



ENTERING THE MOVIE INDUSTRY



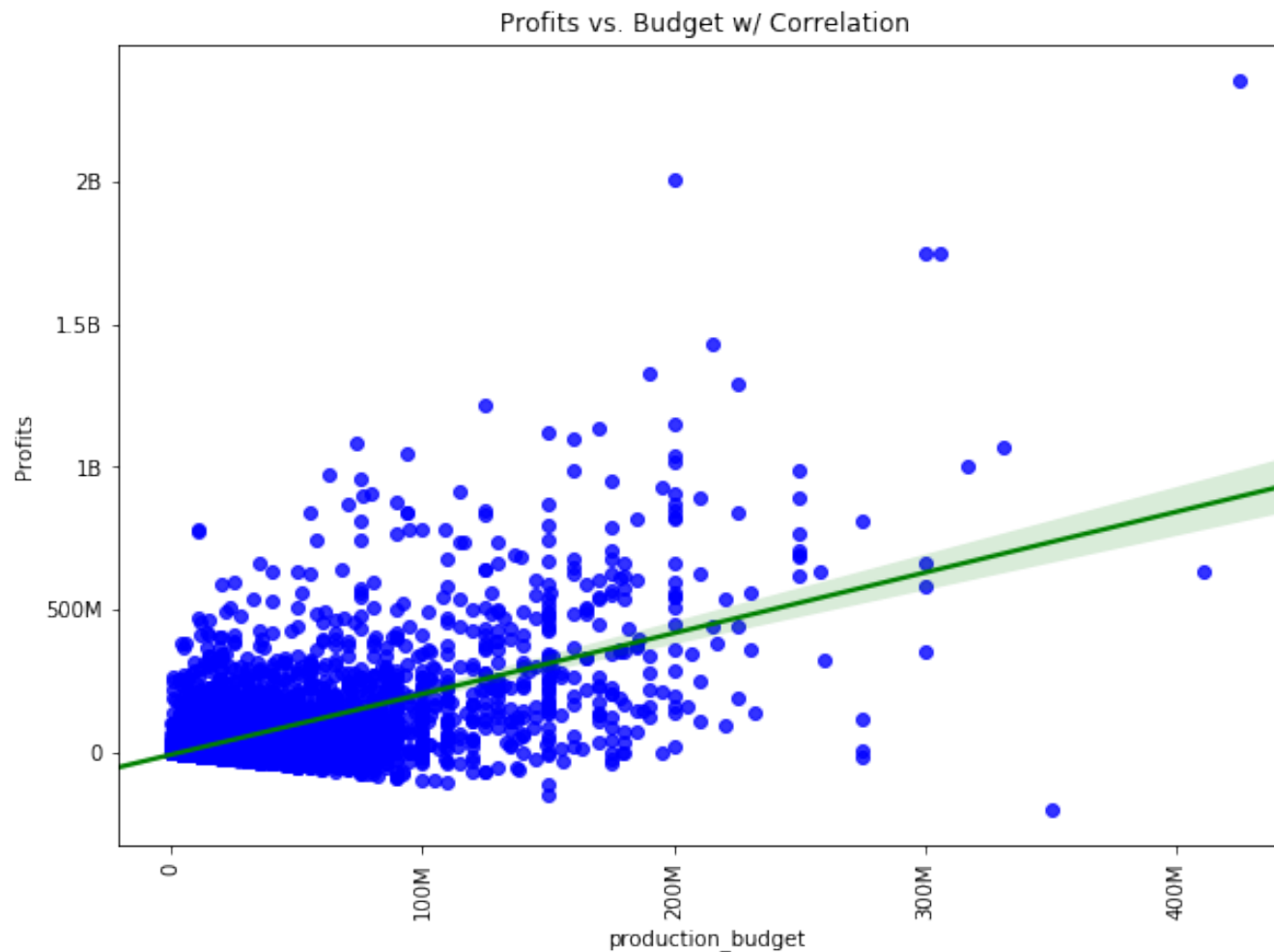


OUTLINE

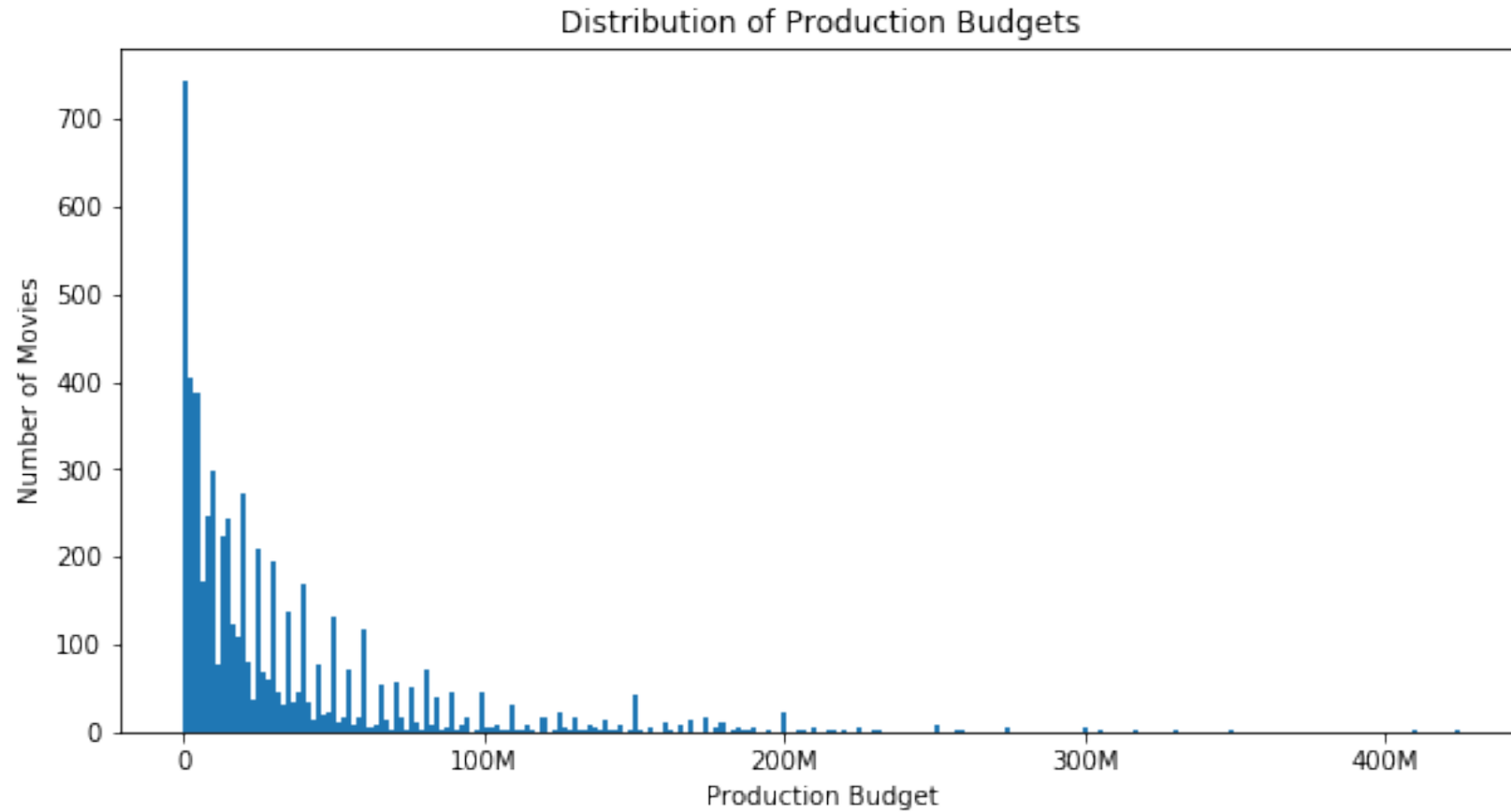
- What is the most profitable budget?
- What is the most profitable genre?
- What is the most profitable release month?

WHICH BUDGET YIELDS THE HIGHEST PROFITS?

- Profit = Worldwide Gross – Production Budget
- Thousands of data points
- Correlation .6
- Average Budget Spent: 34MM



WHICH BUDGET YIELDS THE HIGHEST PROFITS?

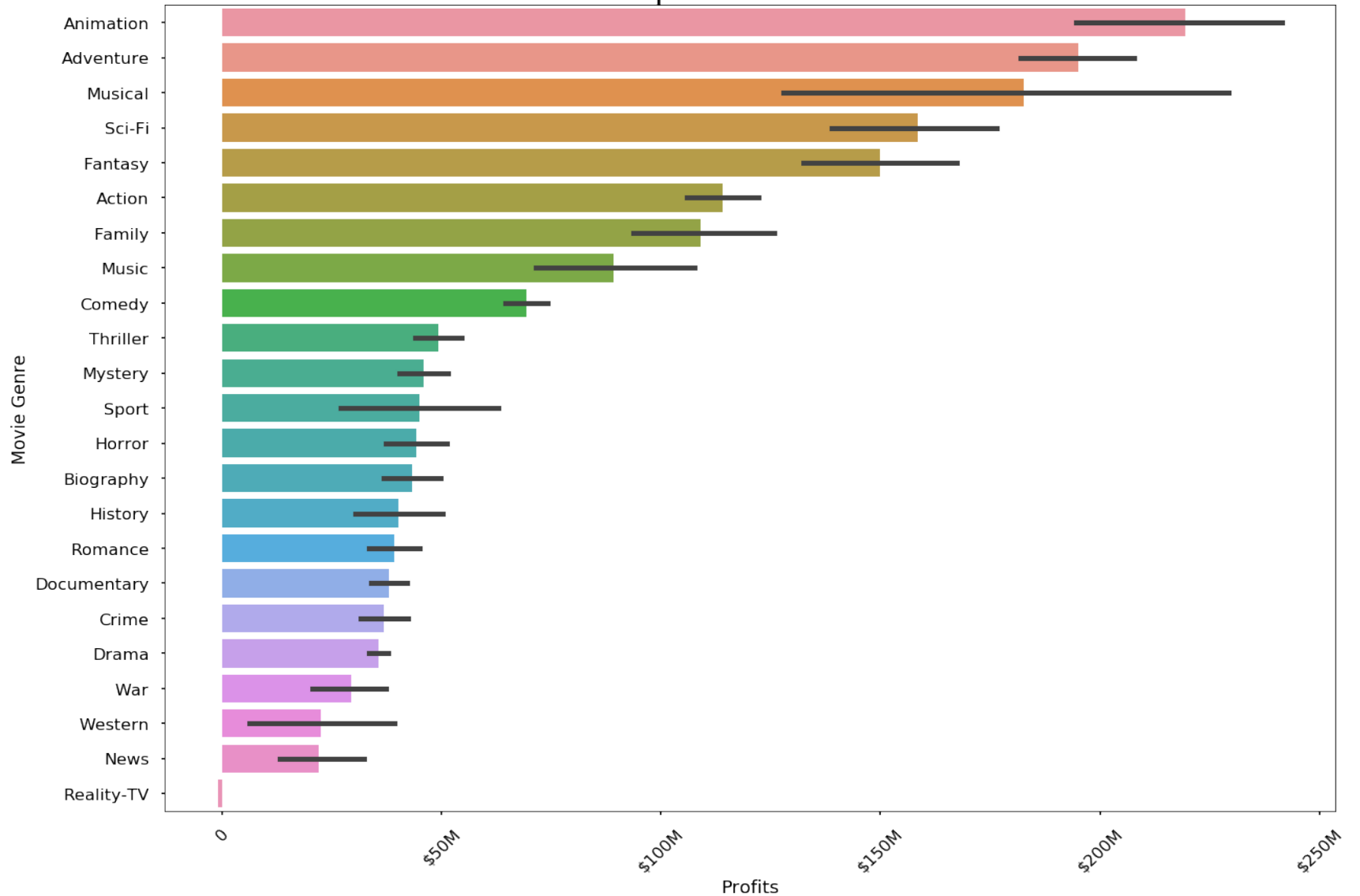


- The Median budget falls around \$34MM

WHICH GENRE YIELDS THE HIGHEST PROFITS?

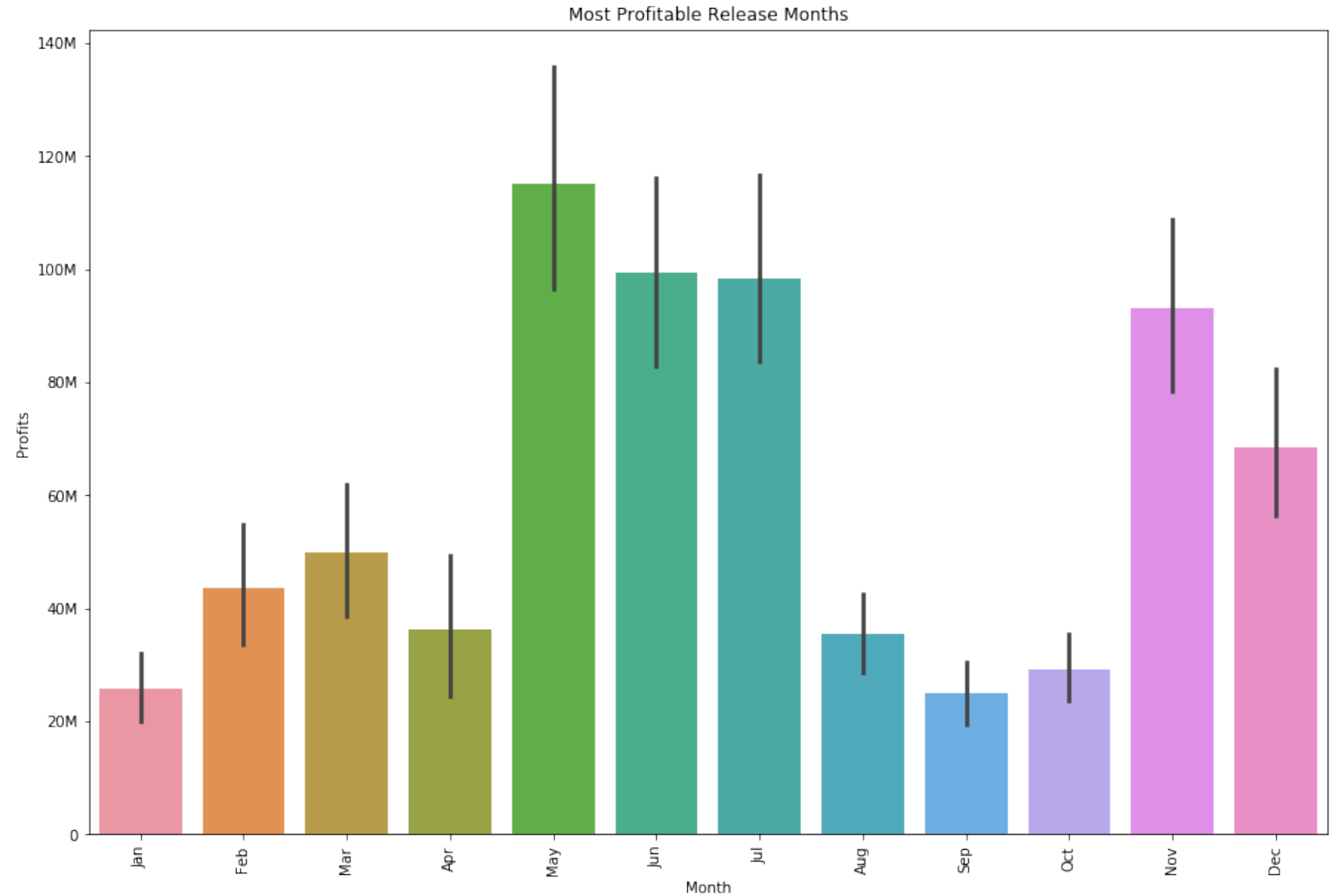
Most profitable Genres

- Top Three:
- Animation
- Adventure
- Musical
- Profits > \$175MM

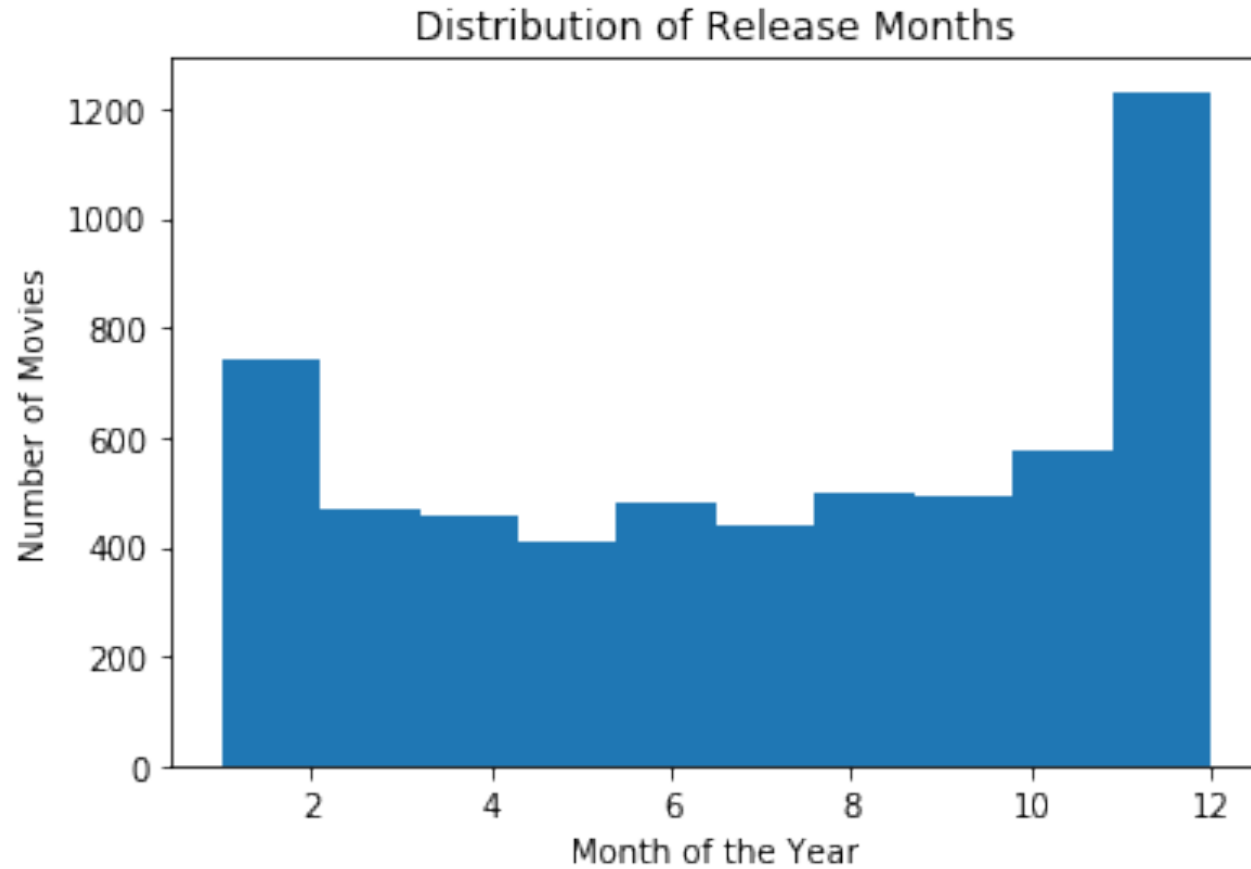


WHICH RELEASE MONTH YIELDS THE HIGHEST PROFITS?

- Top Three:
 - May
 - June
 - July
- November is a saturated release month
- Avg. Profits >\$100MM



WHICH RELEASE MONTH YIELDS THE HIGHEST PROFITS?



- Competitive Advantage, Summer Releases

CONCLUSION

Expect to budget ~ \$34MM

Have your genre be relative to Animation, Adventure and or Musical

Release your movies over the summer. Again, you'll have more of a competitive advantage amongst the studios as they release most of their films in the Nov. / Dec.



FUTURE WORK

Explore the most relevant directors over the past 20 years

Look at the actors who helped produce some of the most profitable movies of all time

What rated movie (G, PG, PG-13, R) has the highest profits



james@microconsulting.c
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THANK YOU

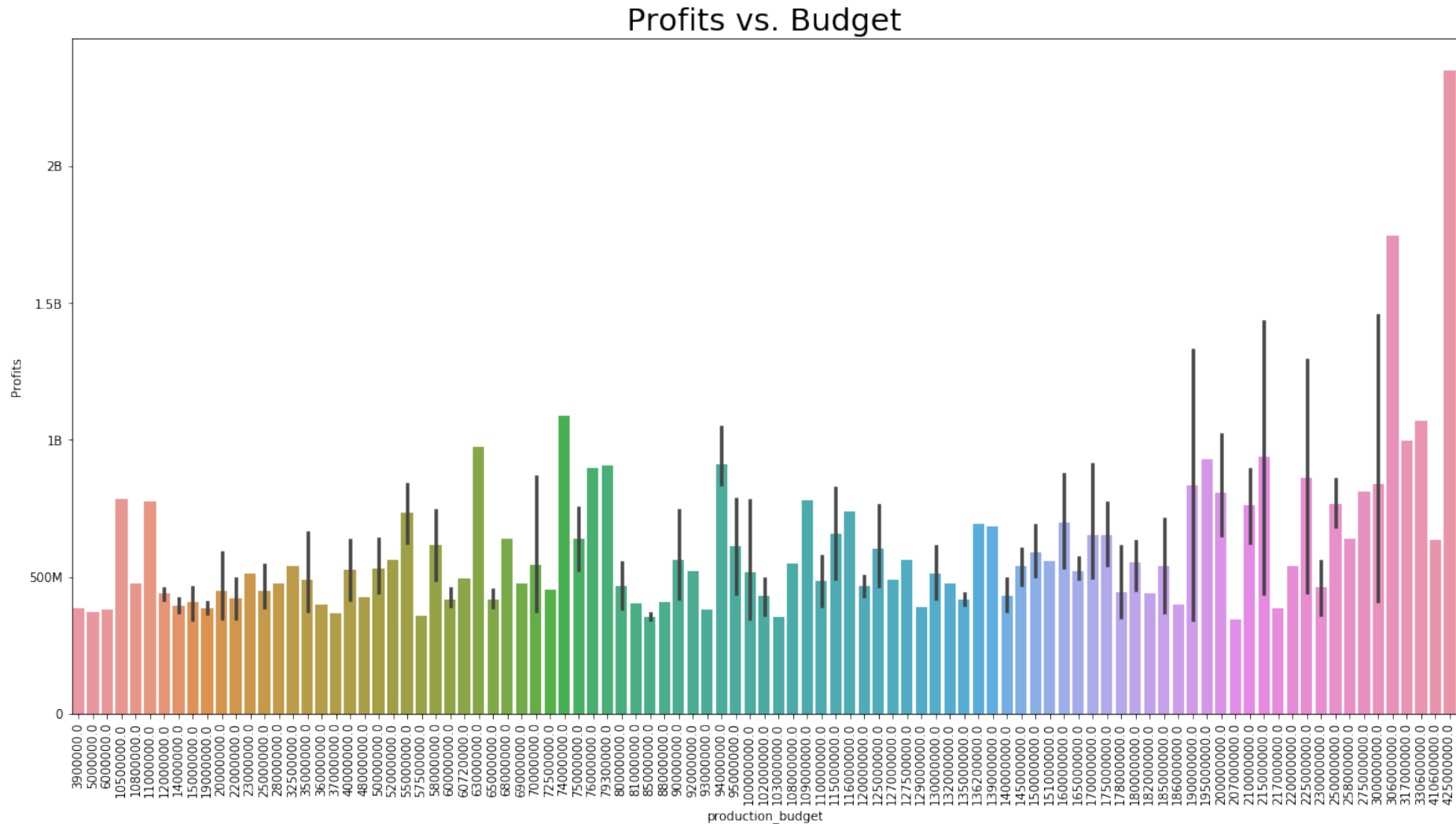


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APPENDIX

WHICH BUDGET YIELDS THE HIGHEST PROFITS?



- Top 250 most profitable movies of all time