

# **Empowering Us All**

To Watch The Movie We Want

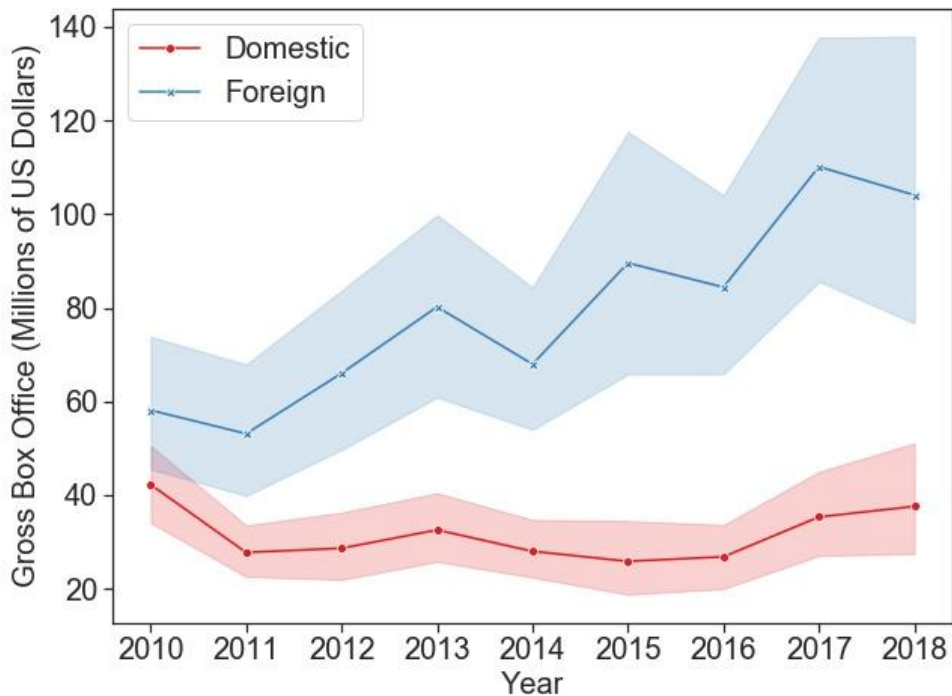
A. Gayahan, P. Wong

**“Netflix’s global growth is a big factor in the company’s success.”**

“How Netflix Expanded to 190 Countries in 7 Years,”  
*Harvard Business Review*, October 12, 2018

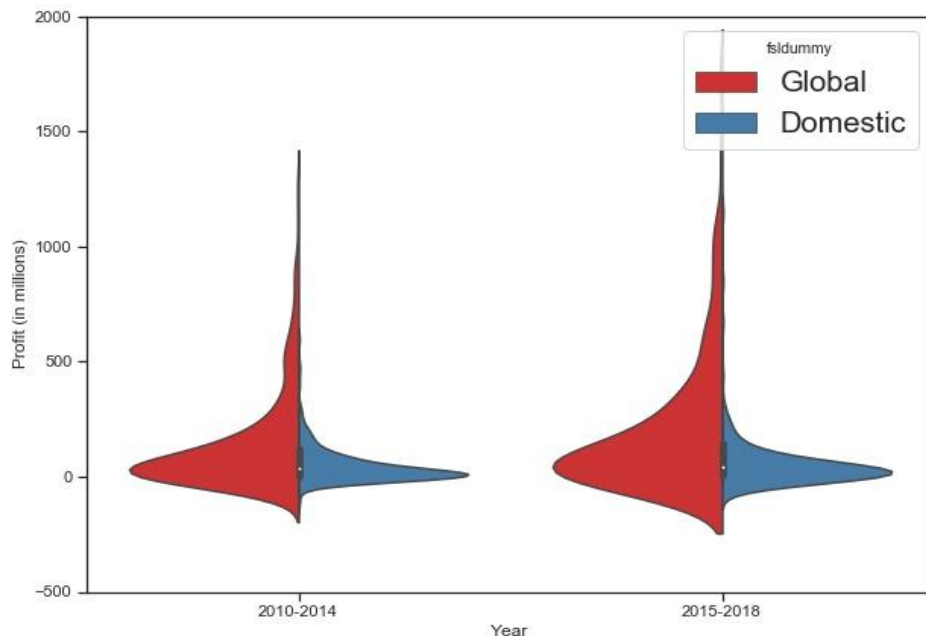
## Foreign box office grew, while domestic stagnated...

Domestic vs Foreign Box Office, 2010-2018 (in millions of USD)



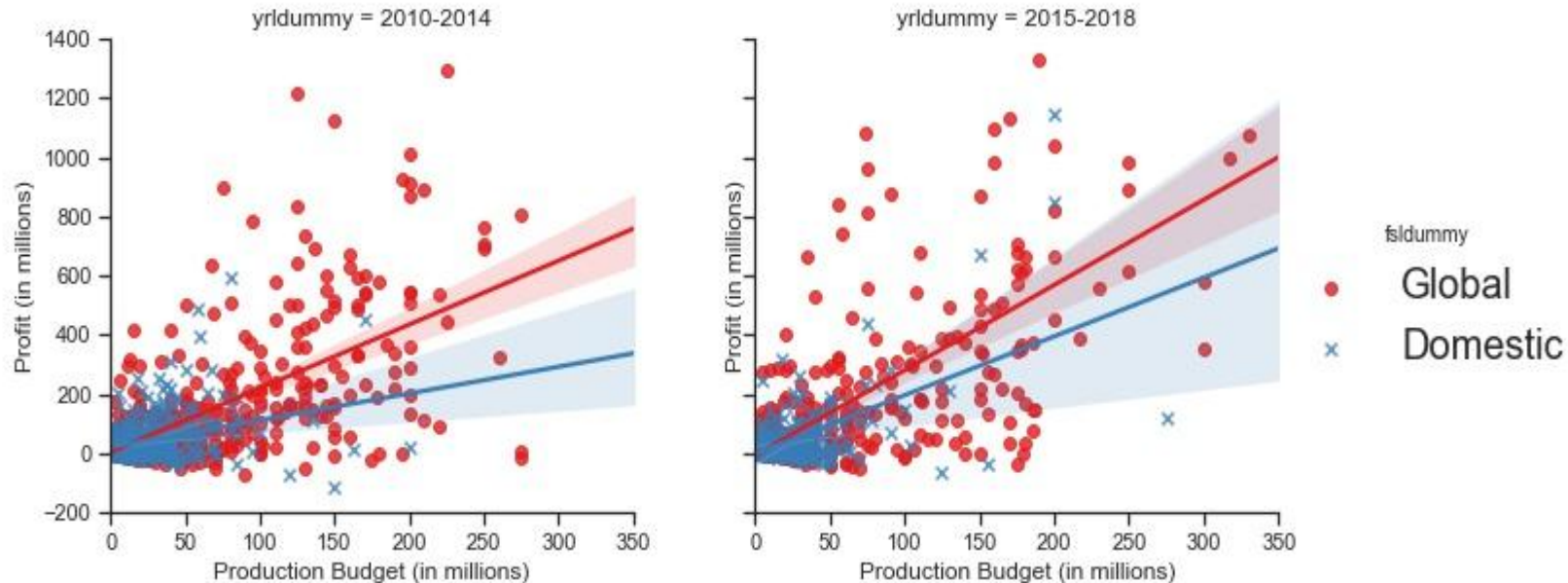
# Films with success in global distribution has better upside for profits, especially in recent years

Kernel Density of Profits by Domestic vs Globally Distributed Films,  
2010- 2014 vs 2015-2018 (in millions of USD)



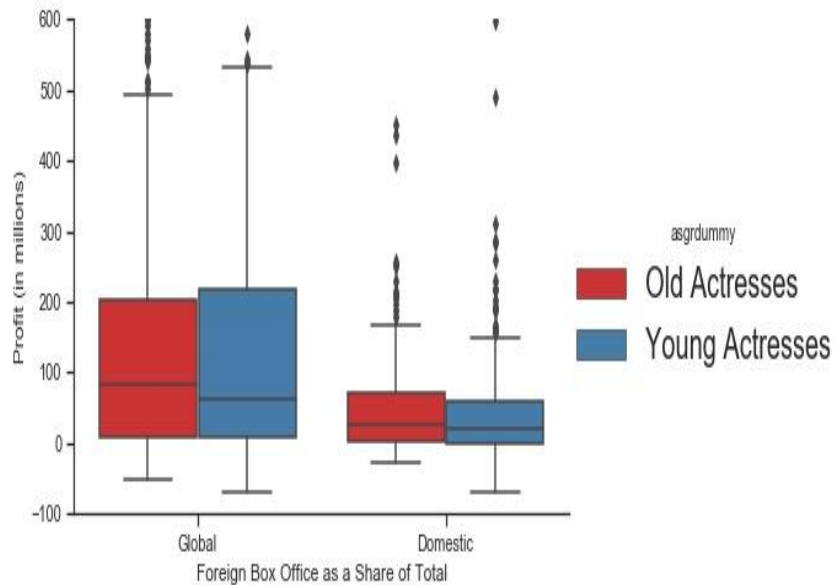
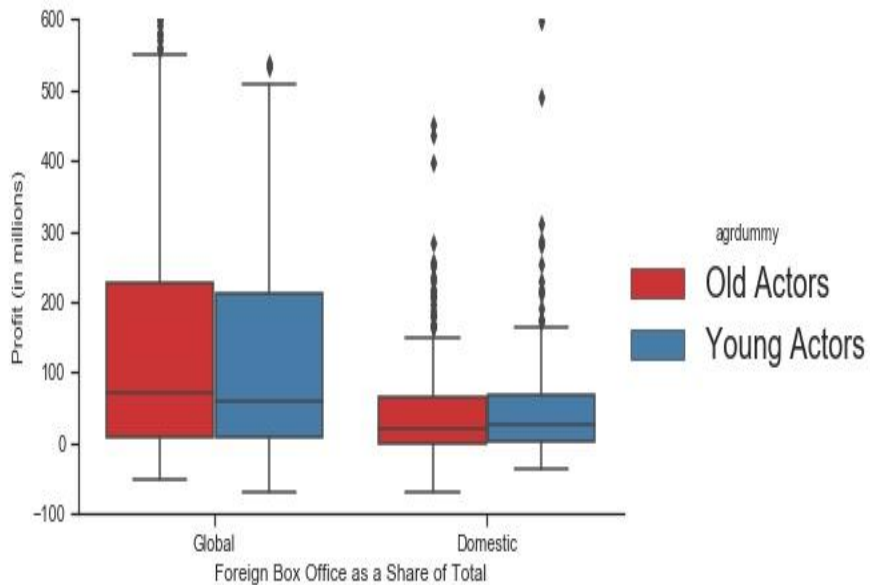
# Globally distributed films are more sensitive to production budget: higher production budget often means more profit

Production Budget and Profits, by Domestic vs Globally Distributed Films, 2010- 2014 vs 2015-2018 (in millions of USD)

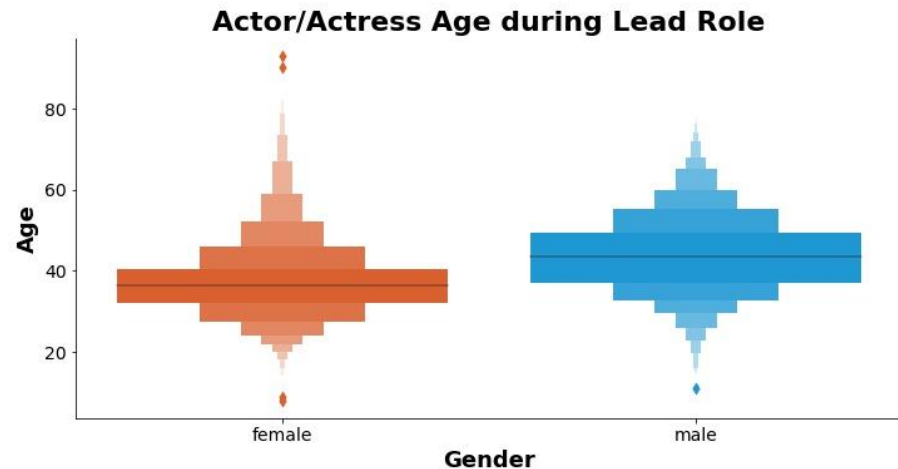
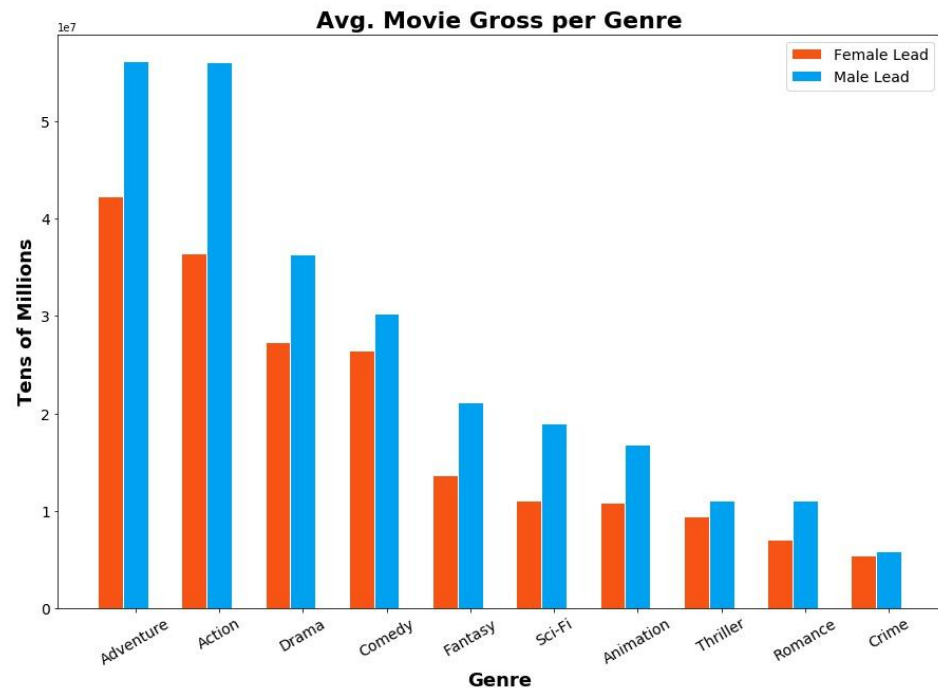


# Global films with older actors and actresses tend to be slightly more profitable...

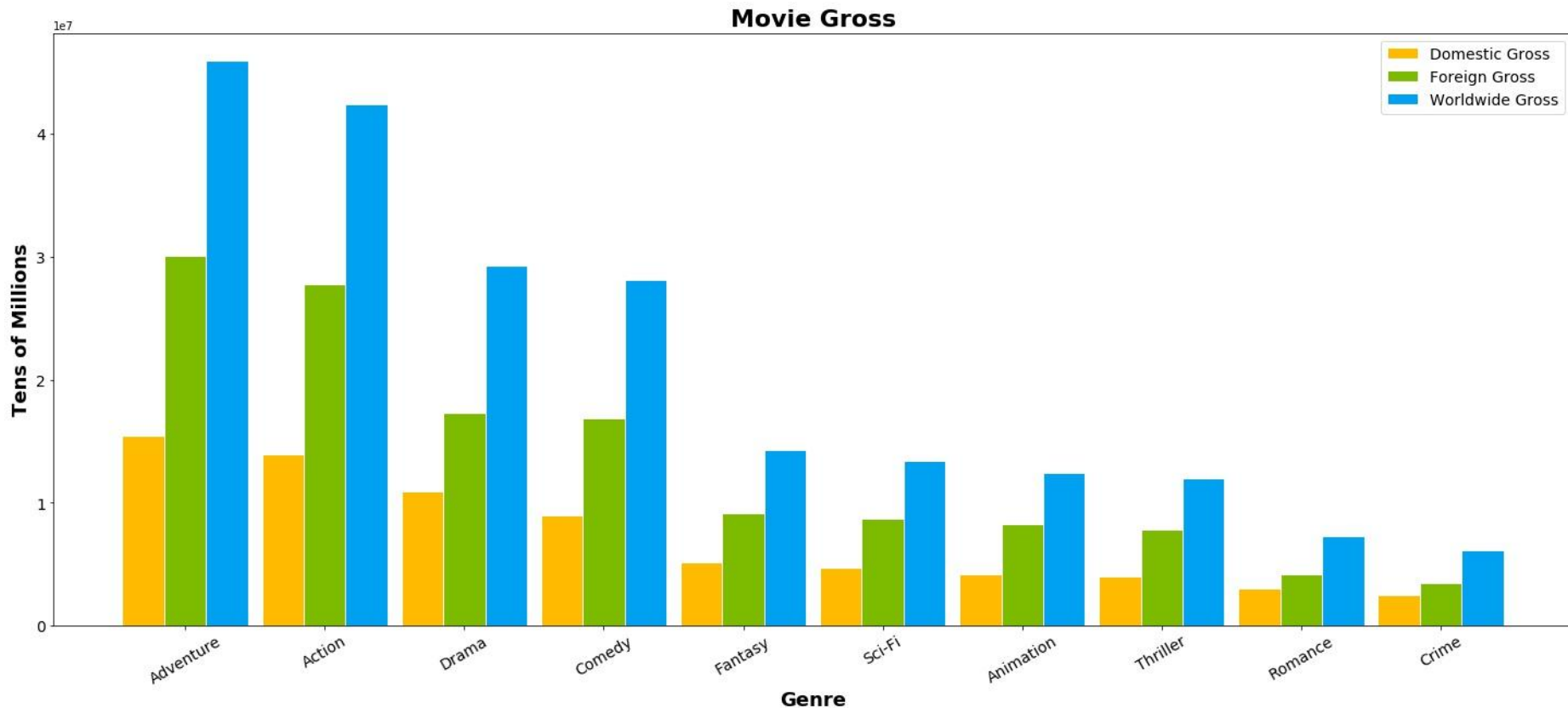
Profit and Average Age of Principle Actors and Actresses,  
by Domestic vs Globally Distributed Films (in millions of USD)



# Profitable Genres by Lead Gender

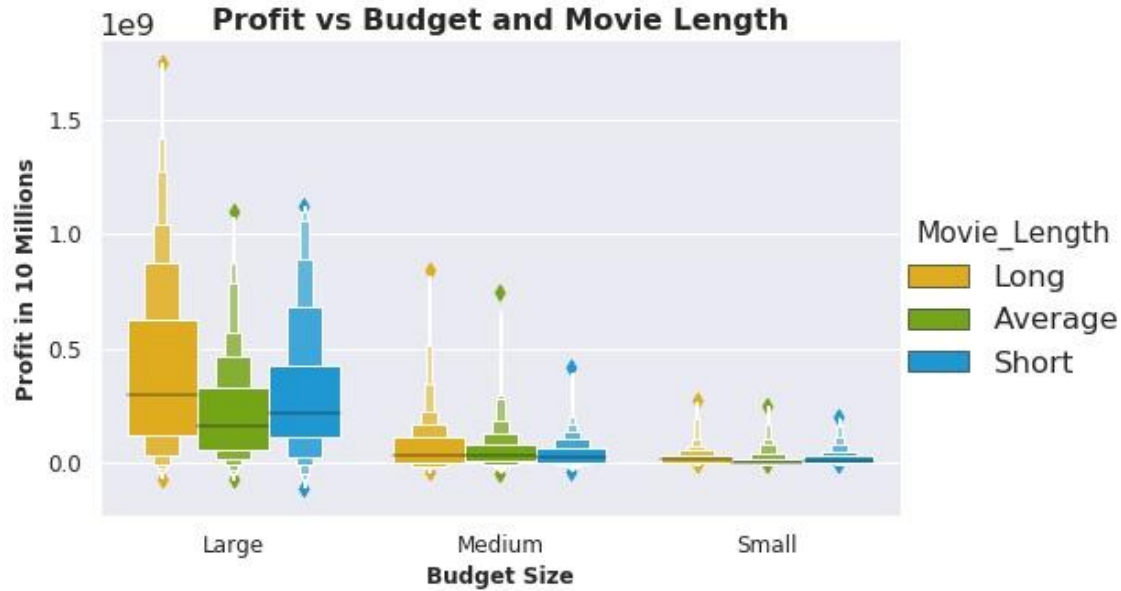


# Geographical Market per Genre





# Movie Runtime



Length in Minutes	
Short	<96 Min
Average	>96 & <119
Long	>119
Budget in Millions	
Small	<12
Medium	>12 & <64
Large	>64