

MOVIE GOLD

Unlocking Box Office Success Through Data

Presented By: Jake McCaig



WHY MOVIES?

\$85b

Worldwide Industry Revenue

For the year 2024 alone

5%

Worldwide Annual Growth

Expected to reach \$109.4b by 2029

1.9b

Worldwide Customer Base

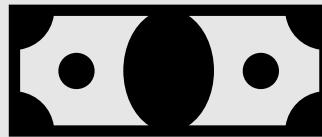
By 2029

Est. Revenue per customer - \$47.34 US

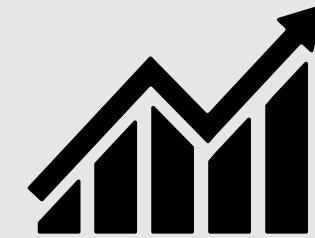




GOALS



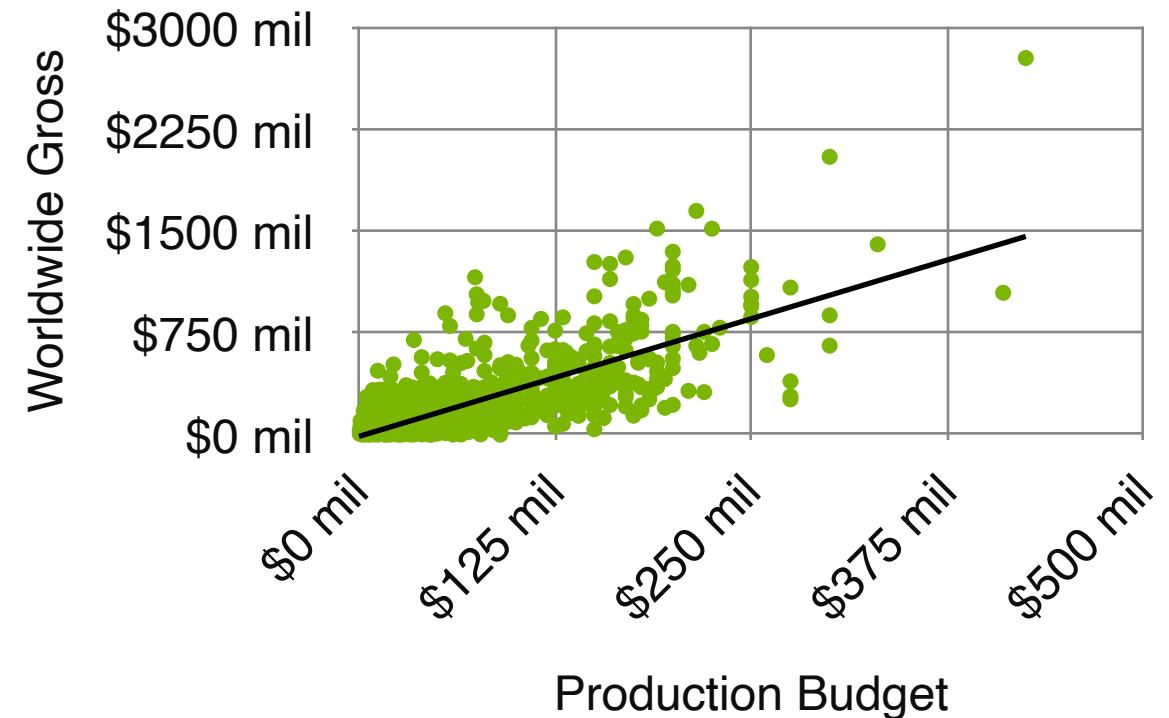
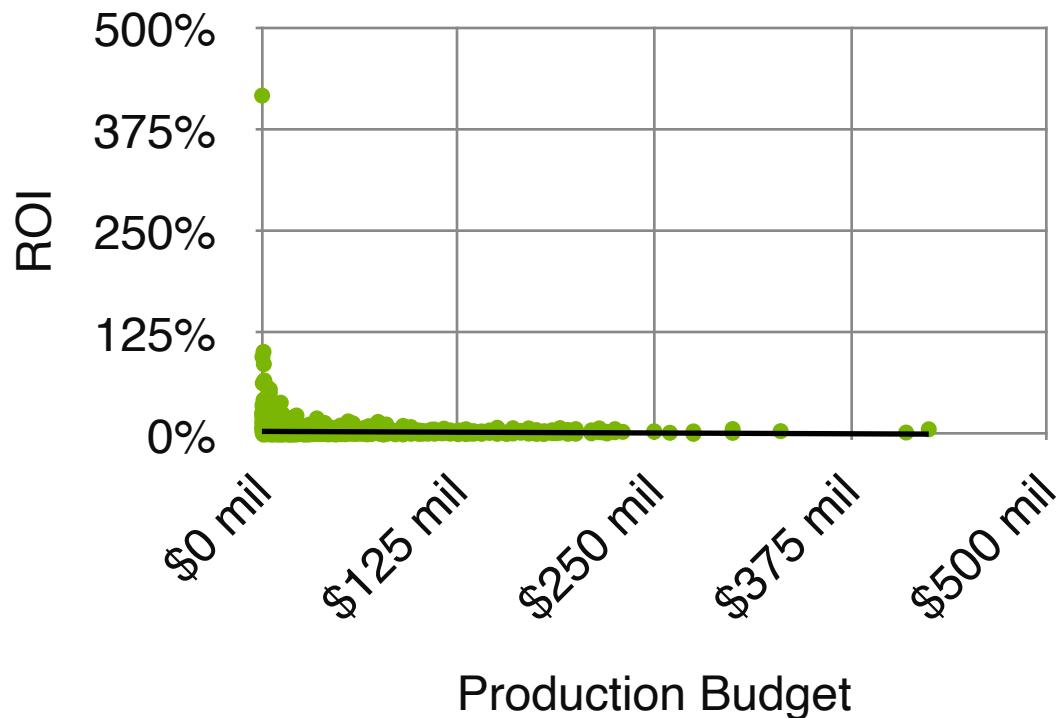
INCREASE
REVENUE



MAXIMIZE
ROI

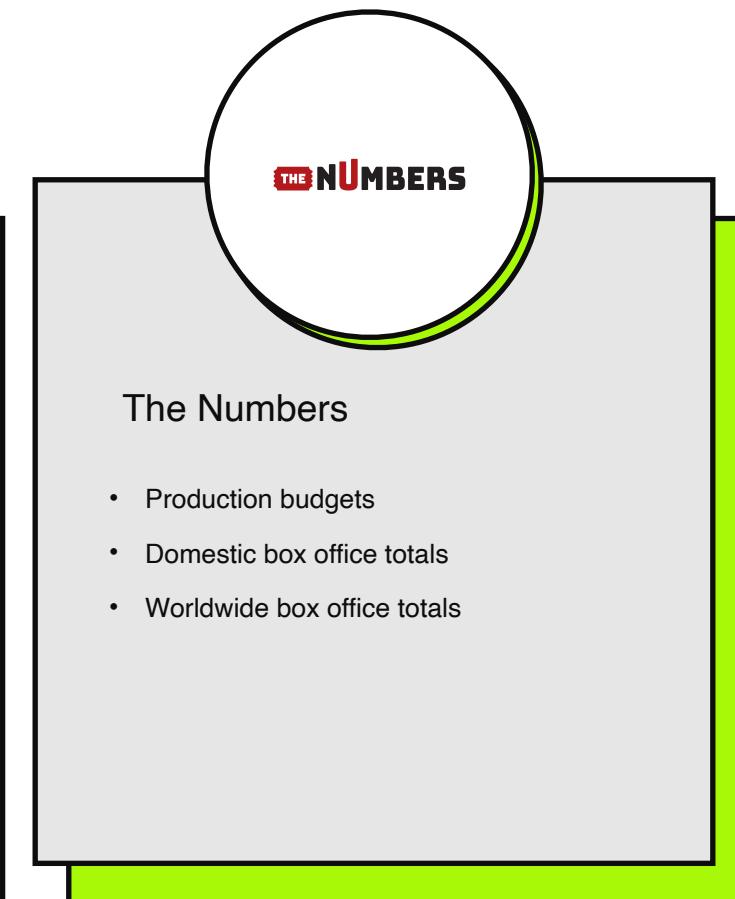
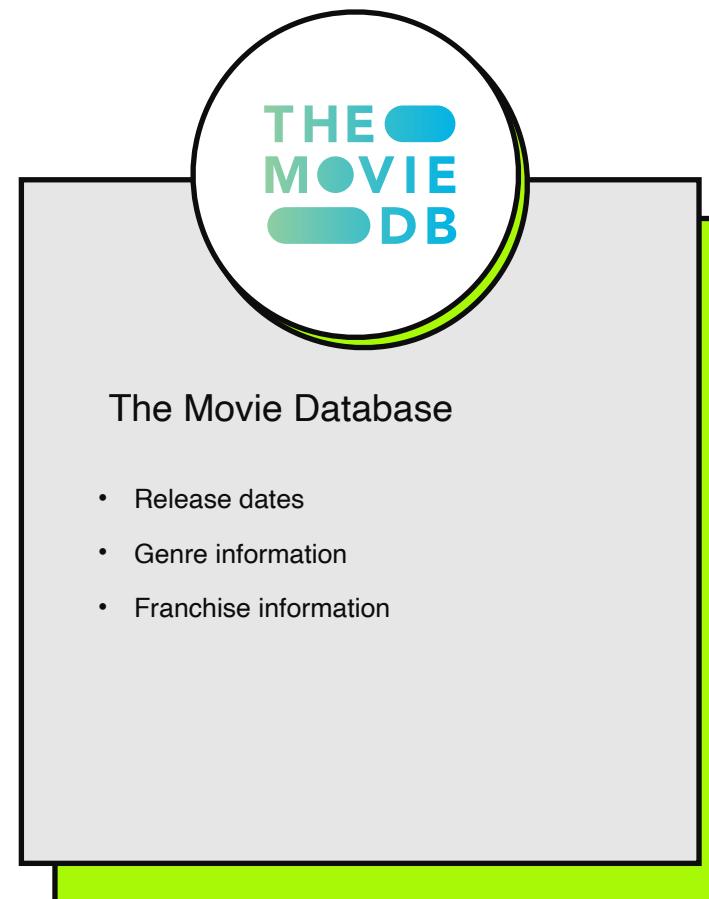
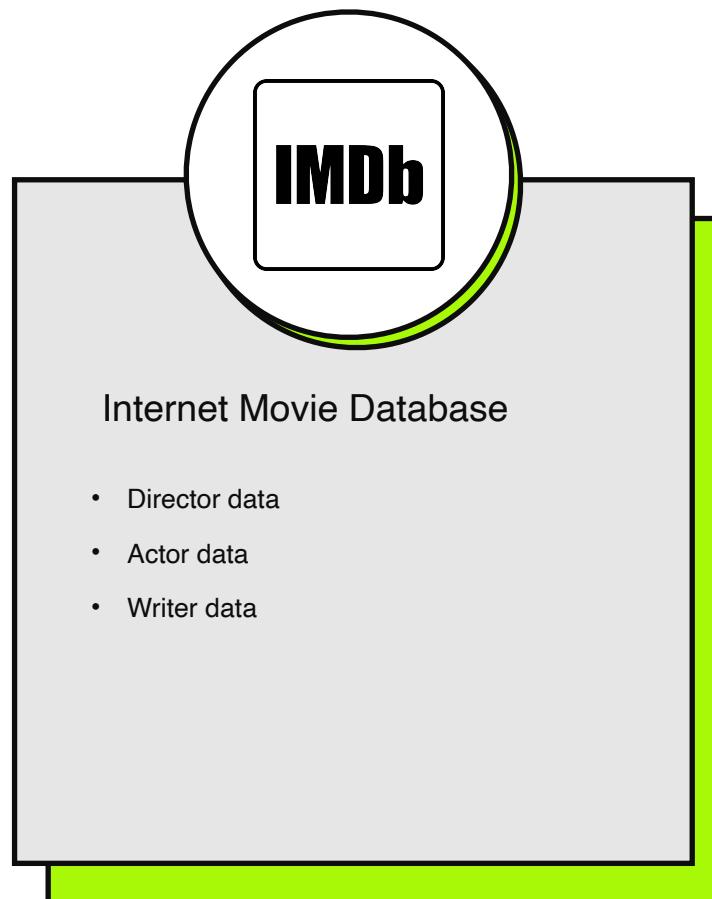


ROI vs REVENUE



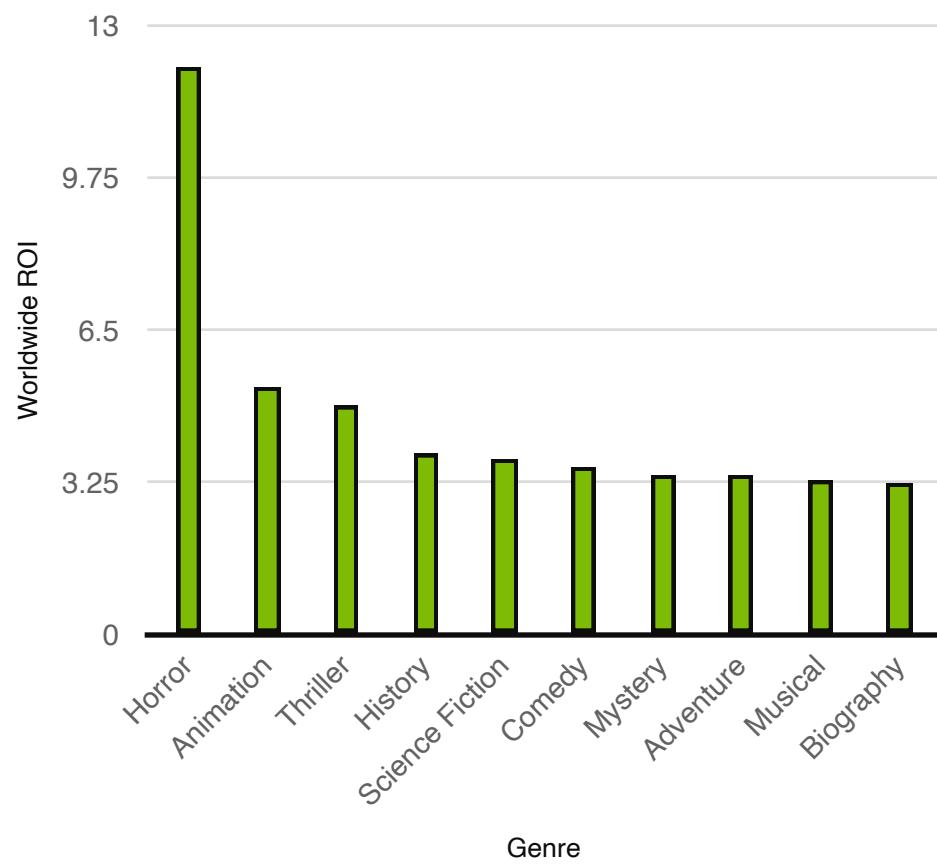


DATA





GENRE

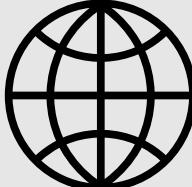


GENRE HAS A SIGNIFICANT IMPACT

- Horror has high value
- Animation/Thriller also perform well
- Remaining all perform lower but consistent

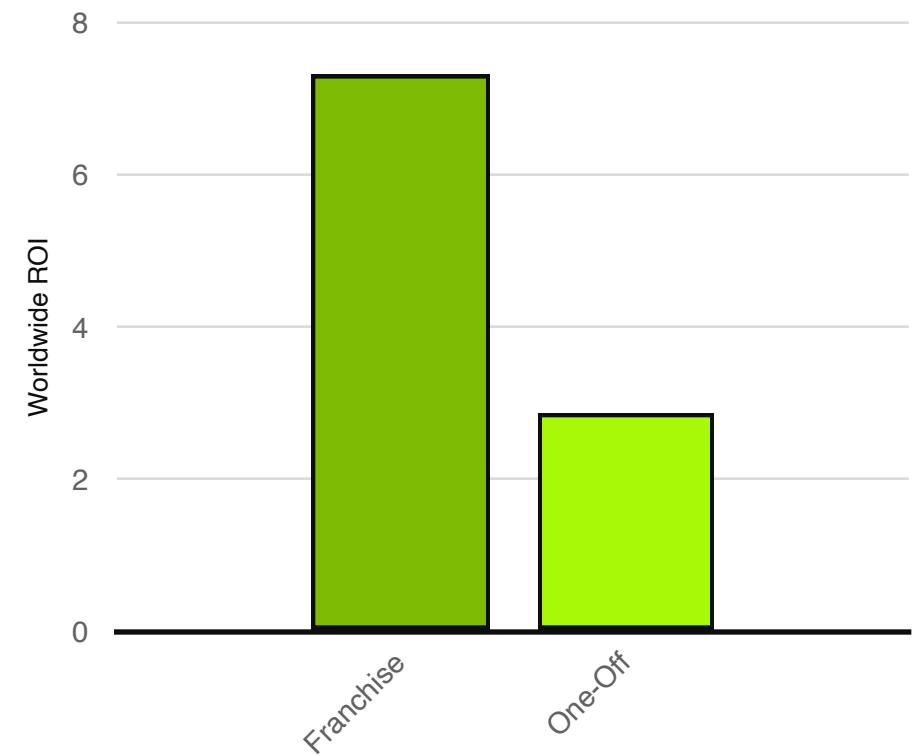


FRANCHISE



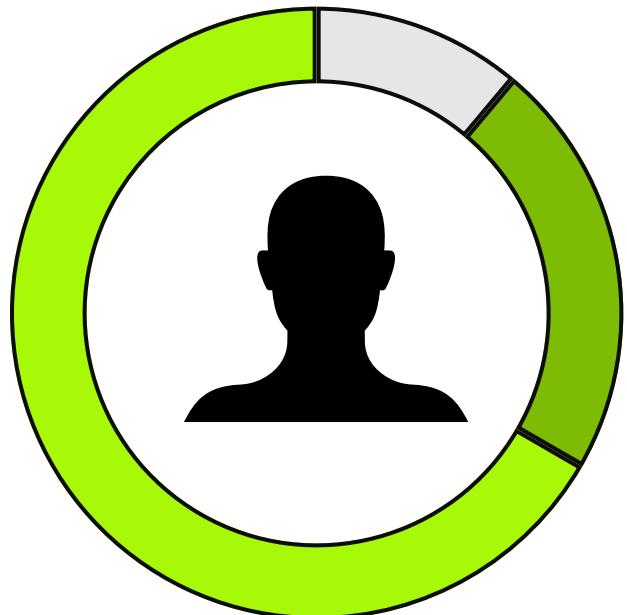
SEQUELS MAY BE IMPORTANT

- Franchise movies see 2x ROI





TALENT



○ Directors ● Actors ■ Writers

INVEST IN PEOPLE

- Writers have largest impact
- Actors have less of an impact but still matters
- Directors have least impact

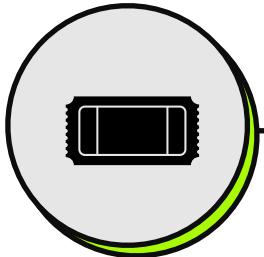


RECOMMENDATIONS



GENRE

Focus on genres that generally cost less to produce but results in higher ROI like horror, thriller, animation.



FRANCHISE

Audiences can become invested in movie universes. Focus on creating storylines that can continue.



TALENT

Great writing matters. When investing in talent, focus on writers first, followed by actors, then directors.

NEXT STEPS



GENRE

Drill down into more specific horror/thriller types.
Psychological? Thrasher?

RESEARCH MODELS

Netflix model?
Lock in talent for contracted number of projects?





THANK YOU!

Please reach out with any questions!



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Jake McCaig (He/Him) [Verify now](#)

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