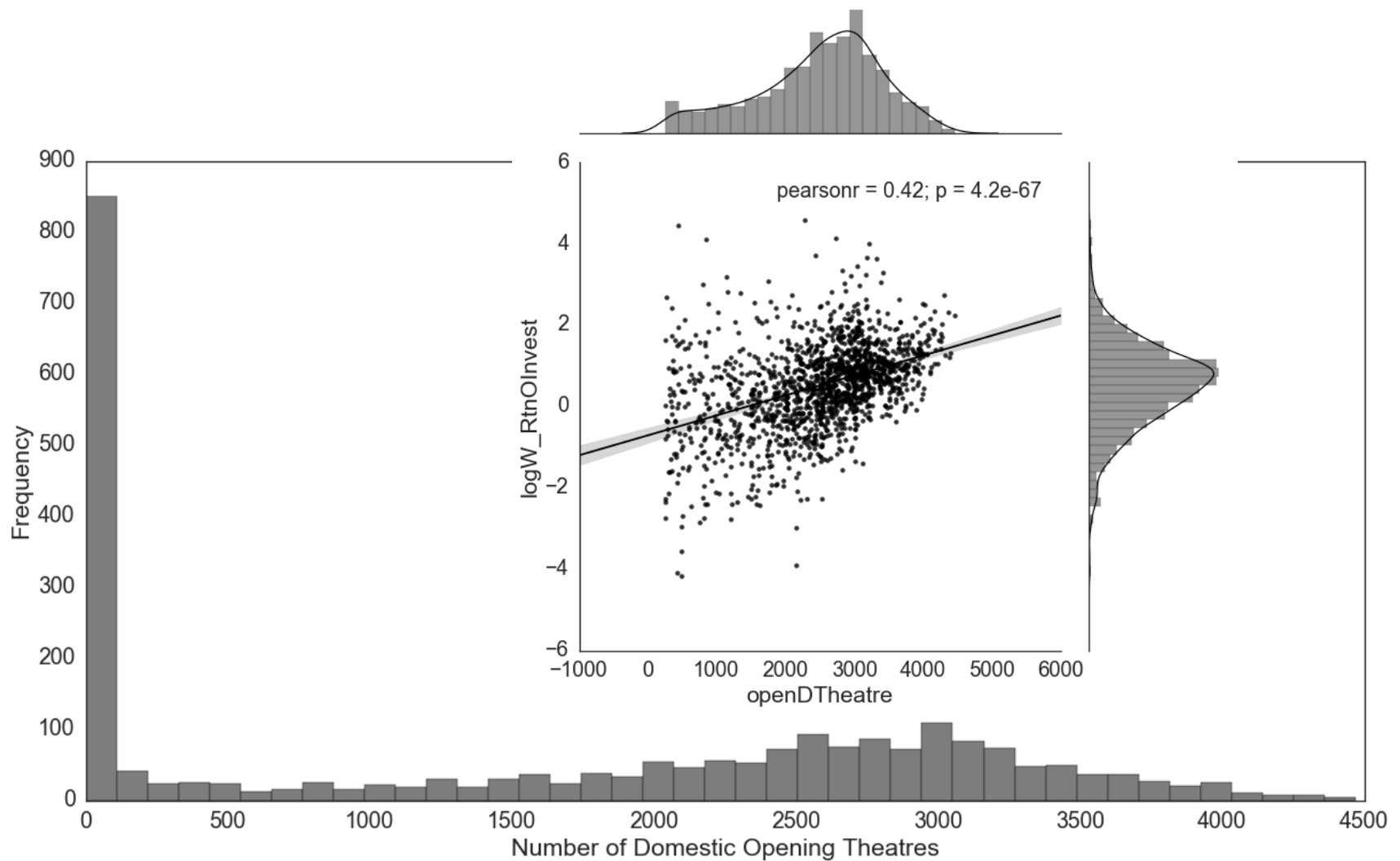
Opening Theatres

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(ROI) ~ Genre
  - ln(ROI) ~ Studio

Opening Theatres <= 20

- Genres (r_sq ~ 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 ~ 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)
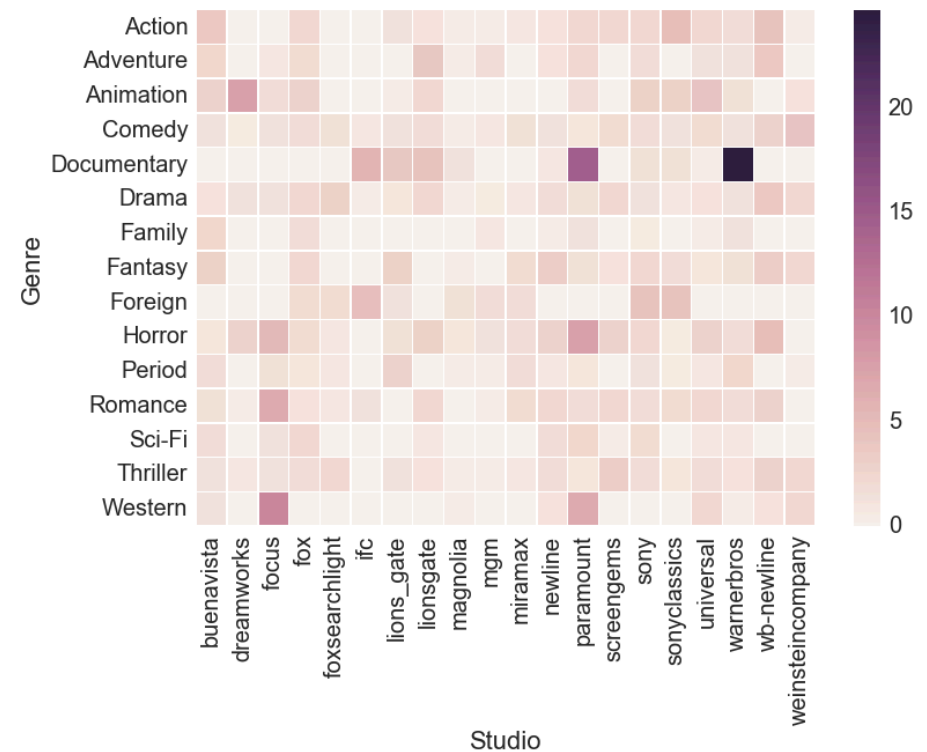 - **WeinsteinCo** (e^1.61)
  - **Focus** (e^1.21)
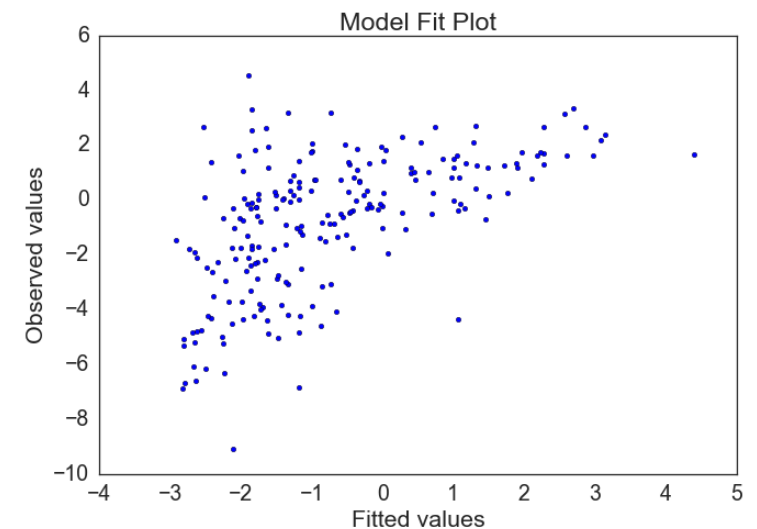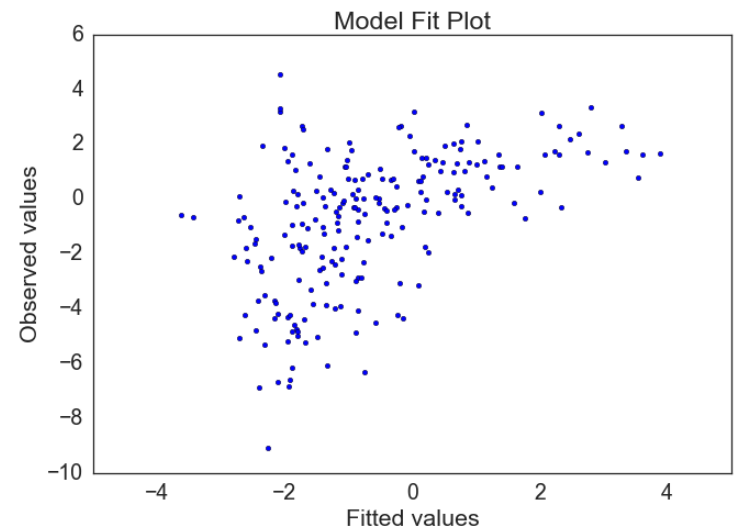
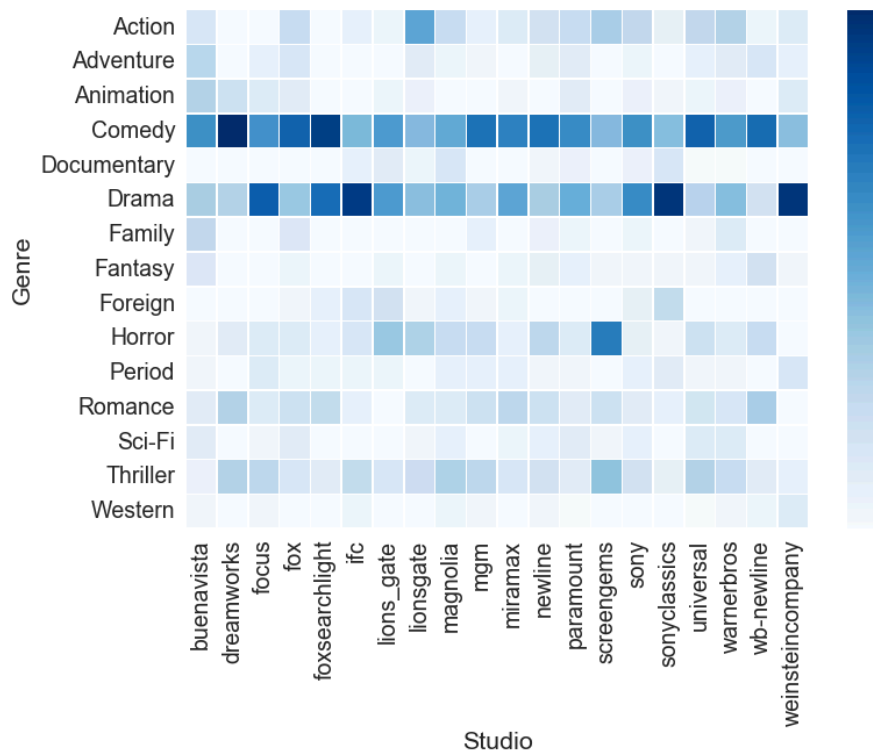# Opening Theatres >> 250

- ## Genres (r_sq ~0.3)
    - Duration of Release (e^0.009)
    - Oscar Nomination (e^3.1)
    - **Documentary** (e^1.67)
    - **Horror** (e^0.42)

- ## Studios (r_sq ~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)
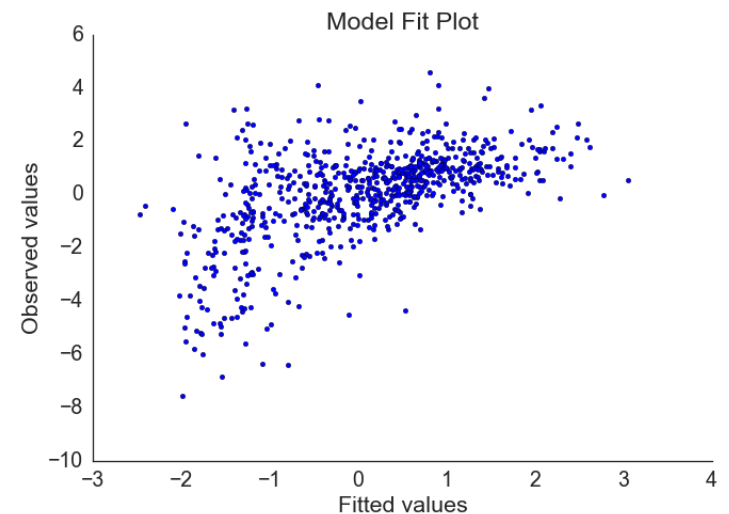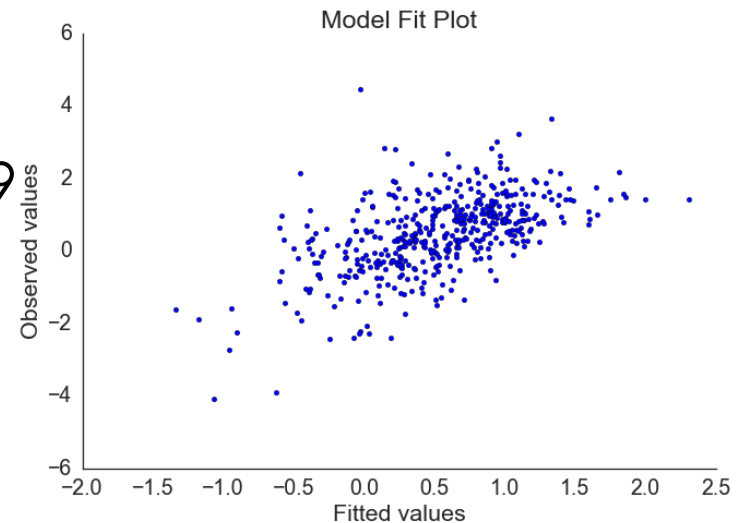
Models capture different aspects of data

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

Thanks