

## Executive Summary

RSVP Movies is set to launch a global project in 2022, and the following insights have been derived to guide their strategy:

1. **Production Trends:** March is the peak month for movie production. In 2019, both the USA and India each produced over a thousand movies, highlighting their strong market presence.
2. **Genre Focus:** The 'Drama' genre led in 2019 with 4,285 productions. While Drama is highly popular, the 'Action' genre boasts the longest average duration at 112.88 minutes, suggesting its potential for creating more engaging content.
3. **Production House Partnerships:** For maximizing impact, RSVP Movies should consider partnering with top production houses such as Dream Warrior Pictures and National Theatre Live, which are ranked among the best in the industry.
4. **Director and Actor Selection:** James Mangold, known for directing 'Logan' and 'The Wolverine,' is recommended for his proven track record. For actors, Vijay Sethupathi is an excellent choice for appealing to Indian audiences, while Mohanlal stands out globally.
5. **Global Production Leaders:** Marvel Studios is a leading force in the global film industry and a valuable partner for international collaborations.

## Recommendations:

- Focus on the Drama genre but integrate elements from Action films to leverage extended runtimes.
- Partner with top production houses and hire renowned directors and actors to enhance the project's global appeal.
- Combine local and international talent to effectively reach diverse audiences.

These strategies will position RSVP Movies for success in their global expansion.