# BRIGHT**SPOT** movie production
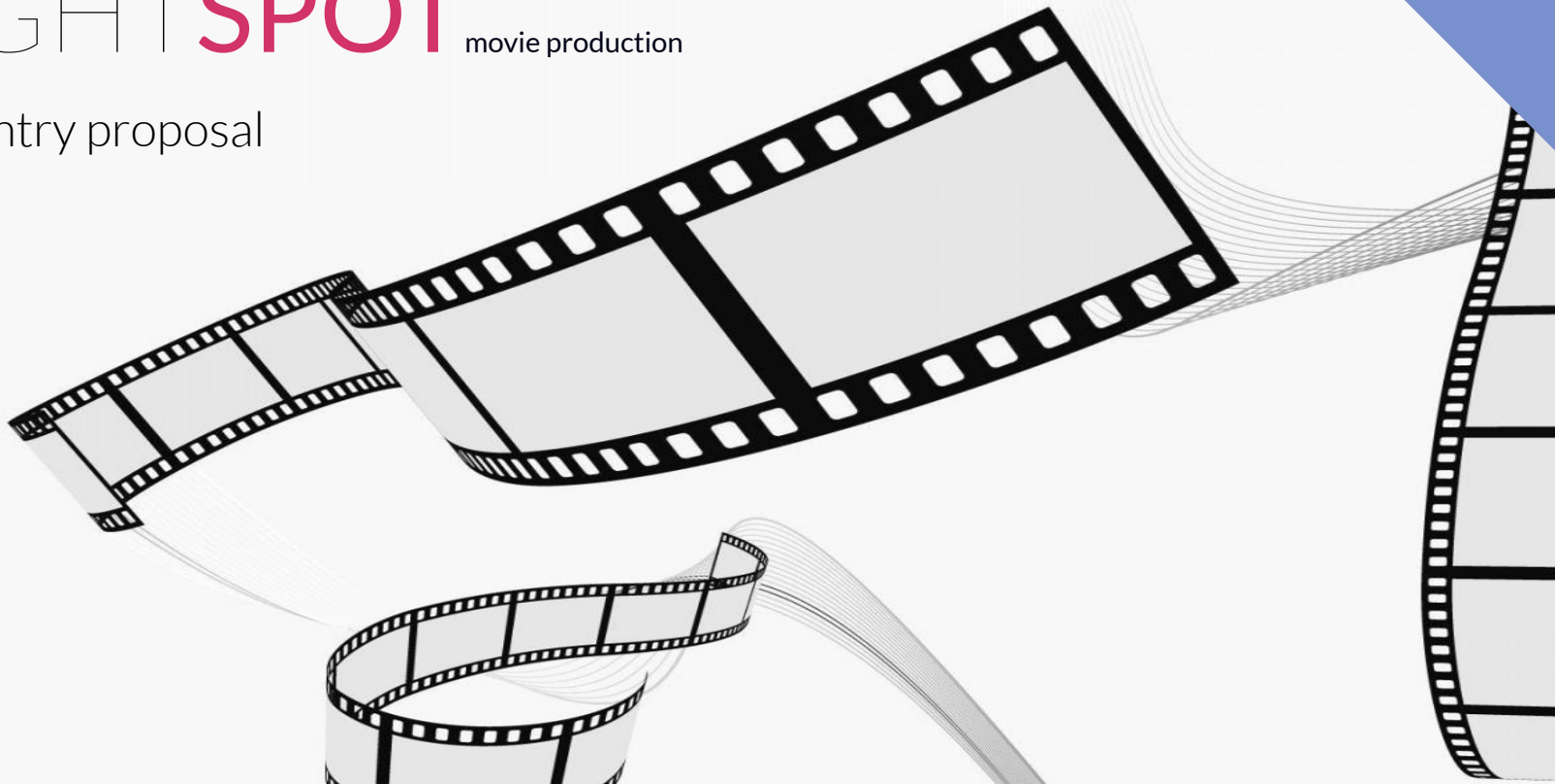
## Market entry proposal

September 2023

# Key Findings: Strategic recommendations for higher ROI in Movie Production

## What genres of movies to make?

- Prioritize Budget for Mystery, Horror, Fantasy and Thriller movie genres for optimal ROI potential

## What is the optimal length of a successful movie?

- Aim for a runtime between 109-130 minutes for the best chance at a high ROI

## How much budget is needed?

- Invest $5-10 Million for Maximum ROI potential

# Data Sources Used:

- ○ Box Office Mojo

- ○ IMDB
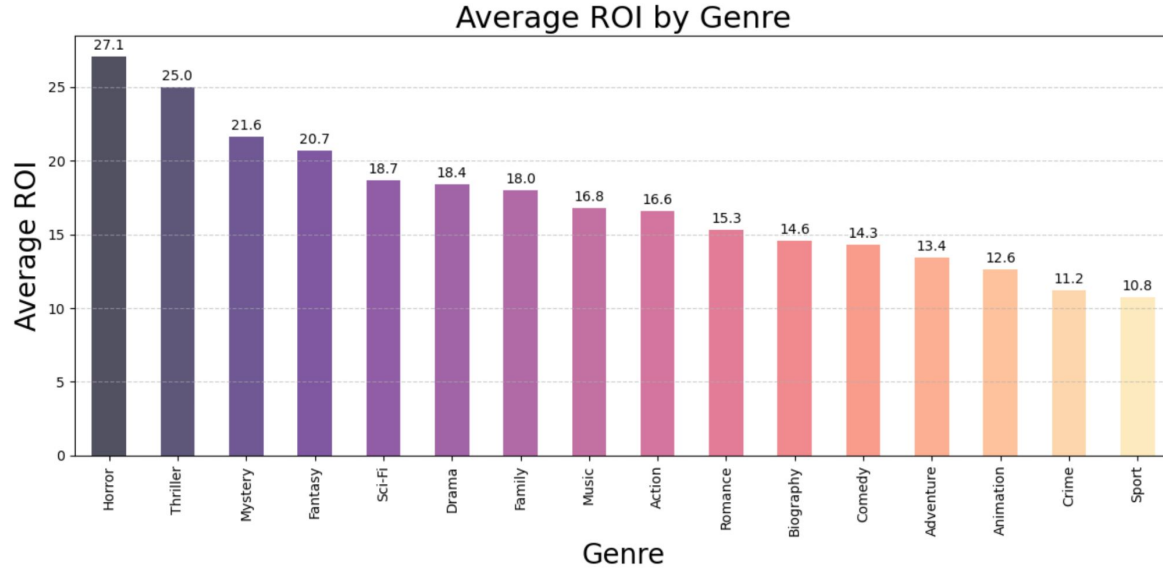
- ○ Rotten Tomatoes

- ○ TheMovieDB

- ○ The Numbers

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# What is a **Successful Movie**?

- High Number of Votes  **>** 1000

- High Vote  Rating  **>** 7.0
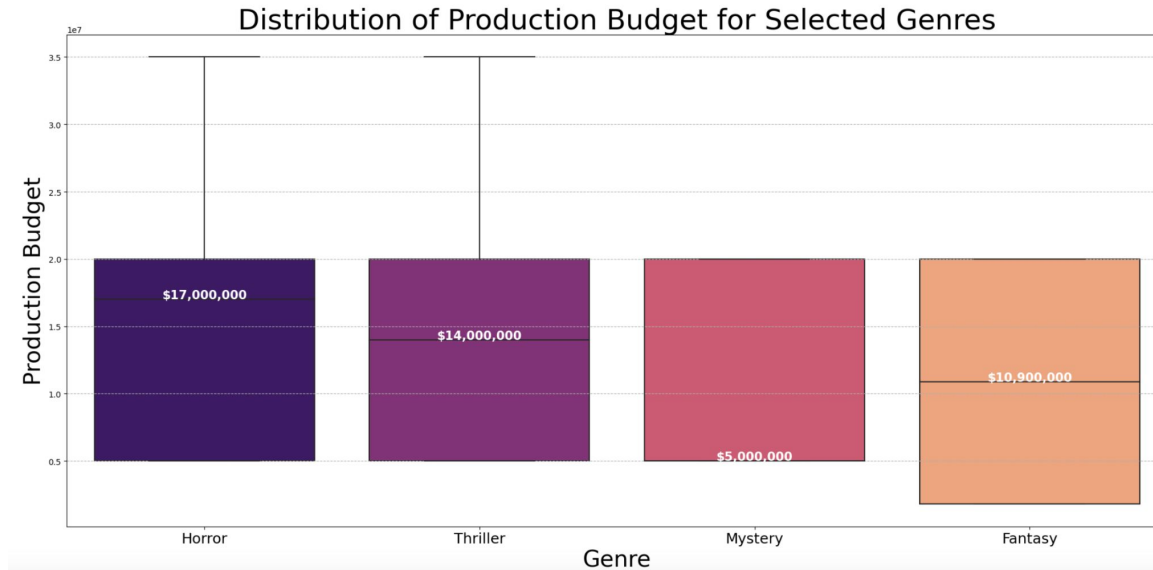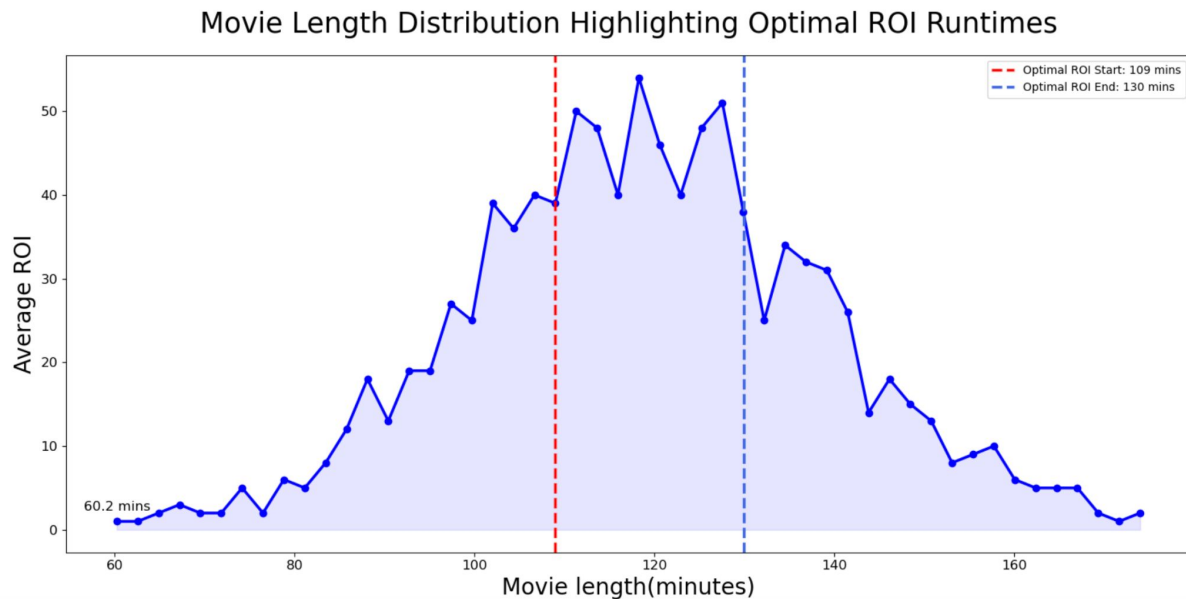
- The Return on Investment(ROI )  **>** 10%

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# Movies with over 20% ROI typically have Horror, Thriller, Mystery and Fantasy genres
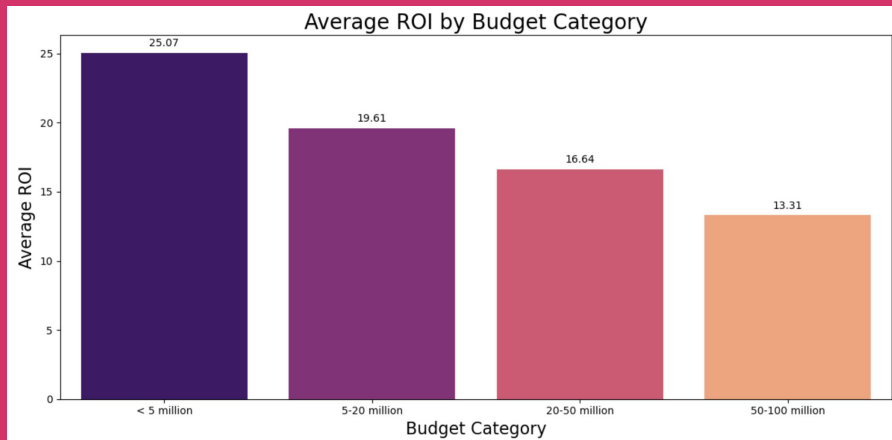


Average ROI by Genre

# Lower production cost driving a higher ROI in Mystery, Horror, Thrillers and Fantasy genres



Distribution of Production Budget for Selected Genres

$17,000,000

$14,000,000

$10,900,000

$5,000,000

# ROI Optimized Movie length should be 109-130 mins



Movie Length Distribution Highlighting Optimal ROI Runtimes

# Movies with budgets less than $5 million offer a higher ROI


Average ROI by Budget Category

Our analysis reveals that the $5-20 million budget range also holds promising potential

Higher production budgets don't ensure greater ROI


Relationship between Production Budget and ROI > 10%
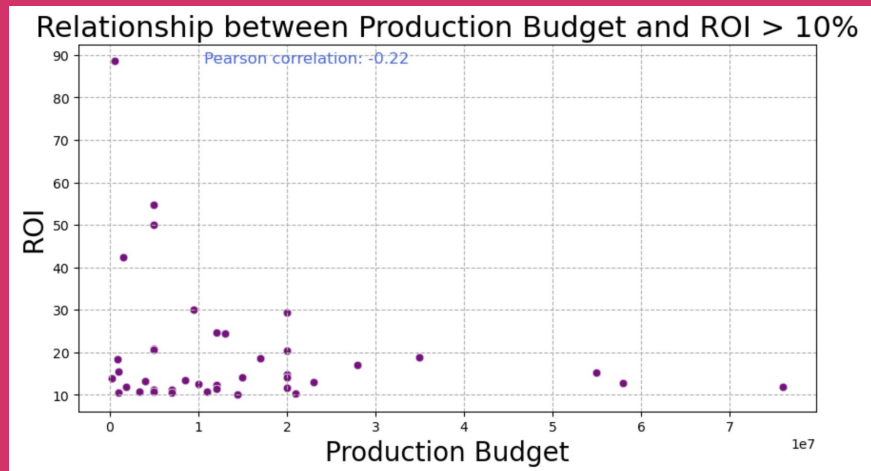
# Further Research:

○ Where are consumers watching movies? Streaming services?

○ International Markets vs. Domestic Markets?

○ How does marketing budget influence ratings and votes?

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# Biographies

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