

Optimizations to Maximize a Movie's Profit

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It looks like you are making a movie.



clippy

Sony Pictures
Animation

#ClippyMovie

August 17

AOL Keyword "Clippy"

COLUMBIA
PICTURES
A Time Warner Company

Business Problems: How to make a hit?

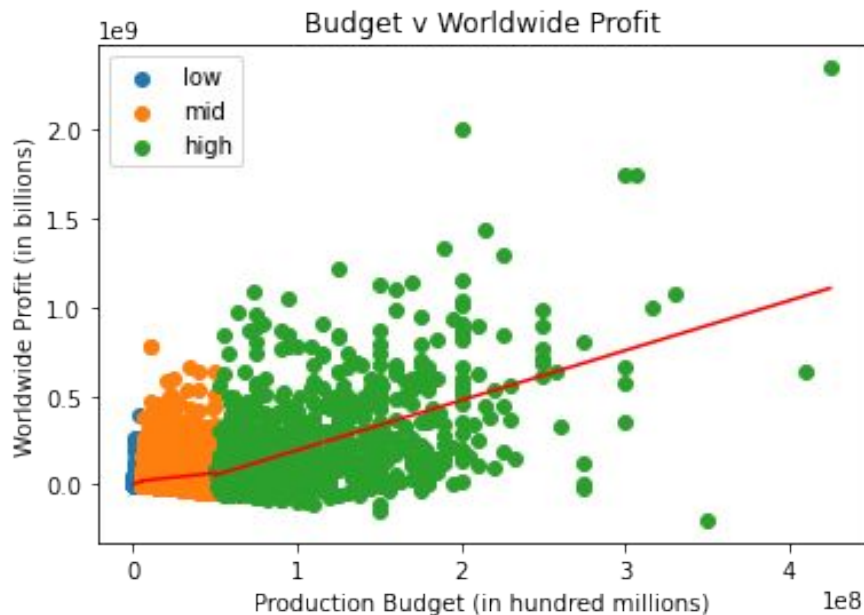
- Budget amount
- Actors & directors
- Genre
- Release date

* Metric of success: Worldwide Profit (WWP)

* Data from: IMDB and The Numbers

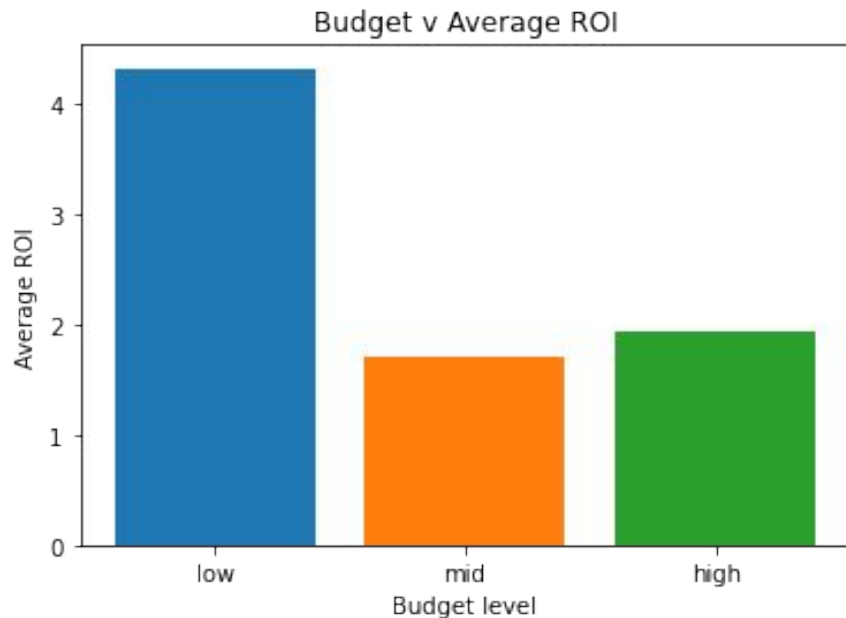
Budget & Profit

- Low-budget < \$5M < Mid-budget < \$50M < High-budget
- Stronger relationship with a higher budget

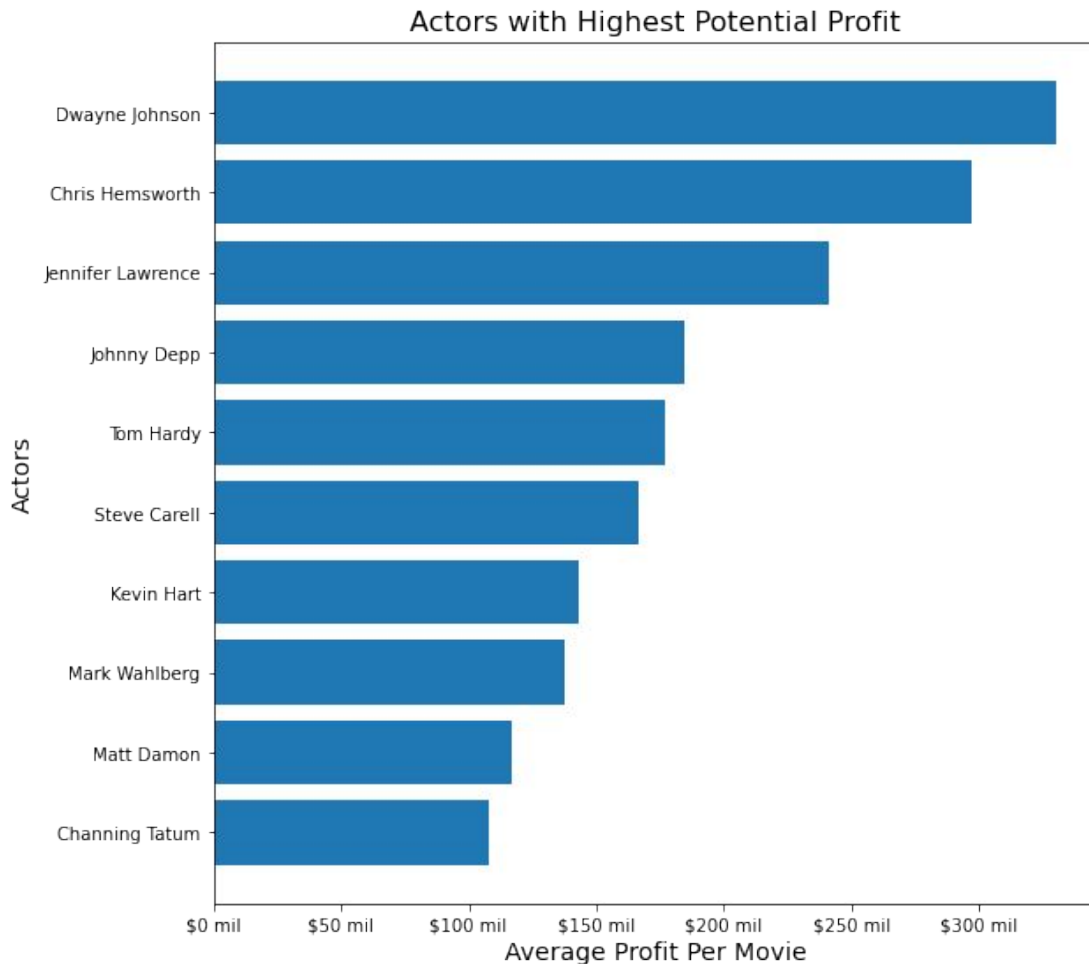


Budget & ROI

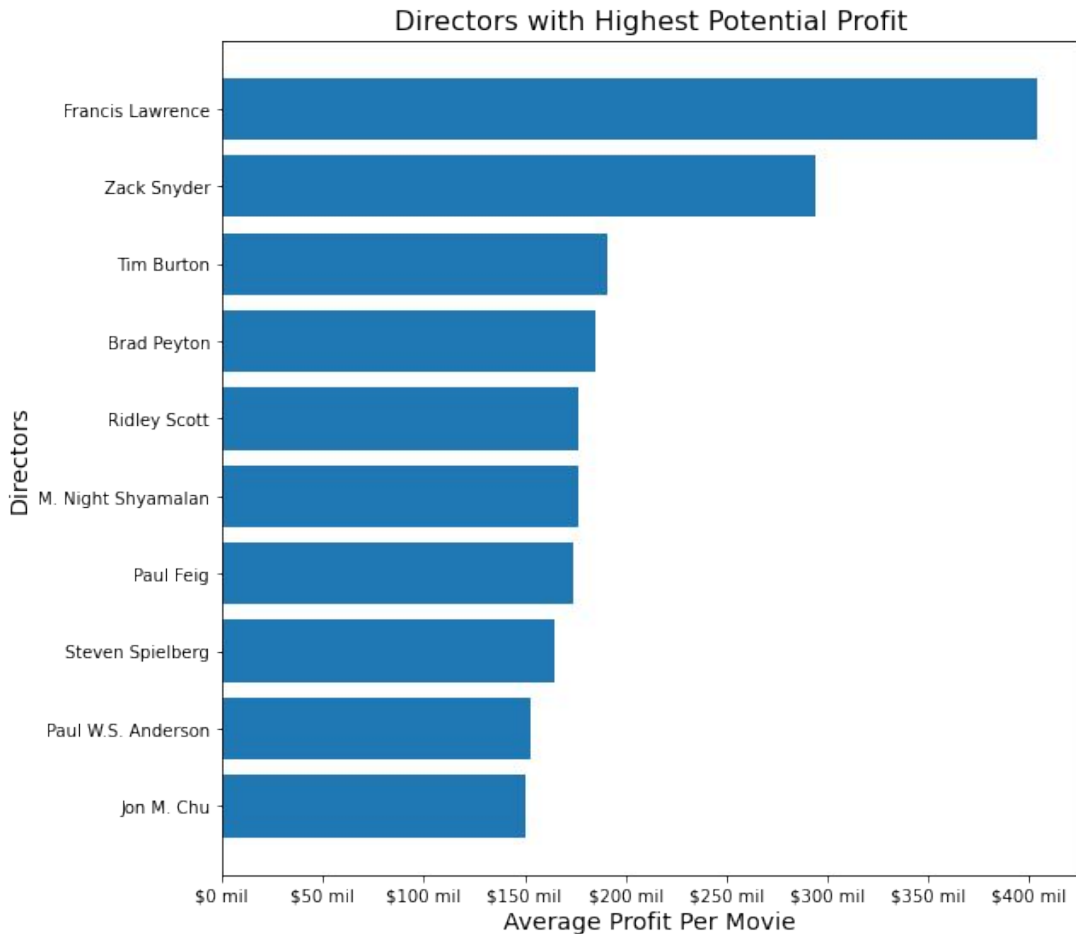
- As budget levels increase, maximum ROI decreases.
- Low budget films have greatest avg ROI, with several over 100x



Actors & Worldwide Profit



Directors & Worldwide Profit



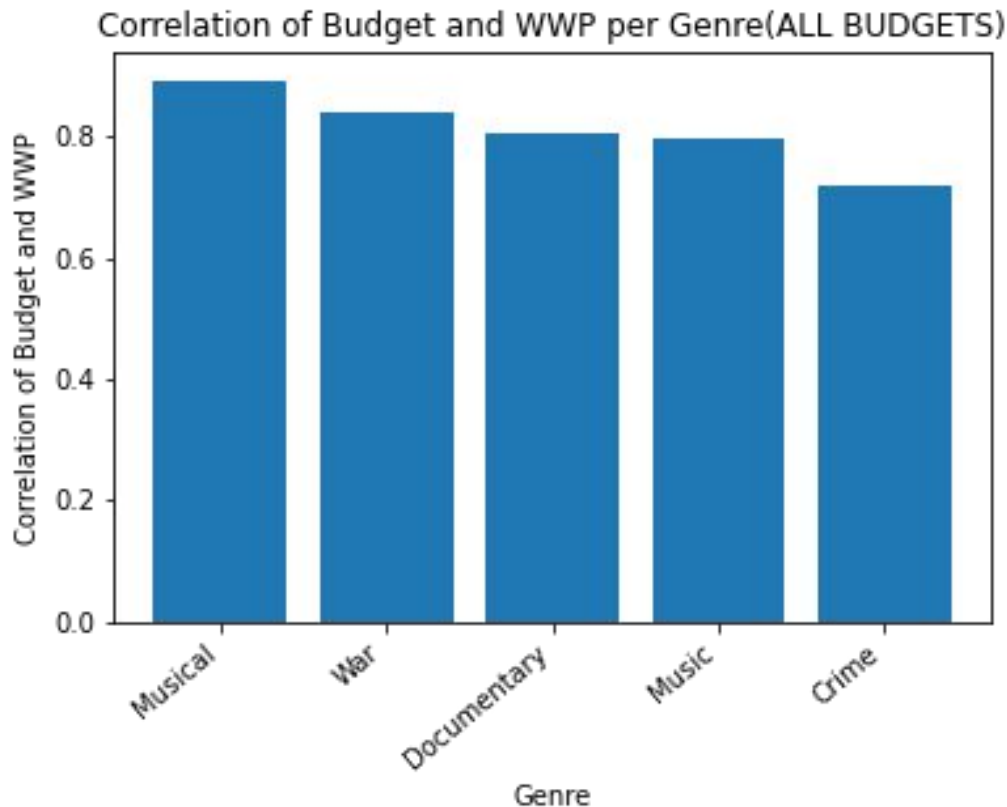
What genre of movie should we make?

- Data set covers:
 - Years: 2010 to 2018
 - Number of movies: 1541
- Best low/high budget genres
- Worldwide Profit (WWP) used as metric of success



Best overall genre: Musical

- Across all investment amounts
- Domestic + International success
- Greatest profit per budget dollar

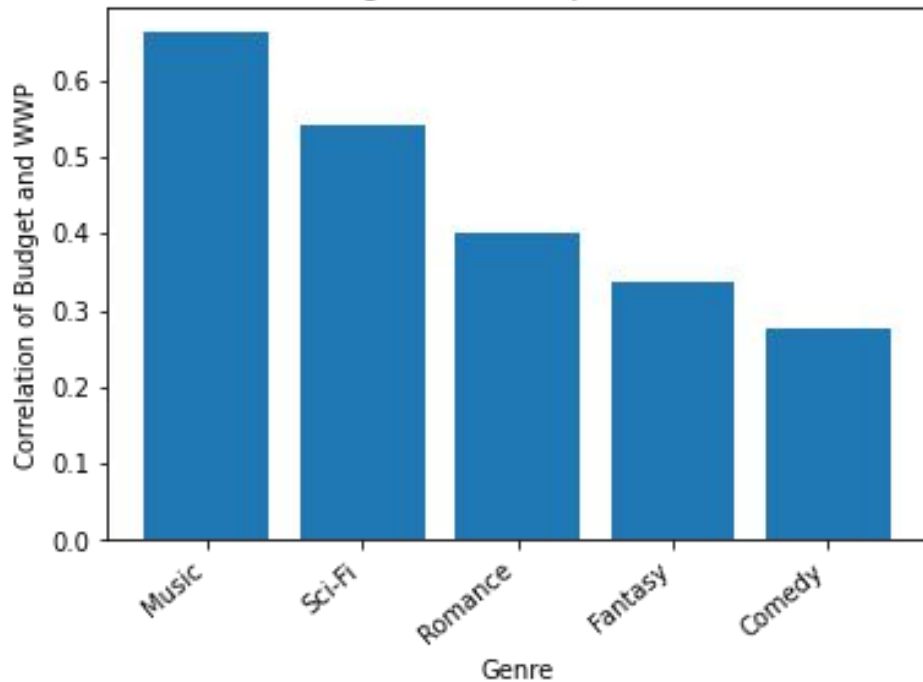


Best low-budget movie genre: Music

- Less than 5 million budget
- High production value at low production cost

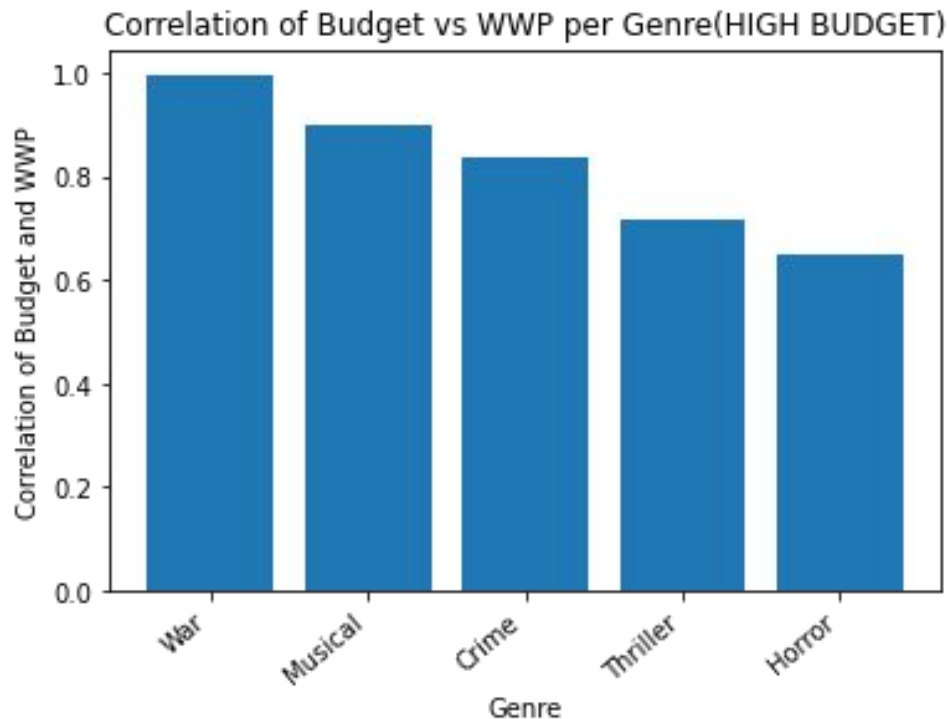


Correlation of Budget and WWP per Genre (LOW BUDGET)



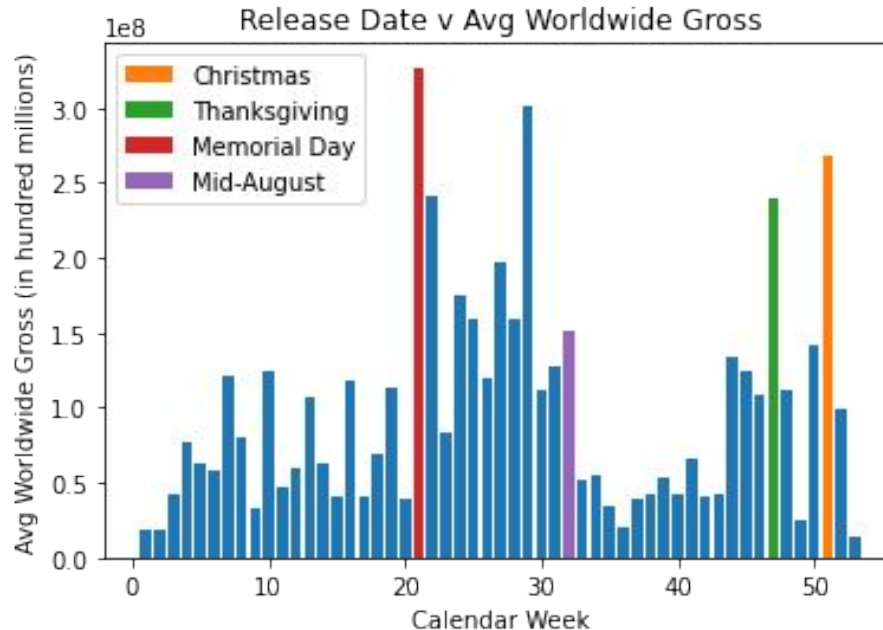
Best high-budget movie genre: War

- 50+million budget
- Moderate domestic success; great worldwide success



When is the best time to release a movie?

- Much more revenue generated between Memorial Day - Mid-August, in general
- Greater revenue around Christmas, Thanksgiving



Factors for Movie Success

Budget

High-value
Genres

Talent

Release
Date

Less than 5M
(low-budget)

Music
(low-budget)

Actors
& Directors with
top performance
metrics

June - Aug

At least 50M
(high-budget)

War
(high-budget)

Christmas,
Thanksgiving

Thank You!

Any questions?



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