

# Successful Sci-Fi in the Era of Streaming

Jess Martin [Ridge]



# The Use Case

## Theatrical release

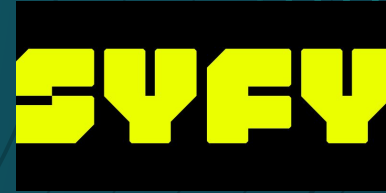
- Theatres closing due to COVID
- 
- Production divisions shifting to streaming

## Streaming services

- Increased competition
- Budgets vs other features
- Recommender systems



# The Use Case



# MOON

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FROM VISIONARY DIRECTOR DENIS VILLENEUVE  
THE EPIC FILM ADAPTATION OF  
FRANK HERBERT'S SEMINAL BEST-SELLER

11. 20. 20

 LEGENDARY

THE **D**ISTRIBUTION, **D**EALING AND **IMAX**

WILEY-INTERSCIENCE

# Methods

## Data collection

Selenium

Beautiful Soup

requests

## Modeling

Sklearn

LASSO CV

Seaborn

# Data Collection

Internet Movie Database

Rotten Tomatoes

The Numbers

# Potential Features

- Budget, runtime, year, release date
- MPAA ratings: G, PG, PG-13, R
- Genre crossover: Action, Adventure, Crime, Comedy, Drama, Fantasy, Horror
- Critical reception: Rotten Tomatoes, Metascore

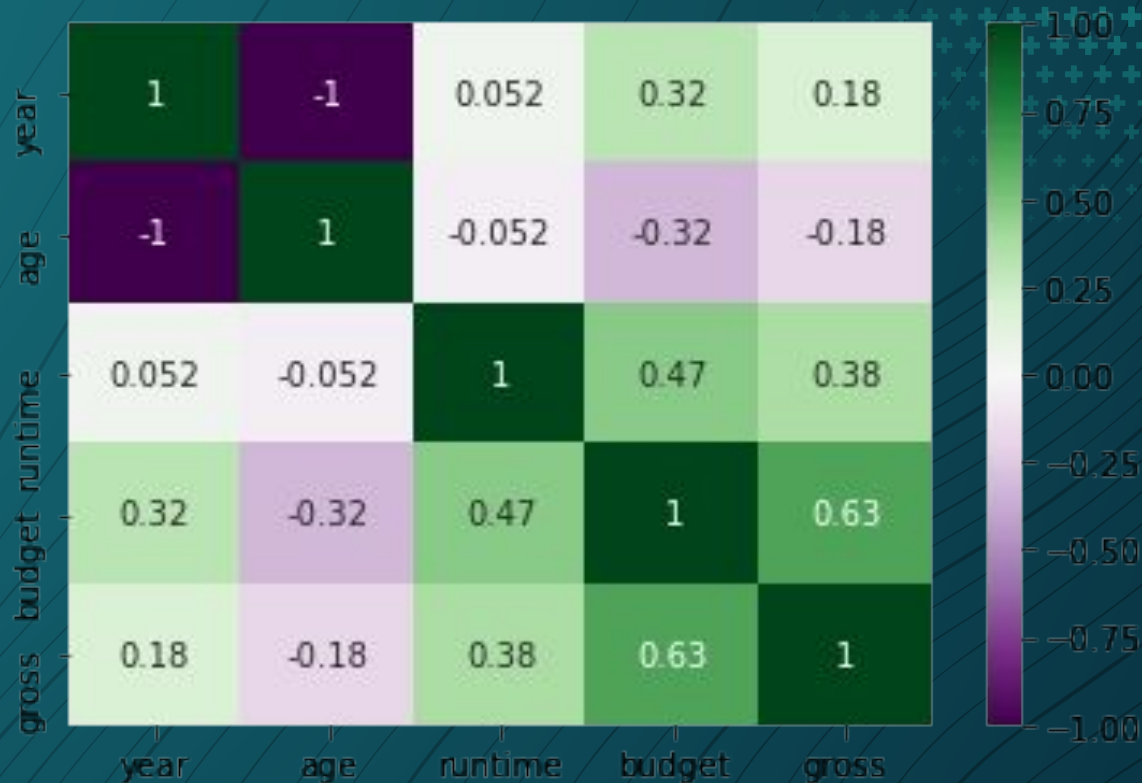


# The Numbers

Budget

Year / age

Target:  
Box office  
Domestic gross



# The Numbers

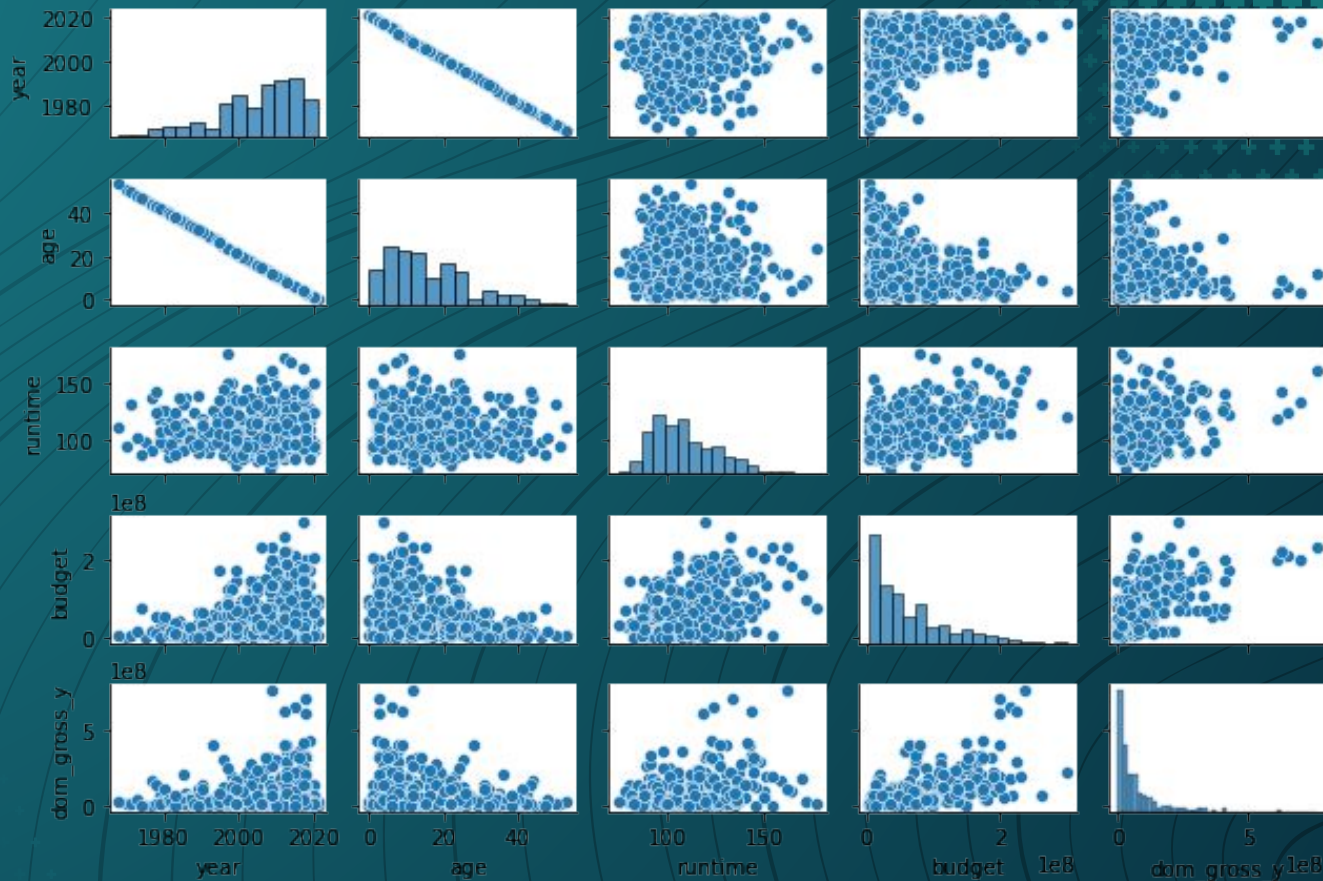
Budget

Year / age

Target:

Box office

Domestic gross



## Analysis

**Baseline:** PG-13, Sci-Fi as first and second genre

**Director film count:** Two? Four? Seven?

**MPAA rating:** G, PG, R

**Genre crossover:** Comedy? Horror?

**Critical reception:** Tomatometer, Metascore  
proxy for film critic reviews, ratings

# LASSO Results

## Budget >> Gross

Train  $r^2$ : 0.4195  
Validation  $r^2$ : 0.384  
Test  $r^2$ : 0.31

Budget coef: 66277093

## Full model >> Gross

Train  $r^2$ : 0.547  
Validation  $r^2$ : 0.36  
Test  $r^2$ : 0.404

Budget squared coef:

9989229

Budget x Metascore coef:

21089827



## Results

- **Budget** still the largest correlation
- Critical reception: **Metascore**, Tomatometer
- MPAA: **R rating**
- **Action, Adventure, Animation** crossover positive
- **Crime** crossover negative
- Number of director films not so relevant

# Future Considerations

- Stars, Studios
- Budget segmentation
- Award winning cast/crew
- Sci-fi subgenres, genre/MPAA segmentation
- Book/comic adaptations, franchises
- Better alignment of budget data

