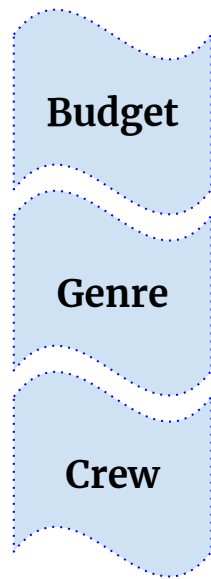


Understanding the Movie Industry

Market Penetration Strategy:
Key Success Factors Budget-Genre-Crew

DN Movie Industry Consulting Firm
Dmitry Mikhaylov & Ngoc Tran
Jun 19, 2019

Three Success Factors for Market Penetration Strategy



- Is it worth it? The industry is booming but:
 - Production budgets and ticket sales vary significantly
 - Need to analyse specific budget categories to get actionable insights
- Which genres should we focus on?
 - Genres popularity ratings, mean and variances analysis
- Whom should we hire?
 - Actors, actresses, directors, and writers, each with a “proven track record of success”

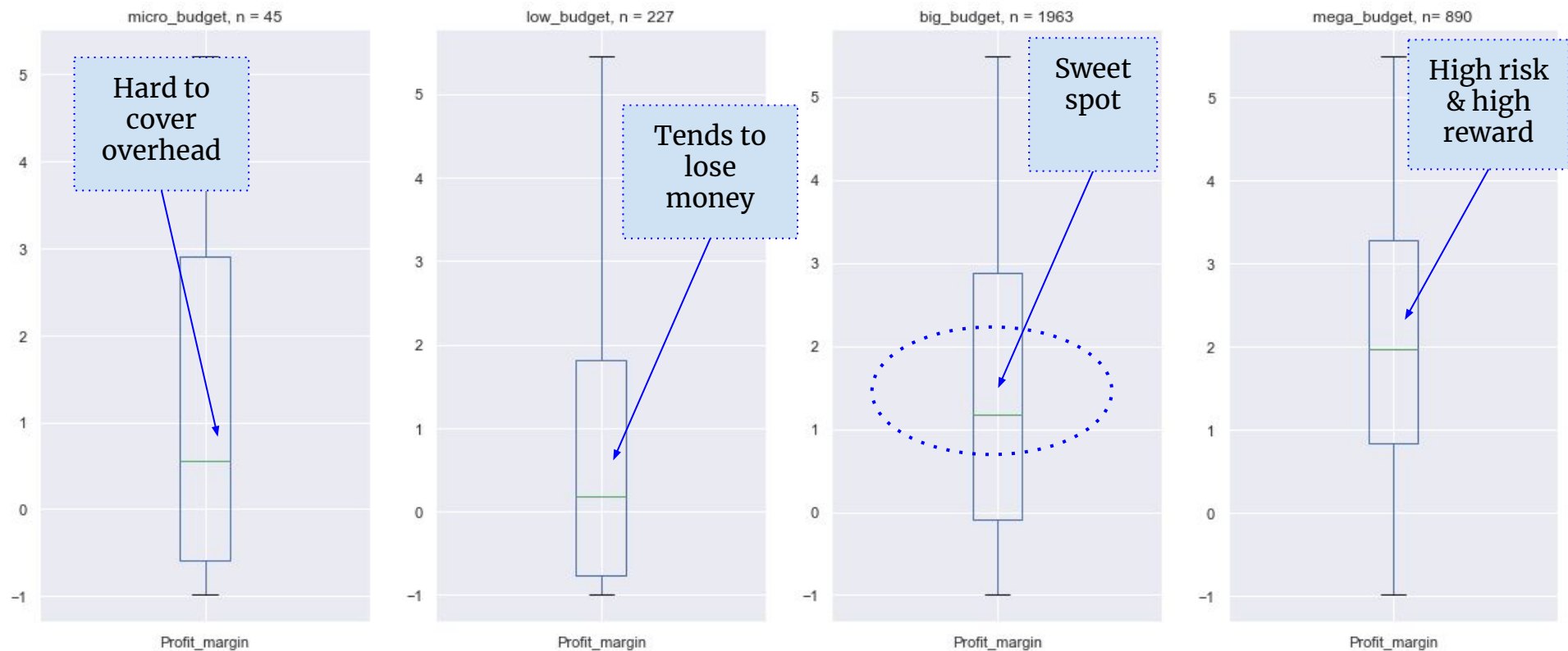
Industry Profitability Analysis



Budget Subgroups

micro: $\leq 50K$
low: $50K - 3M$
big: $3M - 50M$
mega: $> 50M$

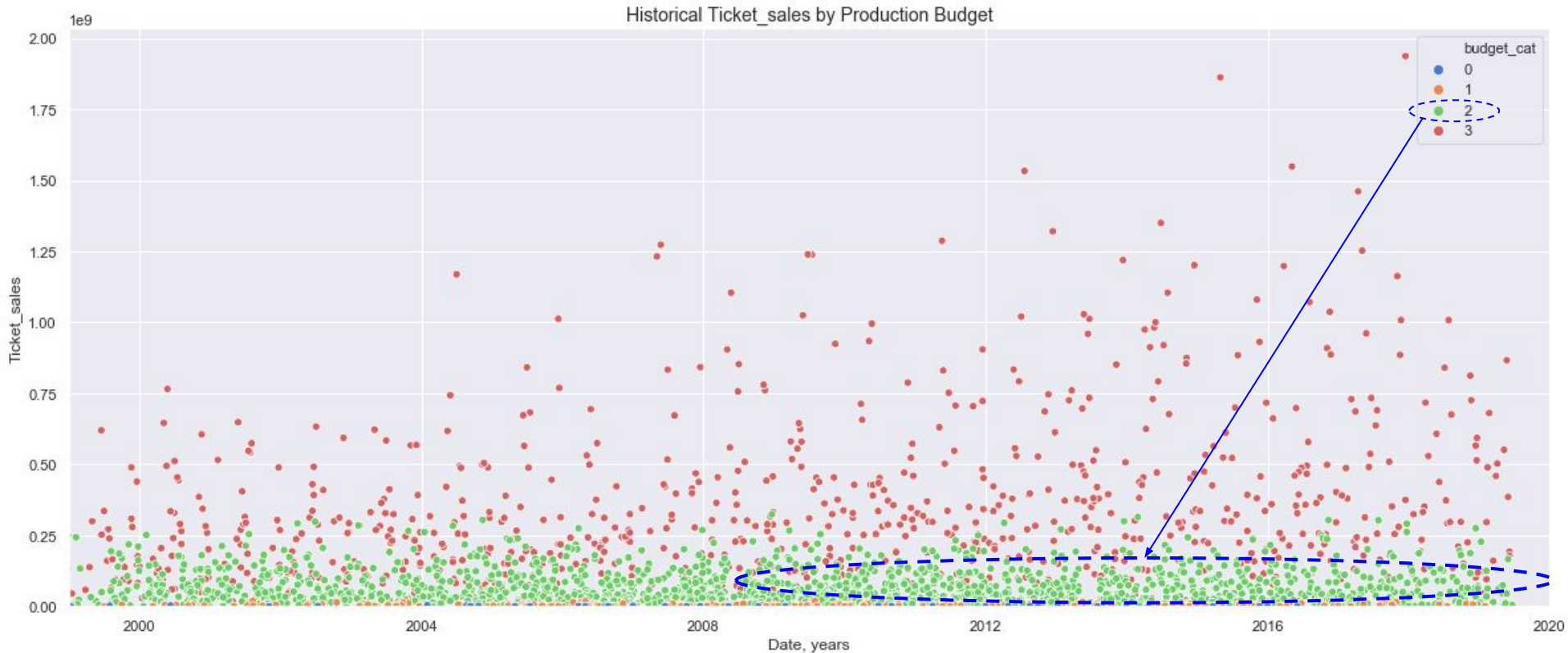
Budget



Empirical Map of the Industry

micro: $\leq 50K$
low: $50K - 3M$
big: $3M - 50M$
mega: $> 50M$

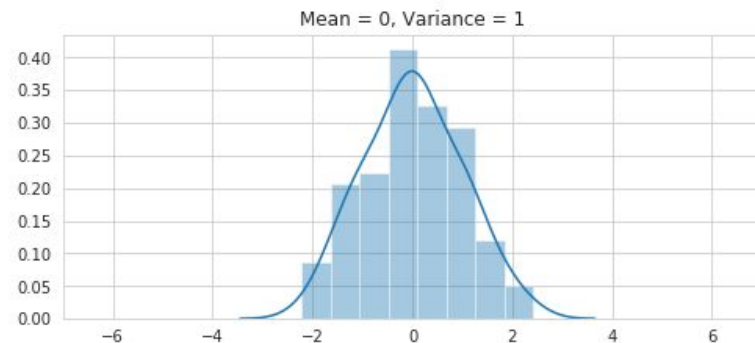
Budget



Genres

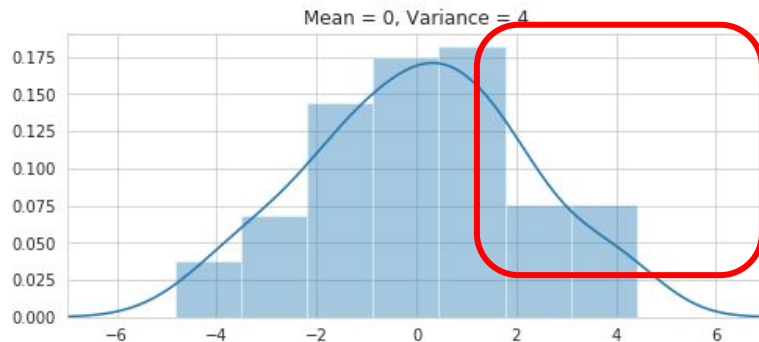
High mean – low
variance average
rating categories

Genres



High Performers:

- News
- Biography
- Documentary



Stay Away From:

- Horror
- Sci-Fi
- Western
- Action
- Thriller
- Fantasy

High Mean – Low Variance!
(It's good to be
consistently good.)

Movie Crew

At least 5 movies
with average
ratings of 8 or
higher

Crew

<u>Actors</u>	<u>Actresses</u>	<u>Directors</u>	<u>Writers</u>
Timothy J. Cox	Lauren Lopez	Josh Lowell	Nick Rosen
Joshua Bell	Lelani Mitchem	Tim Van Someren	Alvaro Calderón
Ian Cranston	Sargun Mehta	Nick Rosen	Matt Lang



Conclusion



Budget

- Choose big-budget movies; avoidance of micro-, small-, and mega-budgets, focused approach and budgetary controls



Genre

- Consider high mean - low variance average rating categories: News, Biography, and Documentary genres



Crew

- Hire successful people based on strict selection criteria: at least 5 movies with average ratings of 8 or higher

Credits

Movie budgets:

- `tn.movie_budgets.csv.gz`

Genres:

- `imdb.title.basics.csv.gz`
- `imdb.title.ratings.csv.gz`

Crew:

- `imdb.title.principals.csv.gz`
- `imdb.title.ratings.csv.gz`
- `imdb.name.basics.csv.gz`