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Innovation Report: Film Adaptations

Recently, popular books are practically bound to made into TV or movie scripts. For example, the *Harry Potter* seriesbegan as seven books and then went on to earn over $8.65 billion in theaters (Thompson 2018). Research in the UK found that on average book adapted films earn “44% more in UK film box office revenue (and 53% more globally) (Kavanagh 2018).” Clearly, the popularity of the books impacted the success of the films because the books automatically brought an existing fan base, and thus, made more money in the box office. This book-to-movie adaptation is not new; however, the recent popularity of these films has changed the way publishing companies and authors handle popular books that could be made into films.

Publishing companies have had to change the ways they handle licensing in order to make more money from film adaptations. The *Hollywood Reporter* reports that “Facing financial pressures from everything from the rise of self-published e-books to Amazon's move to become a publisher, Random House and another "big six" publisher, Macmillan, have set up in-house film divisions to bolster their bottom lines” (Lewis 2012). Publishers are reestablishing their methods of conducting business in order to capitalize on this newly changing field.

Interesting this change in the publishing industry has impacted authors in the industry. According to the *New York Times,* many authors have changed the way they write based on the potential their novels being translated into screenplays (Donadio 2007). This poses some questions about the potential downsides of this new system of film output. For example, will some novelists focus less on the literary nature of their novels in favor of plots that translate better on screen? Hopefully, this more finance-focused view of publishing won’t favor plot over good writing.

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