



MOVIE GENRE PROFITABILITY

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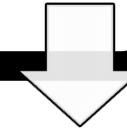
The Choice of Genre

- 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.

What genres have the strongest correlation with ROI?



How does budget affect these correlations?



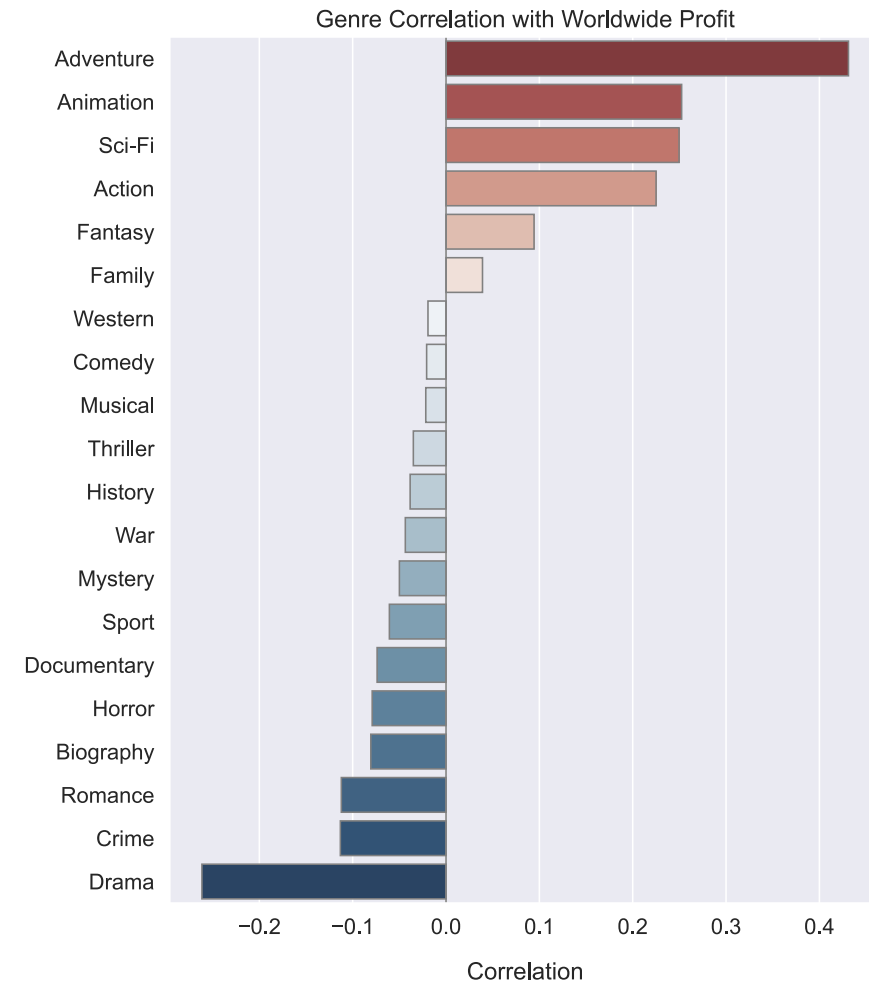
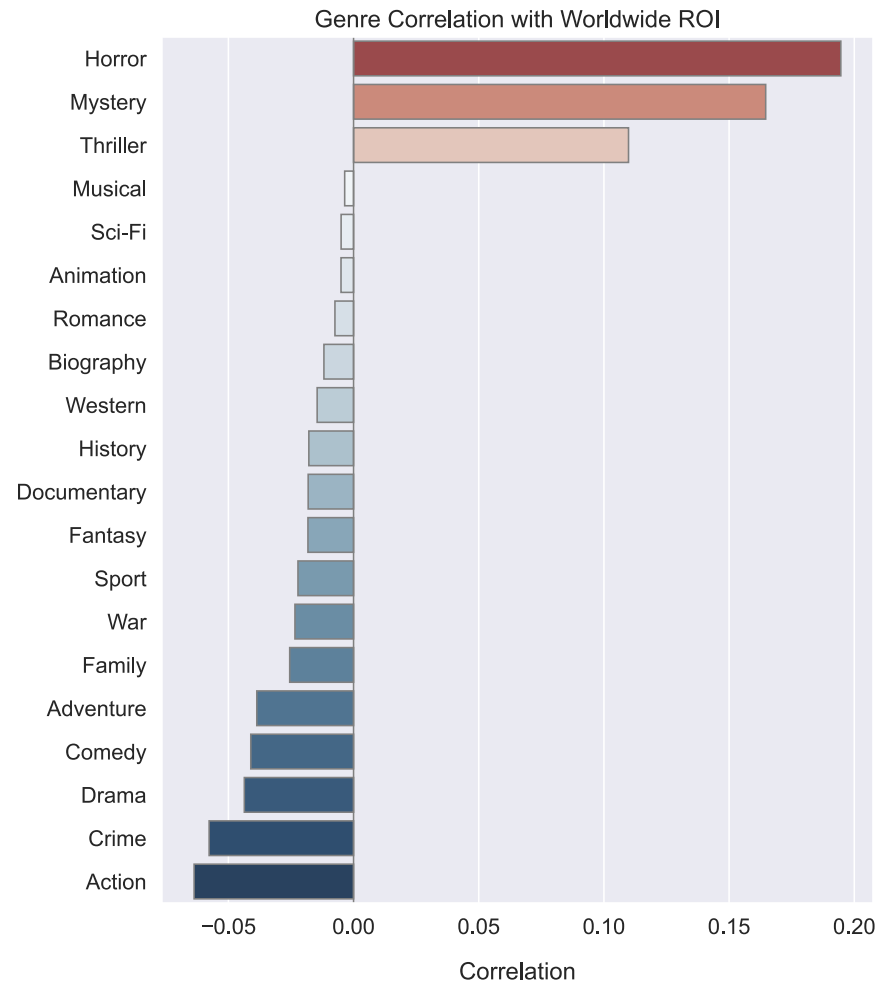
Are high or low-budget films more profitable?

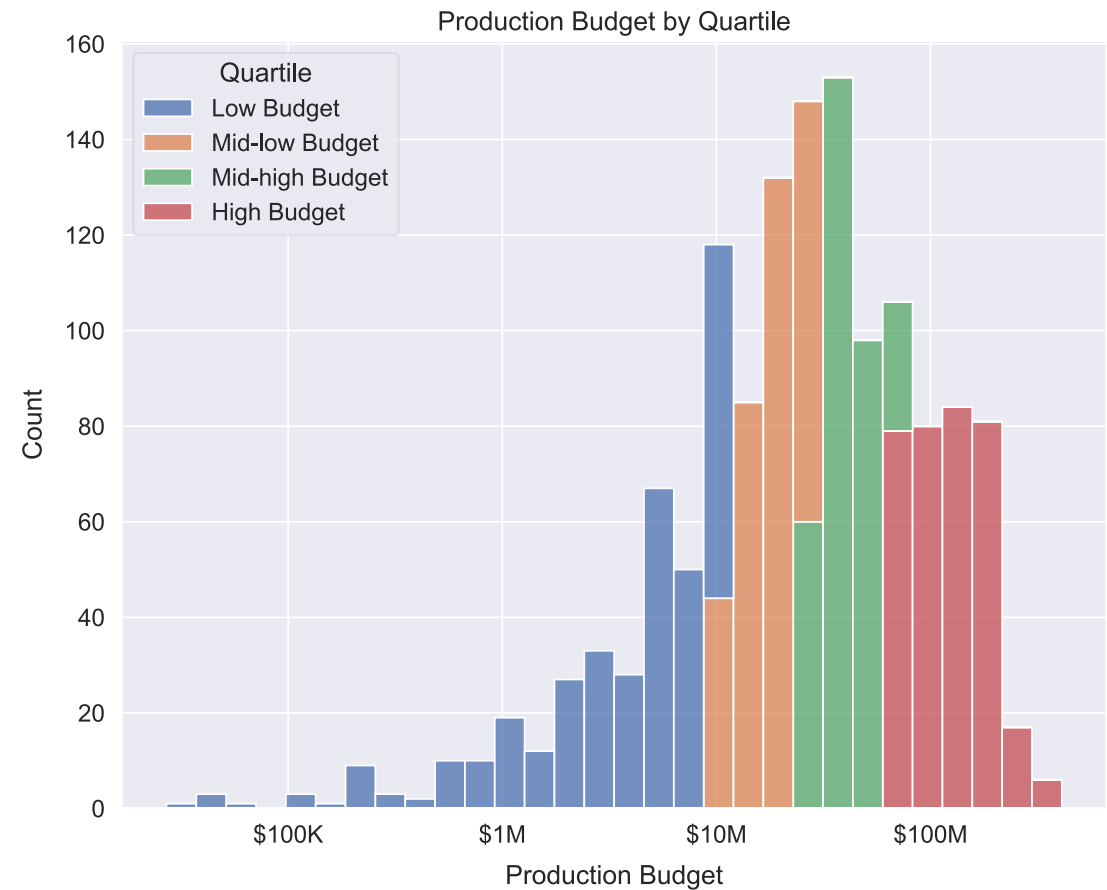
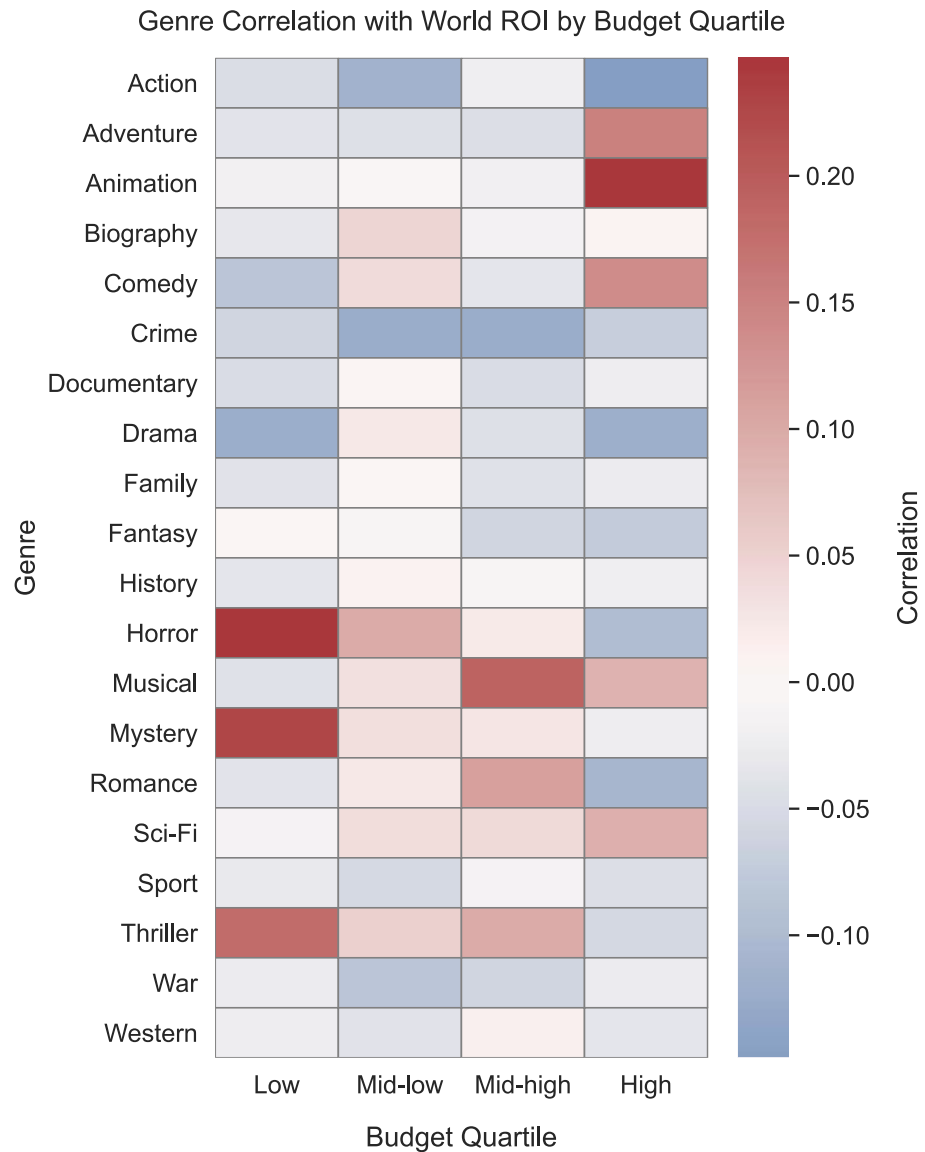


Data
Sources

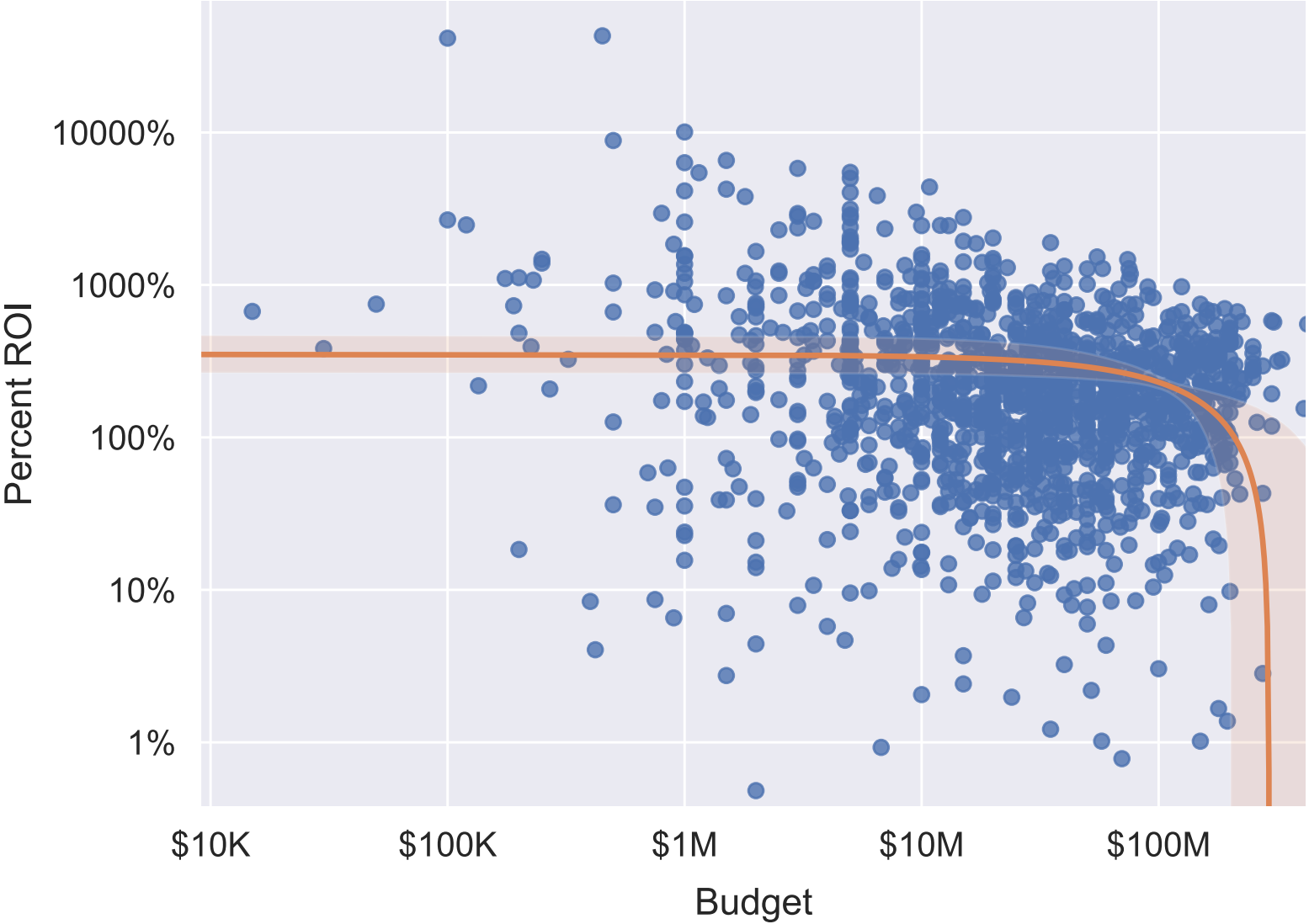
THE NUMBERS

ROI takes budget into account.





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.