



The Movies Report

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Agenda

Factors to consider

Genres that produces the most money

What movies should studios continue to make to maximize profits

Ultimate goal

Find out what kind of movies to make and continue to make to earn money.

Evidence

Genres with the Highest Average Gross Table

{Slide 3}

Highest Grossing Movies of All Time Table

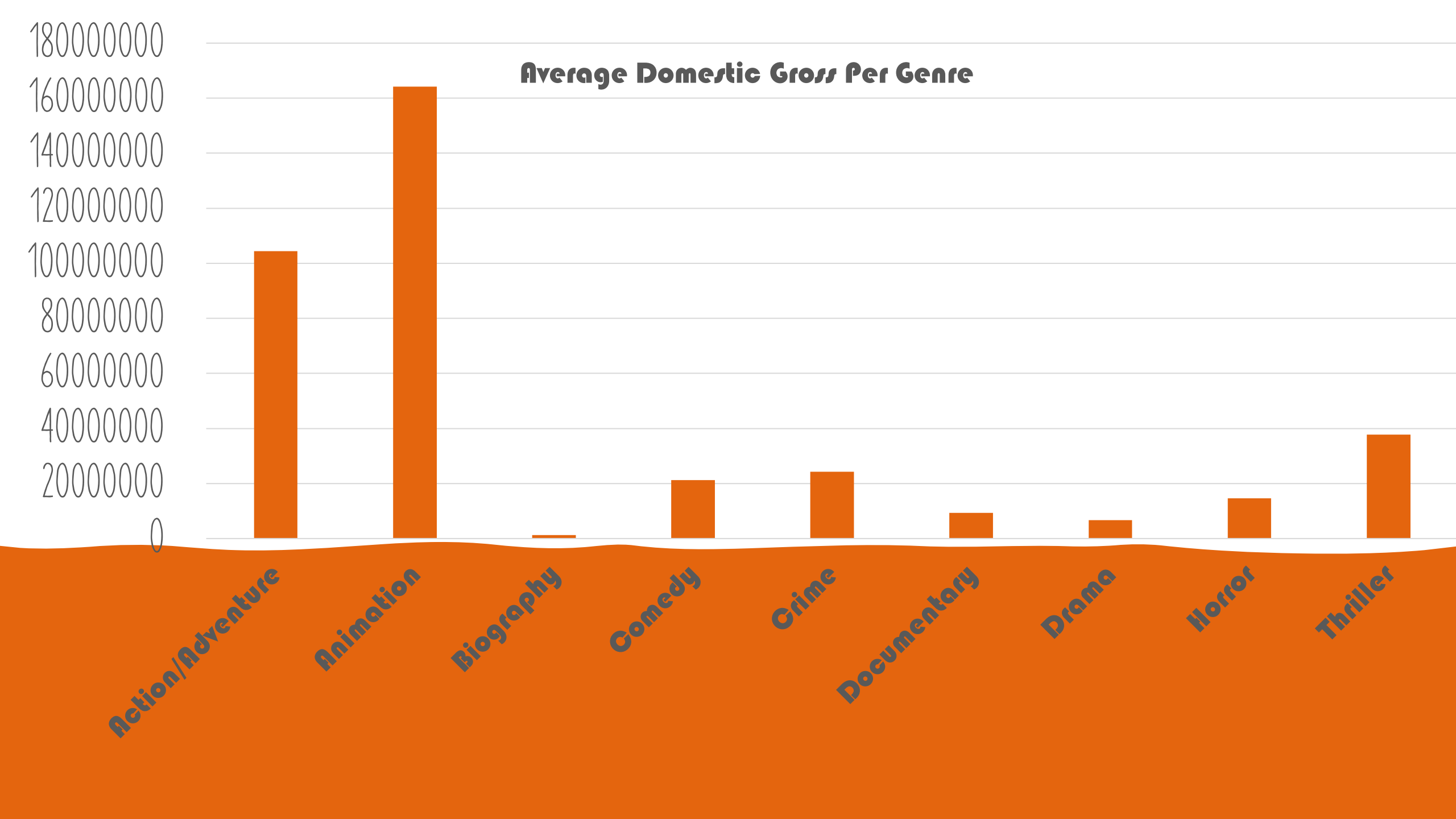
{Slide 4+5}

Most Expensive Movies of All Time Table

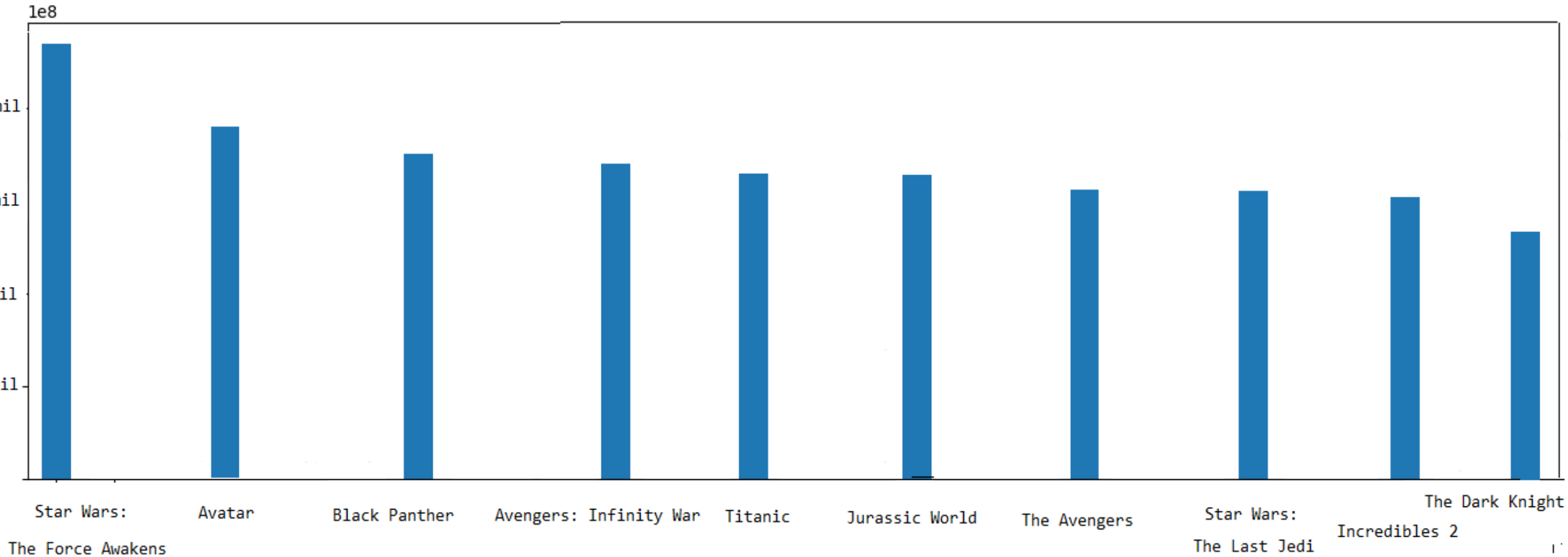
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Net Gain Table = (Highest Grossing Movies – Most Expensive Movies)

{Slide 8-11}



Ten Highest Grossing Movies of All Time Domestically



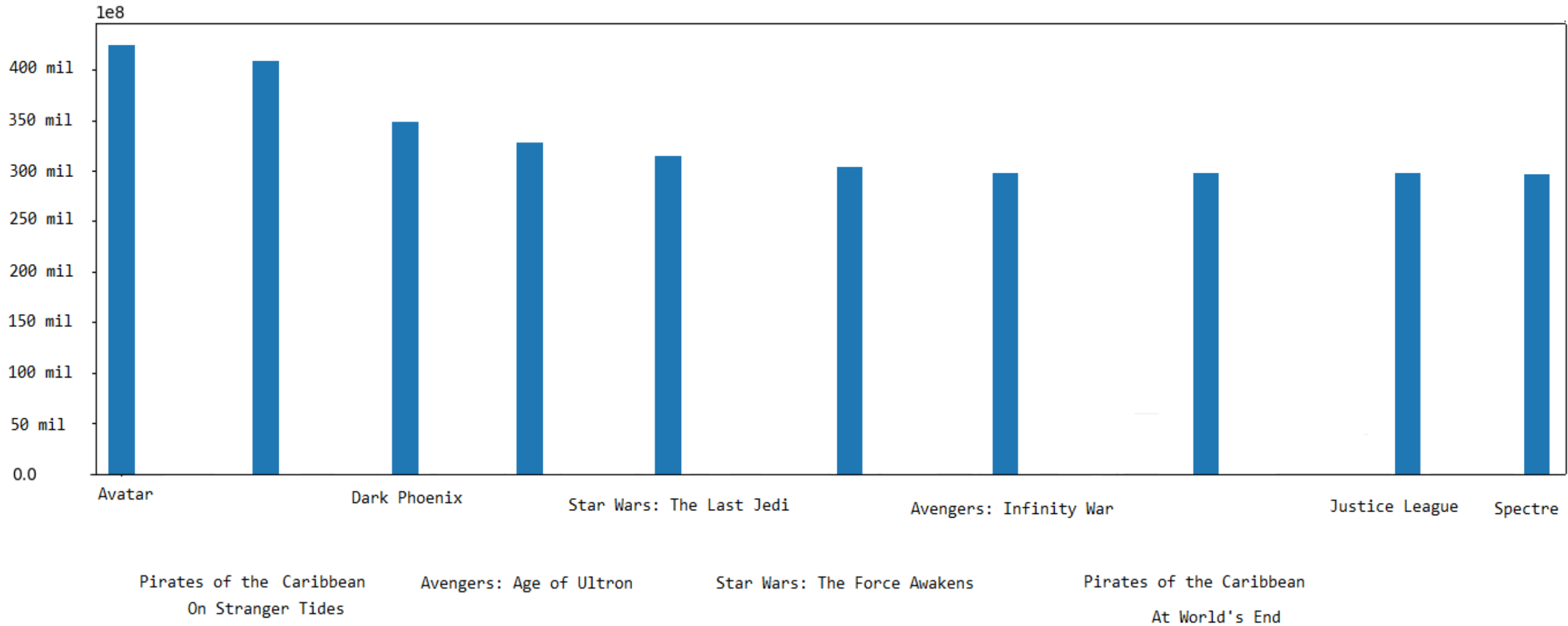
Ten Highest Grossing Movies of All Time Domestically

- 9 out of 10 are franchise movies
- 7 out of 10 were not the first films of a franchise
- 10 out of 10 are action, adventure, or animation
- 4 out of 10 are comic book movies
- 10 out of 10 are blockbusters

Most Expensive Movies of All Time

- **Now to explore the most expensive films of all time by production budget.**
- **The table on the next slide is needed for later tables and discussion.**

Most Expensive Movies of All Time

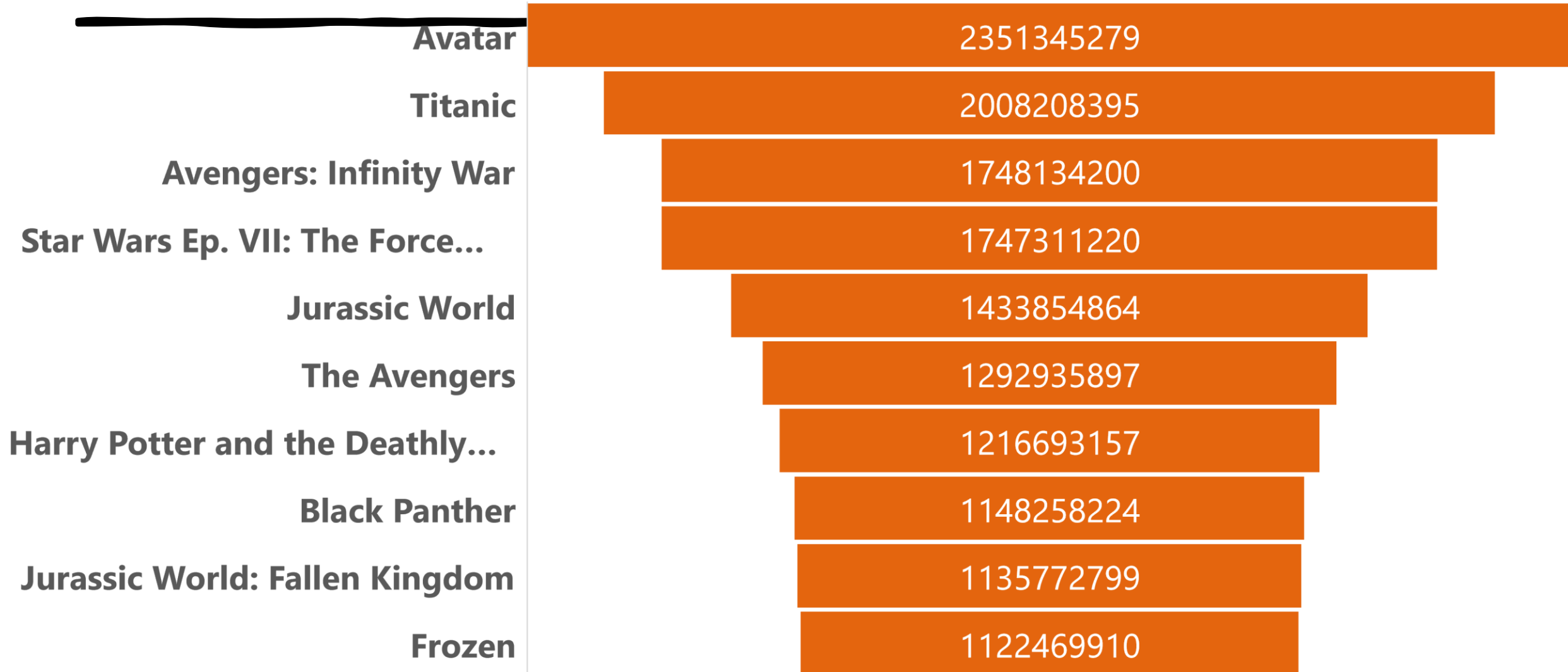


Most Profitable Movies of All Time

Movie	Production Budget	Worldwide Gross	Net Gain
1. Avatar	425,000,000	2,776,345,279	2,351,345,279
2. Titanic	200,000,000	2,208,208,395	2,008,208,395
3. Avengers: Infinity War	300,000,000	2,048,134,200	1,748,134,200
4. Star Wars Ep. VII: The Force Awakens	306,000,000	2,053,311,220	1,747,311,220
5. Jurassic World	215,000,000	1,648,854,864	1,433,854,864
6. Furious 7	190,000,000	1,518,722,794	1,328,722,794
7. The Avengers	225,000,000	1,517,935,897	1,292,935,897
8. Harry Potter Deathly Hallows: Part II	125,000,000	1,341,693,157	1,216,693,157
9. Black Panther	200,000,000	1,348,258,224	1,148,258,224
10. Jurassic World: Fallen Kingdom	170,000,000	1,305,772,799	1,135,772,799

Net Gain Table

Most Profitable Movies of All Time

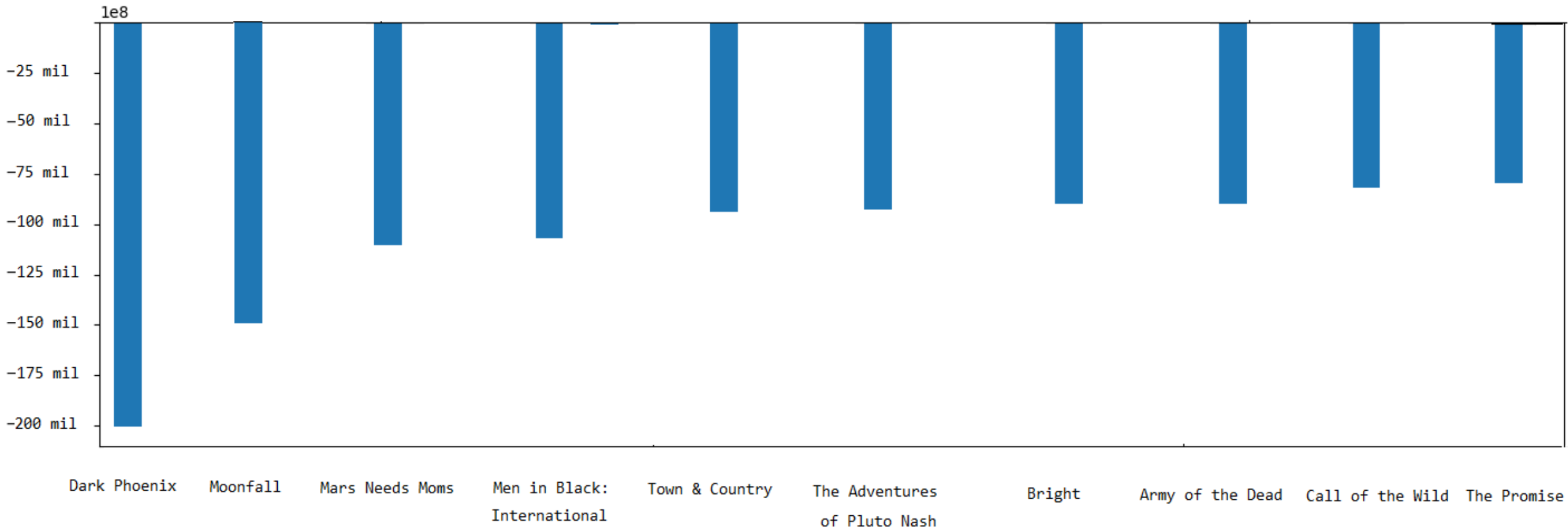


Least Profitable Movies of All Time

Movie	Production Budget	Worldwide Gross	Net Gain
1. Dark Phoenix	350,000,000	149,762,350	-200,237,650
2. Moonfall	150,000,000	0	-150,000,000
3. Mars Needs Moms	150,000,000	39,549,758	-110,450,242
4. Men in Black: International	110,000,000	3,100,000	-106,900,000
5. Town & Country	105,000,000	10,364,769	-94,635,231
6. The Adventures of Pluto Nash	100,000,000	7,094,995	-92,905,005
7. Bright	90,000,000	0	-90,000,000
8. Army of the Dead	90,000,000	0	-90,000,000
9. Call of the Wild	82,000,000	0	-82,000,000
10. The Promise	90,000,000	10,551,417	-79,448,583

Net Gain Table

Least Profitable Movies of All Time



Dark Phoenix

The ultimate bomb

- **An X-Men movie specifically about Jean Grey, released in 2019.**
- **22% rottentomates. 43% metacritic.**
- **A huge business loss. Lost about 200 million dollars.**
- **Why? Bad reviews. Oversaturation of comic book movies.**
Some of the reasons.

Recommendation

- **More franchise films, especially if the first film was very successful.**
- **More action, adventure, animation, family, blockbuster, comic book movies – the proven genres.**
- **Greater chance of success with more proven filmmakers....
James Cameron, George Lucas.**

Conclusion

What decisions should studios make?

- **Action, adventure, and animation are the safest decisions to make.**
- **Franchise movies is another proven movie maker.**
- **Nearly all the money a studio makes are on big blockbusters products.**