



MOVIE GENRE PROFITABILITY

Nicholas Gigliotti





The Choice of Genre

- Different genres have different production requirements.
 - *Specialized actors*
 - *Specialized writers*
 - *Specialized designers*
- Genres vary in popularity and profitability.
- Don't let this decision sneak up on you.

Research Questions

What genres have the strongest correlation with ROI?

A white downward-pointing arrow connects the first question box to the second.

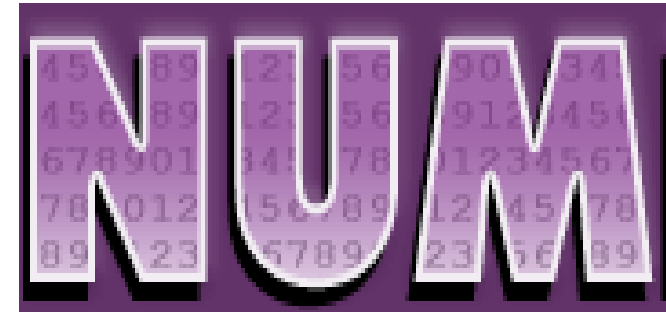
How does budget affect these correlations?

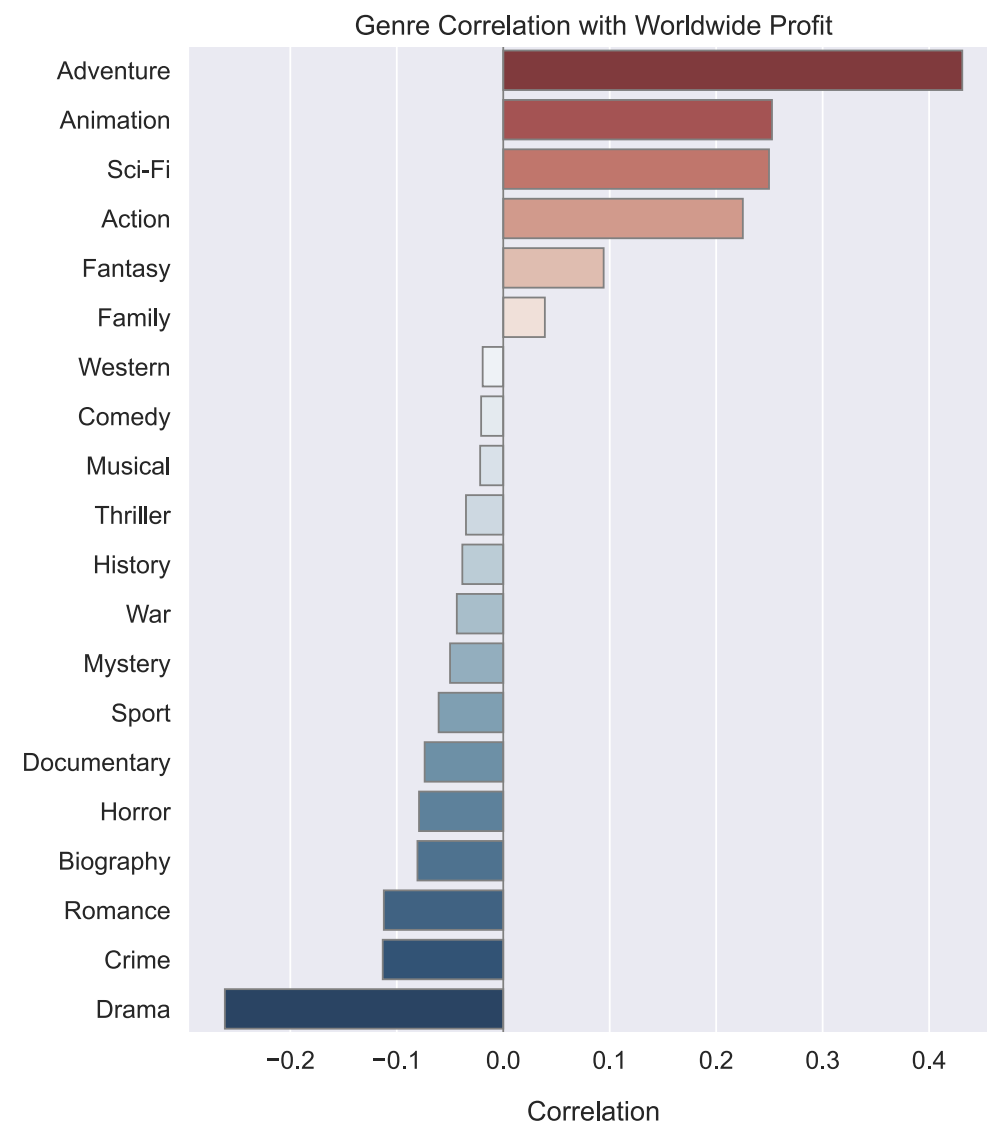
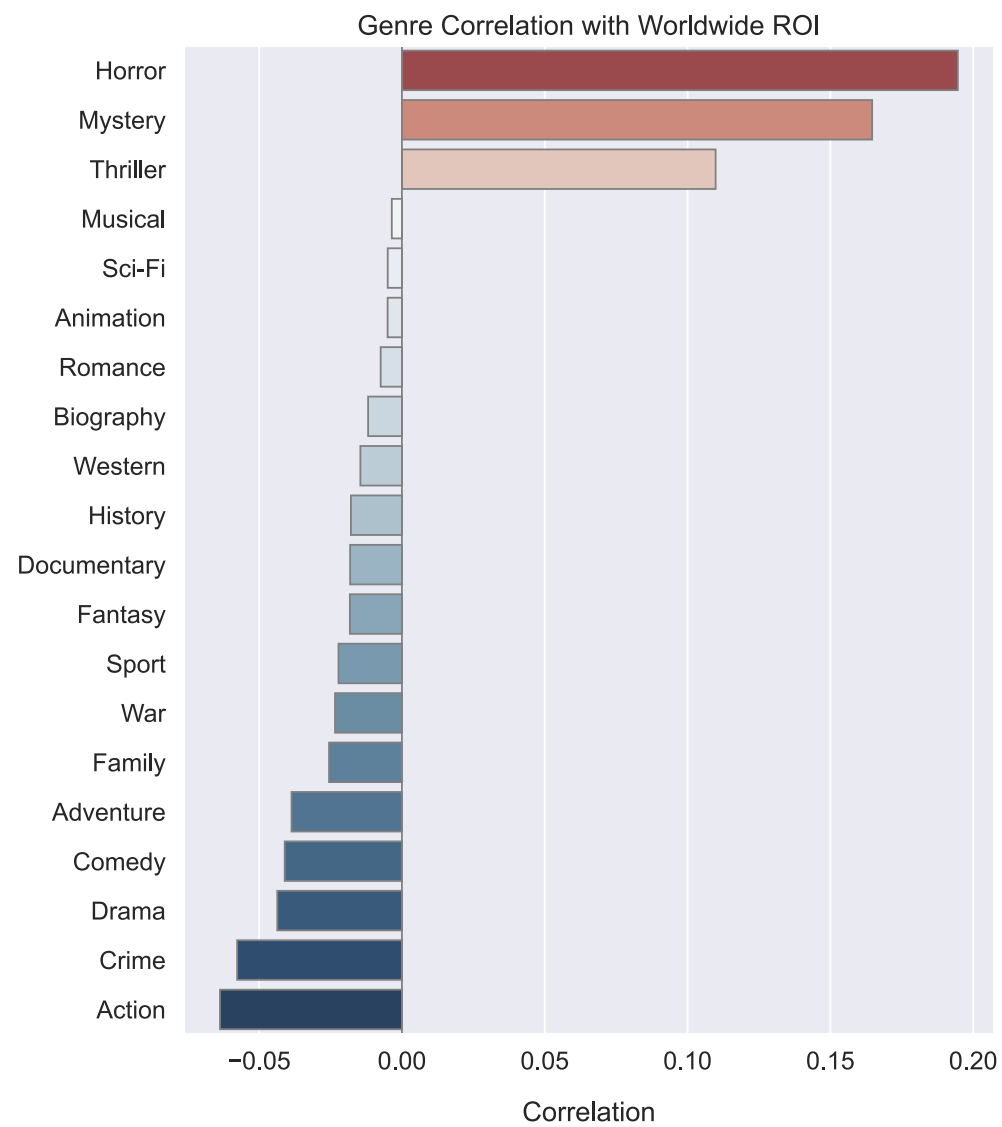
A white downward-pointing arrow connects the second question box to the third.

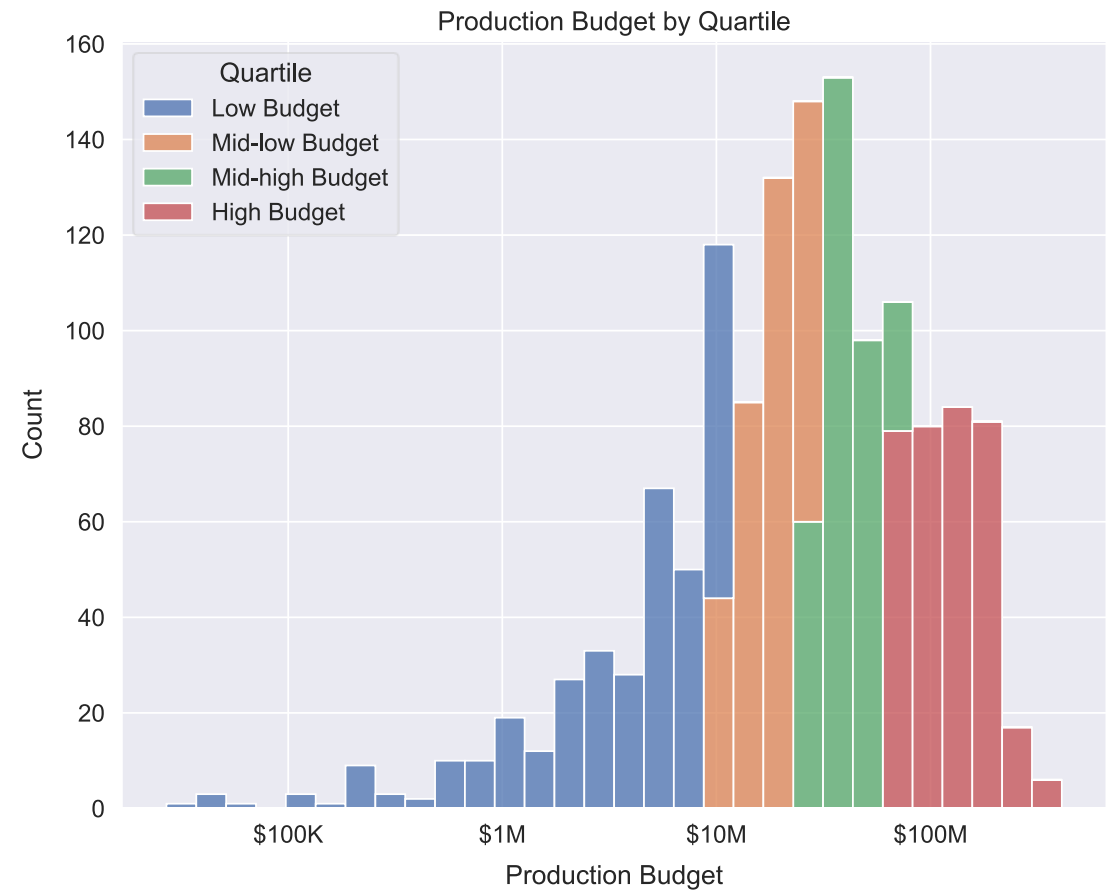
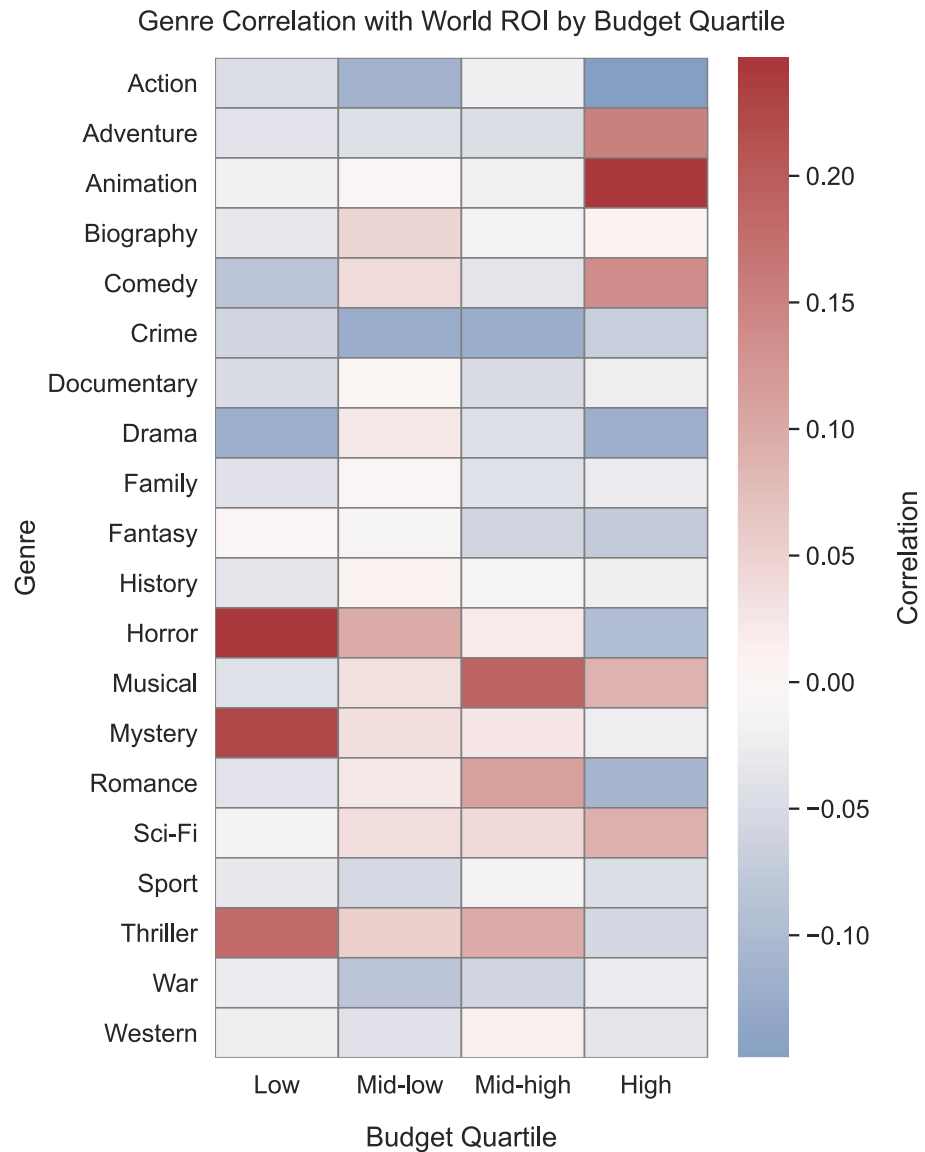
Are high or low-budget films more profitable?

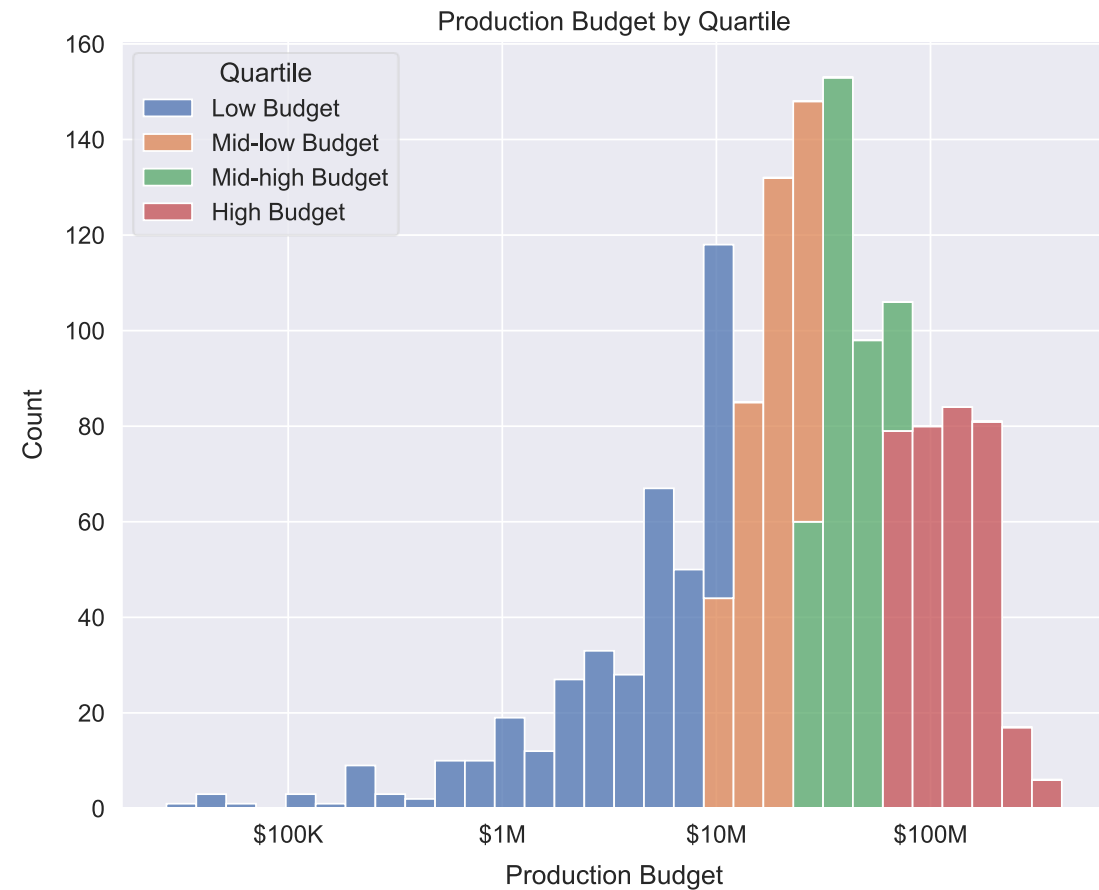
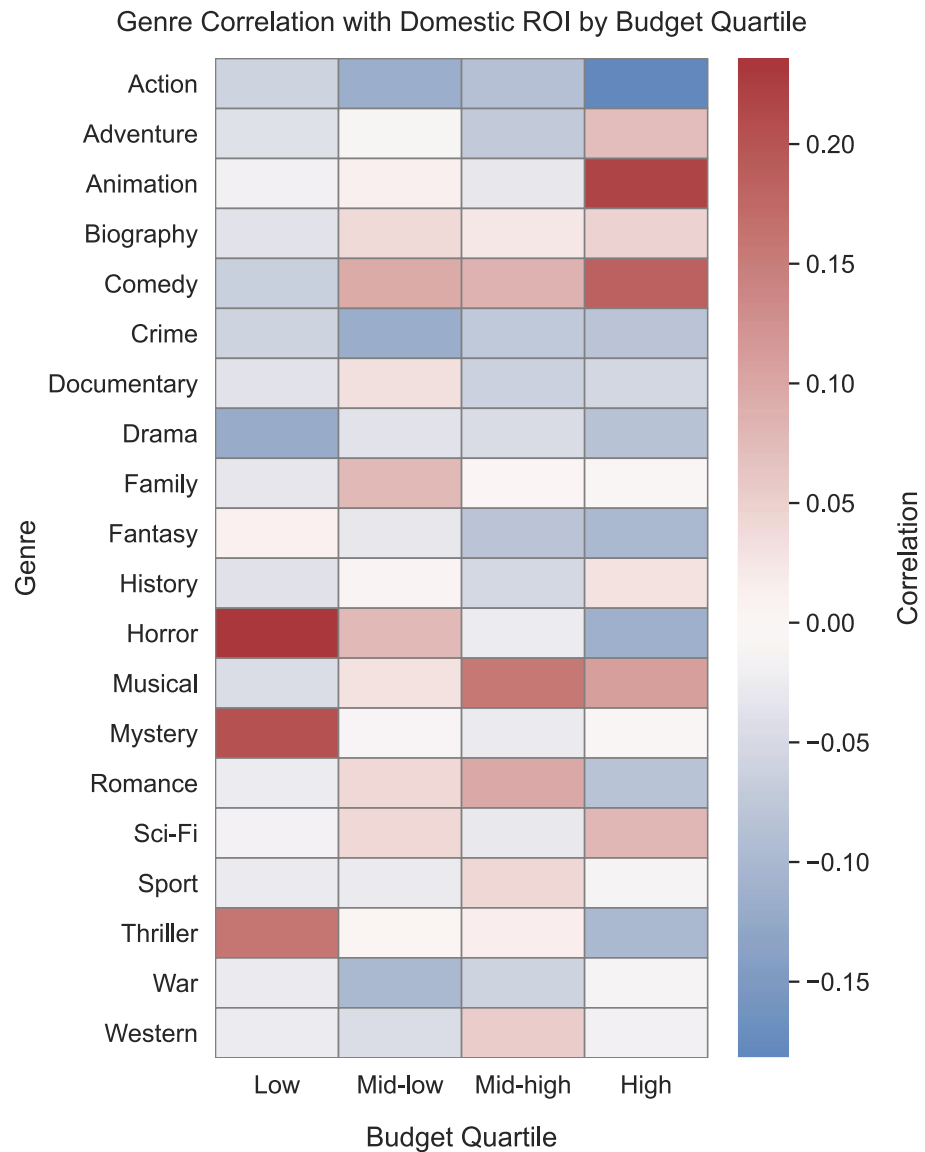
Data Sources

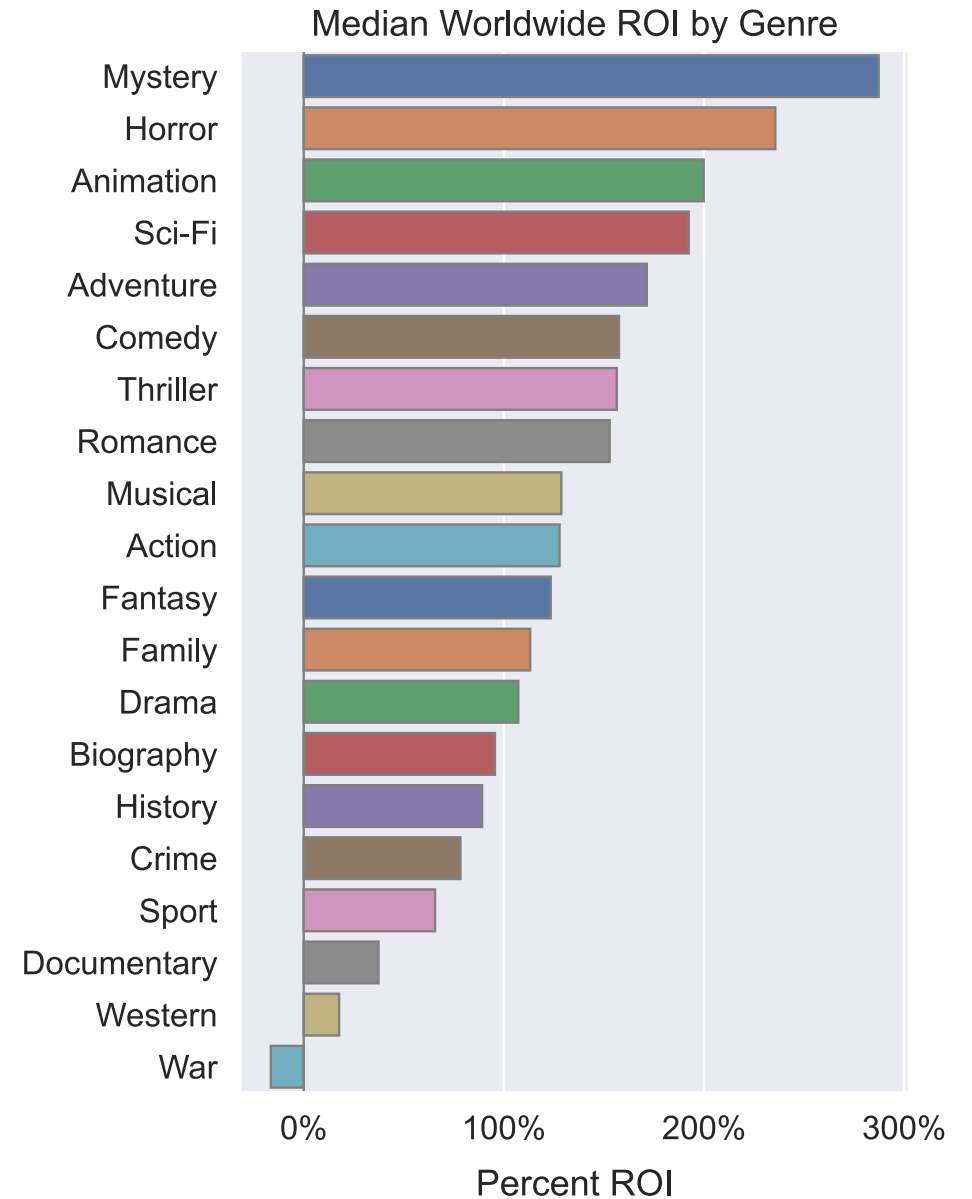
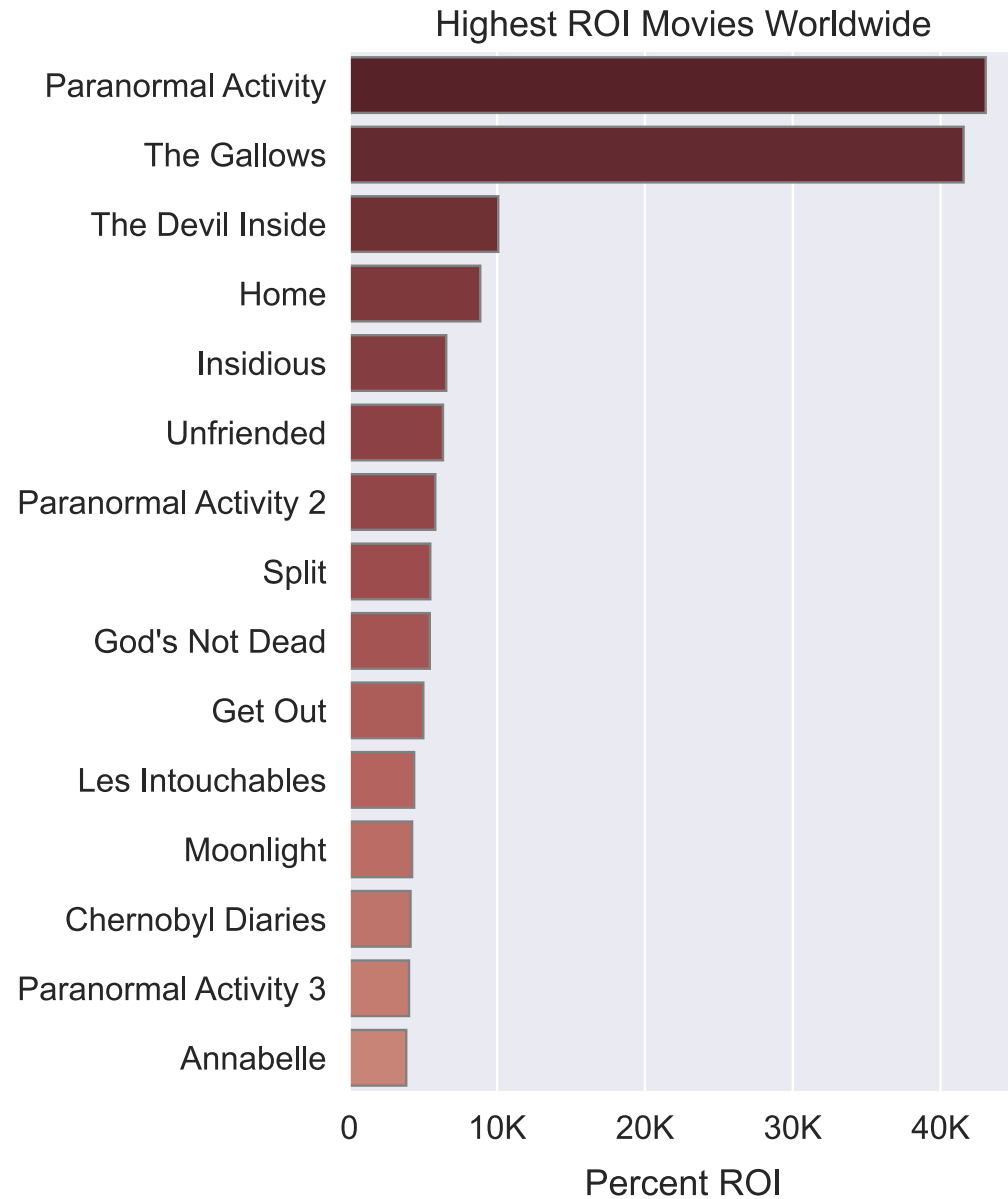
- Internet Movie Database
 - *Large database*
 - *Has genre information*
 - *Subsidiary of Amazon*
- The Numbers
 - *Smaller data collection*
 - *Has financial data*
 - *Owned by Nash Information Services*



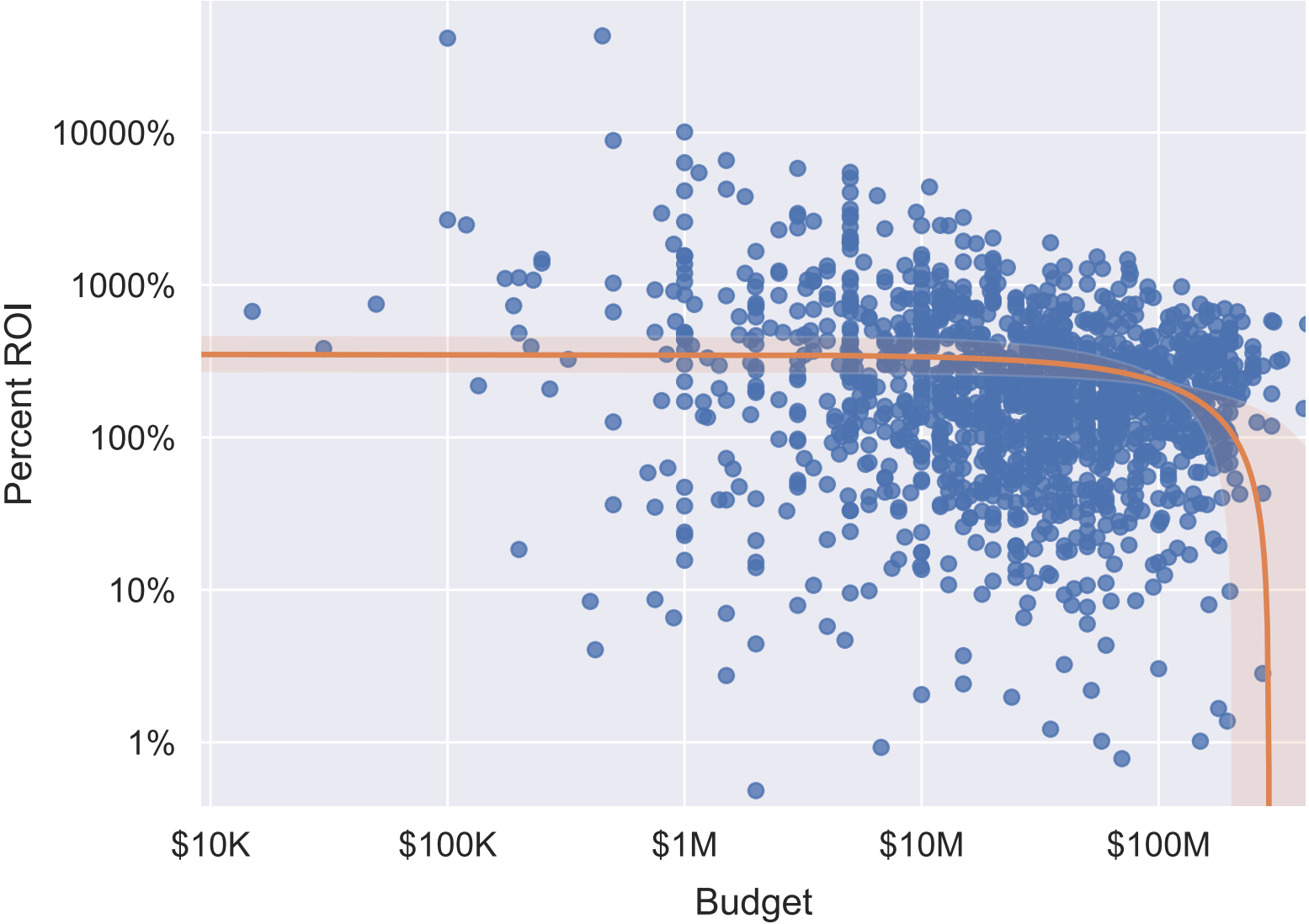








Budget vs. Worldwide ROI



Conclusions

1. For high-budget productions, go with animation.
2. For low-budget productions, go with horror.
3. Stay away from drama, action, and crime.
4. Keep your movie budgets under \$250M.