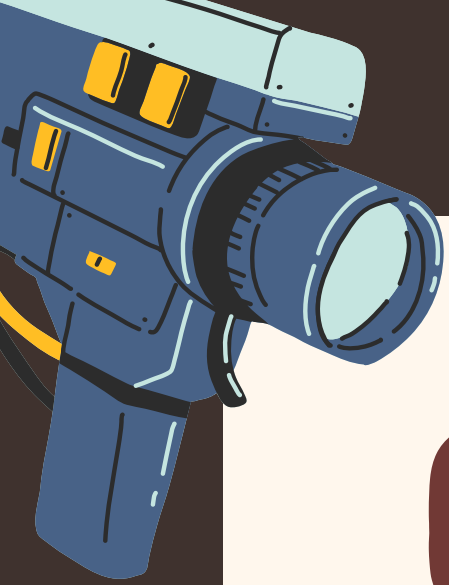




# MOVIE MAKING

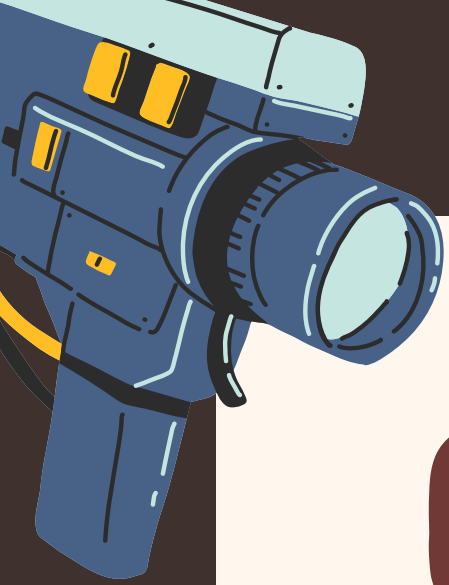
Presented By: Kennedy Omoro



# OUR TEAM

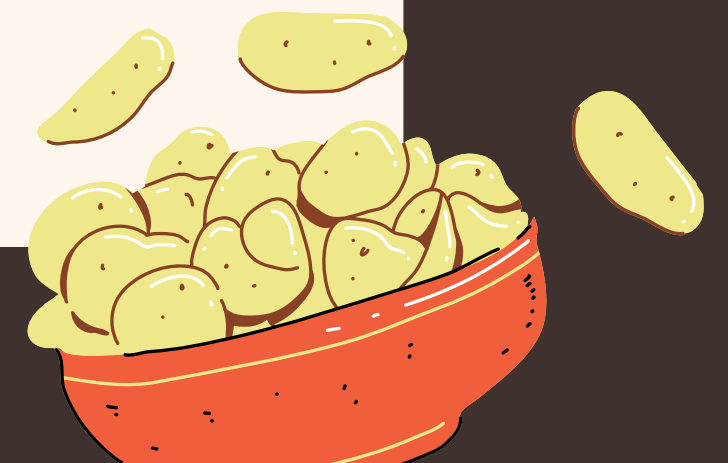
1. Overview
2. What do People like
3. Competition analysis
4. Recommendations

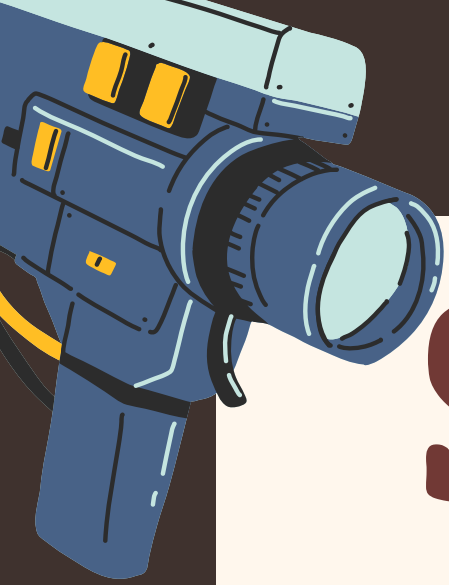




# OVERVIEW

**FINDING A BALANCE** between what is most  
profitable for the studio and what the people  
like **WILL TELL US WHAT TYPE OF FILMS TO  
CREATE**

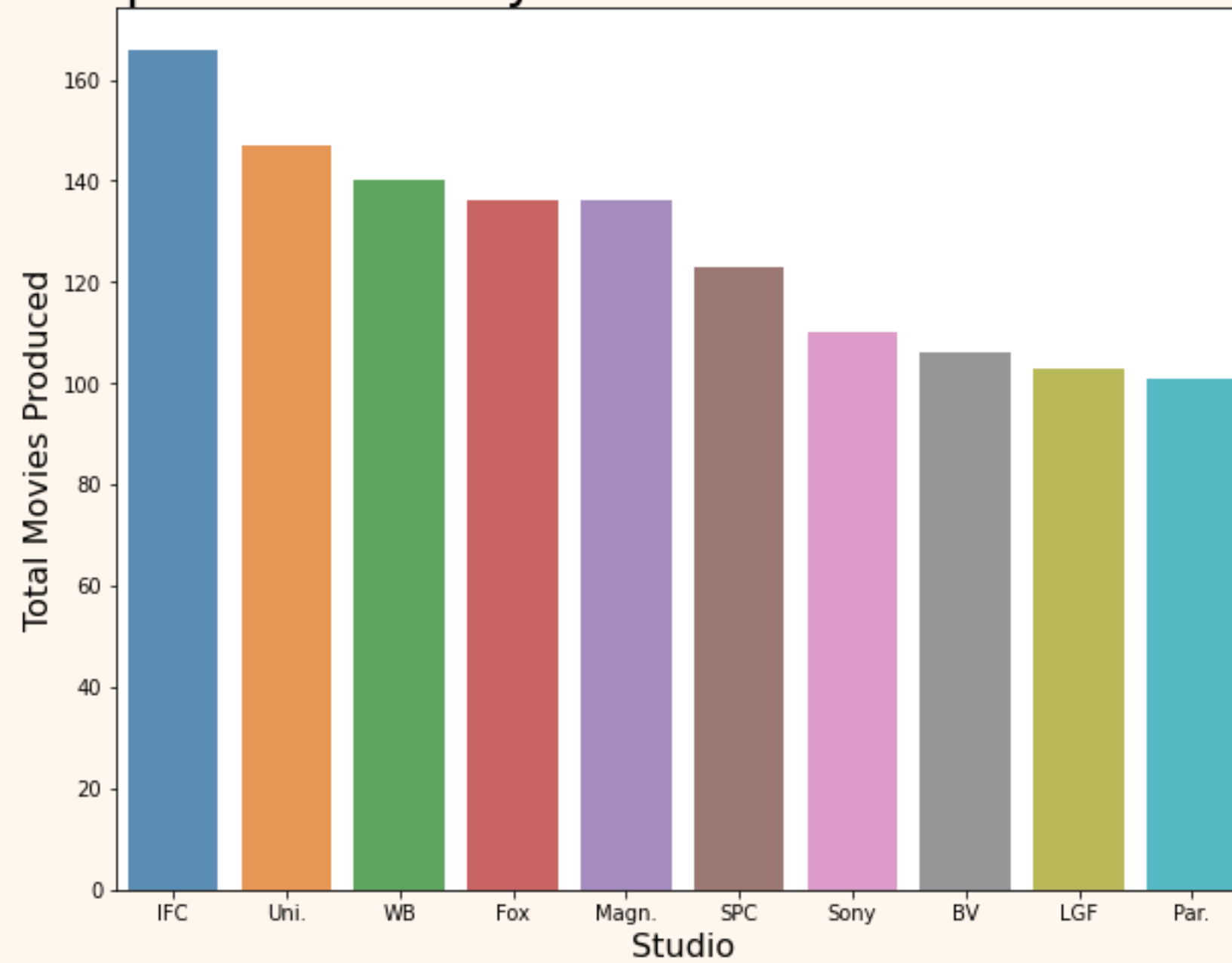


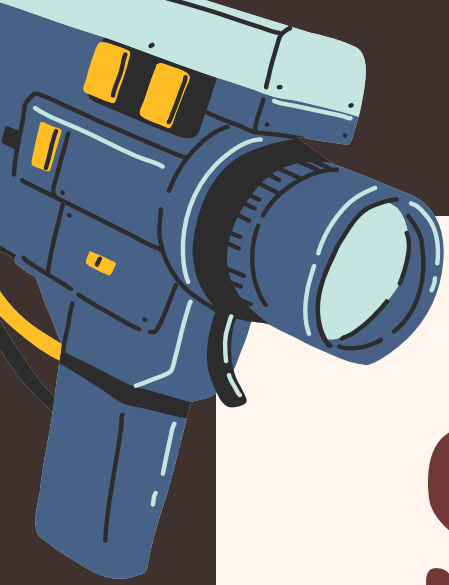


# STUDIOS

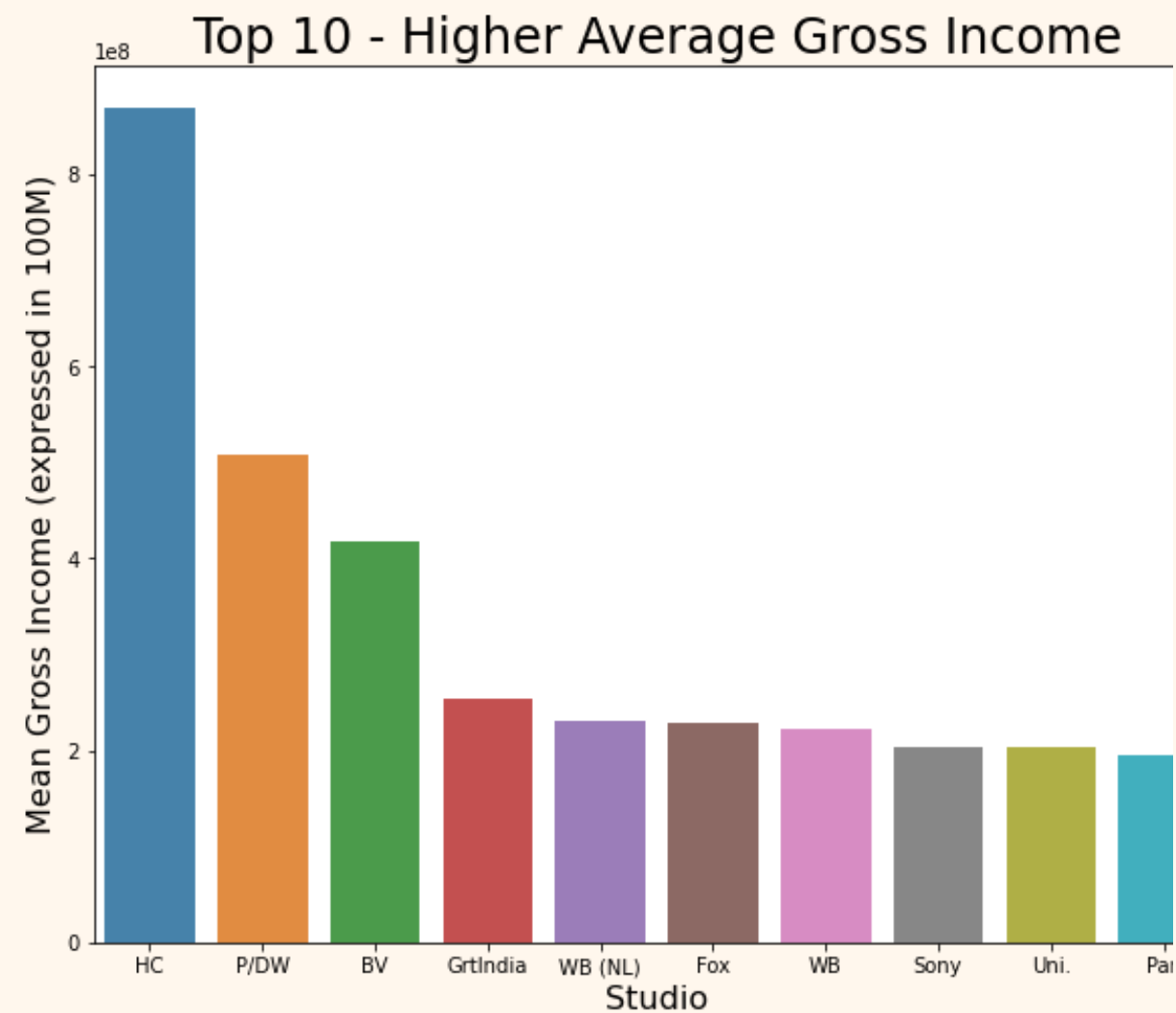


Top 10 Studios by Number of Movies Produced



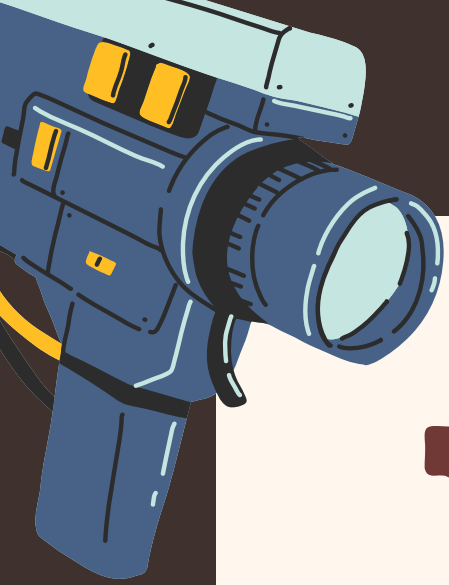


# STUDIOS

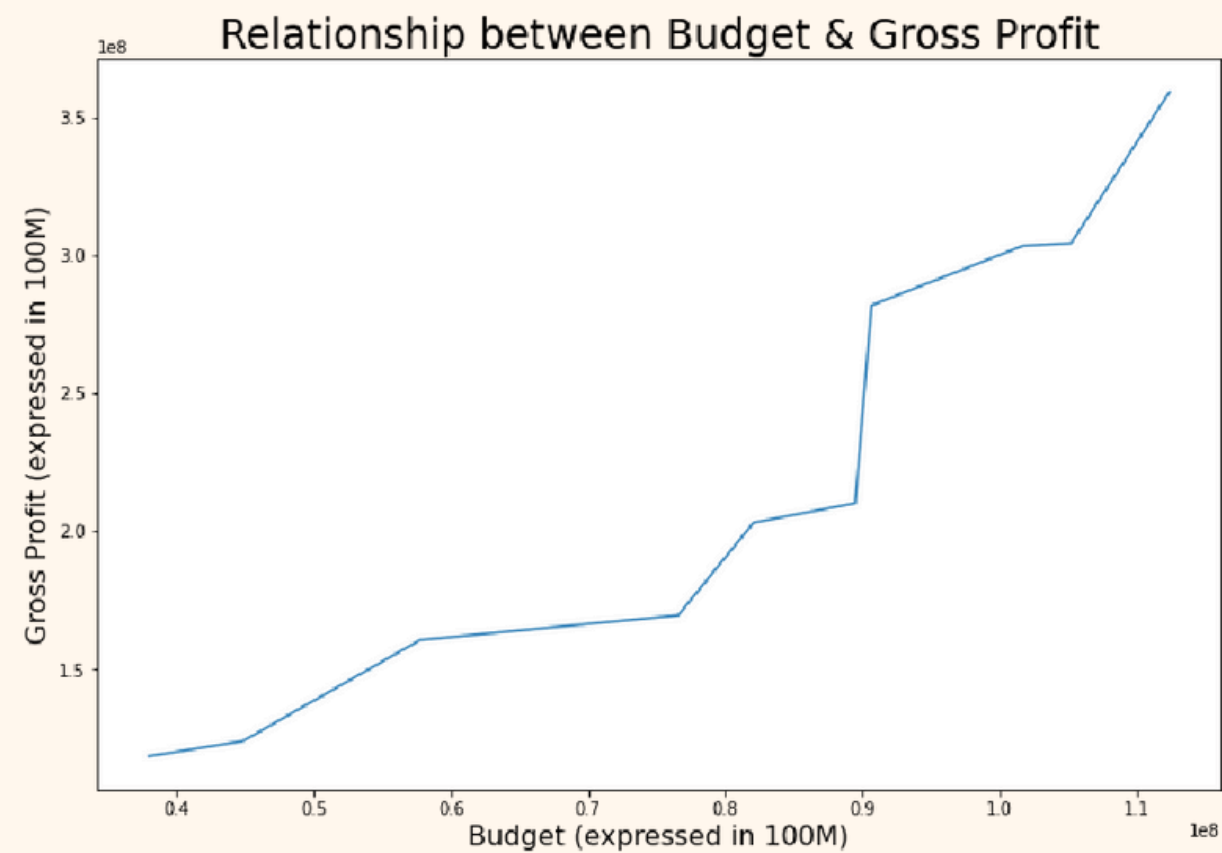
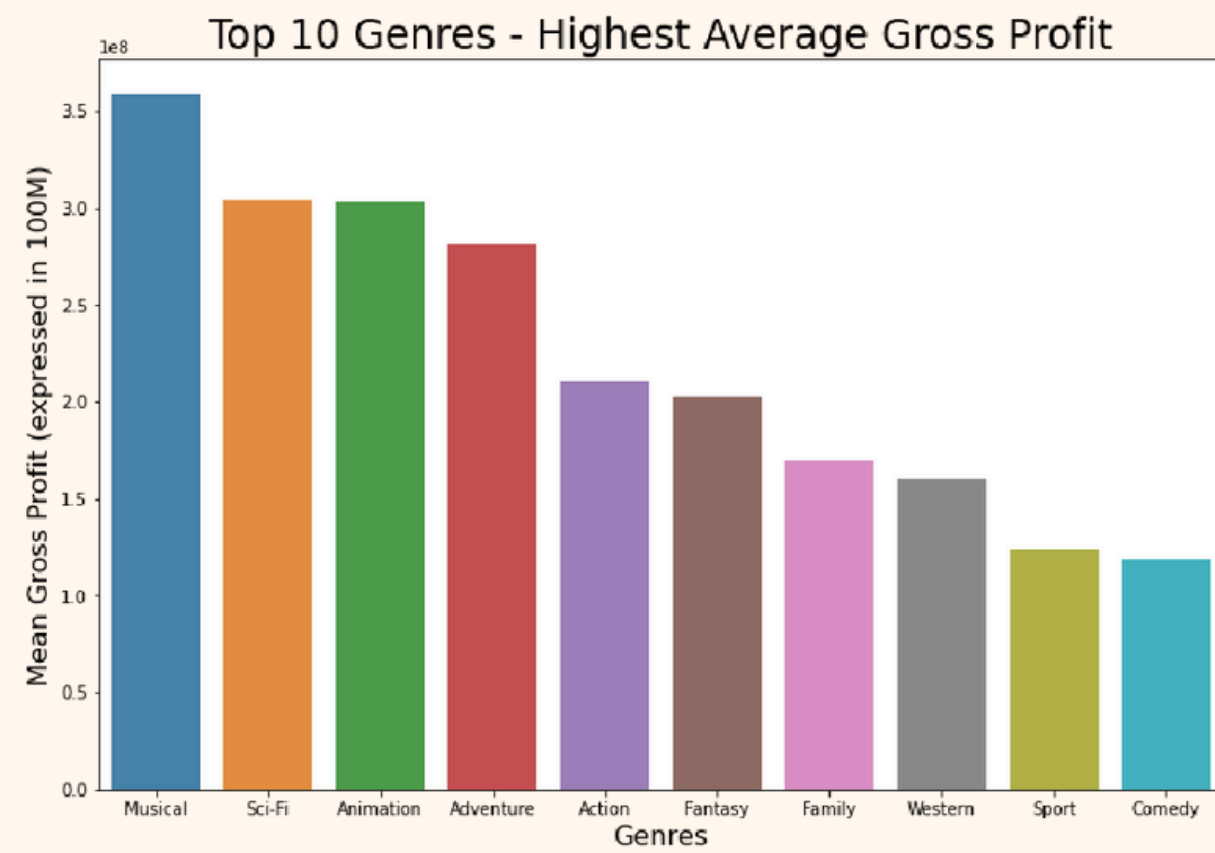


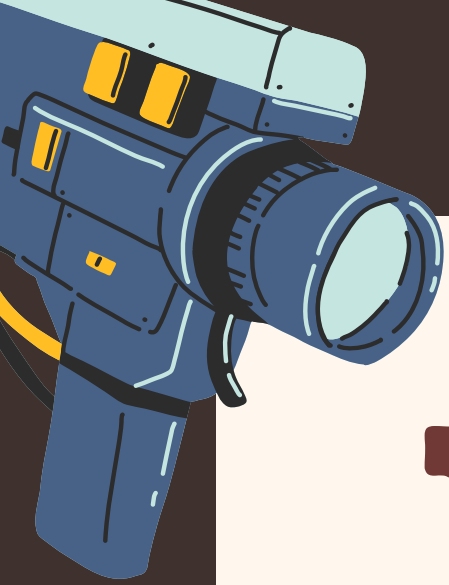
1. HC (1): Wolf Warrior 2
2. GRT (1): Baahubali 2 The Conclusion
3. P/DW(10): 9 Animated - 1 Comedy



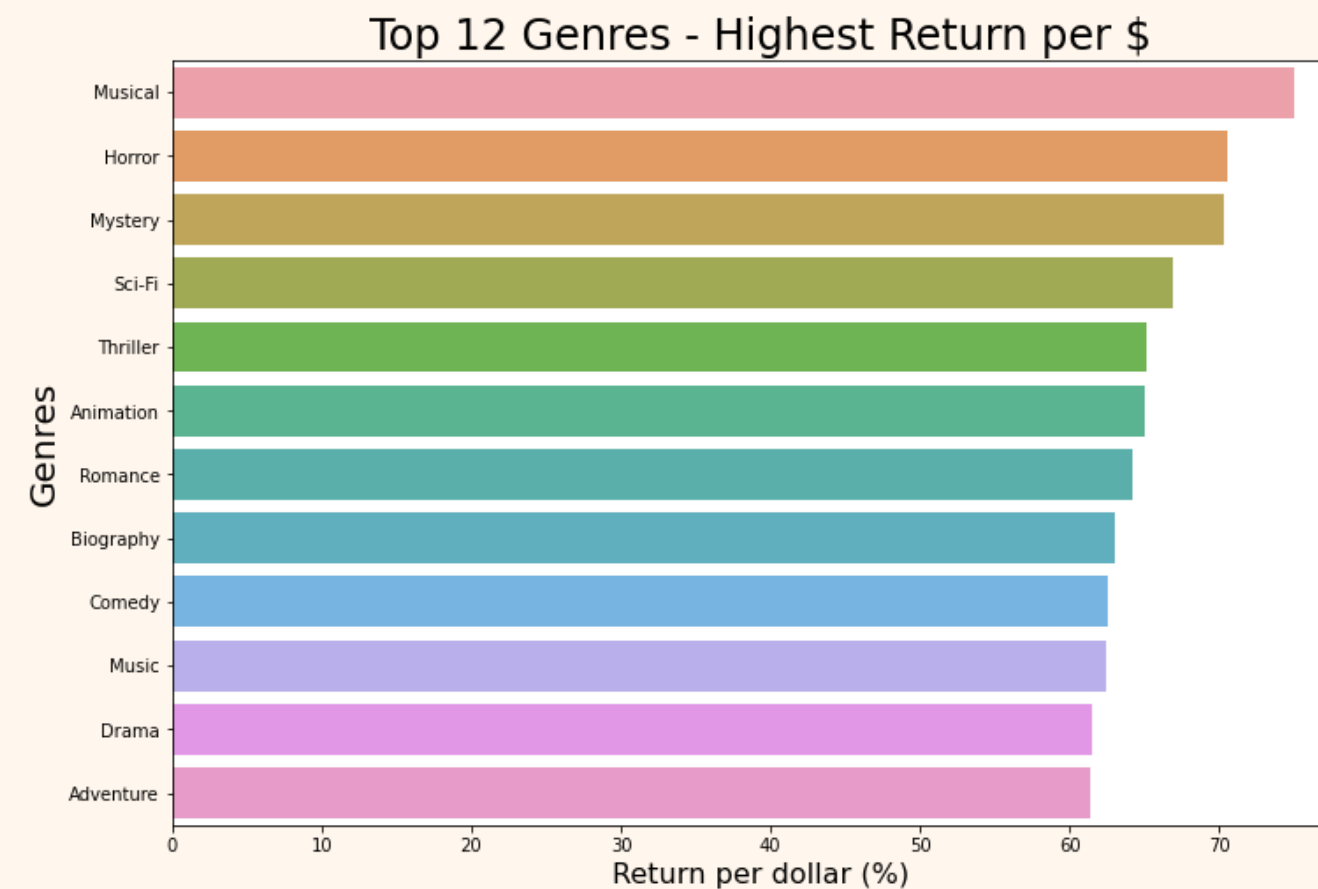
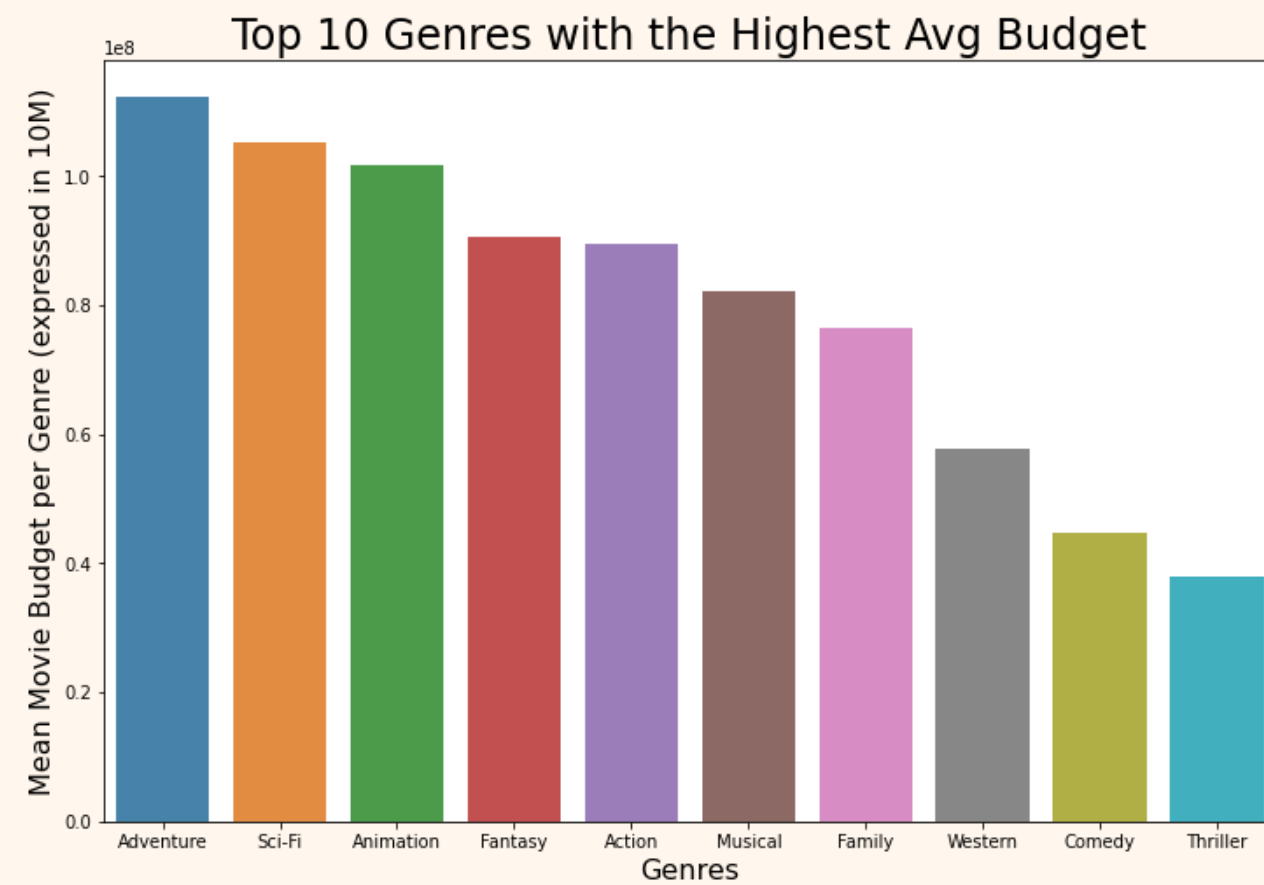


# THE NUMBERS

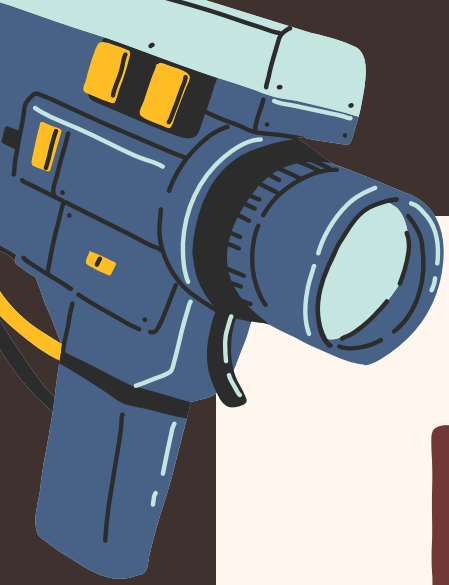




# THE PROFIT MARGIN

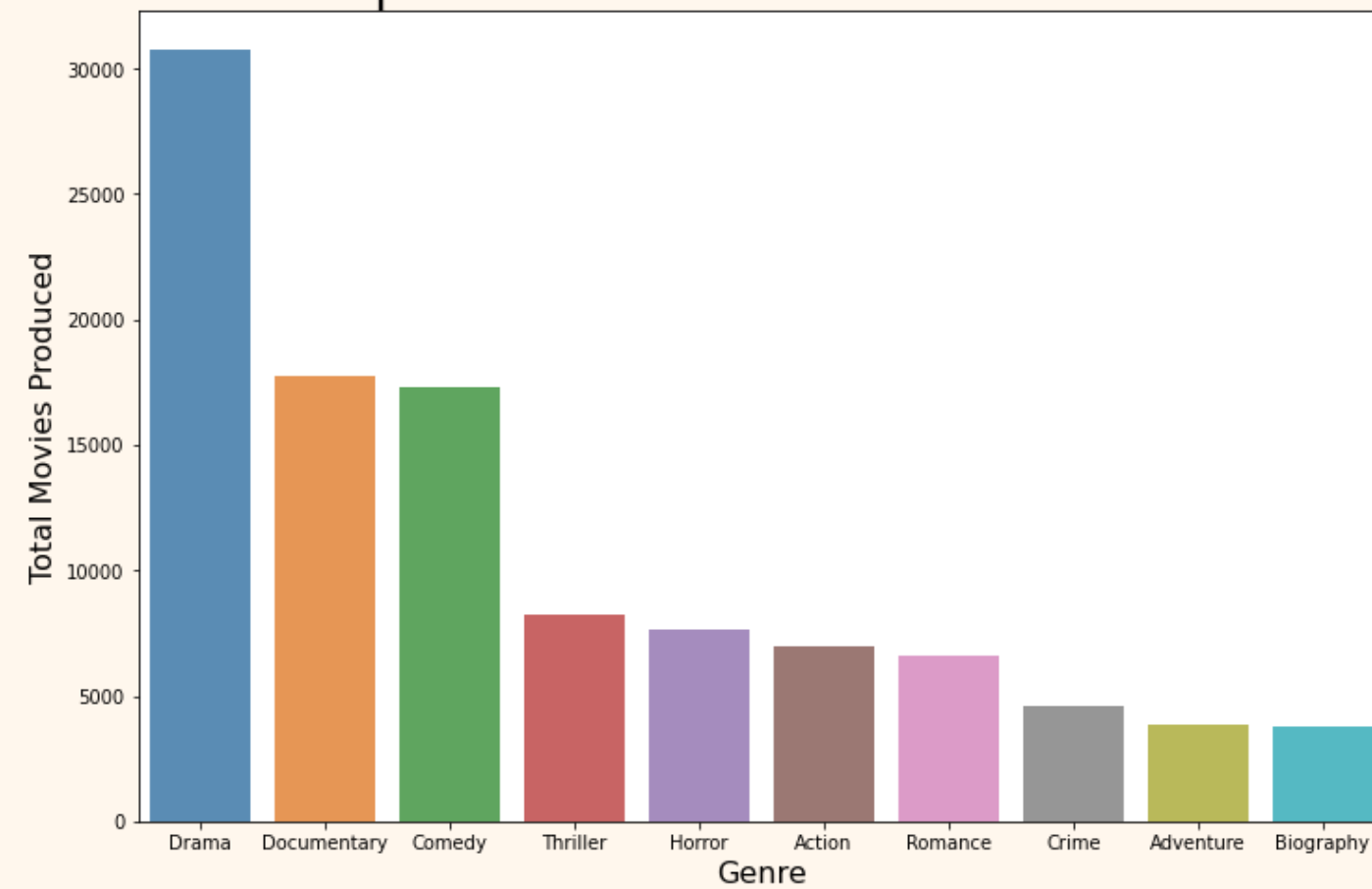




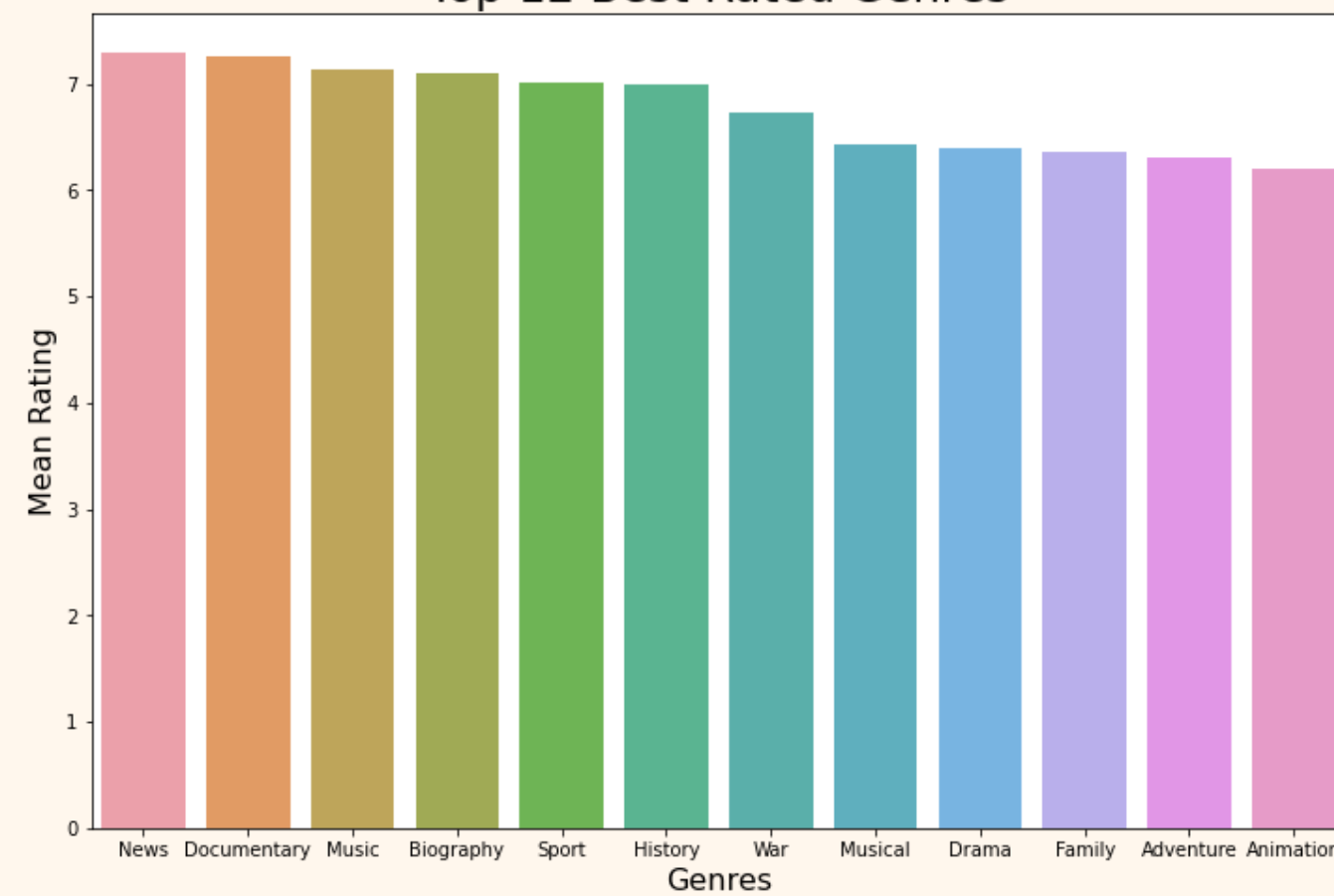


# PEOPLE'S PREFERENCE

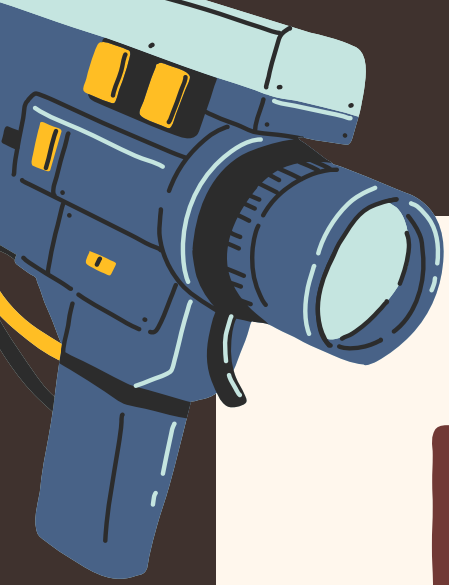
Top 10 Most Produced Movie Genres



Top 12 Best Rated Genres



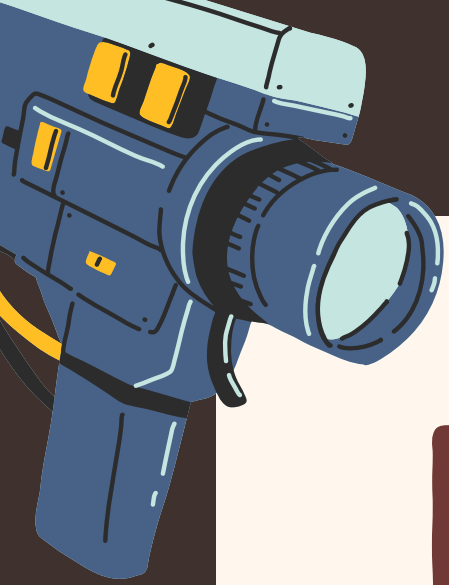




# RECOMMENDATIONS

1. Focus on High-Return Genres: Invest in Drama, Adventure, Biography, and Musical — they perform well in both ratings and profits.
2. Prioritize Quality Over Quantity: Fewer, well-made films are more profitable than many average ones.
3. Target Comedy, Sci-Fi, and Adventure: These genres consistently bring high revenue and return on investment.





# RECOMMENDATIONS

1. Explore Global Markets: Expand into emerging markets like China, India, and Argentina for growth opportunities.
2. Optimize Budgets: To balance quality and cost, aim for budgets between \$4M and \$10M for top genres.
3. Pursue Niche Genres Strategically: Consider documentaries or music-related films for brand prestige and awards.





# THANK YOU

For Your Attention