Welcome to Maroon Studios' presentation on Greenlight Recommendations.

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Maroon Studio Greenlight Recommendations

Group 3 Final Project

Stephen Veldman

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Iheoma Okeke-Banks

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Business Problem

- Maroon Movie Studios, an emerging film studio, received an endowment from a wealthy alumna to greenlight three new movies to start filming in fall 2023.

- The studio solicited submissions from fifty writers and received twenty-five scripts from a variety of film genres.

- Maroon's Chief Executive Officer and Executive Team want to fund movies within a genre that will yield the most profit.

- The endowment stipulates funding movies that will be acclaimed by film critics and industry organizations.

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Business Objectives

Provide Maroon Studios with funding recommendations based upon the following questions:

- Which film genres have been most profitable for the past 90 years?
- Which film genres have received the most critical acclaim over the past 90 years?
- How do significant historical events (e.g., military, political, natural disasters, public health) impact profitability and critical acclaim
- **Which film genres represent the best intersection between profitability and critical acclaim?**

Key Factors: Profitability, Critical Acclaim and Historic Events

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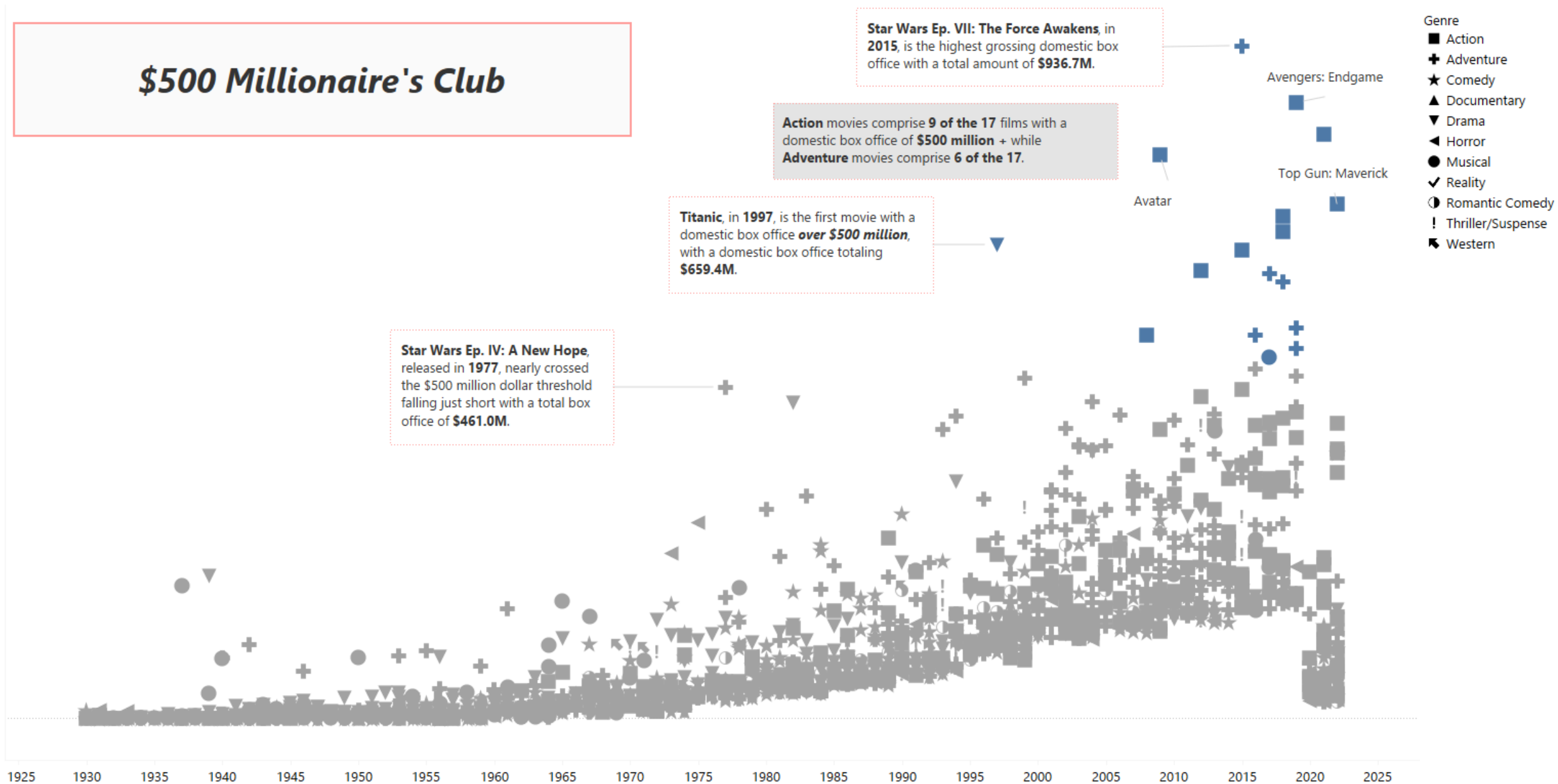
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Data Categories

Films by Genre

Film Award by Year & Genre

Film by Profit

Major Events/Milestones

- Dataset tabulating all films released in the 20th and 21st centuries, categorized by genre.

- Dataset documenting Academy Award nominees, winners, and other major notable films from 1928-2020.

- Dataset detailing the most profitable movie releases by year.

- List of major historical events and milestones compiled from resources at Baylor University, Council on Foreign Relations, National Archives, and others (see full list cited in data set).

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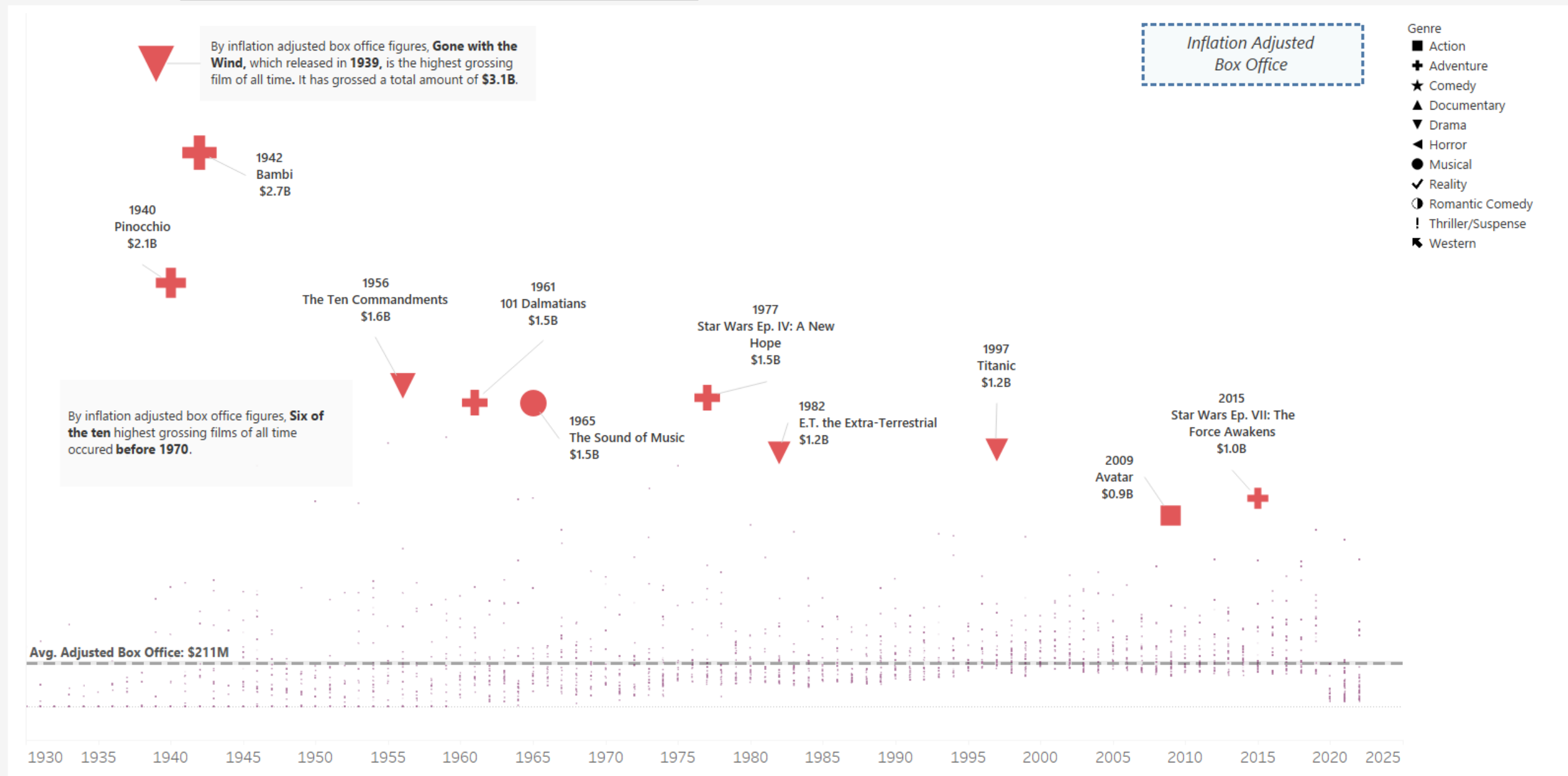
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Critical-acclaim plays an importa...

$500 Millionaire's Club

Star Wars Ep. VII: The Force Awakens, in **2015**, is the highest grossing domestic box office with a total amount of **$936.7M**.

Avengers: Endgame

Action movies comprise **9 of the 17** films with a domestic box office of **$500 million** + while **Adventure** movies comprise **6 of the 17**.

Top Gun: Maverick

Titanic, in **1997**, is the first movie with a domestic box office *over $500 million*, with a domestic box office totaling **$659.4M**.

Avatar

Star Wars Ep. IV: A New Hope, released in **1977**, nearly crossed the $500 million dollar threshold falling just short with a total box office of **$461.0M**.

Genre
■ Action
✚ Adventure
★ Comedy
▲ Documentary
▼ Drama
◀ Horror
● Musical
✔ Reality
◑ Romantic Comedy
! Thriller/Suspense
🭬 Western

1925 1930 1935 1940 1945 1950 1955 1960 1965 1970 1975 1980 1985 1990 1995 2000 2005 2010 2015 2020 2025

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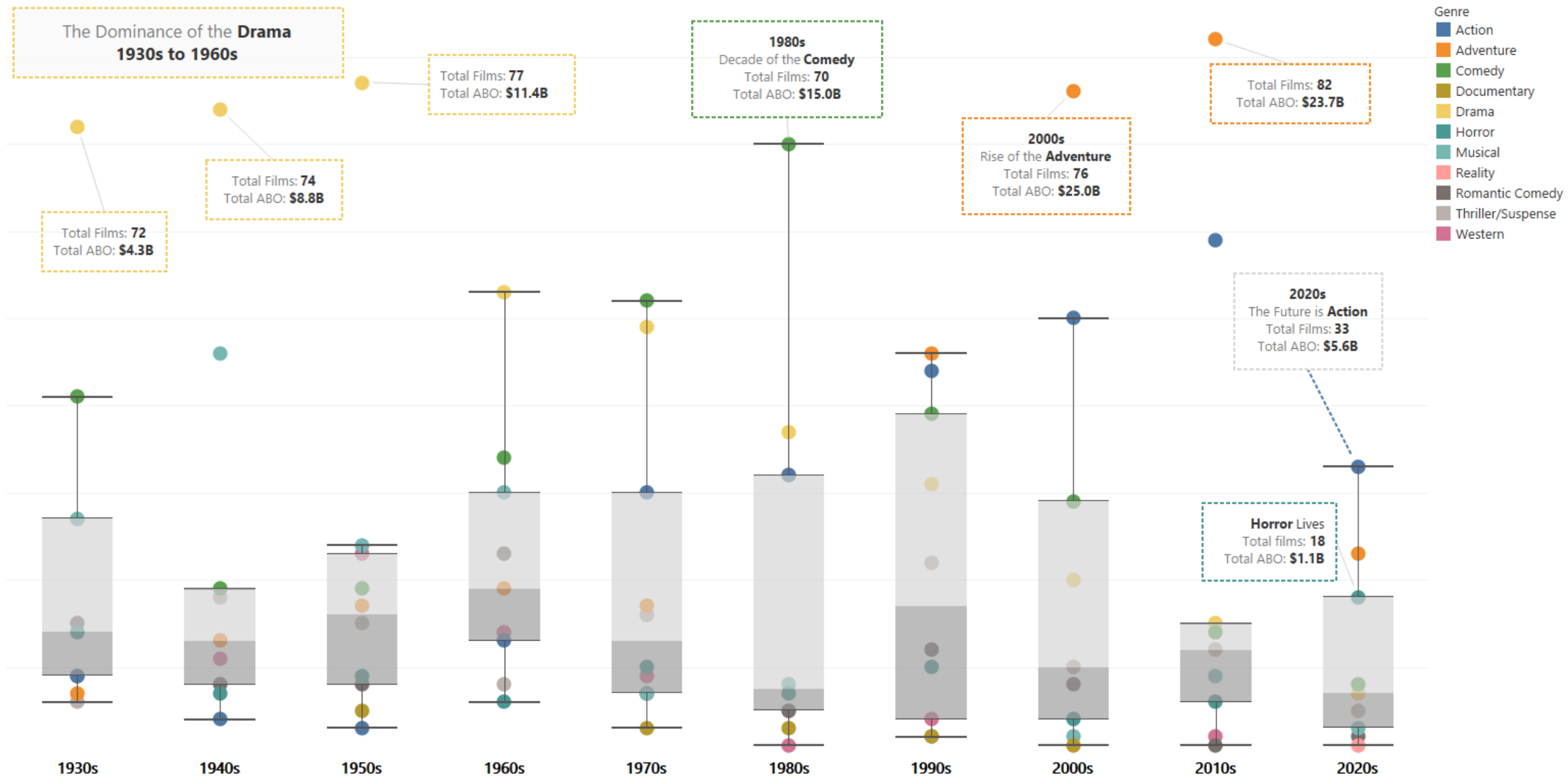Since Titanic, domestic box offices have exceeded $500 million for many of the most well-known films.

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Are successful movie stories driven by the monomentous events that shape our collective ..

By inflation adjusted box office figures, **Gone with the Wind**, which released in **1939**, is the highest grossing film of all time. It has grossed a total amount of **$3.1B**.

Inflation Adjusted Box Office

Genre
■ Action
✚ Adventure
★ Comedy
▲ Documentary
▼ Drama
◄ Horror
● Musical
✔ Reality
◐ Romantic Comedy
! Thriller/Suspense
↖ Western

1942
Bambi
$2.7B

1940
Pinocchio
$2.1B

1956
The Ten Commandments
$1.6B

1961
101 Dalmatians
$1.5B

1977
Star Wars Ep. IV: A New Hope
$1.5B

1997
Titanic
$1.2B

By inflation adjusted box office figures, **Six of the ten** highest grossing films of all time occured **before 1970**.

1965
The Sound of Music
$1.5B

1982
E.T. the Extra-Terrestrial
$1.2B

2015
Star Wars Ep. VII: The Force Awakens
$1.0B

2009
Avatar
$0.9B

Avg. Adjusted Box Office: $211M

1930   1935   1940   1945   1950   1955   1960   1965   1970   1975   1980   1985   1990   1995   2000   2005   2010   2015   2020   2025

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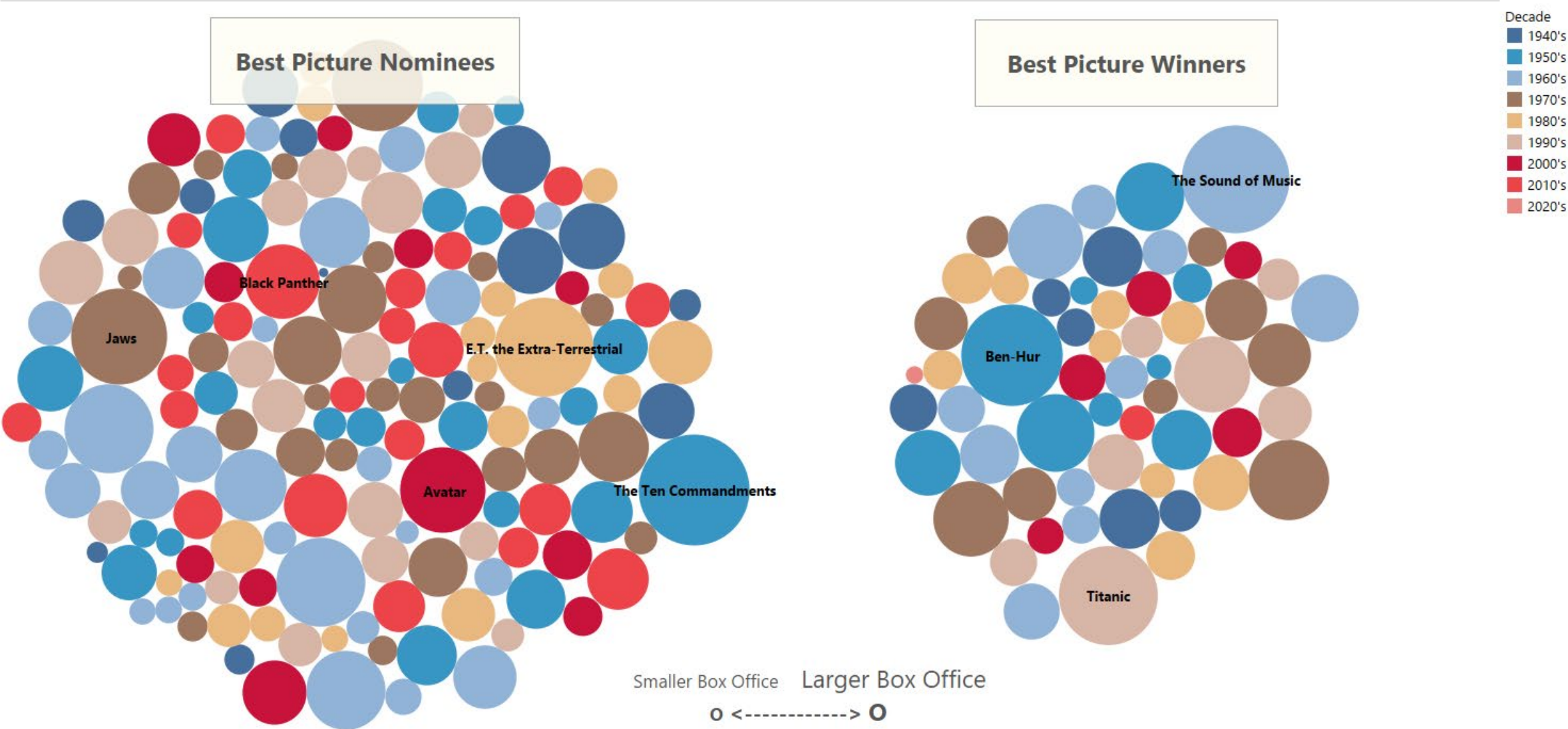
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Major historical events often define decades and serve as highlight moments.

The Dominance of the **Drama**
1930s to 1960s

Total Films: **77**
Total ABO: **$11.4B**

1980s
Decade of the **Comedy**
Total Films: **70**
Total ABO: **$15.0B**

Total Films: **82**
Total ABO: **$23.7B**

Total Films: **74**
Total ABO: **$8.8B**

2000s
Rise of the **Adventure**
Total Films: **76**
Total ABO: **$25.0B**

Total Films: **72**
Total ABO: **$4.3B**

2020s
The Future is **Action**
Total Films: **33**
Total ABO: **$5.6B**

Horror Lives
Total films: **18**
Total ABO: **$1.1B**

Genre
- Action
- Adventure
- Comedy
- Documentary
- Drama
- Horror
- Musical
- Reality
- Romantic Comedy
- Thriller/Suspense
- Western

1930s 1940s 1950s 1960s 1970s 1980s 1990s 2000s 2010s 2020s

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Now let's look at the most successful movies across 3 different decades.

Best Picture Nominees

Best Picture Winners

Decade
- 1940's
- 1950's
- 1960's
- 1970's
- 1980's
- 1990's
- 2000's
- 2010's
- 2020's

Black Panther

Jaws

E.T. the Extra-Terrestrial

Avatar

The Ten Commandments

The Sound of Music

Ben-Hur

Titanic

Smaller Box Office   Larger Box Office

o <------------> O

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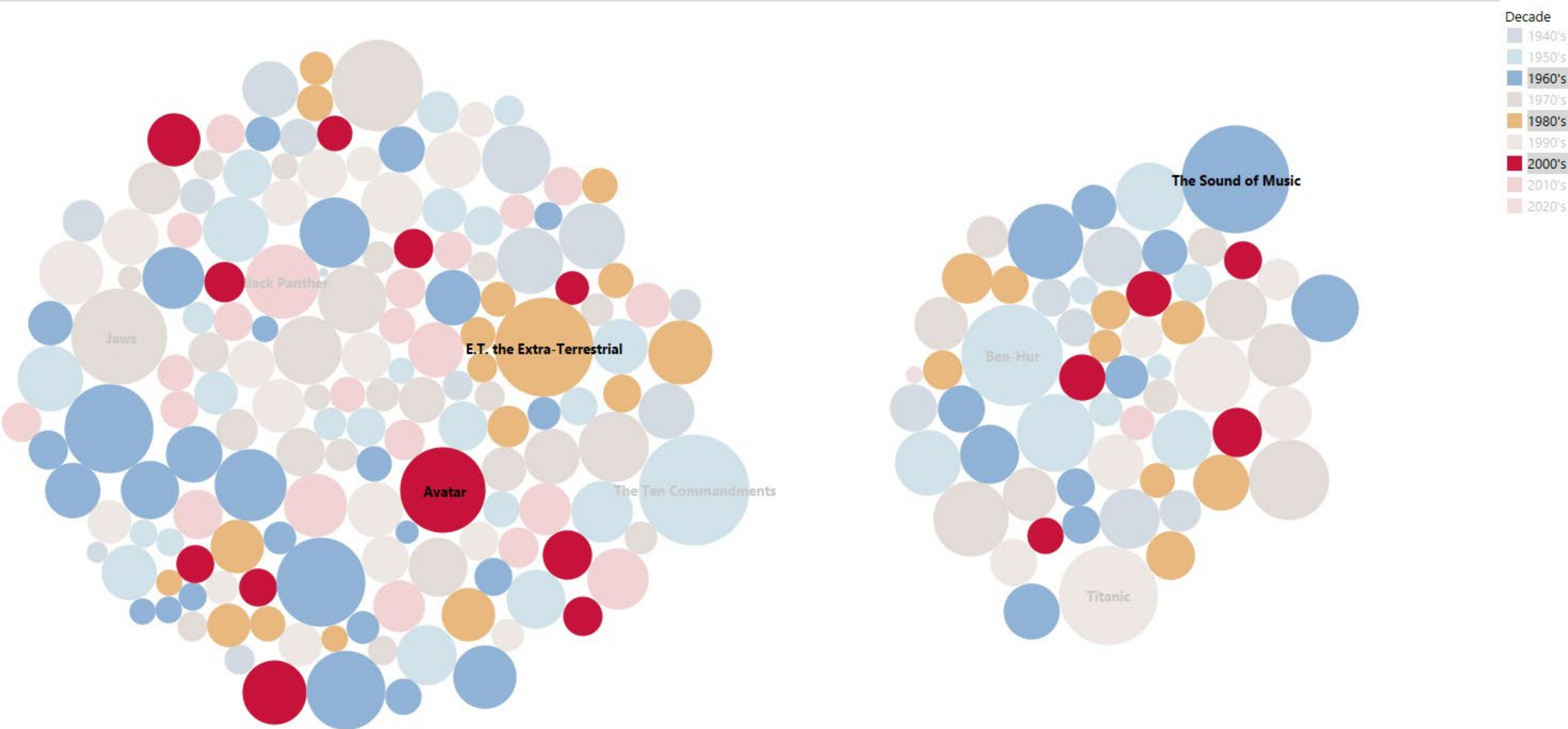Are successful movie stories driven by the monomentous events that shape our collective world?

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The Sound of Music was the most critically and commercially successful film of the 1960's.

Breakdown of Major Events 1940-2022

Public Health - Military - Politics - Environmental - Social - Space - Technology - Terrorism

Public Health - 119 Total Events

Military - 62 Total Events

Social - 51 Total Events

Politics - 93 Total Events

Environmental - 32 Total Events

Space - 23 Total Events

Terrorism - 10 Total Events

Across decades, the top movies have aligned with certain tropes but over time t..

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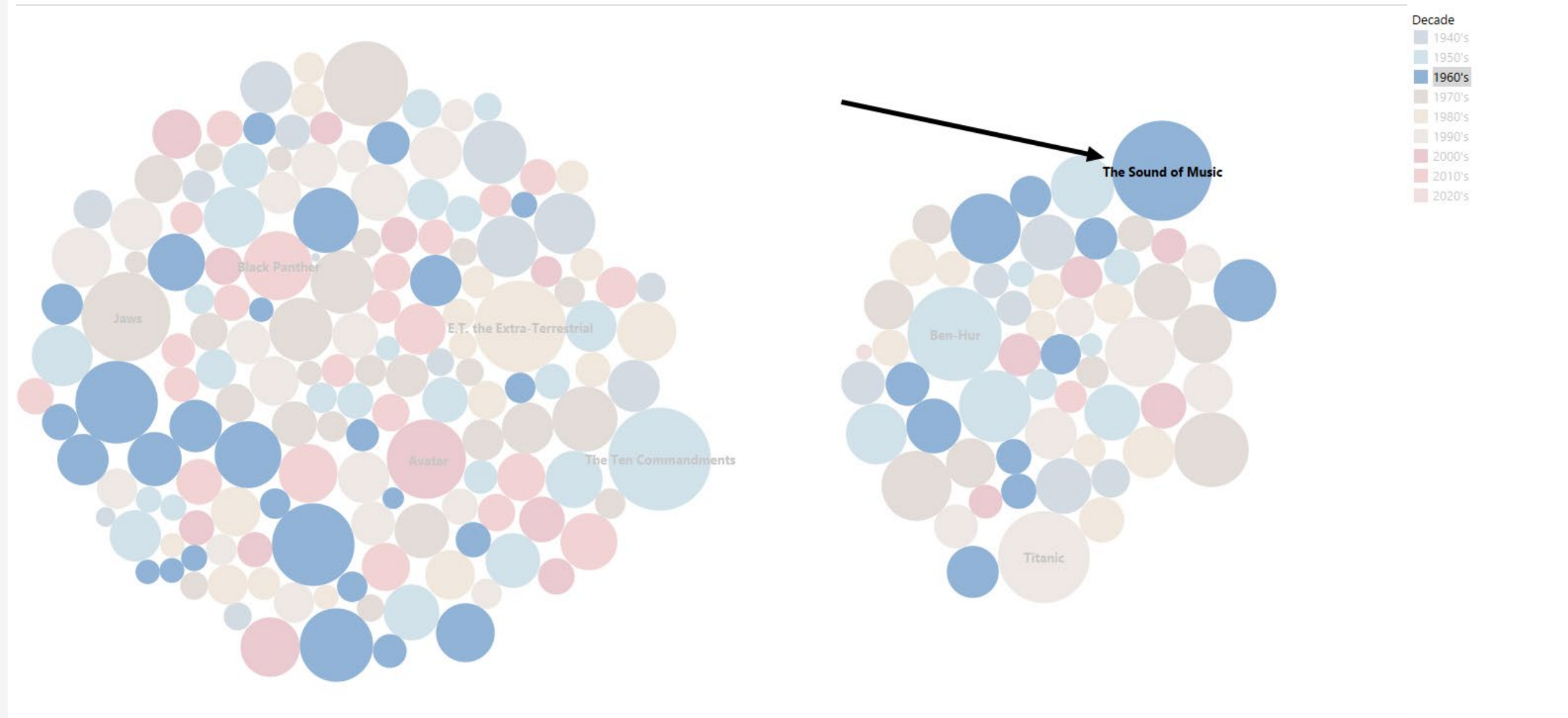Major historical events often define decades and serve as highlight moments.

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Civil Rights Movement
Vietnam War Protests
Cold War
Space Race,
Kennedy and MLK Assassinations

Cold War
Iran-Contra Scandal
AIDS and Crack Epidemics
Chernobyl and Three Mile Island
Nuclear Disasters

AIDS, Crack, & Opioid Epidemics
Persian Gulf War
Clinton Impeachment

9/11 Attacks
Afghan & Iraqi Wars
Drug Epidemics
Great Recession

Afghan/Iraqi Wars
Natural Disasters
Drug Epidemics
Ebola, SARS, COVID
Mass Shootings

Cold War
Polio Outbreaks
Civil Rights Movement
Korean War
Space Race

Cold War
Watergate Scandal
Vietnam War
World Political Events

COVID-19
US Drug Epidemics
Amazon and US Wildfires
Privatized Space Flight

Cold War
World War II

1940's — Military, Politics, Public Health

1950's — Military, Politics, Public Health, Social, Space

1960's — Environmental, Military, Politics, Public Health, Social, Space, Terrorism

1970's — Environmental, Military, Politics, Public Health, Social, Space

1980's — Environmental, Politics, Public Health

1990's — Environmental, Military, Politics, Public Health, Social, Space, Terrorism

2000's — Environmental, Military, Politics, Public Health, Social, Space, Terrorism

2010's — Environmental, Military, Politics, Public Health, Social

2020's — Environmental, Military, Politics, Public Health, Social, Space

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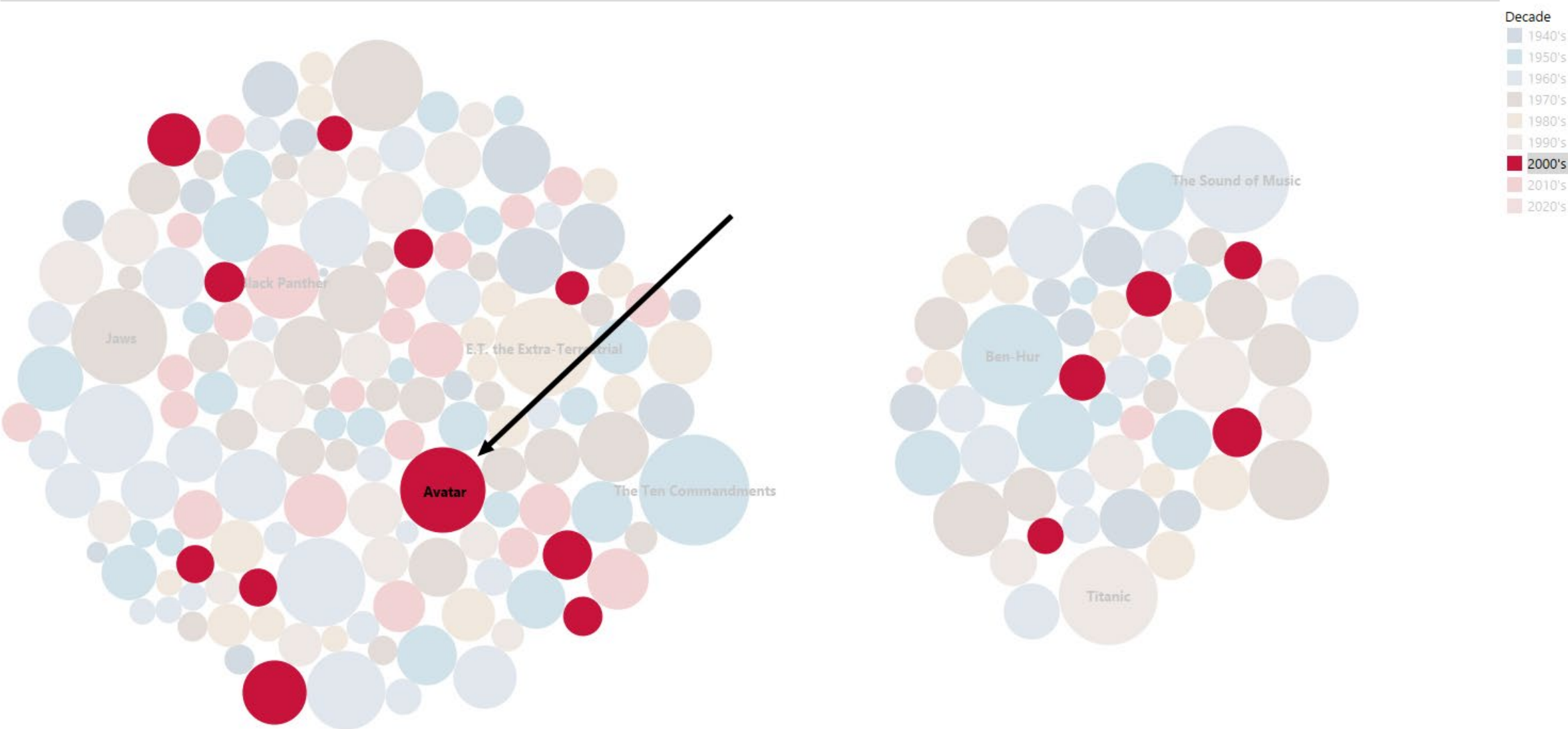The Sound of Music was the most critically and commercially successful film of the 1960's.

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Avatar was the most critically and commercially successful film of the 2000's.

So, what happened in the decades before each of these movies?

Decade
- 1940's
- 1950's
- **1960's**
- 1970's
- 1980's
- 1990's
- 2000's
- 2010's
- 2020's

The Sound of Music

Black Panther

Jaws

E.T. the Extra-Terrestrial

Avatar

The Ten Commandments

Ben-Hur

Titanic

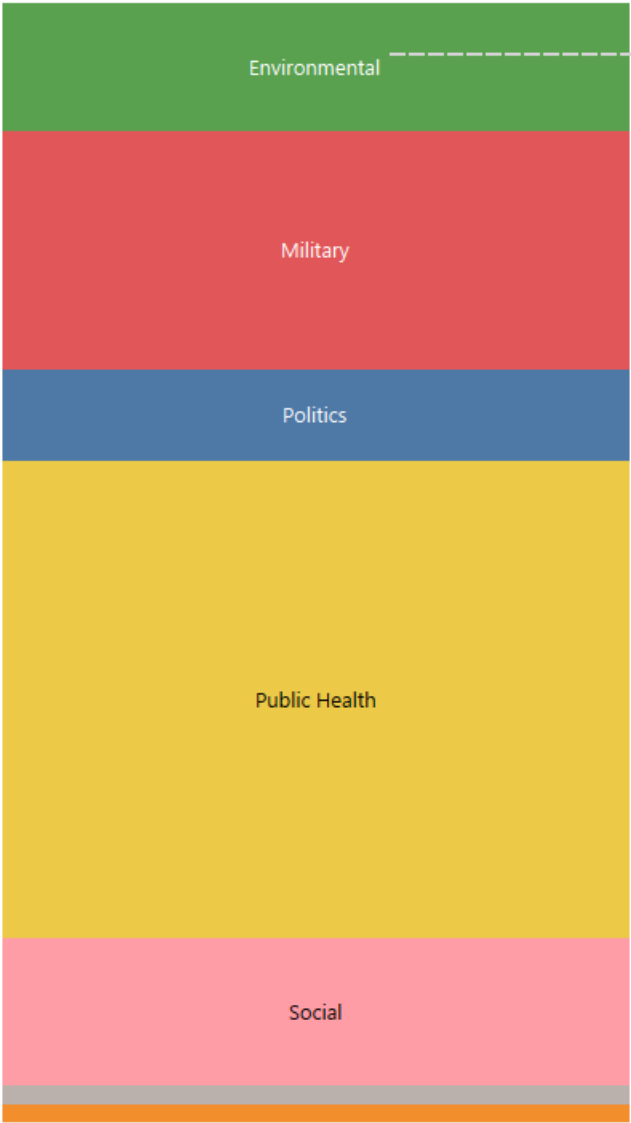| Major historical events often define decades and serve as highlight moments. | Now let's look at the most successful movies across 3 different decades. | The Sound of Music was the most critically and commercially successful film of the 1960's. | E.T. was the most critically and commercially successful film of the 1980s. | Avatar was the most critically and commercially successful film of the 2000's. | So, what happened in the decades before each of these movies? | Thus, by looking to to the past we can guide successful moviemaking in the 2020's, 30's, .. |

Decade
- 1940's
- 1950's
- 1960's
- 1970's
- **1980's**
- 1990's
- 2000's
- 2010's
- 2020's

Black Panther

Jaws

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So, what happened in the decades before each of these movies?

Thus, by looking to to the past we can guide successful moviemaking in the 2020's, 30's, and 40's.

What did we learn thorugh this analysis?

Decade
- 1940's
- 1950's
- 1960's
- 1970's
- 1980's
- 1990's
- 2000's
- 2010's
- 2020's

The Sound of Music was the most critically and commercially successful film o..

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So, what happened in the decades before each of these movies?

Thus, by looking to to the past we can guide successful moviemaking in the 2020's, 30's, and 40's.

What did we learn thorugh this analysis?

The ten most profitable movies (adjusted for inflaction) shared at least one common characteristic.

Avatar
2000's

E.T. the Extra-Terrestrial
1980's

The Sound of Music
1960's

Environmental

Chernobyl and Three Mile Island Nuclear Disasters

Space

Space Race Between USA and USSR

Military

World War II

1980's

1960's

1940's

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Maroon Studios should focus development on drama/action genres, origional scripts or first ti..

War & Conflict
9/11 Attacks
Afghan & Iraqi Wars
Invasion of Ukraine

Natural Disasters
Tsunami's, Earthquakes, Wildfires, & Volcanoes

Privatized Space Flight
Billionaire Astronauts
SpaceX's Mission to Mars

Environmental

Military

Politics

Public Health

Social

Space

Terrorism

Environmental

Military

Politics

Public Health

Social

Environmental

Military

Politics

Public Health

Social

Space

2000's

2010's
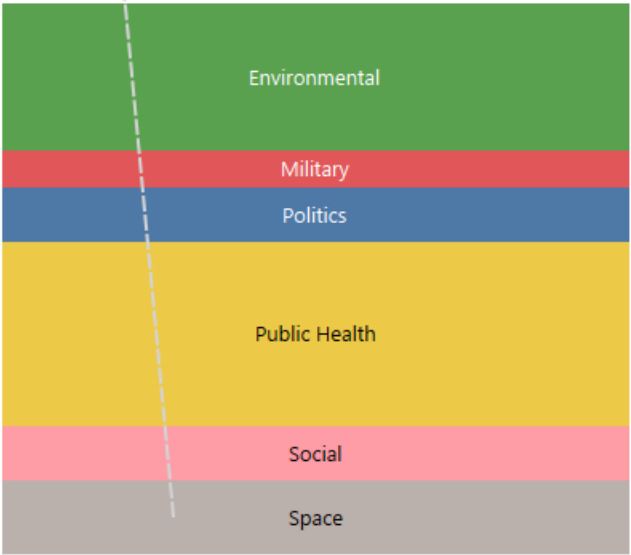
2020's

Avatar was the most critically and commercially successful film of the 2000's.

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Summary & Recommendations

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Summary

The ten most profitable movies (adjusted for inflation), earning over one billion dollars exhibited at least one of the following characteristics:

- An original story, or a story told in a unique way for the first time. Examples: Ten Commandments (The Bible), E.T. (original story)

- New technological advancement in the film industry. Examples: Bambi (animation), Titanic (advanced filming techniques)

- Grand or Spectacle Movie Events. Examples: Gone with the Wind (grand storytelling), Sound of Music (Musical Spectacle), Star Wars (SciFi Spectacle)

- Critical Acclaim as evidenced by nomination or award for Best Film of the Year by the Academy of Motion Pictures Arts and Sciences: Billon Dollar Earners & Best Picture Winners: Titanic (**Drama**), Gone with the Wind (**Drama**), Ben-Hur (**Drama**) The Sound of Music (**Musical)**

Key historical events impact both profitability and critical acclaim

Avatar was the most critically and commercially successful ..

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Recommendations

Maroon Studios Should Greenlight:

Three dramas with action/adventure components based upon original stories or first-time adaptations that provide a movie spectacle or event experience. The script should have the components of a film that will be critically acclaimed, are **tied to key historical events** and meet the film industry "formula" for a best picture award winner or nominee. Critical acclaim is associated with the high box office earnings.

Additional Key Points:

- Action and Adventure genre movies display the current highest domestic box office revenue. They were not the most profitable historically when adjusted for inflation.

- Dramas provide the highest inflation adjusted profitability over time.

- Critically acclaimed dramas are the highest earners; 6 of the 10 films earning over $1Billion are dramas and Best Picture Nominees or Best Picture Winners.

- Based on previous events genres were recommend (last slide of the story)

- Maroon Studios **should not** invest in movies based on Public Health events because they are neither highly profitable nor critically acclaimed.

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