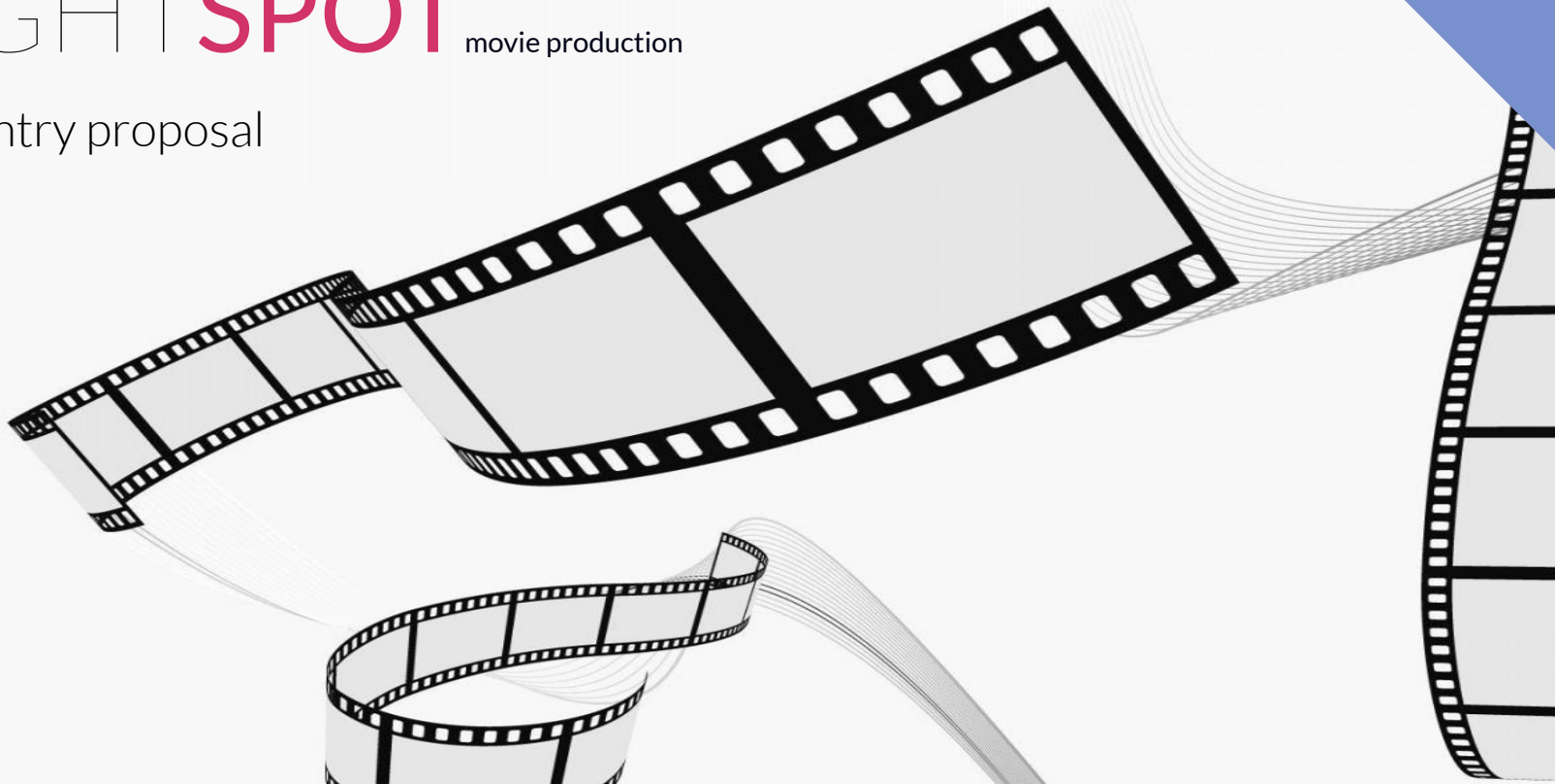


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movie production

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 and Thriller movie genres

What is the optimal length of a successful movie?

- Aim for a runtime between 108-120 minutes for the best chance at a high ROI. However, be open to notable exceptions, as outliers like movies with a length of 85 minutes or 134 minutes can also succeed.

How much budget is needed?

- Invest mainly into \$5-20 million range but also consider select <\$5 million movies for potential high ROI and reduced risk

Data Sources Used:

- Box Office Mojo
- IMDB
- Rotten Tomatoes
- TheMovieDB
- The Numbers

Limitations:

- Data lost through cleanup

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What is a **Successful Movie**?

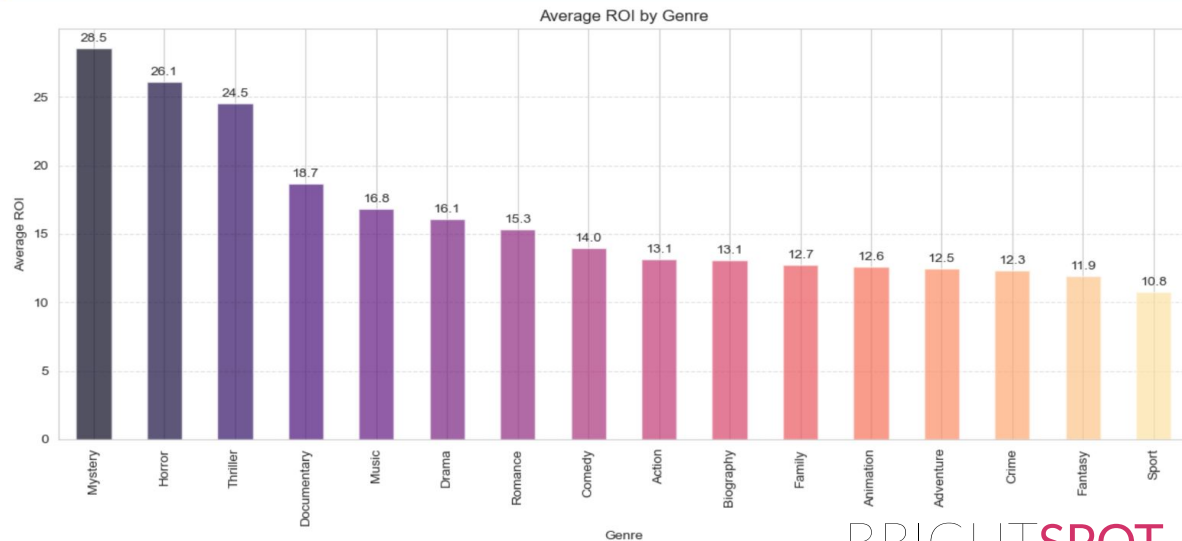
- High Number of Votes > 1000
- High Vote Rating > 7.0
- The Return on Investment(ROI) > 10%

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

- Lower production cost
- Broad Appeal
- Innovative Filmmaking
- Viral Marketing



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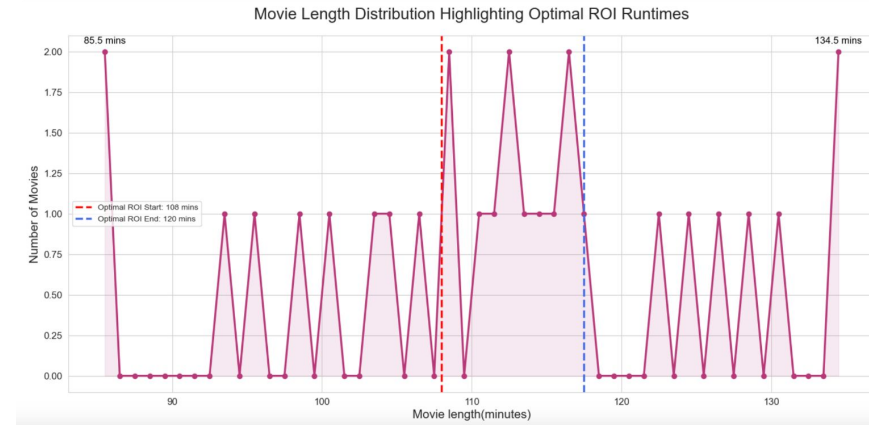
ROI Optimized Movie length should be 108-118 mins

Optimal movie length(108 - 118 min):

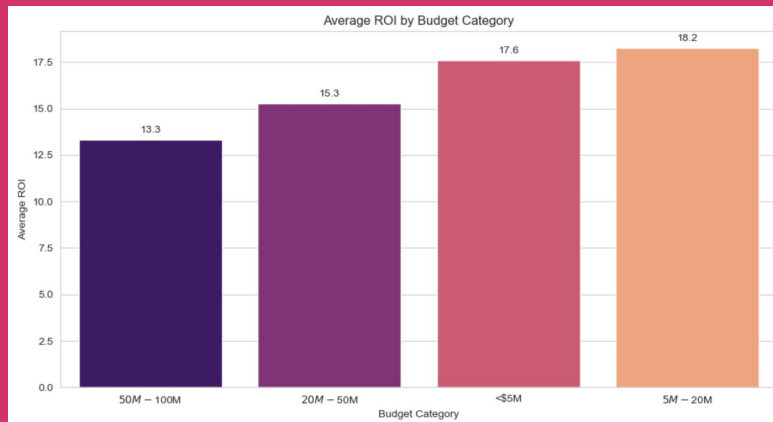
- This duration aligns well with the average audiences attention span
- From a financial perspective , a movie length in this range means more showings per day in the theater

Outliers:

- Short films(85 min) often get attention in film festivals, which can boost their popularity and their return
- Epic Fantasies, Historical Dramas and Complex Thrillers might require more time(135 min) to flesh out the story properly

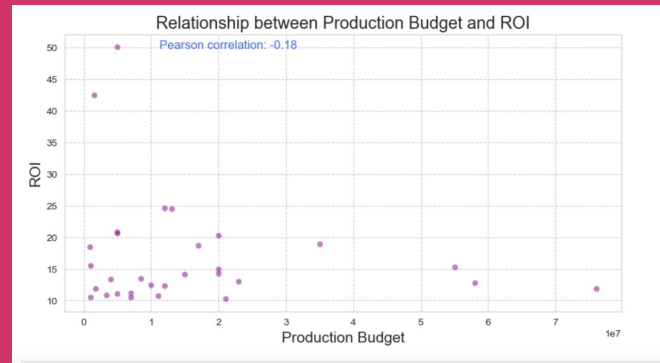


Movies with budgets in the range of \$5 million to \$20 million offer a higher ROI



While the \$5-20 million range seems promising, it's also wise for a production company to have a diversified portfolio. Producing some lower-budget films (<\$5 million) might result in surprise hits

The weak negative correlation suggests that increasing the production budgets does not necessarily guarantee a proportionally higher ROI



Further Research:

- Need more up to date Data
- Where are consumers watching movies? How have platforms like Netflix, Amazon Prime, Disney+, etc., influenced movie viewership trends and box office returns?
- How do International markets compare to the domestic market in terms of popularity?
- How does the marketing budget relate to ROI? Does a higher marketing spend guarantee higher ratings or more votes?

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Biographies



Ekaterina Serbina

Email: serbinaekaterina99@gmail.com

Github: <https://github.com/serbinaekaterinai>

LinkedIn: <https://www.linkedin.com/in/ekaterina-serbina-48917228b/>



Jacob Serfaty

Email: jacob.serfaty@gmail.com

Github: <https://github.com/jacobserfaty>

LinkedIn: <https://www.linkedin.com/in/jacob-serfaty/>



Michael Hammer

Email: michaelhammerb@gmail.com

Github: <https://github.com/michaelhammer1>

LinkedIn: <https://www.linkedin.com/in/michaelhammerb/>