Nearly Four Years Later, Black Panther Reigns as Fan Favorite:

There are now more Marvel Cinematic Universe (MCU) movies than can be counted on all fingers and toes. **For a franchise that has on average pumped out two movies per year since 2008**, keeping track of which films were worthwhile and which ones to skip can be a daunting task for any casual viewer.

While several of these films have received positive reception from audience members, one remains the clear winner in terms of public perception: Black Panther.

Although the film failed to break records at the box office, **ranking only #15 out of 21 in box office revenue**, it is unmatched in audience ranking, **receiving an astonishing 96% on Rotten Tomatoes.** Rotten Tomatoes, as the name may suggest, is where members of the public share a voice right alongside established movie critics. Here, one can get a strong sense of whether a movie will whet the appetite of the masses.

This nearly perfect rating throws into question the reliance on box office revenue when gauging the success of a movie. As the film industry has been pushed out of theaters and onto other platforms in the wake of COVID-19, more metrics are needed for movie-watchers to determine whether a movie is worth their time and investment.

This issue came to the forefront of discussion around the future of cinema with the release of 2021’s Black Widow, which shared a simultaneous theater release along with a paid on-demand streaming through the Disney+ platform. Despite a **decent Rotten Tomatoes rating of 79%**, Black Widow raked in a dismal **$379.6 million at the box office**. Comparatively, another MCU film, Eternals, was released only in theaters, and **despite a impressively low 48% rating**, **brought in $402 million dollars**.

So with a pivot away from theaters, movie studios and media may need to look at other metrics of success. As positive public perception has driven greater interest, it seems there is a real economic impact on framing a film’s success in relation to box office revenue.

Link to dataset: <https://docs.google.com/spreadsheets/d/13b5-P0-idYOhr7e5XOae8Jmphkuo0IHFPd99HPyhjuI/edit#gid=0>