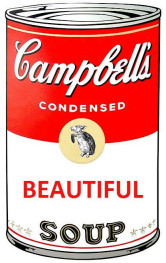
Oscar-egression

When Metis gives you movies... predict the Oscars



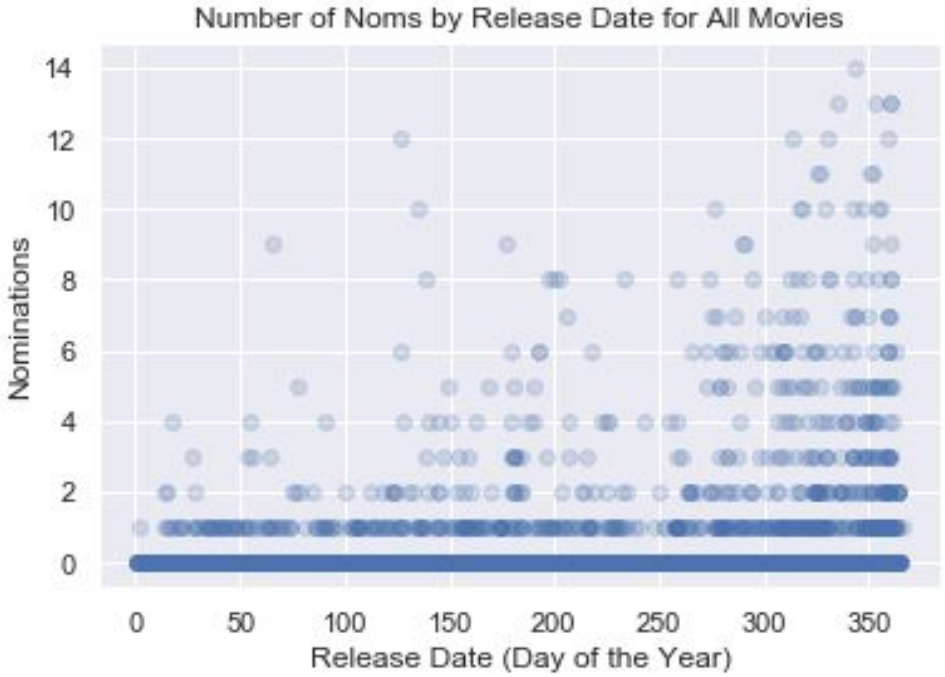
Box Office Mojo

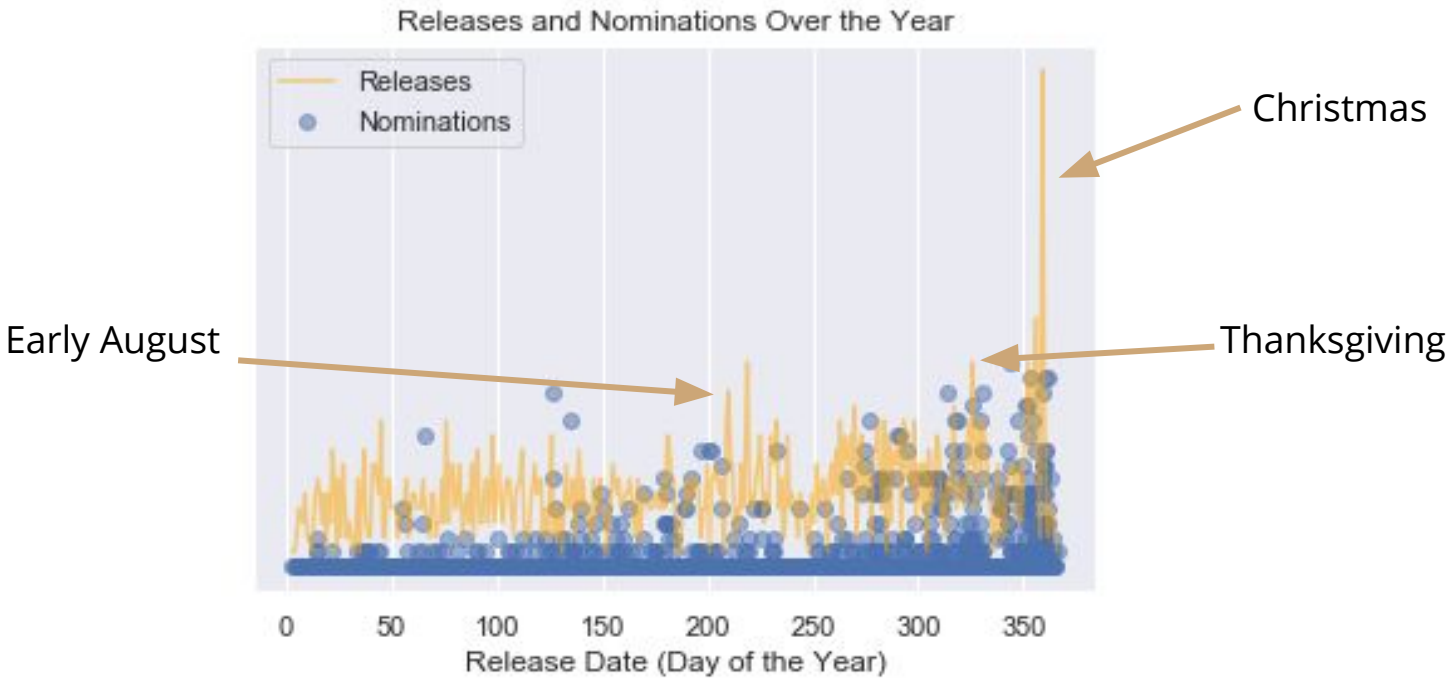
THE NUMBERS

- Domestic Total Gross
- Run Time
- Release Date
- Production Budget
- Length of release in theaters
- Opening Weekend Gross
- Opening weekend rank

Theory

Studios strategically release their oscar hopefuls later in the year to remain fresh in the minds of the Academy


Number of Noms by Release Date for All Movies
Nominations
14
12
10
8
6
4
2
0
0
50
100
150
200
250
300
350
Release Date (Day of the Year)


Releases and Nominations Over the Year
Releases
Nominations
0
50
100
150
200
250
300
350
Release Date (Day of the Year)
Christmas
Early August
Thanksgiving

Studios strategically release their oscar hopefuls later in the year to **maximize the number of nominations**.

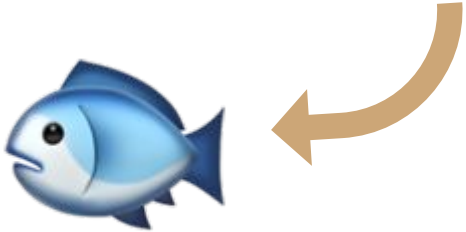
Let’s take this further...

Can we use this to predict nominations?

Considerations

Most films don’t receive any nomination

Oscar nominations can’t be less than 0, don’t come in halves



Poisson Regression?

Final Destination

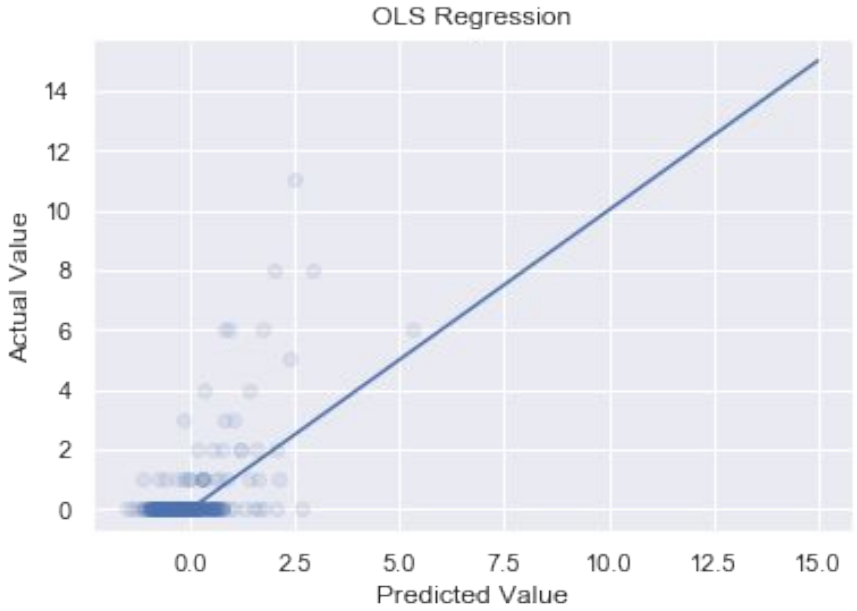
Features:

Domestic Total Gross
Run time
Time in release (in theaters)
Production Budget
Release date in the year
Opening gross
Opening rank
Opening Ratio *

* proportion of domestic total gross earned over opening weekend

Metric:

R^2 is .35



How predictive was release date?

Feature predictiveness in order of coefficient magnitude:

Domestic Total Gross	1.3798
Opening Gross	-1.2498
Run Time	0.4649
Num days in theaters	0.4001
Opening Ratio	0.1709
Release Day	**0.1358**
Opening Rank	0.0276
Production Budget	5.817e-05

Interesting Results: The Lord of the Rings

Fellowship of the Ring

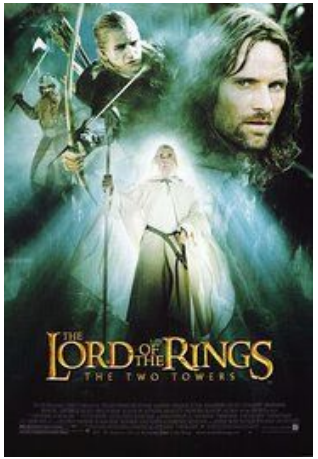
13 nods

In theaters 243 days
Run time 178 mins
Opening Gross 47M
Domestic Total 313M

Return of the King

11 nods

In theaters 170 days
Run time 200 mins
Opening Gross 72M
Domestic Total 377M



The Two Towers

Predicted: 5 nods
Actual: 6

In theaters 250 days
Run time 179 mins
Opening Gross 62M
Domestic Total 340M

Moving Forward

Clean up strings & incorporate categorical variables into the model:
Directors, Studio, Mpaa Rating, Genre

Investigate poisson regression in R

How to capture that “je ne sais quoi” - media buzz, critic reviews

thank you