DSF-FTO8 PHASE 1 PROJECT

BY JERRY NARKISO

Abstract

Blockbuster Media Group emerges as a transformative force in the entertainment industry, offering a comprehensive suite of services that seamlessly integrate blockbuster movies, digital advertising, and immersive cinema experiences. With a mission to redefine entertainment, Blockbuster Media Group operates on three core pillars: serving as a premier provider of blockbuster movies, operating a dynamic digital advertising corporation, and delivering exceptional cinema experiences. Through strategic curation of a diverse movie library, innovative digital advertising solutions aligned with movie budgets, and immersive theater environments, Blockbuster Media Group aims to captivate audiences worldwide.

Blockbuster Media Group

In the bustling landscape of the entertainment industry, where creativity and technology intertwine, Blockbuster Media Group emerges as a beacon of innovation. Born from a collective passion for movies and a vision to transform the cinematic experience, our journey begins with a bold mission to redefine the way the world engages with blockbuster entertainment. By prioritizing innovation, creativity, and excellence, the company seeks to shape the future of entertainment, where every moment is infused with the magic of Blockbuster Media Group.

Mission Statement

Our mission at Blockbuster Media Group is to seamlessly blend the magic of blockbuster entertainment with cutting-edge digital advertising solutions, delivering unparalleled cinematic experiences while empowering businesses to connect with their audiences in meaningful ways.

Vision Statement

Our vision is to be the leading force in revolutionizing the entertainment industry by leveraging the power of blockbuster movies and digital advertising to create immersive experiences that transcend boundaries and captivate audiences worldwide. Through innovation, creativity, and a relentless pursuit of excellence, we aspire to shape the future of entertainment, where every moment is a blockbuster moment, and where our impact resonates with generations to come.

Key Objectives

Establish Blockbuster Movie Service Provider- Curate an extensive collection of blockbuster movies spanning various genres and eras.

Develop Digital Advertising Corporation- Utilize movie budgets as a basis for strategic digital advertising campaigns

Establish cinema operations- Analyze movie popularity trends to inform screening schedules and optimize cinema operations.

Synergize Operations

Ensure sustainability and growth

Top 10 movies with the highest domestic gross

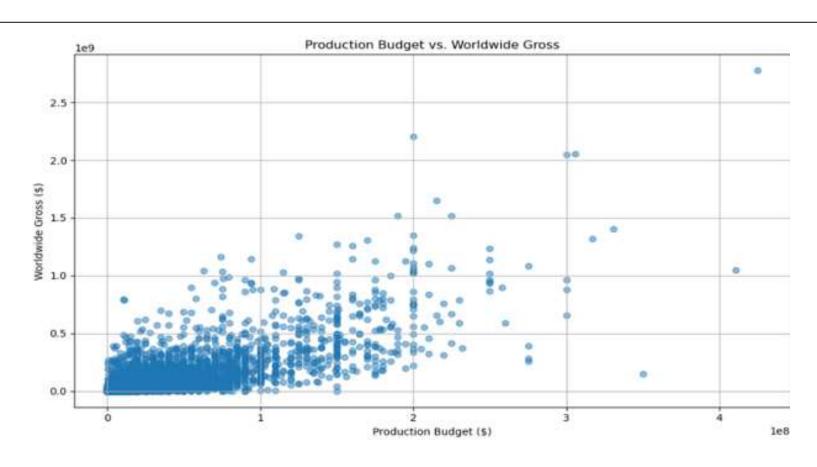| Title	Domestic Gross
Star Wars: The Force Awakens	936,700,000.0
Black Panther	700,100,000
Avengers: Infinity War	678,800,000
Jurassic World	652,300,000
Marvel's The Avengers	623,400,000
Star Wars: The Last Jedi	620,200,000
Incredibles 2	608,600,000
Rogue One: A Star Wars Story	532,200,000
Beauty and the Beast (2017)	504,000,000
Finding Dory	486,300,000

Movie titles with the highest popularity

Original movie titles with the highest popularity

Title	Popularity
Avengers: Infinity War	80.77
John Wick	78.12
Spider-Man: Into the Spider-Verse	60.52
The Hobbit: The Battle of the Five Armies	53.78
The Avengers	50.23
Guardians of the Galaxy	49.60
Blade Runner 2049	48.58

Movies with the highest production budget

Movie	Production Budget $
Avatar	425000000
Pirates of the Caribbean: On Stranger Tides	410600000
Dark Phoenix	350000000
Avengers: Age of Ultron	330600000
Star Wars Ep. VIII: The Last Jedi	317000000
Star Wars Ep. VII: The Force Awakens	306000000
Avengers: Infinity War	300000000
Pirates of the Caribbean: At World's End	300000000

Graph of Production budget against Worldwide Gross

Results and findings

Identifying the most popular movies can inform content acquisition strategies, marketing campaigns, and programming decisions for cinemas or streaming platforms.

Analyzing the characteristics of popular movies, such as genre, cast, and release timing, can help in predicting future trends and optimizing content recommendations

Graphical representation of production budget versus worldwide gross provides valuable insights into the financial performance of movies.

Analysis of these graphs can reveal trends such as the correlation between budget and revenue, outliers with exceptional returns, and the overall profitability of different budget ranges.

Summary

Blockbuster Media Group is a dynamic and innovative company at the forefront of the entertainment industry. With a strategic focus on three core objectives—serving as a premier provider of blockbuster movies, operating a cutting-edge digital advertising corporation, and delivering exceptional cinema experiences—the company aims to redefine the way audiences engage with entertainment. By curating an extensive library of films, leveraging movie budgets for targeted advertising campaigns, and optimizing the cinema environment for immersive viewing, Blockbuster Media Group is poised to captivate audiences worldwide. Through a commitment to innovation, excellence, and customer satisfaction, the company aspires to shape the future of entertainment, creating unforgettable moments that inspire and delight audiences for generations to come.