



ENTERING THE MOVIE INDUSTRY



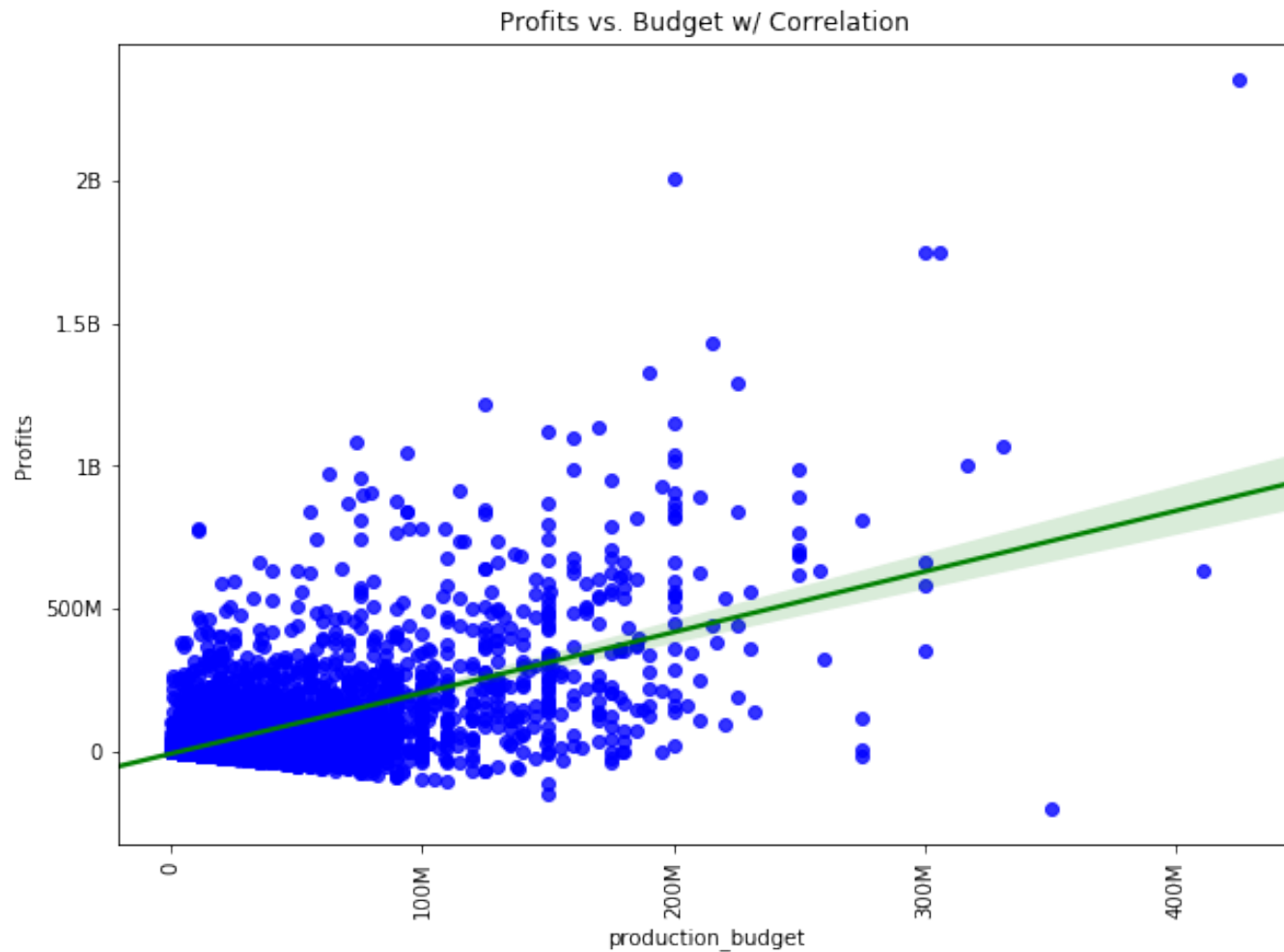


# OUTLINE

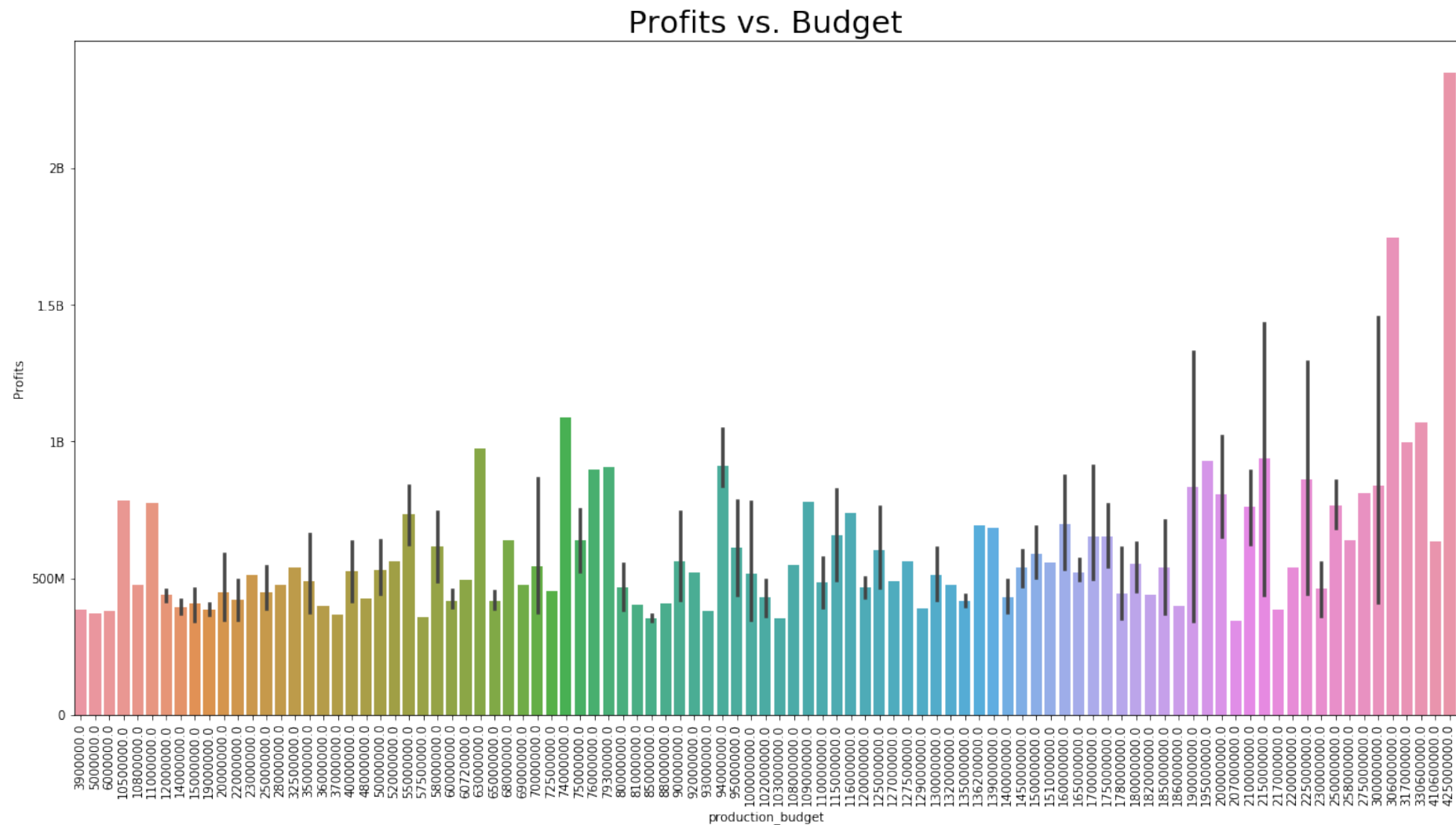
- What is the most profitable budget?
- What is the most profitable genre?
- What is the most profitable release month?

# WHICH BUDGET YIELDS THE HIGHEST PROFITS?

- Thousands of data points
- Correlation .6
- Average Budget Spent: 34MM

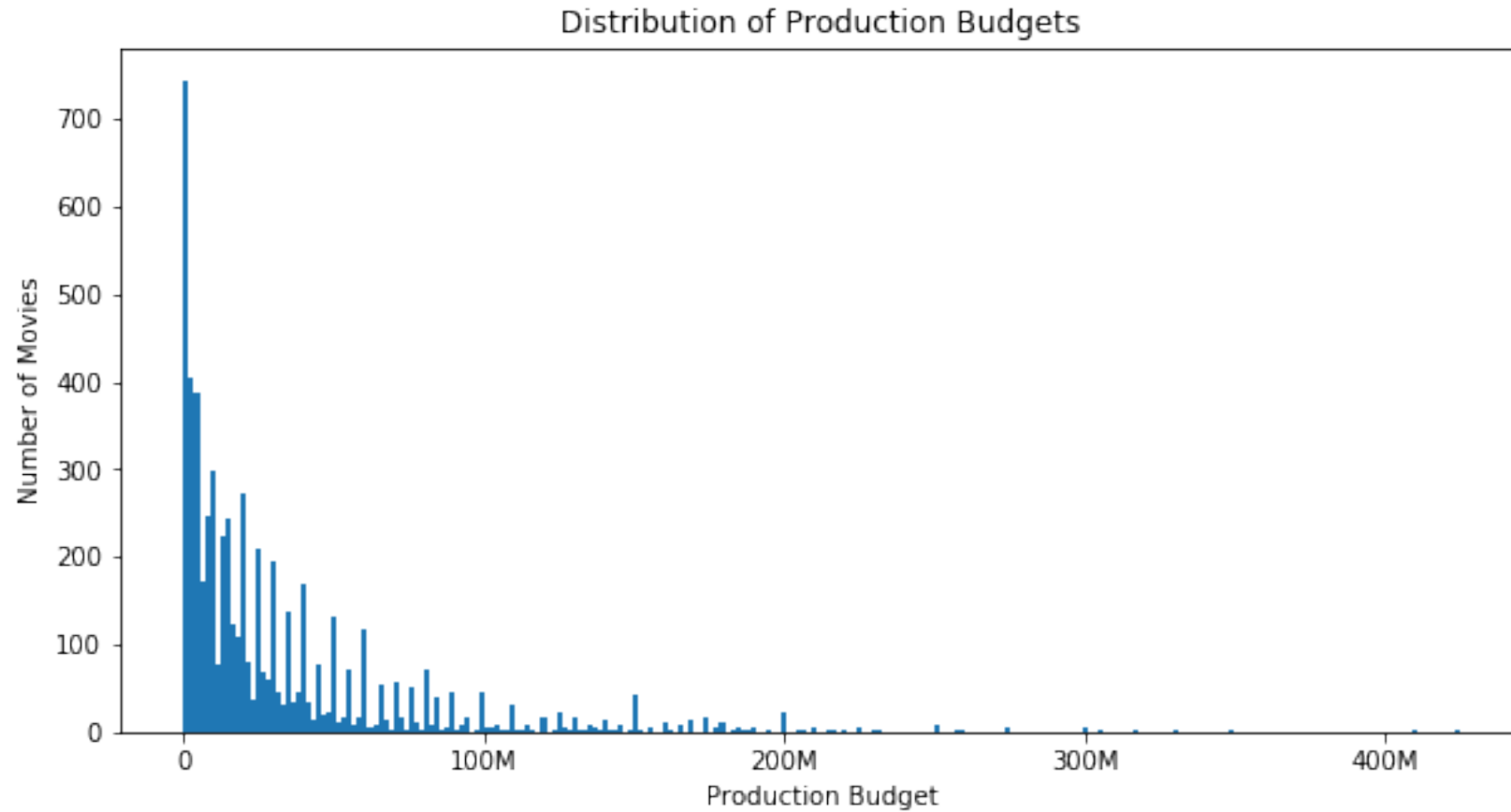


## WHICH BUDGET YIELDS THE HIGHEST PROFITS?



- Top 250 most profitable movies of all time

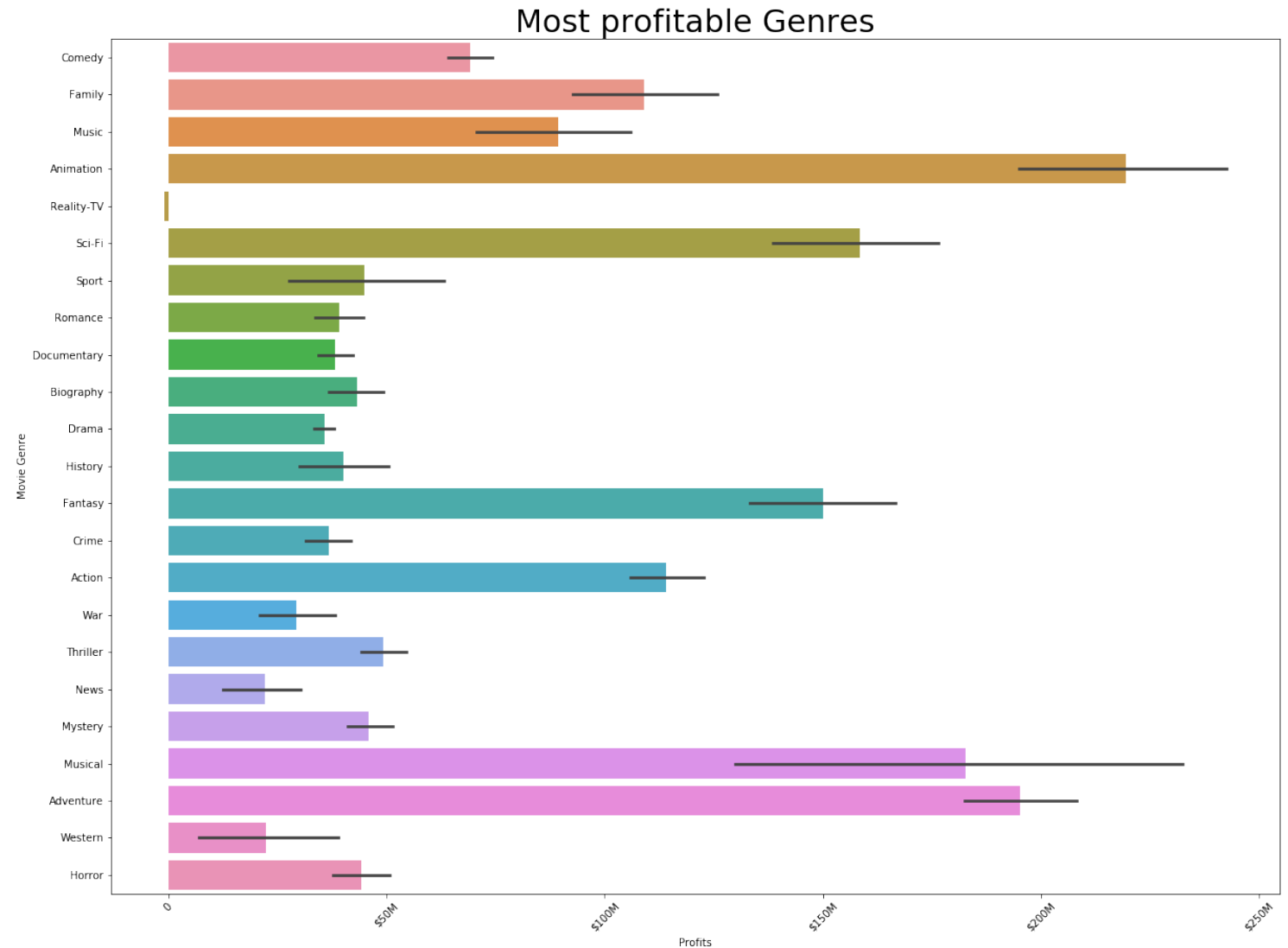
# WHICH BUDGET YIELDS THE HIGHEST PROFITS?



- The Median budget falls around \$34MM

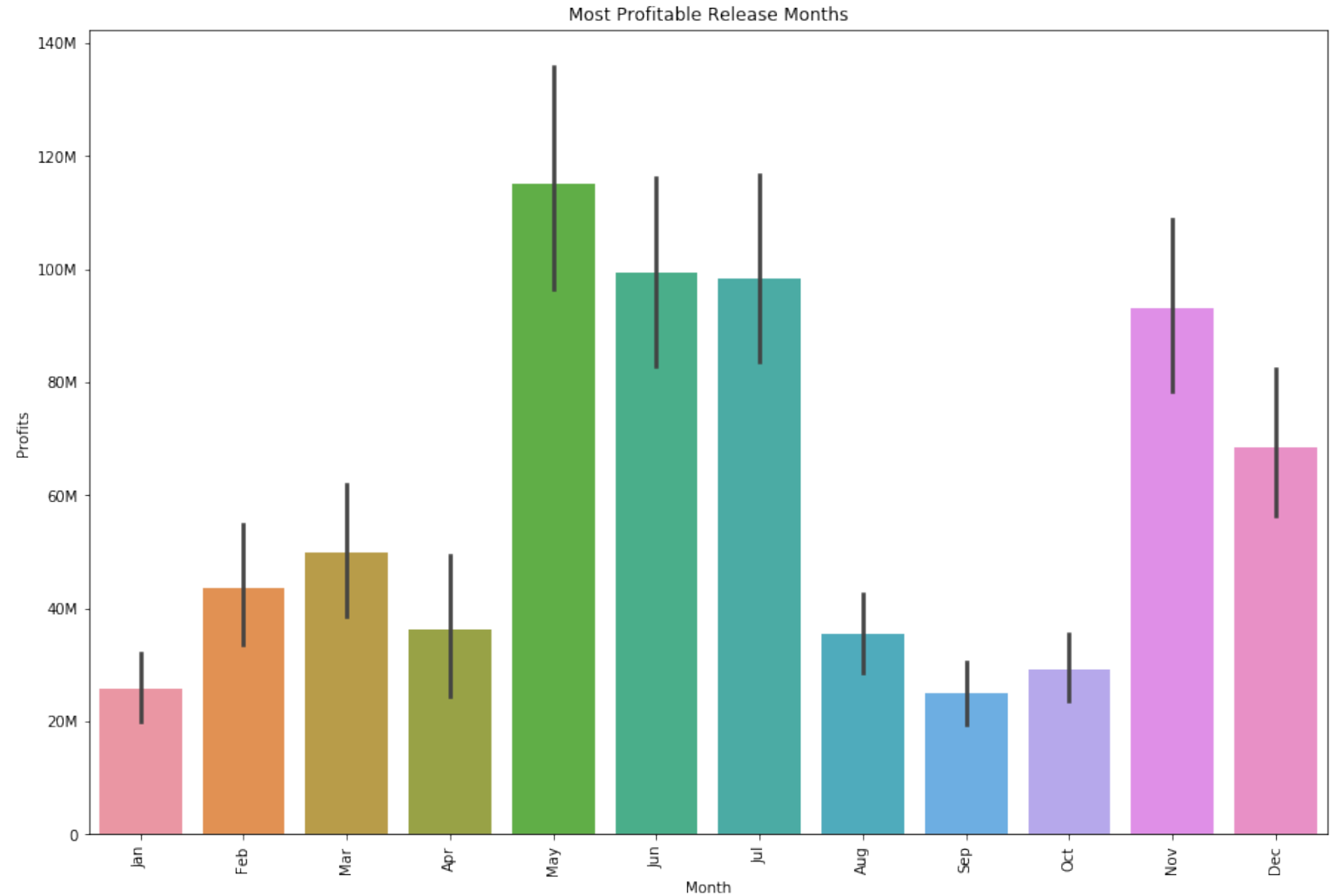
# WHICH GENRE YIELDS THE HIGHEST PROFITS?

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

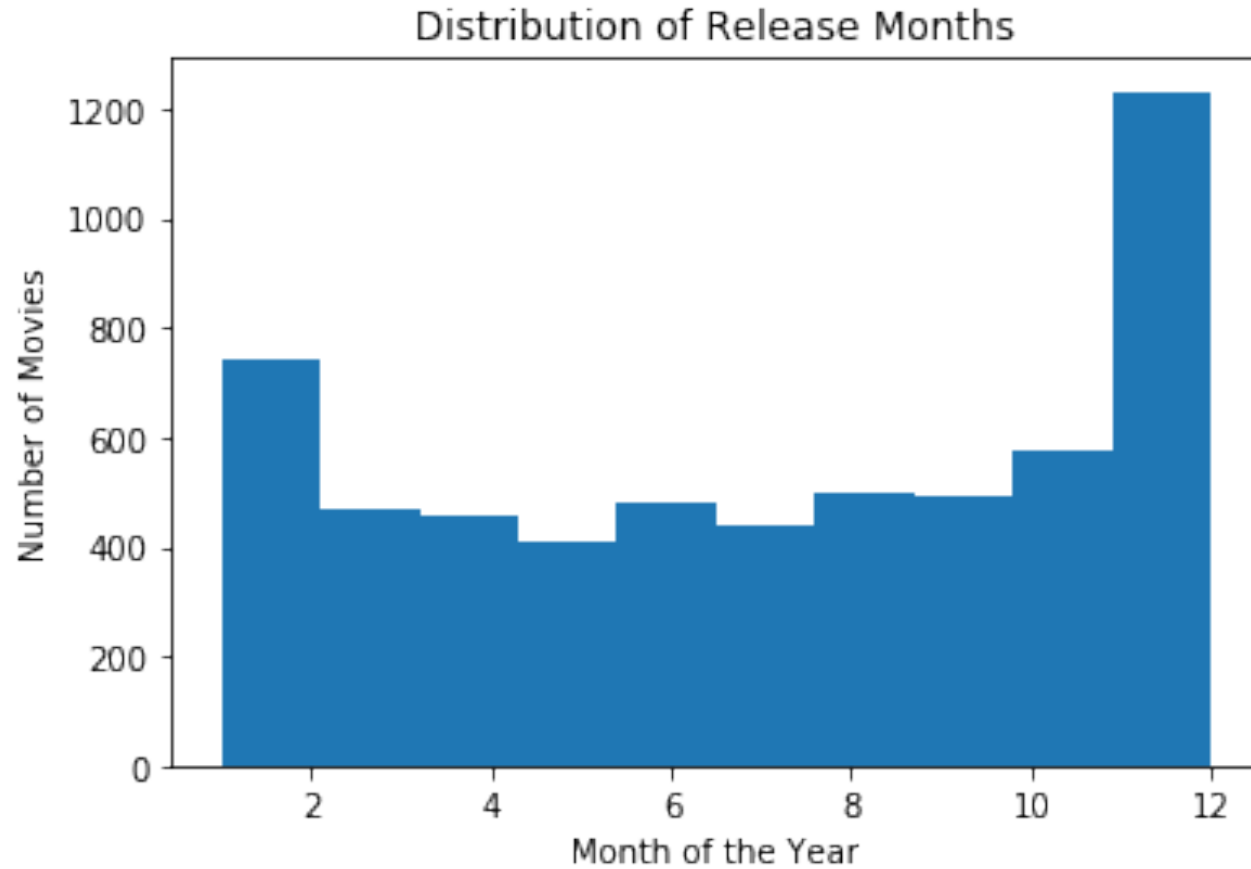


# WHICH RELEASE MONTH YIELDS THE HIGHEST PROFITS?

- Top Three:
  - May
  - June
  - July
- Avg. Profits >\$100MM



# WHICH RELEASE MONTH YIELDS THE HIGHEST PROFITS?



- Competitive Advantage, Summer Releases





# MOVING FORWARD

---

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.



# CONTACT



james@microconsulting.com



123-456-7891