

**DMS
Studios**



Meet the Team

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CO-FOUNDER

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Introduction

Our company wants to expand into movie production, and we are tasked with analyzing the trends of the market to determine what type of movie will be the most successful.

Focusing on three key aspects:

1. Genre
2. Affordability of directors
3. Critical acclaim of directors

Focus



Budget: \$20 Million

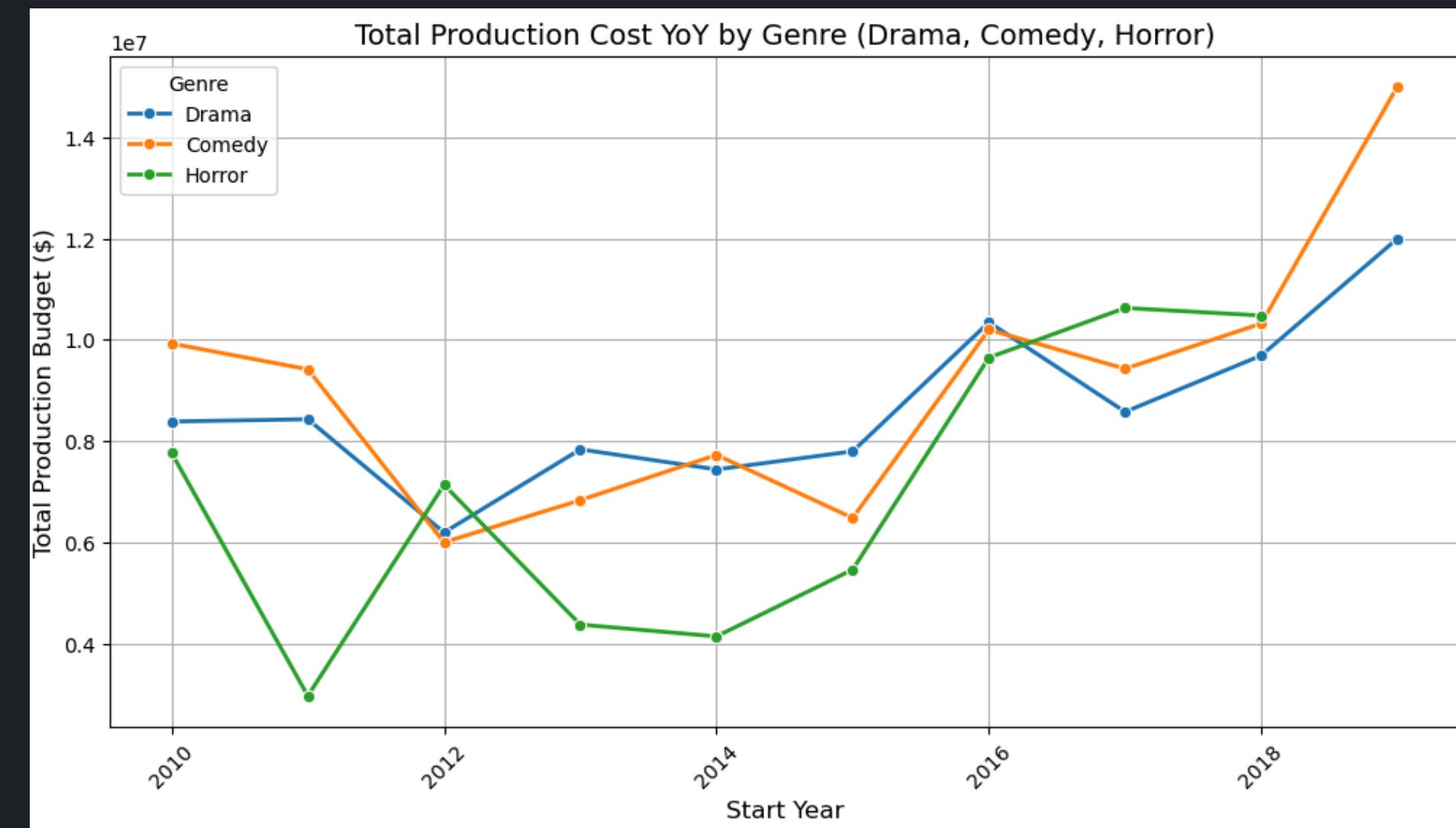
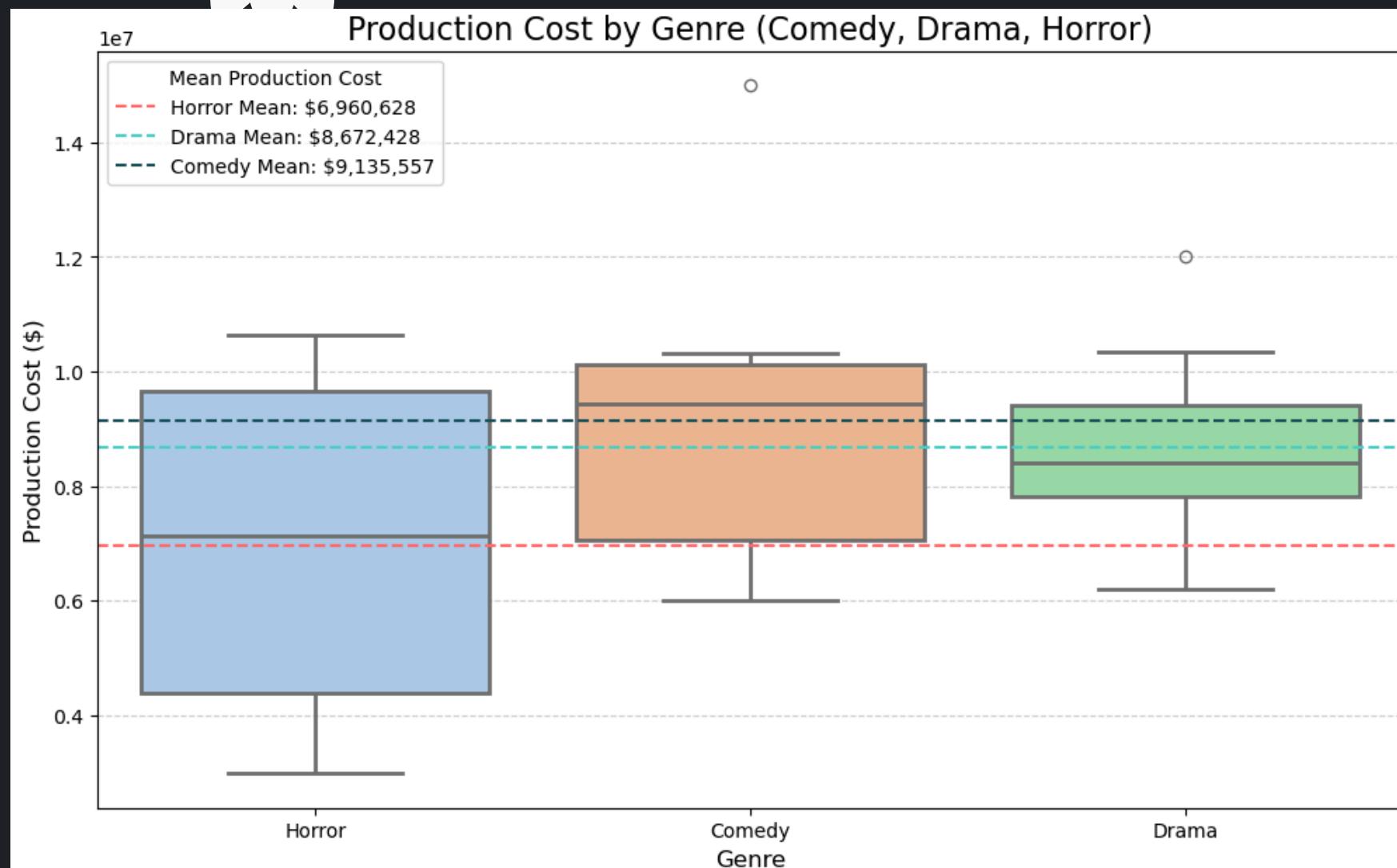
Our analysis will focus on:

- US productions
- post-2010 release date
- Genres
- Directors
- Ratings



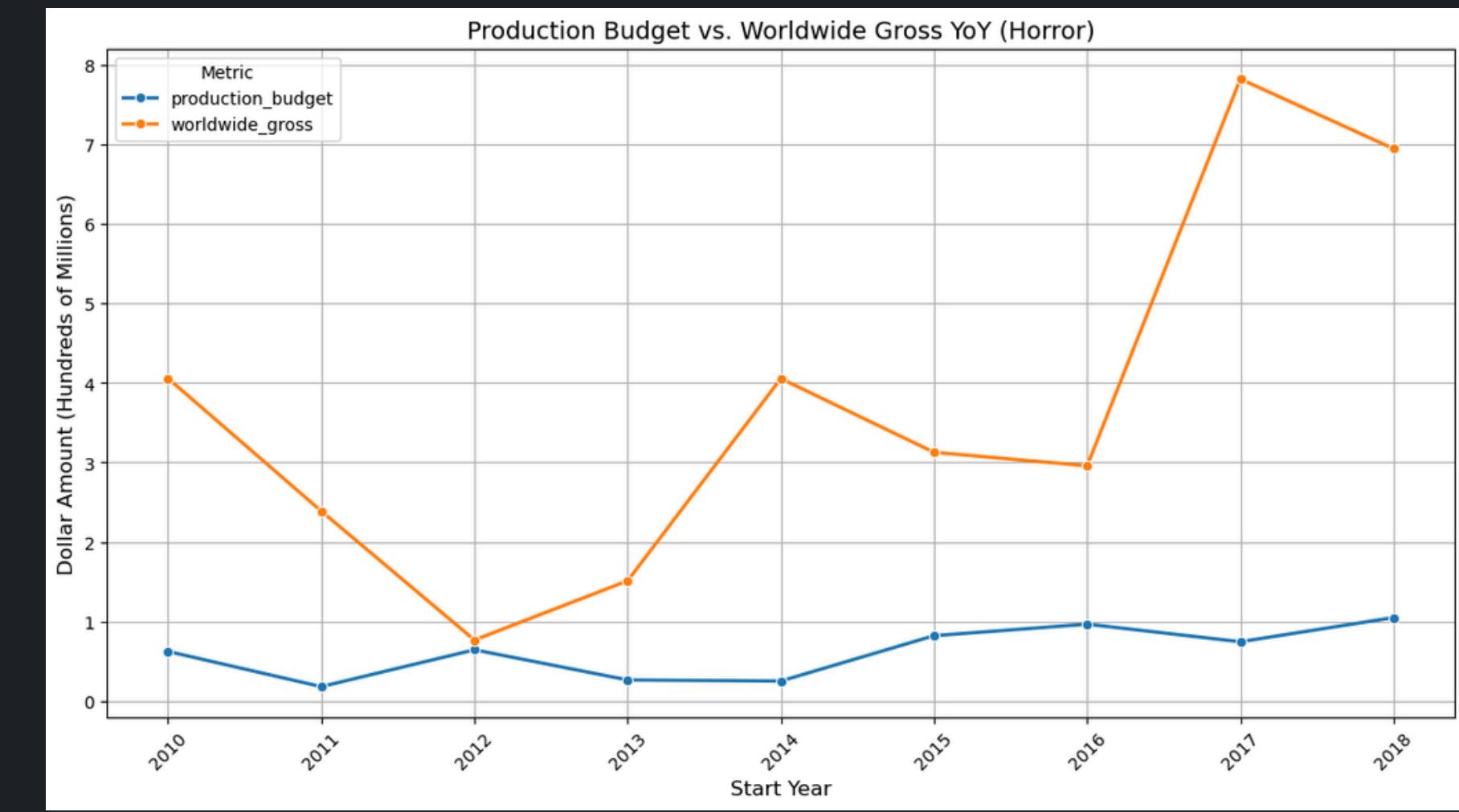
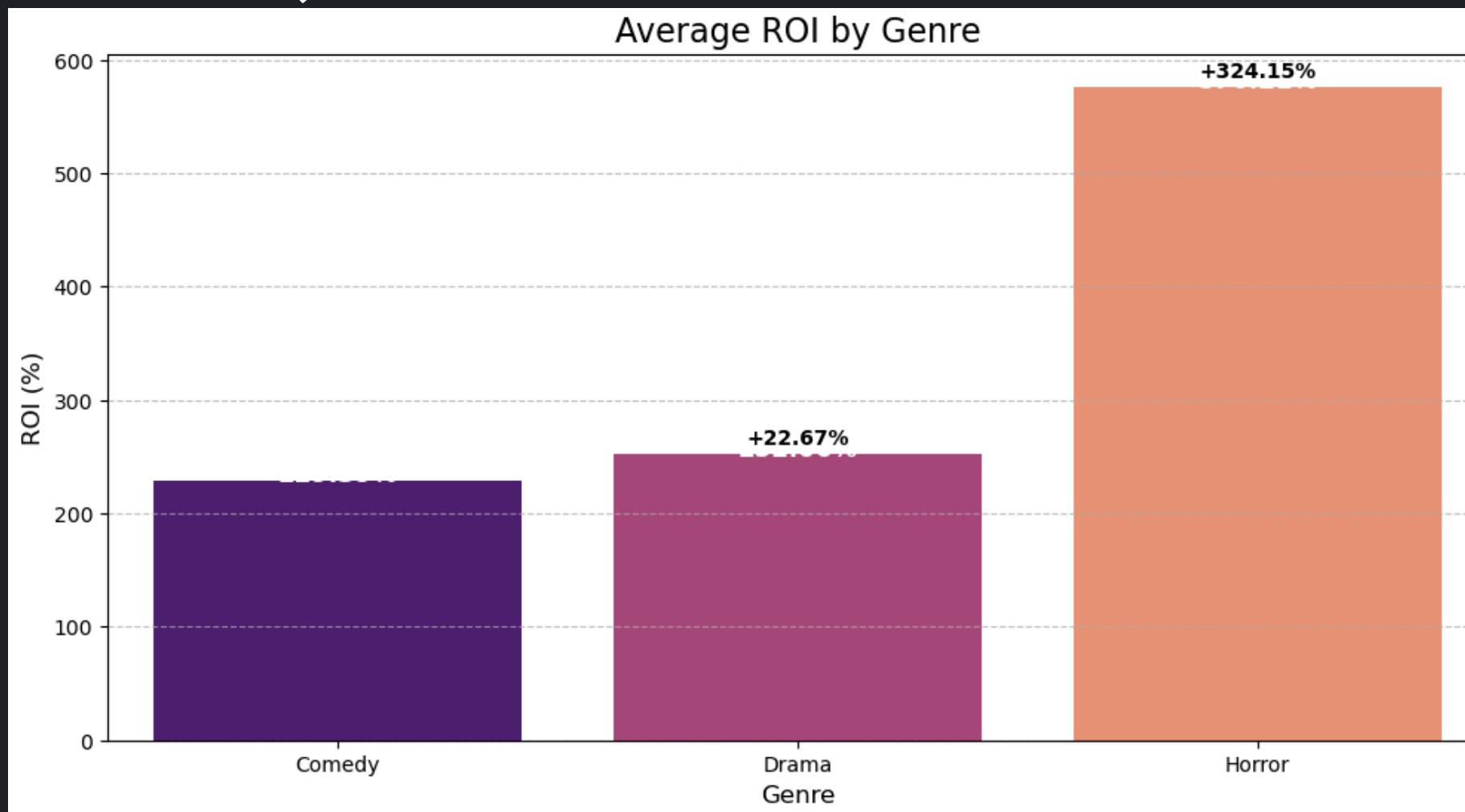
Qenre Financials

Cost Comparison



- Cost effective genres
- Drama +\$223k avg/per movie
- Comedy +\$1.73m avg/per movie (highest)
- YoY cost trends
- Trending up since 2015
- Horror stabilized since 2016

Gross and ROI Comparison



- ROI for each genre
- Horror = highest ROI
- 300+% higher!

$$ROI = \frac{Gross}{Budget}$$

- +\$100m in Production costs once
- \$312m avg. per year
- \$422m avg. over last 5yrs

Director Financials



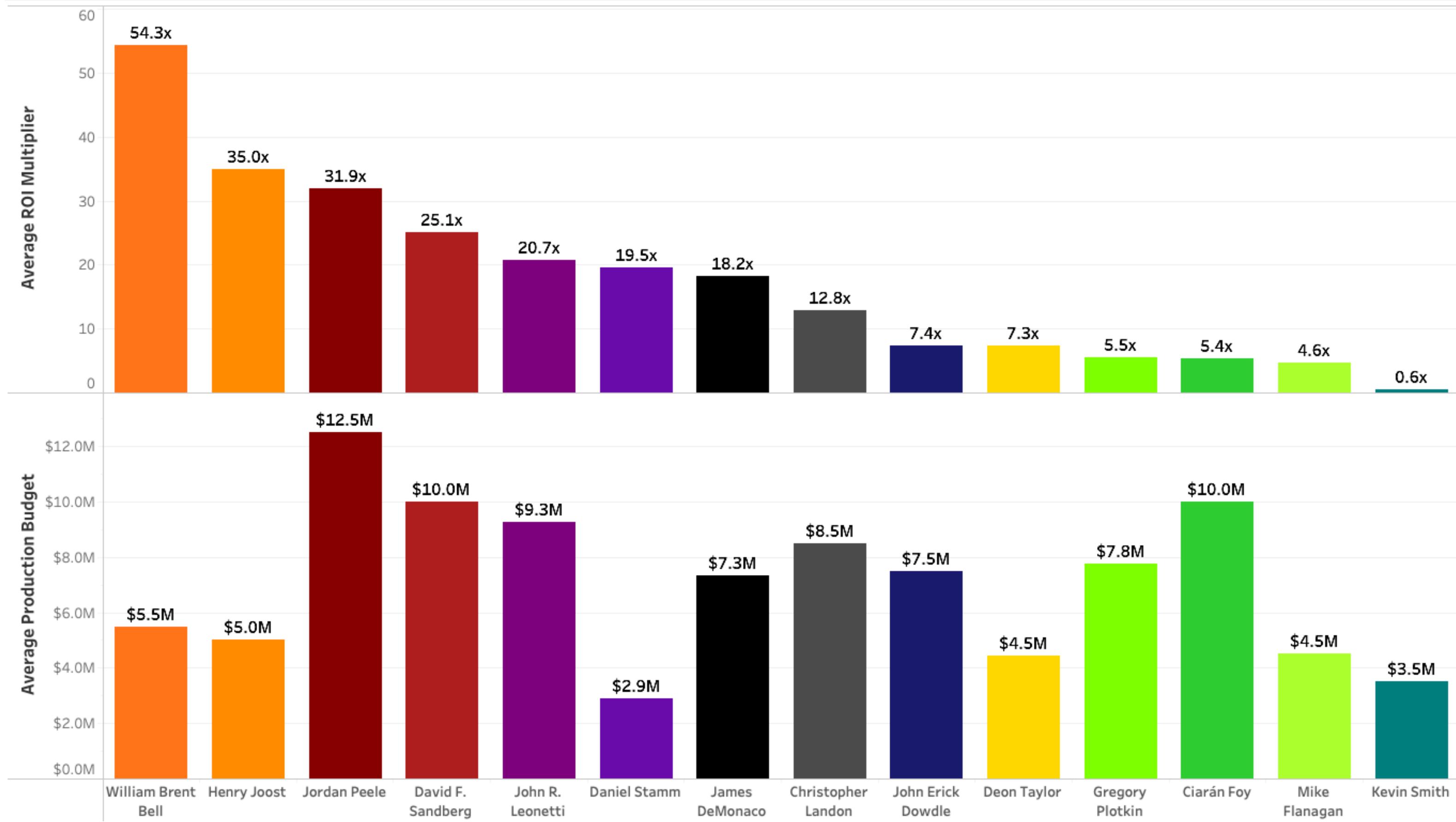


Now that we've narrowed it down to the horror genre, let's focus on the directors

Key Fields:

- Production Budget - the cost of production for the film
- Worldwide Gross - the amount of money the film made through worldwide release
- Return on Investment (ROI) - how many times the budget the movie made

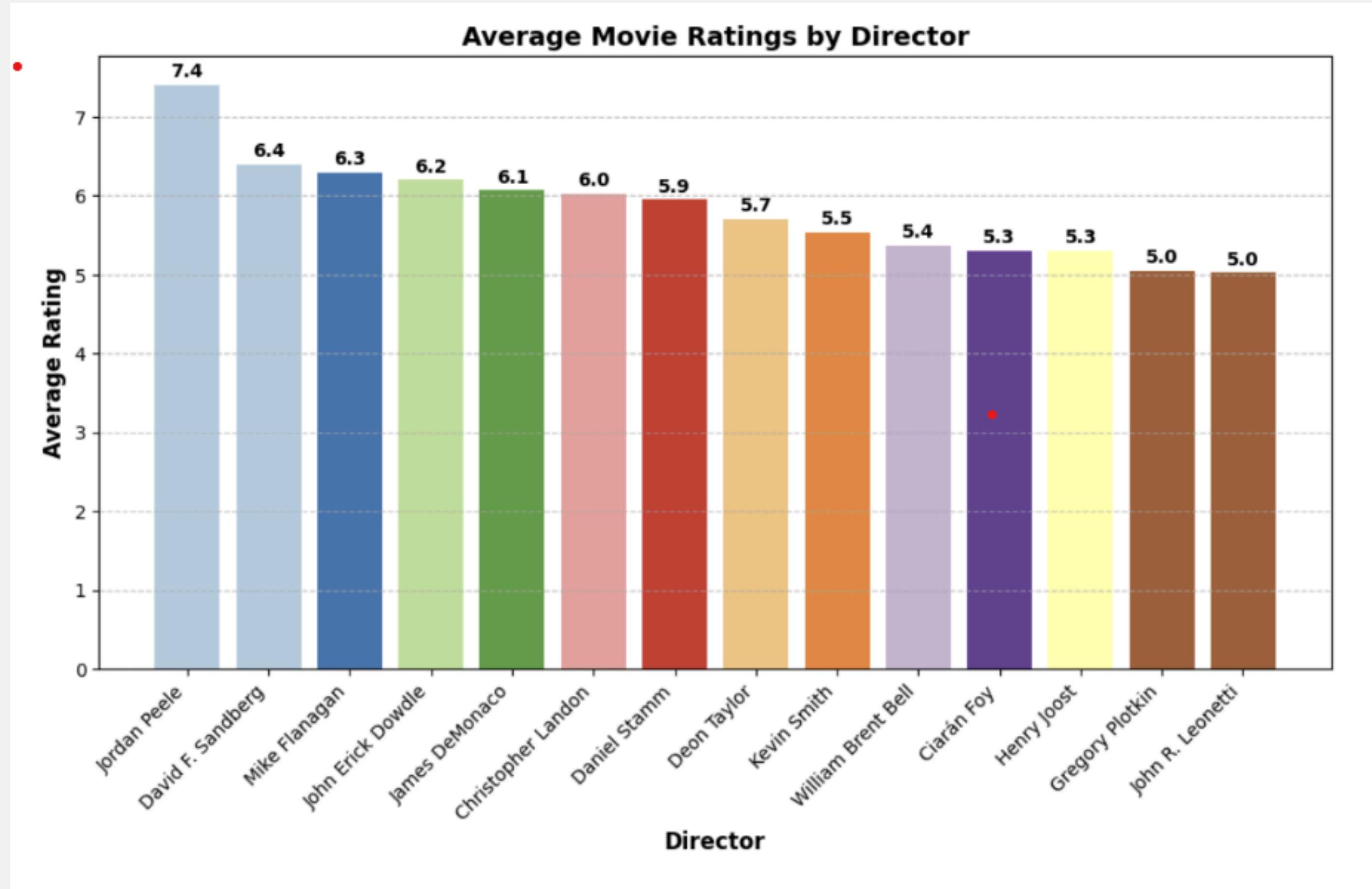
Average Production Budget and Return on Investment by Director



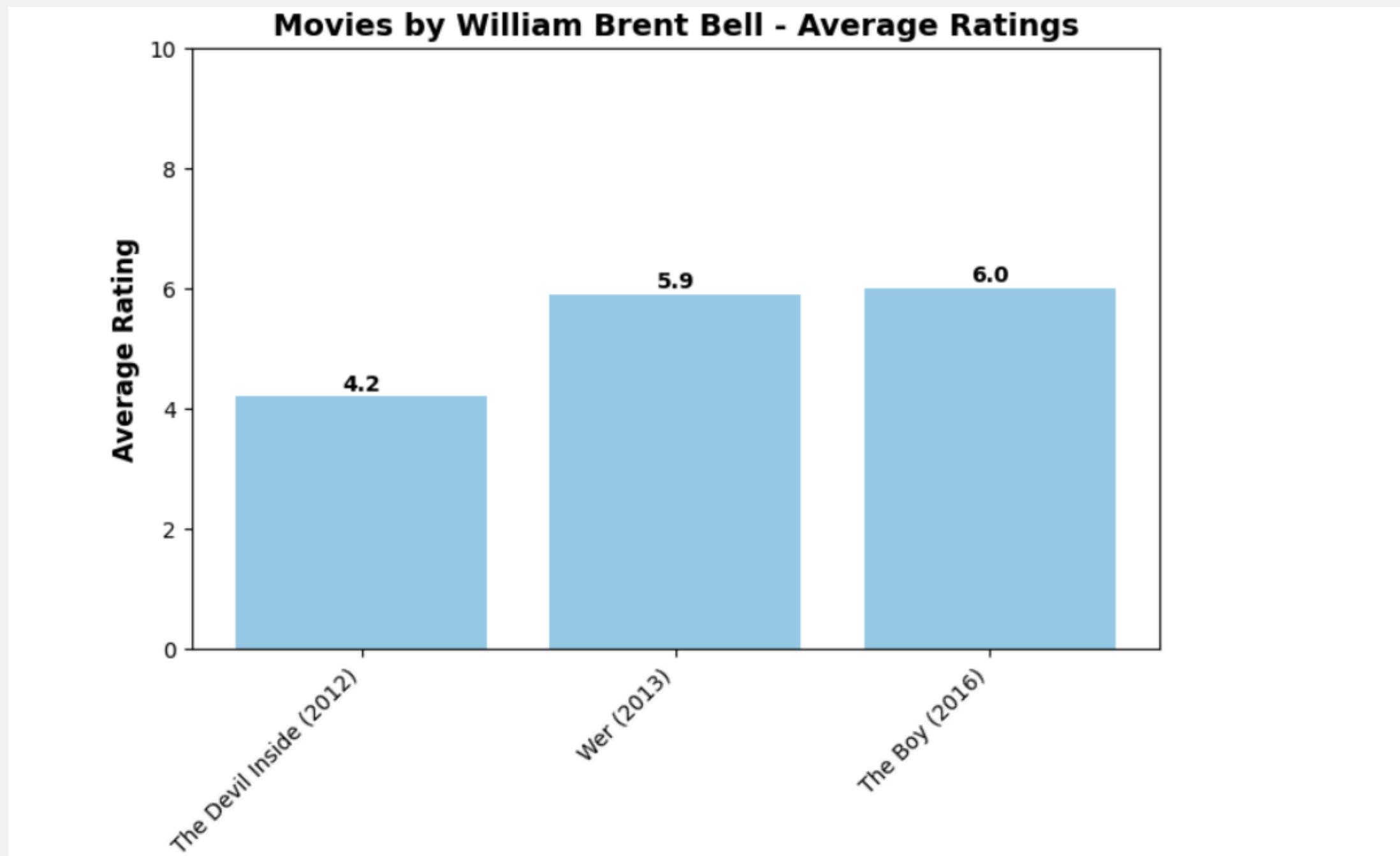
Director Ratings



Highest rated directors



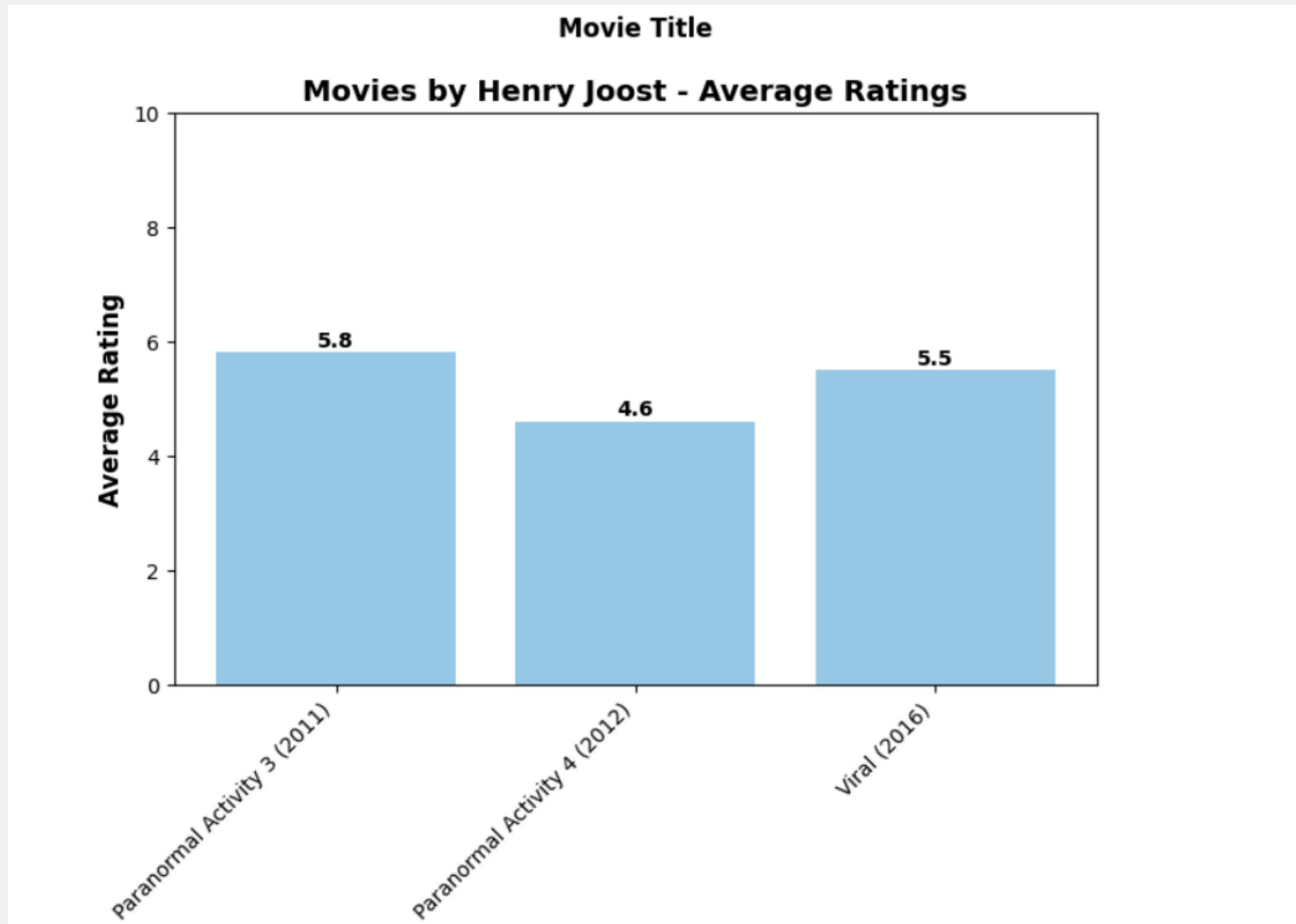
William Brent Bell - Average Ratings



Ratings are trending upwards



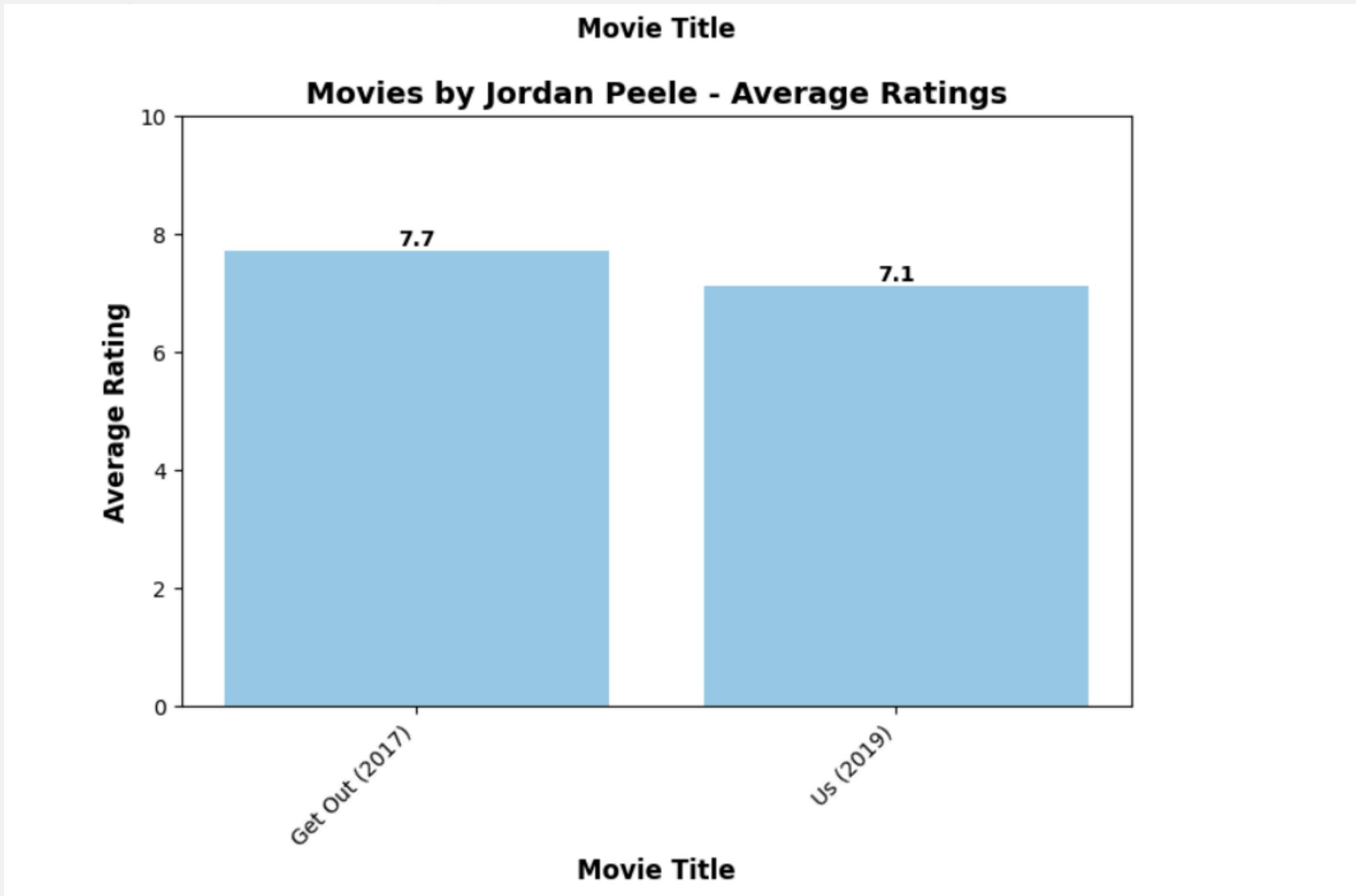
Henry Joost - Average Ratings



Best known for contribution to Paranormal Activity franchise



Jordan Peele - Average Ratings



Strong ratings and name recognition



Recommendations



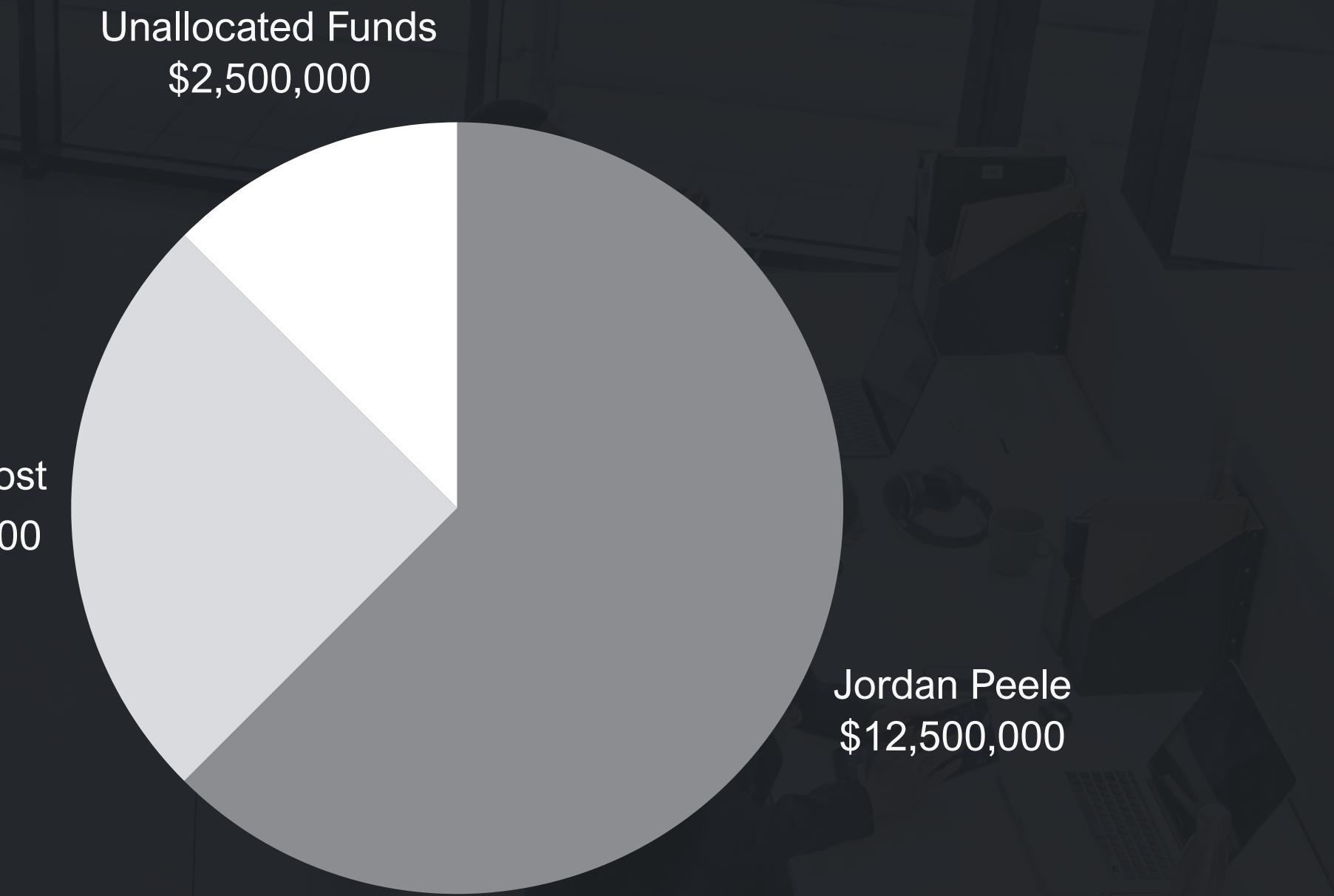
- ✿ **Horror**

Horror is the most suitable genre for our \$20mil budget cap. Its cost-effectiveness helps to mitigate losses in the event of a flop, while having tremendous upside on returns.
- ✿ **Jordan Peele**

Has the right combination of ROI and critical acclaim to make a very successful movie
- ✿ **Henry Joost**

Has name recognition from the Paranormal Activity franchise, while having a significantly lower average budget than Peele.

Budget



Total Budget Allocation
\$ 20,000,000

Projected Earnings
 $(12,500,000 \times 31.9) + (5,000,000 \times 35) + 2,500,000 = \$\underline{576,250,000}$

Thank You

