

# OpusData

## Overview

The OpusData database is the most in-depth collection of movie industry financial information available. OpusData contains detailed information on over 30,000 movies, including production budgets, US and international box office, US home market consumer sales, and a wealth of metadata (such as genre, production companies, production countries, and languages) about each film. All this data is integrated into a single dataset, and joins together information across the movie industry: the people, the production companies, the distributors, box office reports, video sales information and so on, which makes OpusData a unique resource within the film business.

OpusData is backed by a rigorous classification methodology that makes it possible for independent producers, investors and industry researchers to build accurate financial models and to measure the performance of individual movies, production companies, studios, market segments, and the industry as a whole. It is also an ideal data source for application developers who want to incorporate movie information into applications, services, web sites, or mobile apps.

Nash Information Services, LLC, which runs The Numbers web site ([www.the-numbers.com](http://www.the-numbers.com)), makes data available on a subscription basis and as extracted datasets through the OpusData data service. As well as including information that is published on The Numbers, the subscription service includes a wealth of information that is available only to our private clients. In particular, the service includes detailed tracking of DVD and Blu-ray sales, and VOD rentals for over 1,000 titles on a weekly basis, kiosk rental tracking, estimated revenue from subscription streaming services, and extended tracking of international box office.

The service includes information on all major movie releases, including movies released internationally and DVD premieres. For most movies, categorization information (genre, production method, MPAA rating, etc.) is provided, along with details of the creative team—director, screenwriter, production designer, actors, actresses, production companies and so on—and the distributor of each release.

Clients can subscribe to as much or as little of the database as they like. Direct access to the live data is provided via the OpusData Explorer, the Replicator, and the data API, as described below. We also offer database extracts, which are provided as downloadable .csv files.

TheNumbers® is a registered trademark of Nash Information Services, LLC.

OpusData™, The Numbers Bankability Index™ and Hollywood Creative Graph™ are trademarks of Nash Information Services, LLC

Nash Information Services, LLC      8200 Wilshire Blvd, Suite 200, Beverly Hills, CA 90211    **Tel.** 1-(323) 932 6025

**Email** [sales@opusdata.com](mailto:sales@opusdata.com)

# Accessing the Data

## Standard Extracts

The Standard Extracts are a set of files that contain a snapshot of much of the movie information in the OpusData database.

Two levels of extract are available:

The **Basic Extract** provides metadata on films (genre, production method, cast and crew, production companies, production countries, etc.) and aggregate financials (total domestic and international box office, total DVD and Blu-ray sales, production budget, opening weekend revenue, etc.).

The **Full Extract** adds time-series data for daily, weekend and weekly box office takings, and weekly DVD and Blu-ray sales.

The standard extracts cover over 15,000 movies released or re-released since 1997 for which we have domestic or international theatrical or video revenue numbers.

Data is normally supplied as a set of .csv files, provided via Dropbox. Other formats or delivery methods can be provided if required. Quarterly updates can be provided at a discounted rate.

## Custom Extracts

For other needs, a custom extract can be provided. Contact [sales@opusdata.com](mailto:sales@opusdata.com) to discuss your requirements and receive a quotation.

## Access to live data

Access to the database is made available by subscribing to chosen subsets of the data. The data can then be accessed by online queries using the OpusData Explorer, by replicating tables to a local copy with the OpusData Replicator, and directly by HTTP calls to the OpusData API.

### The OpusData Explorer

The OpusData Explorer provides a browser-based interface to the database, from which entered queries can be executed and the results viewed or downloaded in a variety of spreadsheet formats. Queries can be stored and replayed as OpusData Widgets.

### The OpusData Replicator

The OpusData Replicator allows replication of tables from the OpusData data store into a local MySQL server for local access and processing. Versions of the replicator are available in PHP and in Java.

## The Data API

The OpusData API is a RESTful data interface that allows you to send requests to the database using simple HTTP calls, and receive the data back in raw JSON format, suitable for inclusion in your applications. PHP and Java client libraries and sample code are provided to simplify access to the APIs.

## Database Subscriptions

Access to parts of the database is controlled by subscription to various plans. Currently the following are available:

### API Subscription:

- Access to the data API and OpusData Replicator for maintaining a copy on your local database.
- OpusData Explorer for building reports, downloadable to Excel/CSV.
- Movie classification information: production year, genre, creative type, production method, source, MPAA rating, theatrical and video release info, production countries, production companies, languages spoken, keywords, synopsis, cast and crew, franchises, posters,
- Movie financial information: production budget, total domestic box office, domestic box office by year, inflation-adjusted domestic box office, total international box office, total domestic DVD/Blu-ray unit sales and consumer spending, opening weekend box office, opening weekend theaters, maximum theaters, theatrical engagements.

### Domestic Box Office:

- Domestic theatrical reports: daily, weekend, weekly and annual data for all movies reporting

### Video Market:

- Weekly US DVD retail sales (January 2006 onwards)
- Weekly US Blu-ray retail sales (August 2009 onwards)
- Weekly US video rentals (October 2009–June 2014)
- Weekly tracking of VOD (September 2014 onwards)
- Weekly tracking physical disk rentals (June 2014 onwards)

### International Box Office:

- International theatrical reports: weekend and weekly data for select movies in ~80 territories
- Full coverage of major territories: Australia, Bulgaria, China, Czech Republic, Italy, Lithuania, Mexico, Netherlands, New Zealand, Portugal, Russia, Slovakia, Slovenia, South Korea, Spain, Turkey, United Kingdom. Complete data, sourced directly from the local film board.
- Additional coverage of new territories, and historical data are added on a regular basis

### Bankability Index:

- Current and historic Bankability data for approximately 150,000 people active in the movie industry.

# Research Services

In addition to the OpusData services described above, Nash Information Services, LLC provides research services to drill even deeper into film financials. For further information on these services, please email us at [research@the-numbers.com](mailto:research@the-numbers.com).

## Research Services

- **Film Comp Analysis:** A core tool for producers seeking investment in a film, or considering the financial prospects for an upcoming production. Uses the performance of similar films to model potential financial outcomes for a film project, and analyzes investor returns under low-, medium-, and high-return scenarios.
- **International Territory Analysis:** An addition to the Comps Report that breaks down revenue for comparable movies in the nine largest international territories, and models the pre-sale value of a movie in each one.
- **Cashflow Analysis:** An addition to the Comps Report that breaks down income and expense on a monthly basis, allowing clients to analyze the potential annualized return on investment and break-even point for a film project.

# Movie and Territory Coverage

## Movies Tracked

We are constantly adding new films to the database. Movies with the following characteristics are guaranteed to be included:

- Films with reported box office in either the domestic (US+Canada) market, or one of our international markets with full tracking
- Films with substantial box office receipts (>\$20m) in other territories
- Films with MPAA ratings
- Films with a reported domestic theatrical release date
- Films with a reported domestic video release date, including releases reported in *Home Media Magazine* and films with substantial sales at retailers

We introduced these rules for inclusion in 2007. Since then, we have expanded our coverage from 1,000 movies per year to about 3,500 movies per year added to the database. For earlier years, the database contains about 500 movies per year from 2000–2006, about 200 to 500 per year from 1985–1999, 100 to 200 per year from 1979–1984, and 0 to 100 films per year from 1921–1978. In total, the database contains about 35,000 movies.

## People Tracked

All actors and technical personnel with an above-the-line credit in a movie released theatrically are included to the database. Credits are updated continuously. In total, the database contains about 150,000 people, 200,000 acting credits, and 200,000 technical credits.

## Information Tracked: Domestic Market (United States + Canada)

- Daily, weekend, weekly and annual theatrical box office, reported in real time as numbers are announced by distributors.
- Weekly DVD and Blu-ray sales, reported approximately 10–12 days after the end of each week.
- Production budgets, cast and crew lists, classification and other information about each film is added as information is made available by the studios and production companies, and completed when a film is released.
- Weekly tracking of video rental, including transactional VOD, kiosk rentals and subscription VOD, reported approximately 10–12 days after the end of each week.
- *Estimated TV rights revenue and other ancillary revenue is provided as part of our research services.*

## Information Tracked: United Kingdom, France, Italy, Spain, Germany, Japan

- Total box office receipts for all titles released in the United Kingdom, France, Italy, Spain and Germany, available as part of our research services. Total box office receipts for major films released in Japan.
- Estimated video sales at retail for the United Kingdom, France, Italy, Spain, Germany and Japan. *Available as part of our research services only.*
- Weekend and weekly box office tracking for United Kingdom, Italy, and Spain included in our International Box Office OpusData subscription.

## Information Tracked: Australia, New Zealand

- Weekend and weekly box office tracking for both countries is part of our International Box Office OpusData subscription.

## Information Tracked: China, South Korea

- Daily, weekend and weekly box office tracking is part of our International Box Office OpusData subscription.

## Information Tracked: Other Territories

- Weekend box office tracking for Bulgaria, Czech Republic, Lithuania, Netherlands, Portugal, Russia, Slovakia, Slovenia, Turkey, and Mexico is available through our International Box Office OpusData subscription.
- Total box office receipts for approximately 60 other international territories, including Brazil, India, and Scandinavia.

# Pricing

All pricing is subject to change without notice.

## Data Services

OpusData Box Office Plan	\$1,000/month
OpusData Video Market Plan	\$1,000/month
OpusData International Box Office Plan	\$1,000/month
OpusData API Plan	\$1,000/month
Bankability Index	\$500/month for monthly reports and access to full data via OpusData
Developer Demo Plan	Discounted rates available during application development.
Resale subscription	For details contact sales@opusdata.com.

## Data Extracts

Prices on request. Academic pricing is available.

# Data Sources

Our goal at Nash Information Services is to collect as much information as possible about the film industry in order to help us produce the most accurate analytical models possible.

## Studios and Distributors

Domestic and international theatrical distributors provide us with daily, weekend and weekly box office tracking information for films in current release, as well as release dates, some budget information, cast and crew lists, and other materials related to their films.

## Trade Press

- Variety
- Screen International
- Hollywood Reporter
- Media Play News (formerly, Home Media Magazine, and previously Video Store Magazine)
- Movie Maker

## Major News Outlets

- New York Times
- Los Angeles Times
- Wall Street Journal

The three newspapers above are generally the most reliable sources for movie-industry and business information among non-trade papers. However we treat other major newspapers reports as reliable if they have well-sourced information (for example a direct quote from a film's director or a studio executive).

## National and International Trade Groups

- Digital Entertainment Group
- European Audiovisual Observatory
- National Association of Theater Owners
- Motion Picture Association of America
- Motion Picture Distributors Association of Australia
- Motion Picture Distributors Association of New Zealand
- British Film Institute
- Korean Film Council
- FilmNewEurope.com
- Boxoffice NL
- Roskino
- Entgroup, China
- MYmovies, Italy



- Box Office Türkiye
- Dir.bg, Bulgaria
- Únia Filmových Distribútorov Slovenskej Republiky
- Cinemagia, Romania
- Inspire Entertainment Co., Ltd., Thailand
- Film Institut, Austria
- ProCinema, Switzerland

## Court Records

We obtain public records of film finances from court filings arising from disputes between distributors, producers, agents, financiers, etc.

## Profit Participation Statements

Producers and others in the industry provide us with profit participation statements for their films. Confidentiality agreements prohibit us from sharing numbers from these statements, but the numbers are a core component in the construction of our revenue estimate models.

## Tracking Services

- Rentrak Home Media Essentials
- Nielsen VideoScan
- Data provided to us privately by retail and rental outlets