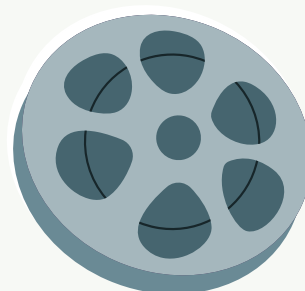


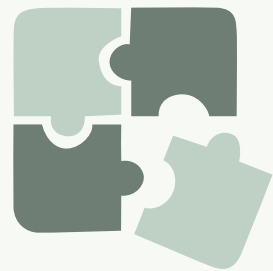
Lights, Camera, Profit: The Low-Risk Studio Launch Playbook

A data-driven film-making recommendation
By Warren Patsi



Overview

- Data-driven insights for new studios to minimize risk and maximize profits



Core Challenge

Identifying profitable film types with zero production experience



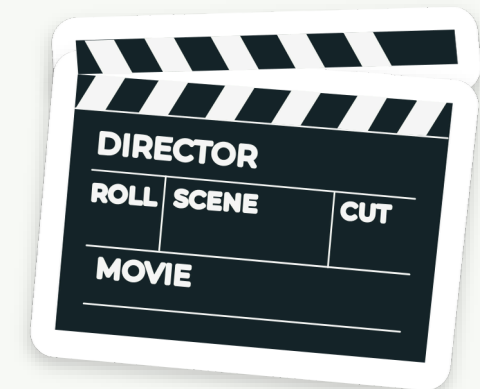
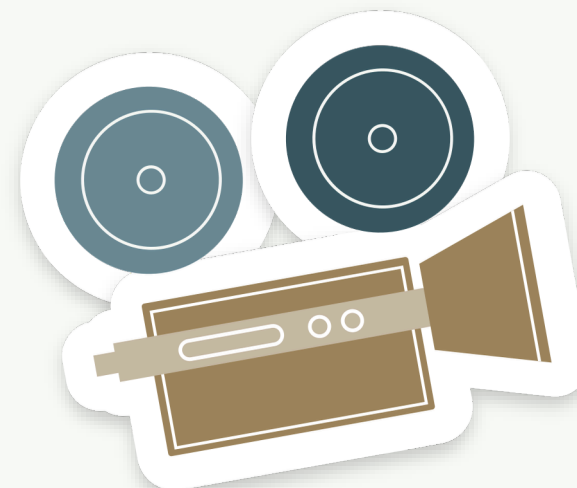
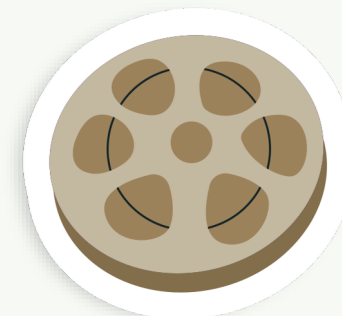
Horror Solution

\$10M horror films deliver 1143% ROI
(Lowest risk, highest returns)



Timing Advantage

July releases yield 350% ROI



Business Objectives



Find top 5 profitable genres



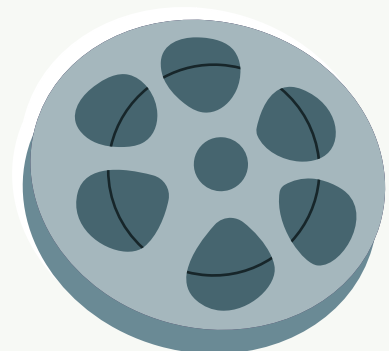
Optimize release timing



Validate Low-budget viability



Recommend 3 proven directors



Targets Achieved



5 high-ROI genres identified



3 peak months confirmed

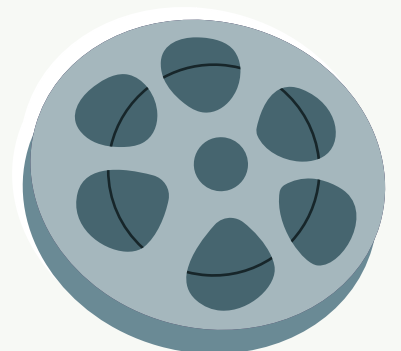


<\$10M films have 395% avg ROI

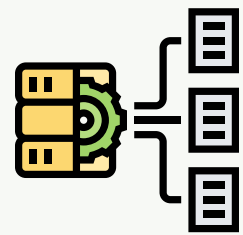


3+ proven specialists recommended

Analysis of 1,422 films (2010-2020)

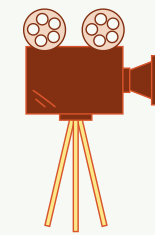


Primary Sources



THE NUMBERS

- 5,782 films
- Budgets & revenue
- 2010-2020



IMDB

- 146k films
- Genres & directors
- Cleaned to 1,422

Final dataset: 1,422 professionally produced films



Data Quality Assurance



Professional Filter

Excluded amateur films
(<\$100k budgets)

ROI Calculation

Computed profit =
 $(\text{gross} - \text{budget}) / \text{budget}$

Final Dataset

1,422 clean records
for analysis

01

02

03

04

05

06

Data Acquisition

Sourced 5,782 films from
The Numbers + 146k from IMDB

Modern Focus

Kept 2010-2020 releases
only

Outlier Control

Capped top
1% extreme ROI values



Horror Dominates Profitability



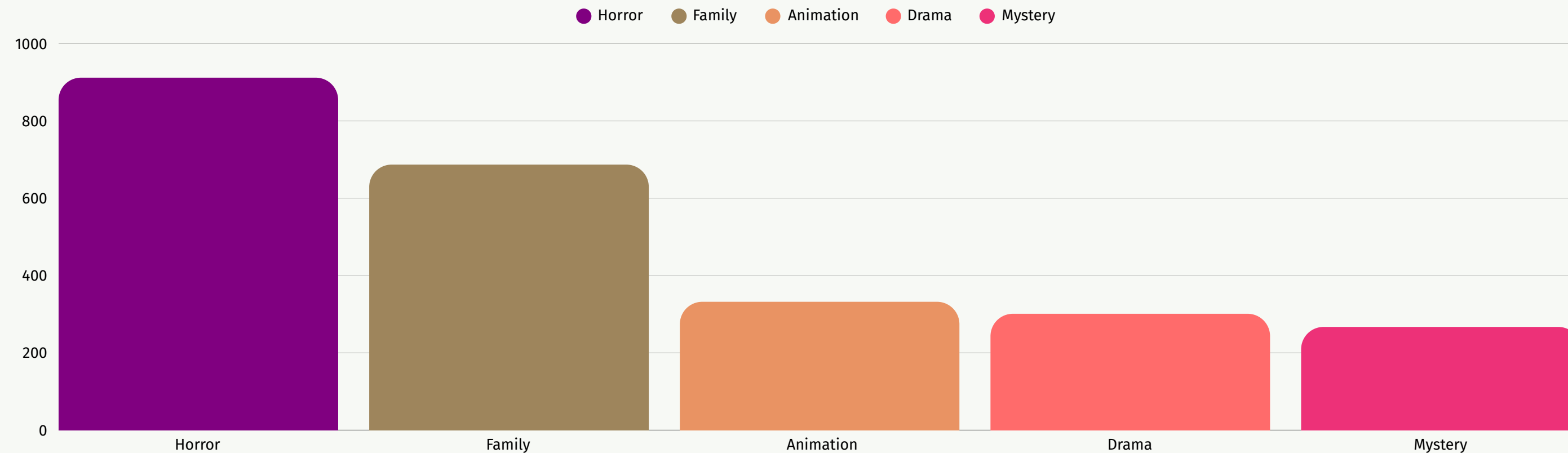
Horror

Family

Animation

Drama

Mystery



912% ROI

687% ROI

332% ROI

301% ROI

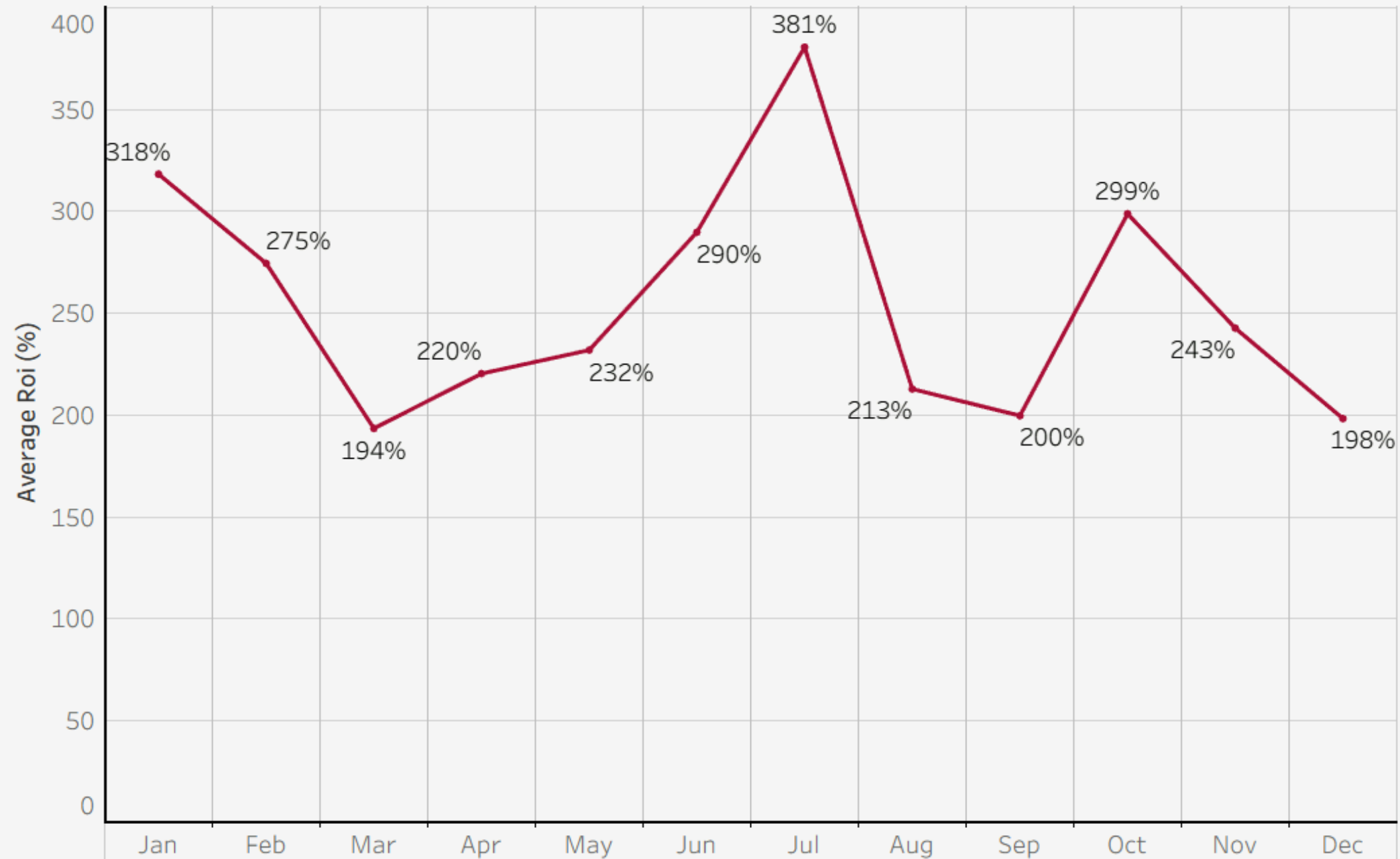
267% ROI

- **Horror ROI = 3× Industry Average**



Release Timing

Monthly ROI Performance



Top months

July 

- 381% ROI
- Summer
- Prime audience attendance

January 

- 318% ROI
- Award season boost

October 

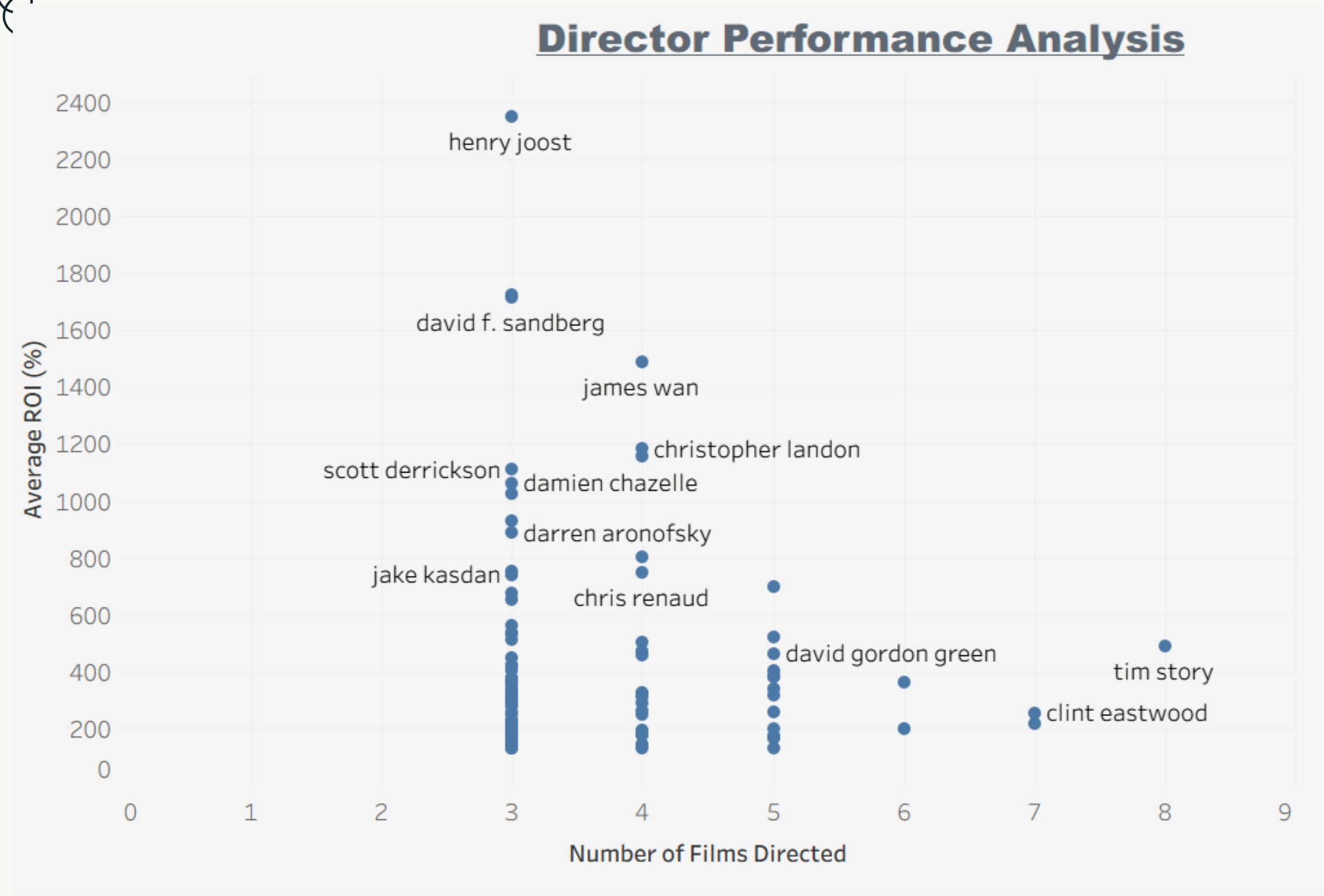
- 299% ROI
- Halloween
- Horror genre multiplier



6



Proven Directors: Horror Specialists + Strategic Wildcards



HENRY JOOST



- Horror Specialist
- 2503% Avg. ROI
- Paranormal Activity 3 (\$5M → \$207M)

DAVID F. SANDBERG

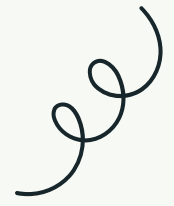


- Drama Visionary
- 1713% ROI
- *Lights Out* (\$148M on \$5M)

JAMES WAN



- Horror Legend
- 1486% ROI
- *The Conjuring* (\$320M franchise)



Low-Budget Powerhouses (<\$10M)



HORROR



- 1143% low-budget ROI
- Best investment

DRAMA



- 423% low-budget ROI
- Safe for diversification

BIOGRAPHY



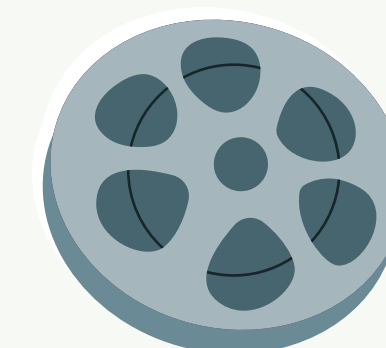
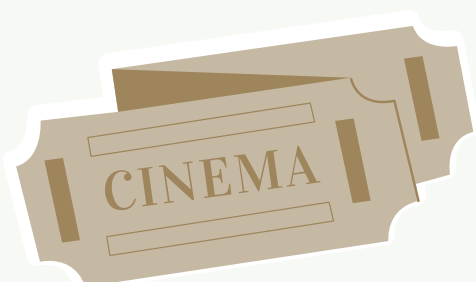
- 397% low-budget ROI
- Critical appeal

COMEDY



- 260% low-budget ROI
- Broad audience

\$10M MAX BUDGET

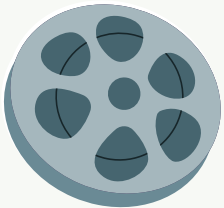
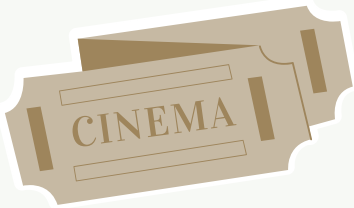


Strategic Release Timing



Initiative		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
1. Develop horror script													
2. Hire proven directors													
3. July horror release	350% ROI - July												
4. Drama backup film													
5. October drama release	300% ROI - Oct												

January also has a high ROI of 320%



4-Pillar Success Strategy



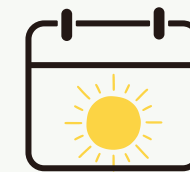
Horror Focus

- \$10M budgets | 1143% ROI



Diversification

- Drama backup | 423% ROI



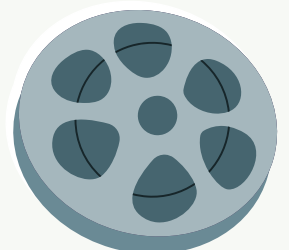
July releases

- July releases | 350% ROI



Proven Directors

- Proven specialists | 2000%+ ROI





Thanks!

Do you have any questions?

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