

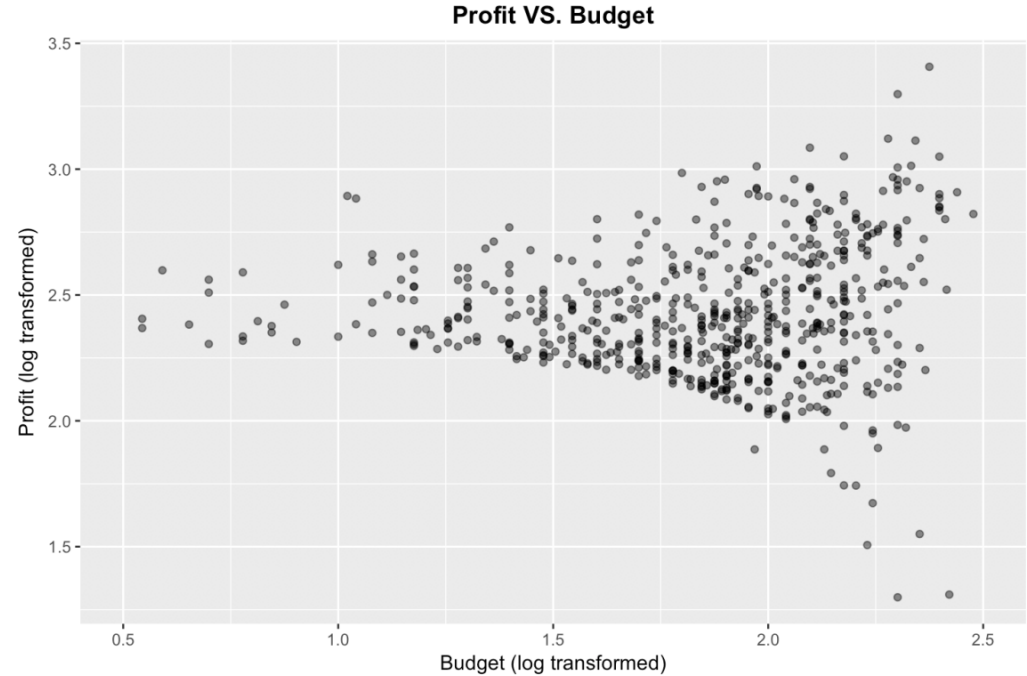
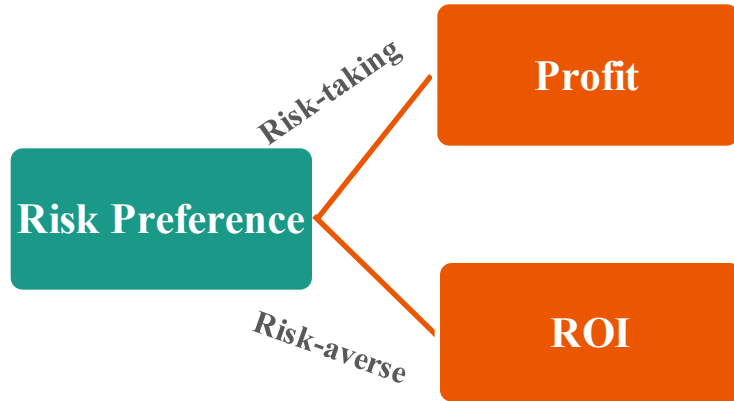


Fantasy

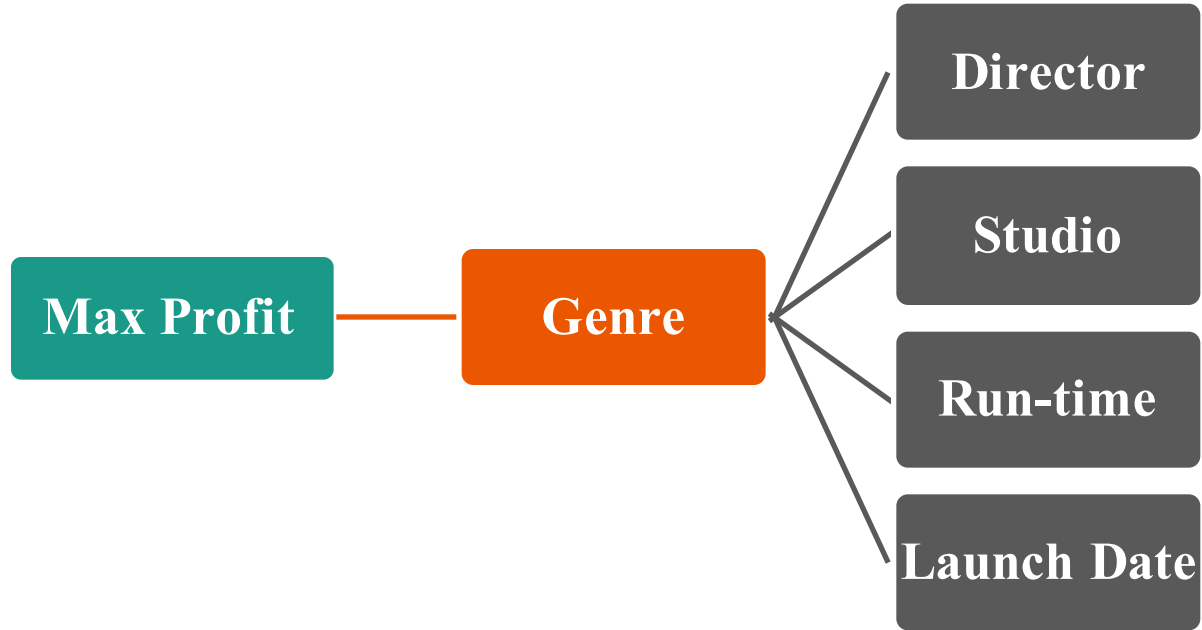


NETFLIX

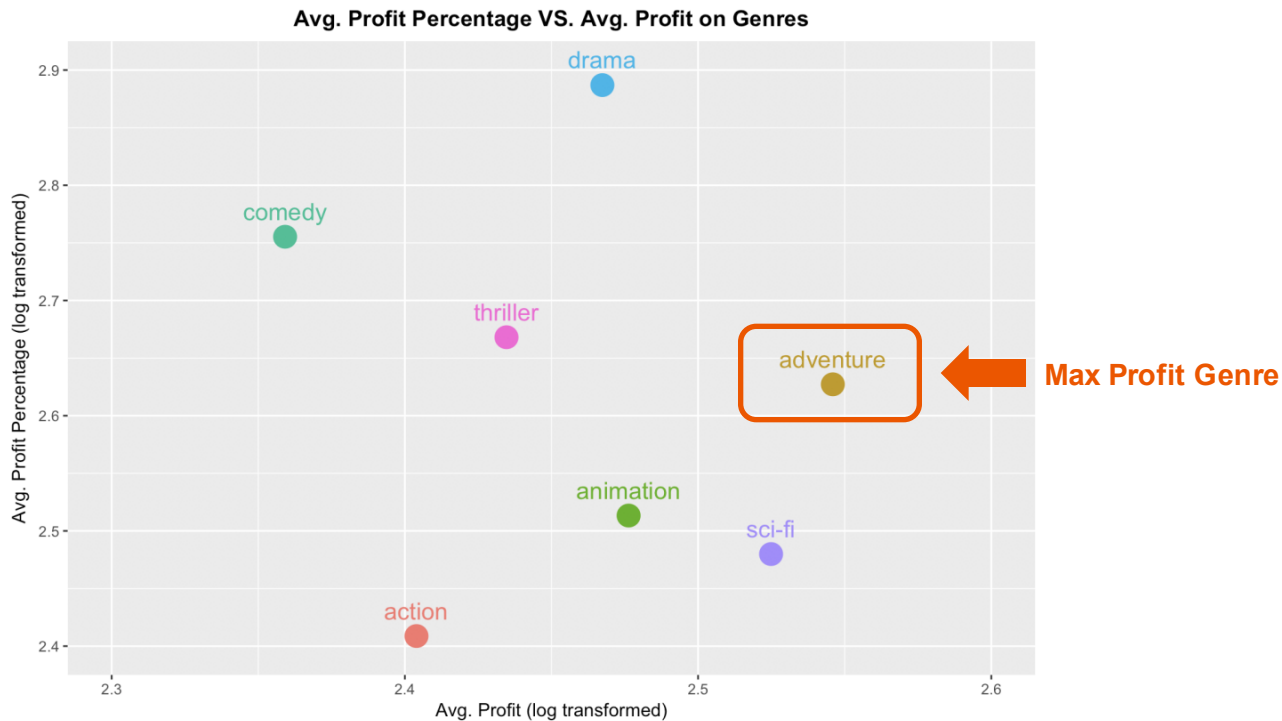
Two Different Winning Strategies



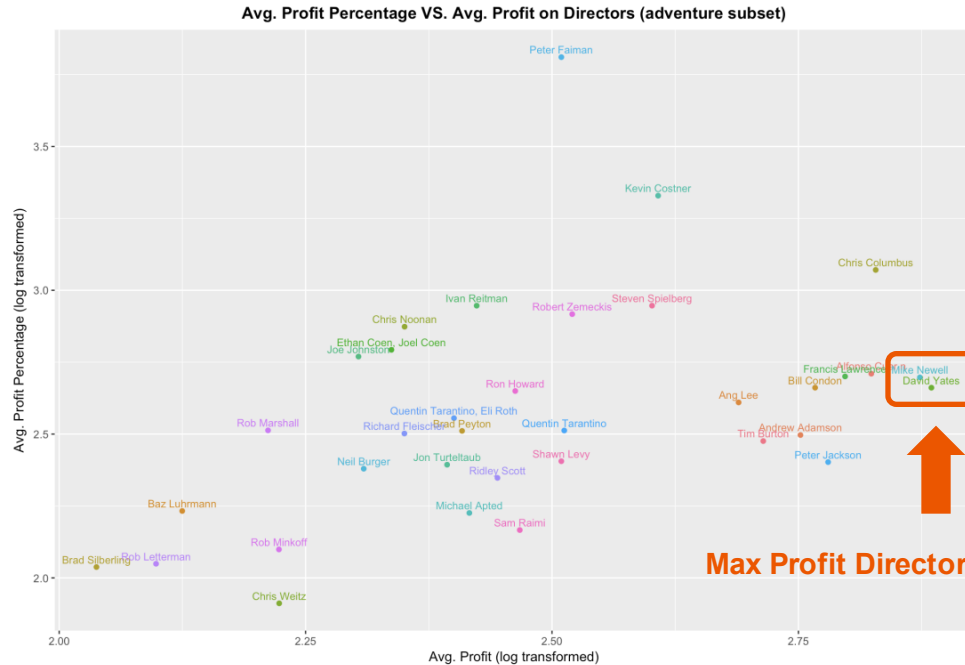
Strategy 1: Maximum Profit



Max Profit → Best Genre = Adventure

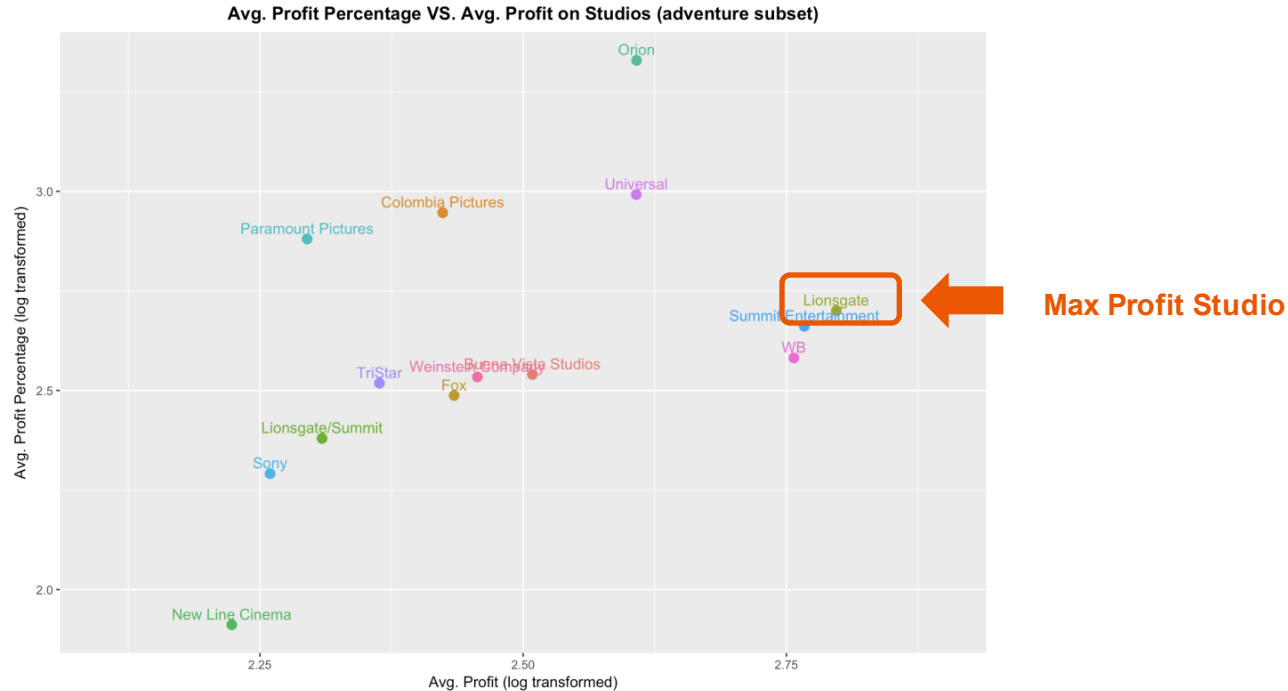


Adventure → Best Director = David Yates

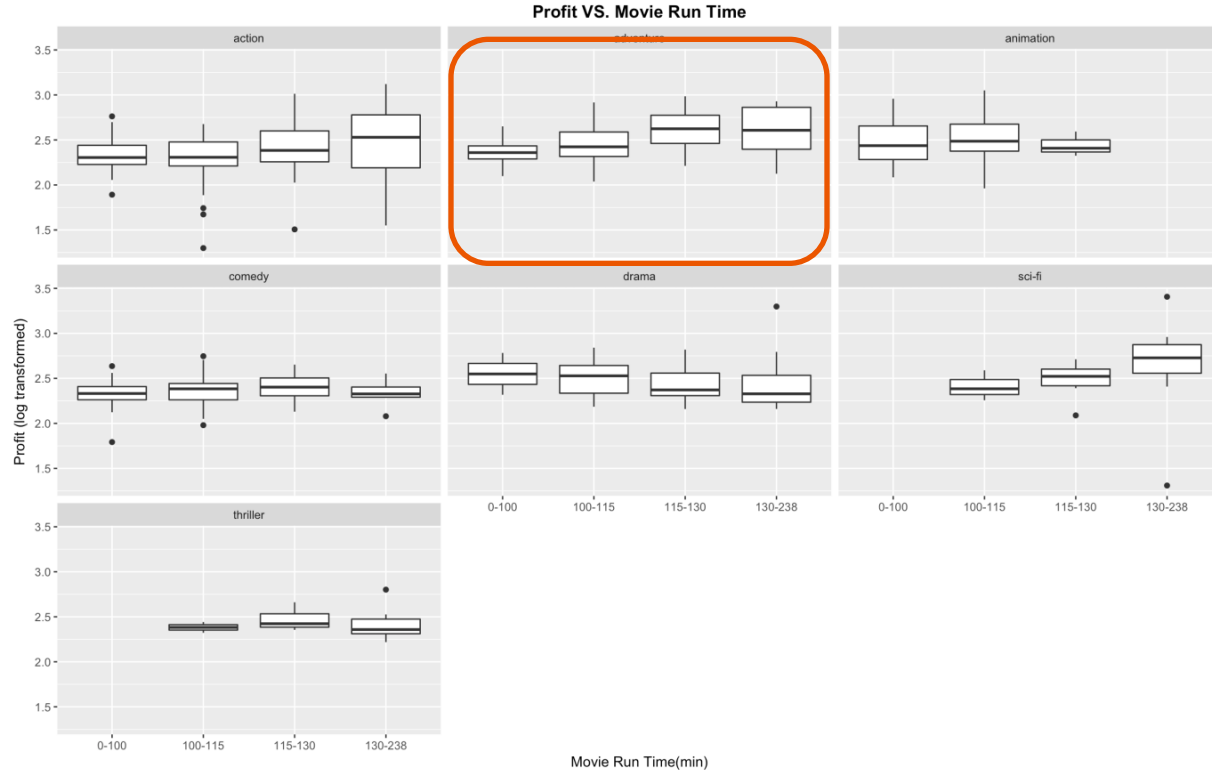


David Yates

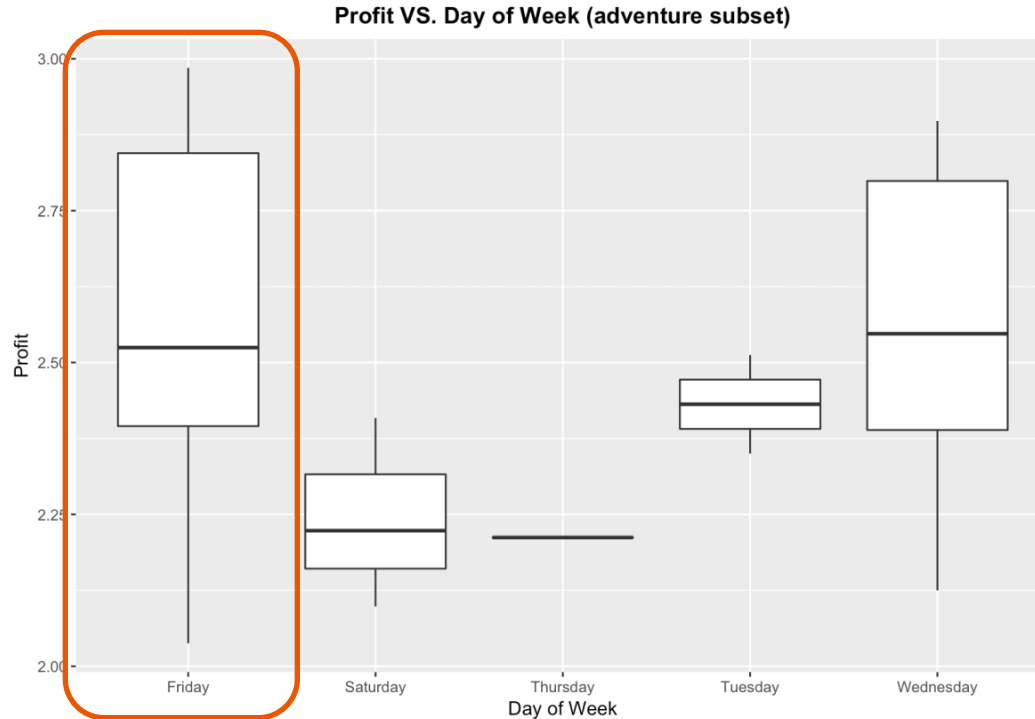
Adventure → Best Studio = Lionsgate



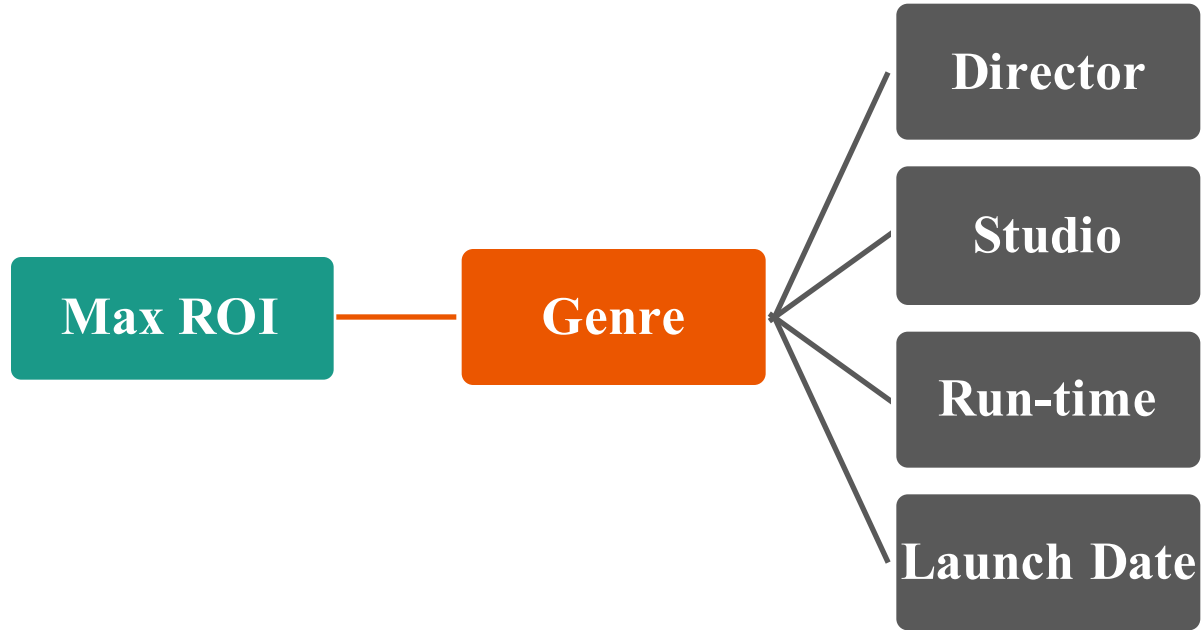
Adventure → Best Run-time = 115-130 mins



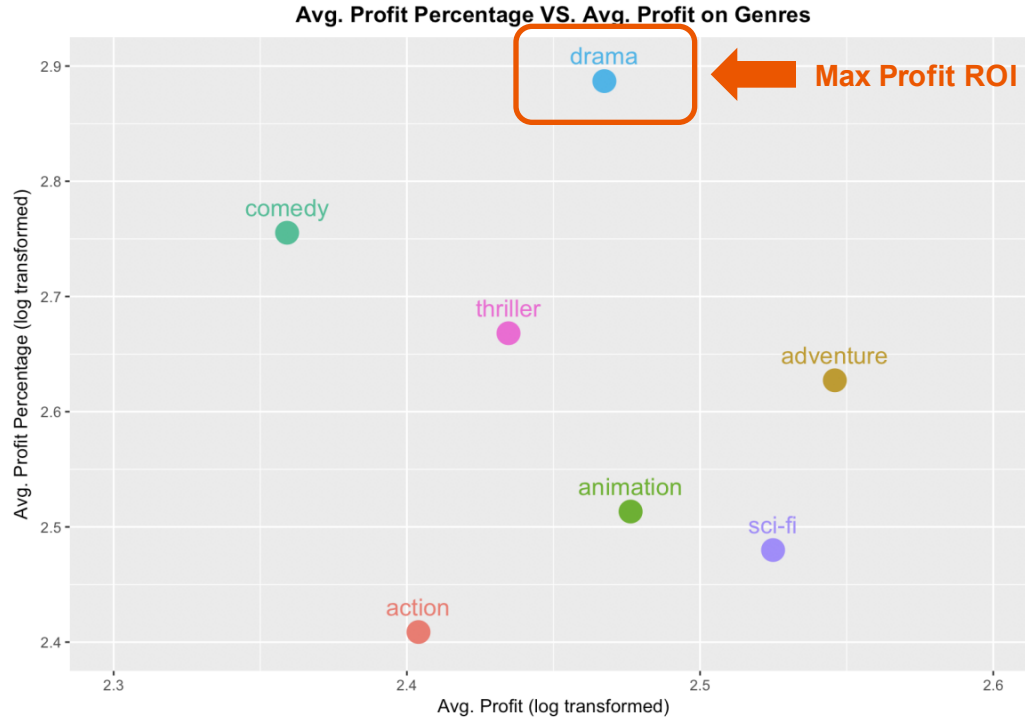
Adventure → Best Launch Date = Friday



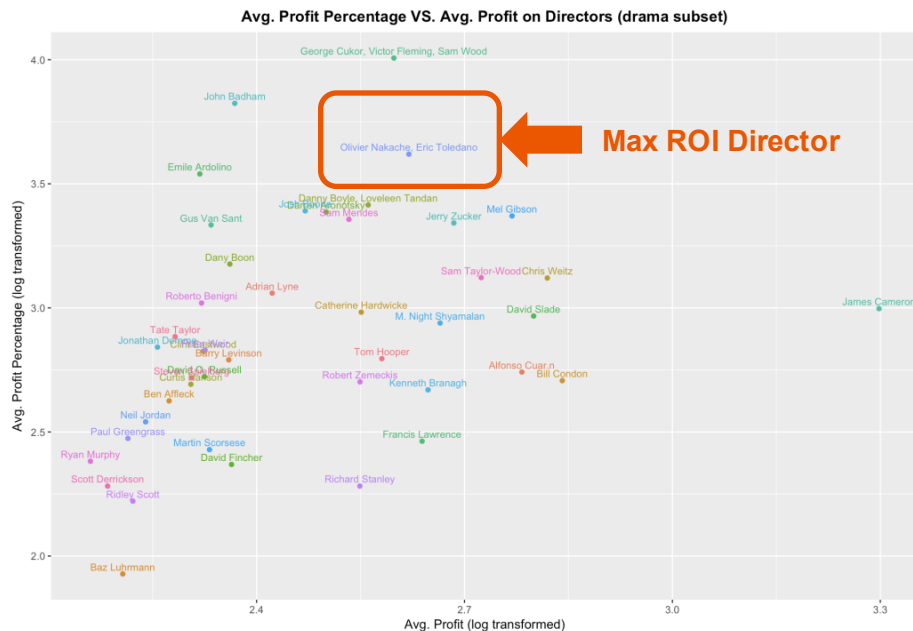
Strategy 2: Maximum ROI



Max ROI → Best Genre = Drama



Drama → Best Director = Olivier Nakache & Eric Toledano

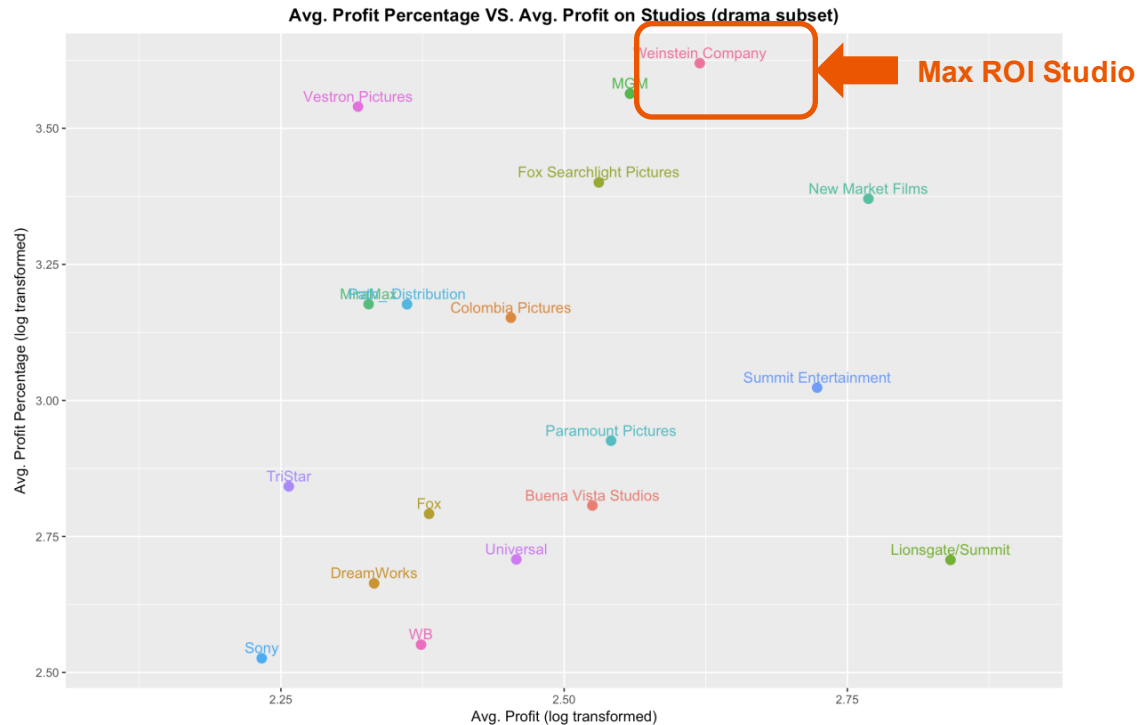


Olivier Nakache

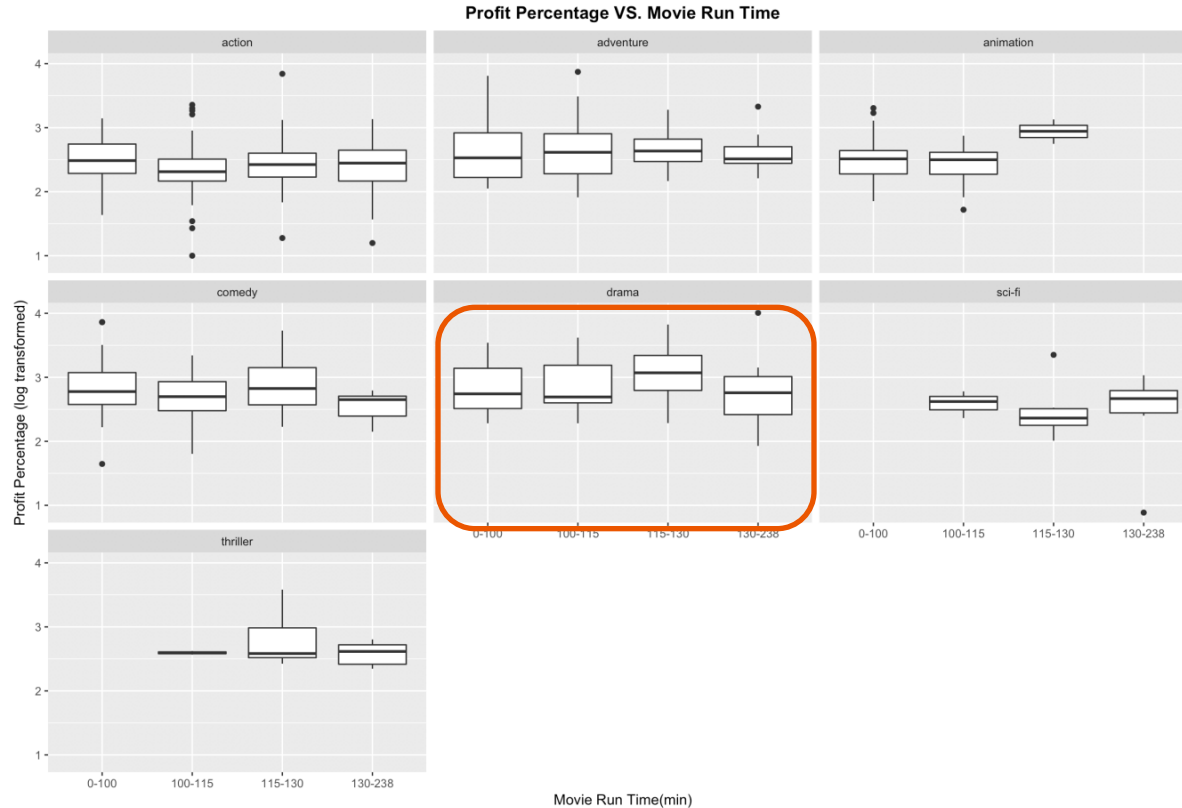


Éric Toledano

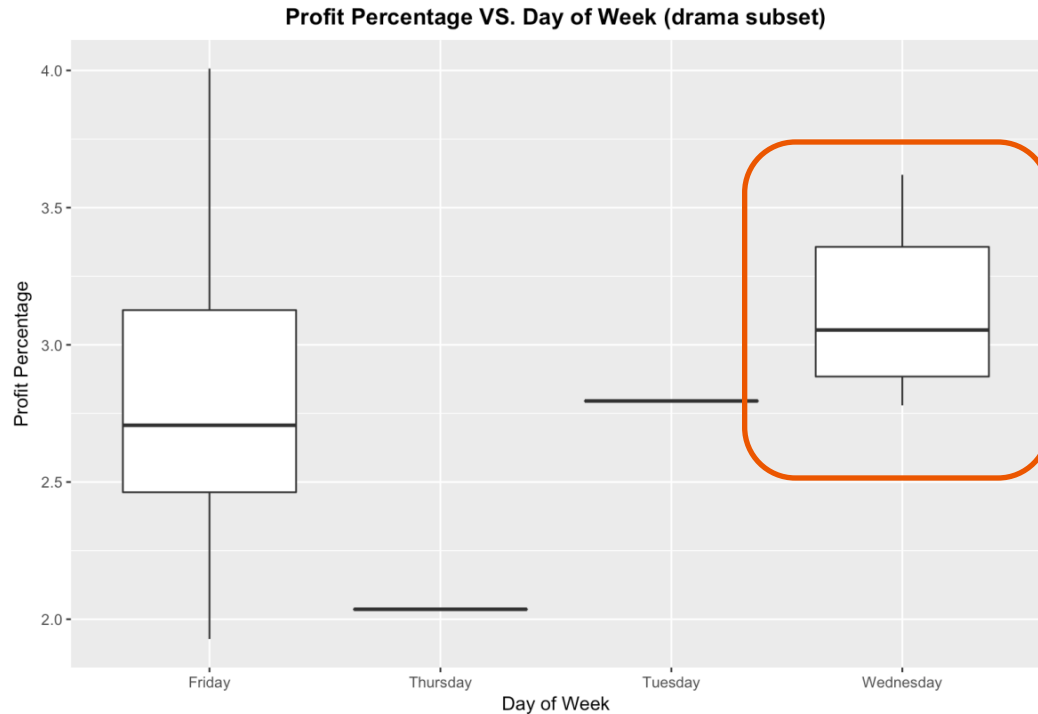
Drama → Best Studio = Weinstein Company



Drama → Best Run-time = 115-130 mins



Drama → Best Launch Date = Wednesday



Strategy 1 – Create a movie to Win the MOST \$

- What is the All-Time Highest Profit-Generating **Adventures** Movie?



- Using today's advanced Analytics, can we beat this record?

With the right team, maybe!

- **Director:** David Yates (Director of the final 4 Harry Potter films)
- **Studio:** Lionsgate
- **Run-Time:** 115-130 mins
- **Best Launch Date:** Friday!

Return of the Heir

By: [LadyBelz](#) During the Marge Dursley Incident just before Harry's third year at Hogwarts, his accidental magic not only causes her to inflate like a balloon, but it also transports him to a little-known island on the other side of the planet. It is there he discovers the true meaning of family. Watch out, Hogwarts! Harry's got a brand new attitude and a whole lot of new friends!

<https://www.fanfiction.net/s/12681504/1/Return-of-the-Heir>



Strategy 2 – Create a movie to Win the BEST ROI

- What is the All-Time Highest Profit-Margin **Drama** Movie?

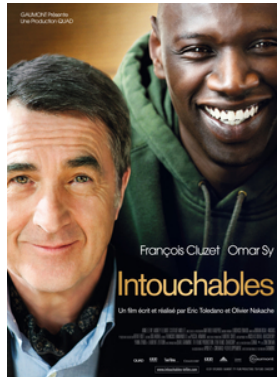
- Using today's advanced Analytics, can we beat this record?



Gone with the Wind's original director was George Cukor, who had spent more than two years in planning and developing the film. Officially, he left the picture when he and producer Selznick couldn't come to terms on the pace of filming and on how much expensive authenticity and detail Cukor was insisting on. However, the rumors surrounding his departure were more salacious, suggesting that Cukor, who was as openly gay as possible for the era, had friction with Clark Gable. Some say Gable didn't want to work with a homosexual, and some say Gable had *been* a homosexual hustler in his youth and didn't want Cukor to expose him. And some just

With the right team, YES!

- **Directors:** Olivier Nakache & Eric Toledano (The Intouchables)
- **Studio:** Weinstein Company
- **Run-Time:** 115-130 mins
- **Best Launch Date:** Wednesday!



Going with the Times

