
To Film or Not to Film?

— Is that even the question? —

Naté & Ting Ting
Flatiron Jr. Cadet's to the rescue

Preliminary investigation suggests market is ripe!

What kind of films to produce?

What should be a budget threshold?

What factors to consider for further research

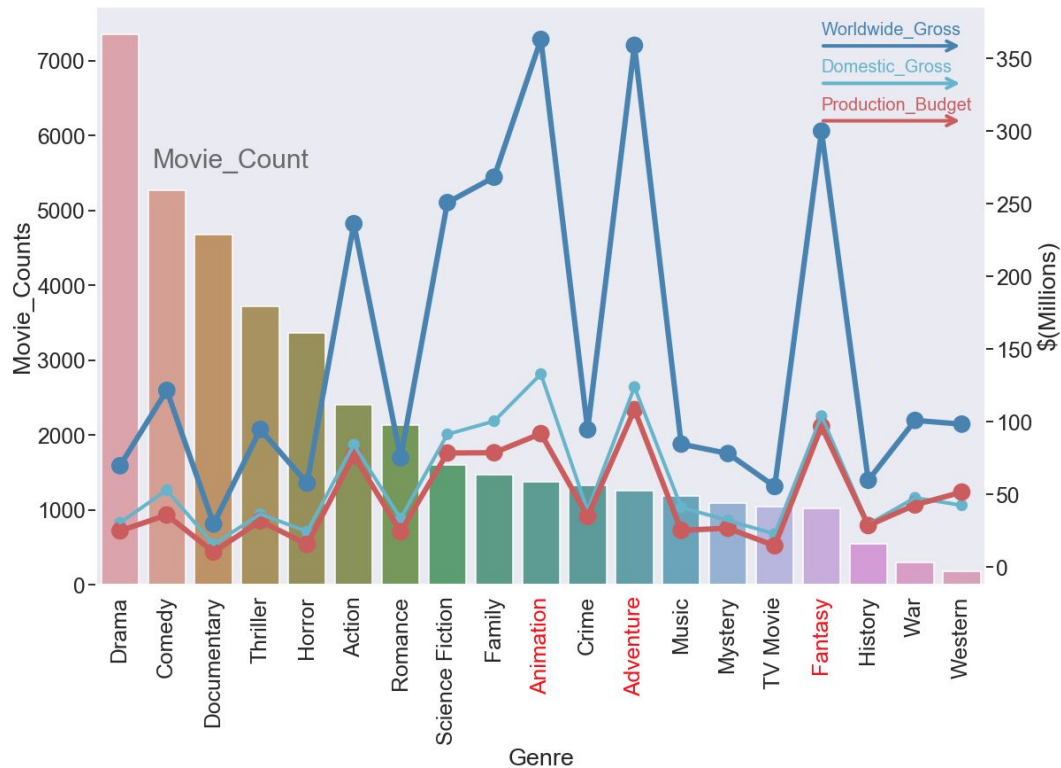
Investigative sources:

- Box Office Mojo
- The Movie Database
- The Numbers.com



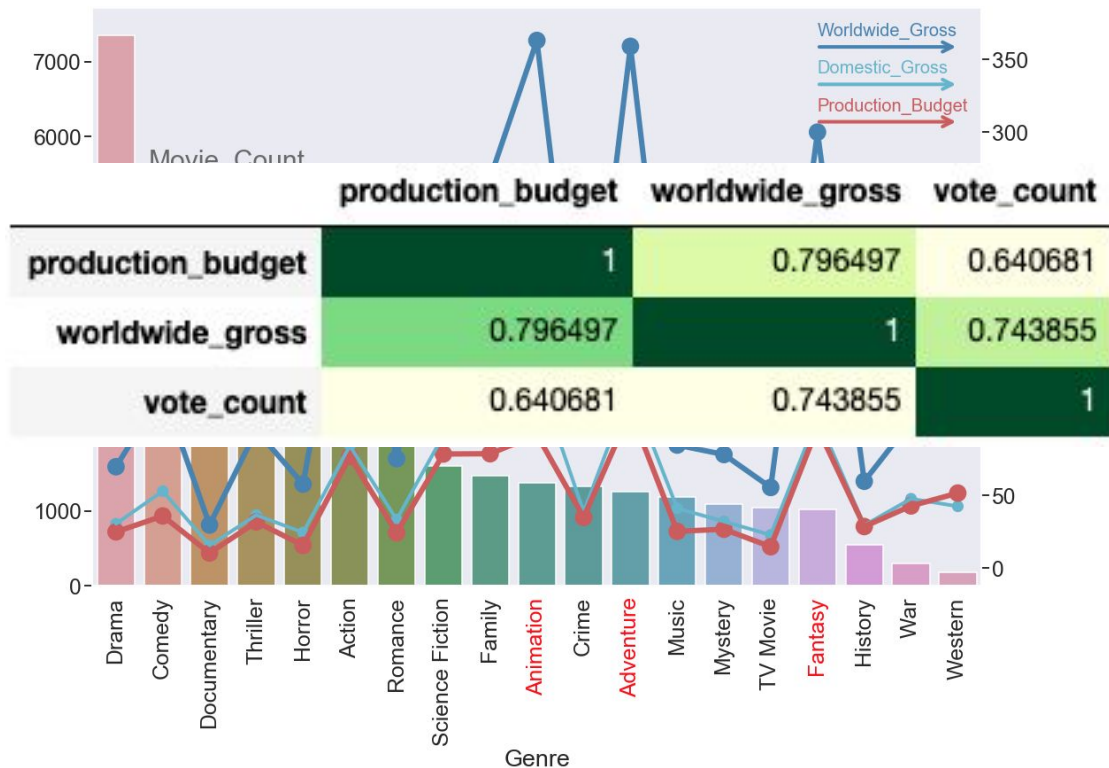
Don't be cheap, aim international.

Animation, Adventure, and Fantasy are most profitable with lower presence in the market.



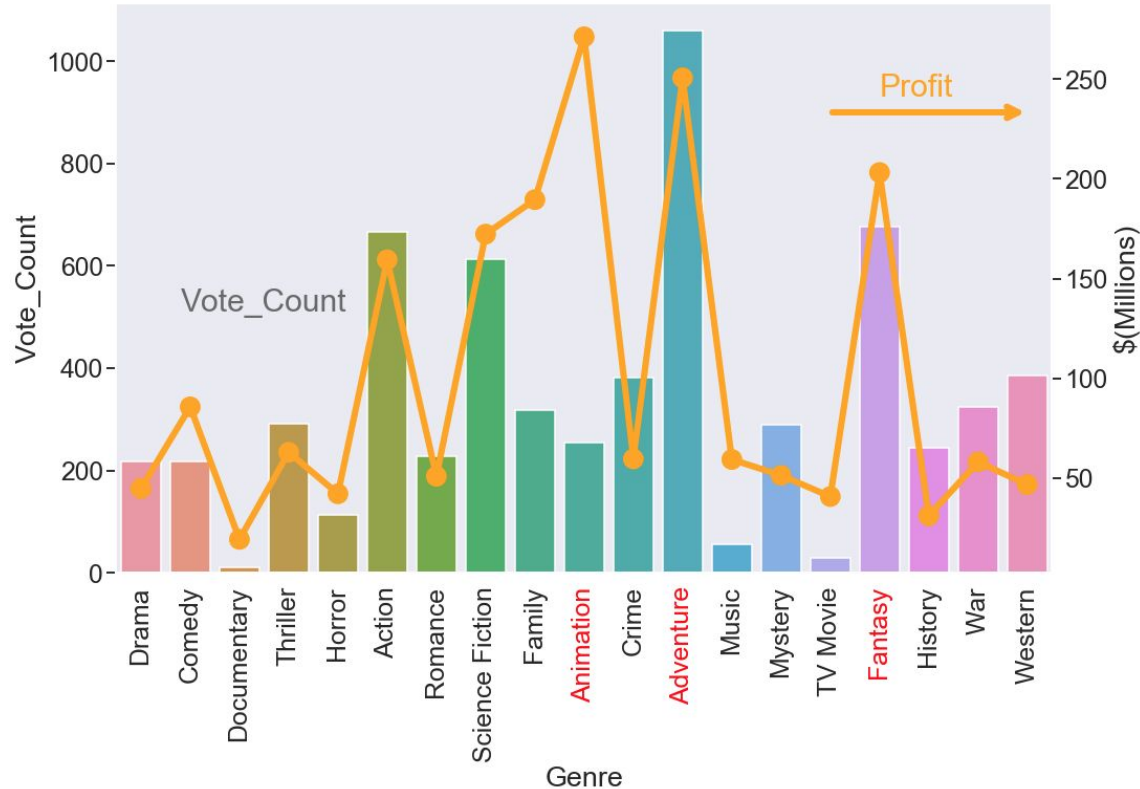
Don't be cheap, aim international.

Strong correlation between production budget and worldwide_gross



Enter market in the 'sweet spot'.

Low voter attention in Animation market, yet high profit margin.



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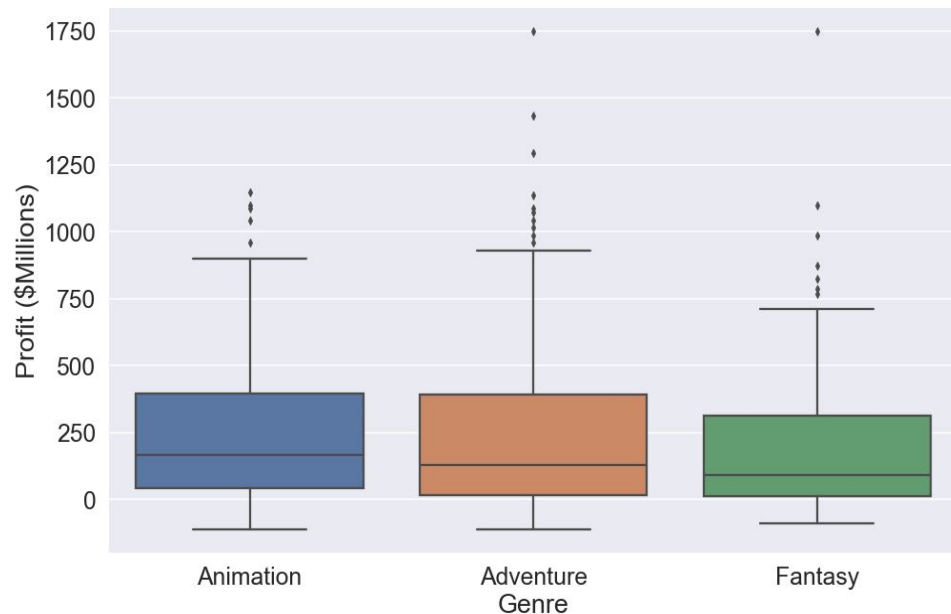
Out of ~26,000 movies, only 92 released in the 'sweet spot' within last 10 years.



There is *some* risk involved.

Between 10-20% of movies within these genres see loss.
Good margins for success!

Profit Summary of High Return Genres



Performance of Movies in High Return Genres

Genre	Movie_Count	Loss_Count	Profit100M_Count	Profit1B_Count
Animation	101	12	62	4
Adventure	271	48	144	8
Fantasy	164	29	77	2

Future Research

- What would be good studios to partner with?
- Marketing strategies
- More specificity of budget thresholds
- Other Data Sources (IMDB, Rotten Tomatoes)