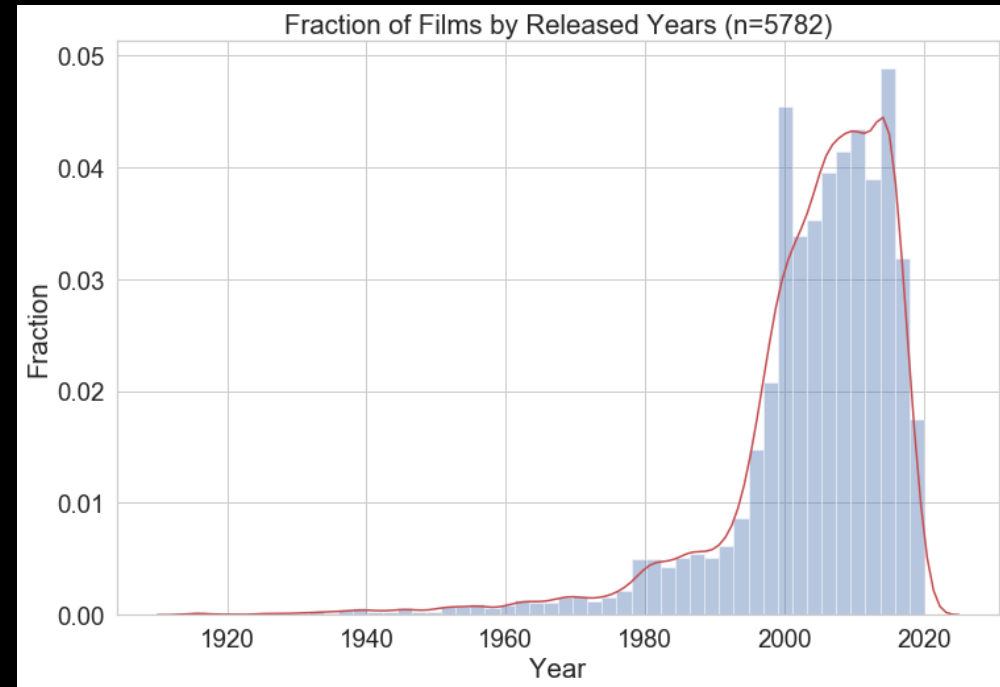
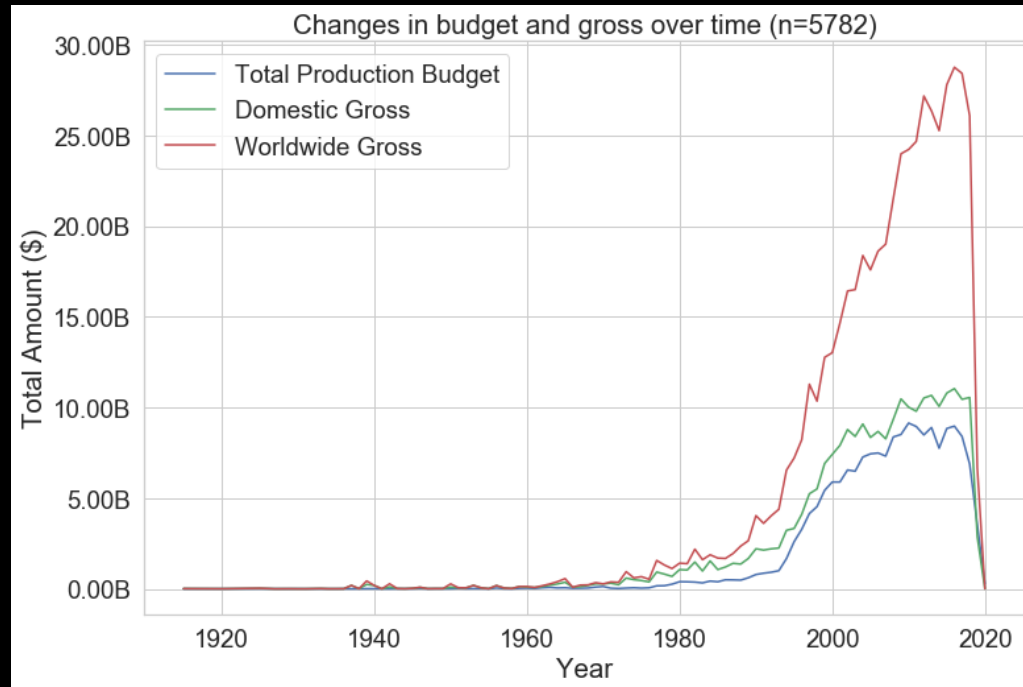


# What type of film to make?

Sung Bae

# Introduction



- Film industry has been growing
  - Especially the global market has been increasing until Covid-19
- Still it is great to get into rapidly increasing film industry

# Defining the “best” type of a film

## *Return on Investment (ROI)*

- Indicates effectiveness
- Mainly focus maximizing domestic ROI
- Limited since percentage does not fully describe total profit

## *Total Gross Profit*

- Indicates the magnitude of its impact
- Mainly focus on maximizing domestic gross profit

## *Average Ratings*

- Sets up the image of the company
- Important factor for future
- Focus on what factors might result in higher average ratings

# Goals of today's Presentation

*Choosing the time of release*  
*Selecting genres*  
*Setting up production budgets*  
*Selecting crews*

## *Return on Investment (ROI)*

- Indicates effectiveness
- Mainly focus maximizing domestic ROI
- Limited since percentage does not fully describe total profit

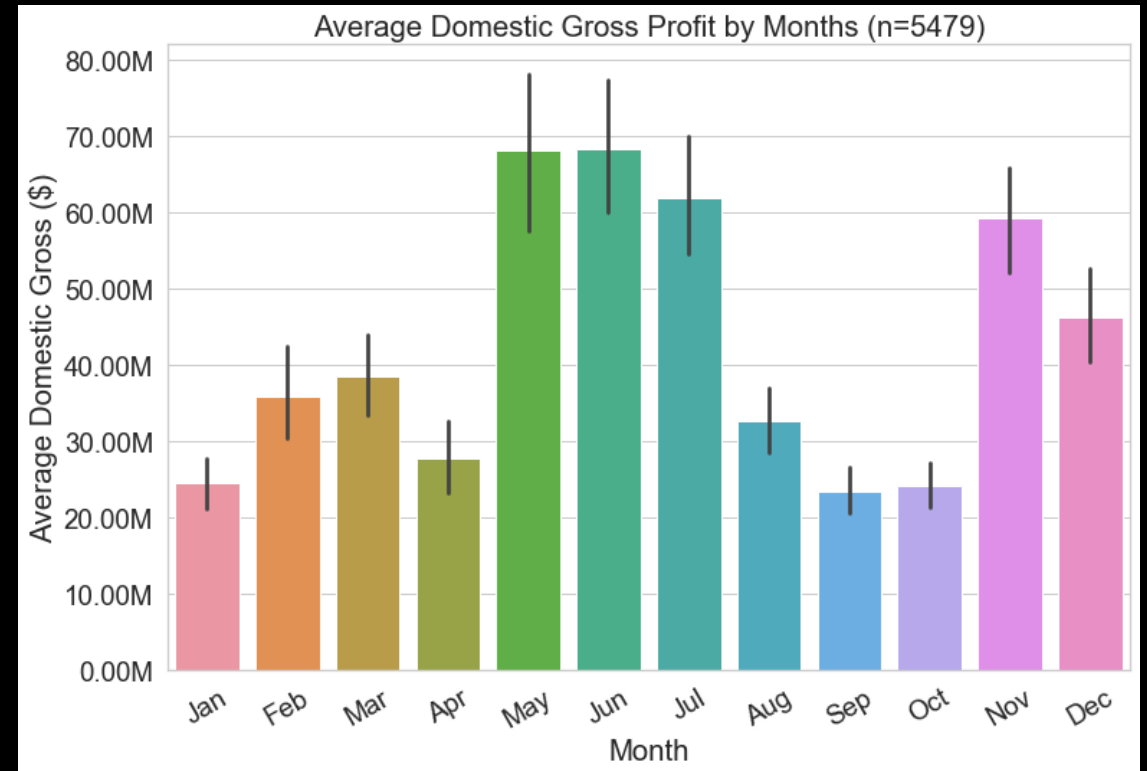
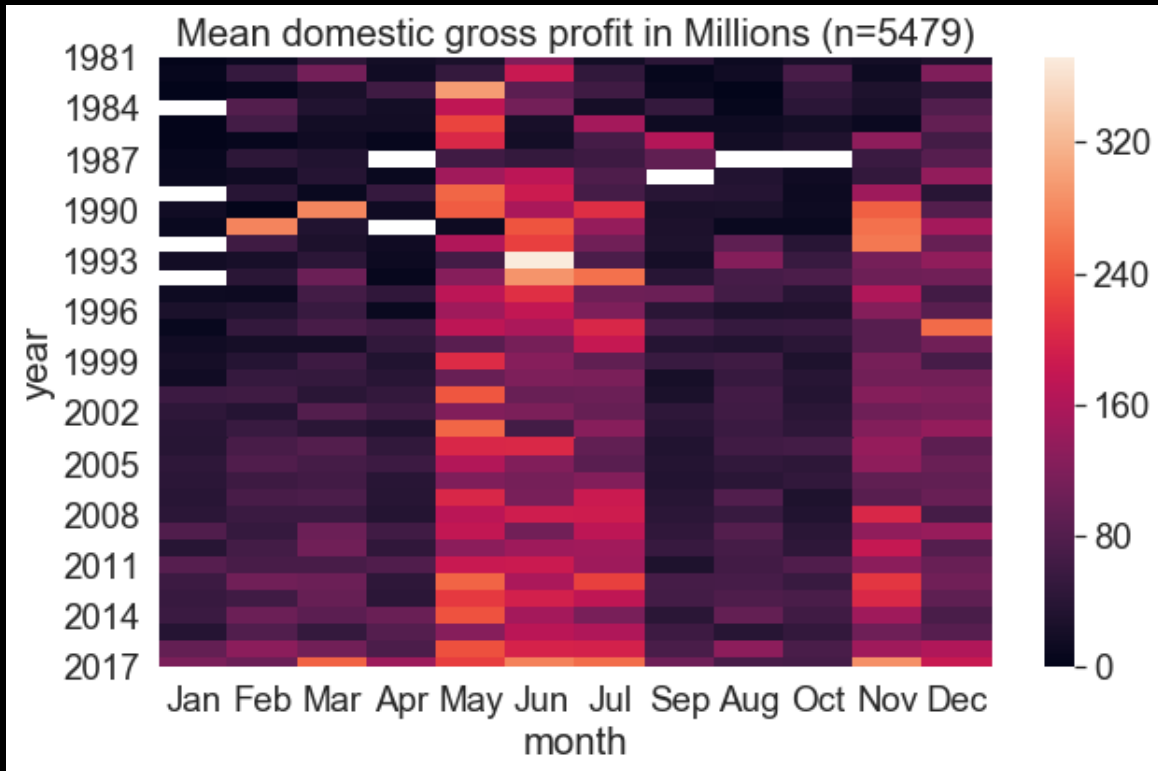
## *Total Gross Profit*

- Indicates the magnitude of its impact
- Mainly focus on maximizing domestic gross profit

## *Average Ratings*

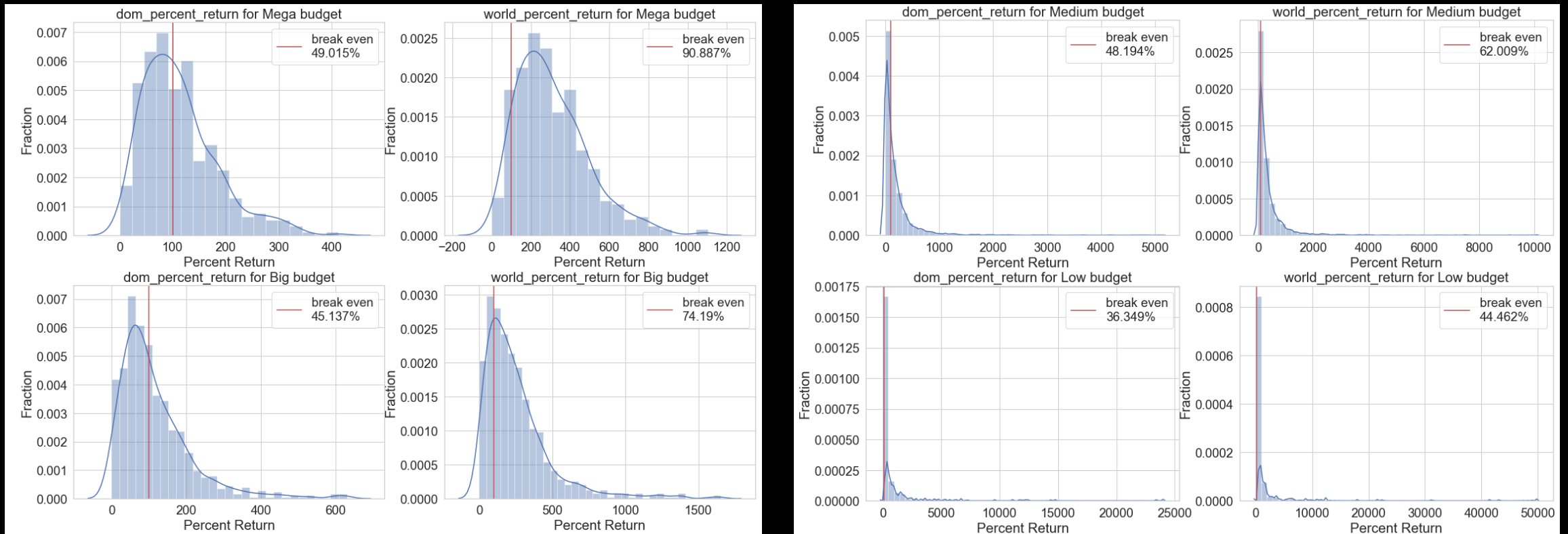
- Sets up the image of the company
- Important factor for future
- Focus on what factors might result in higher average ratings

# Action 1: Time Table



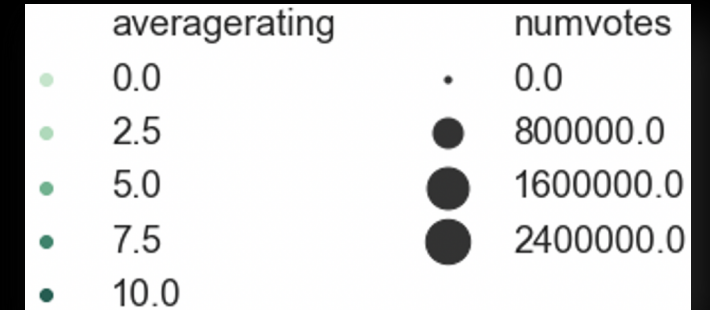
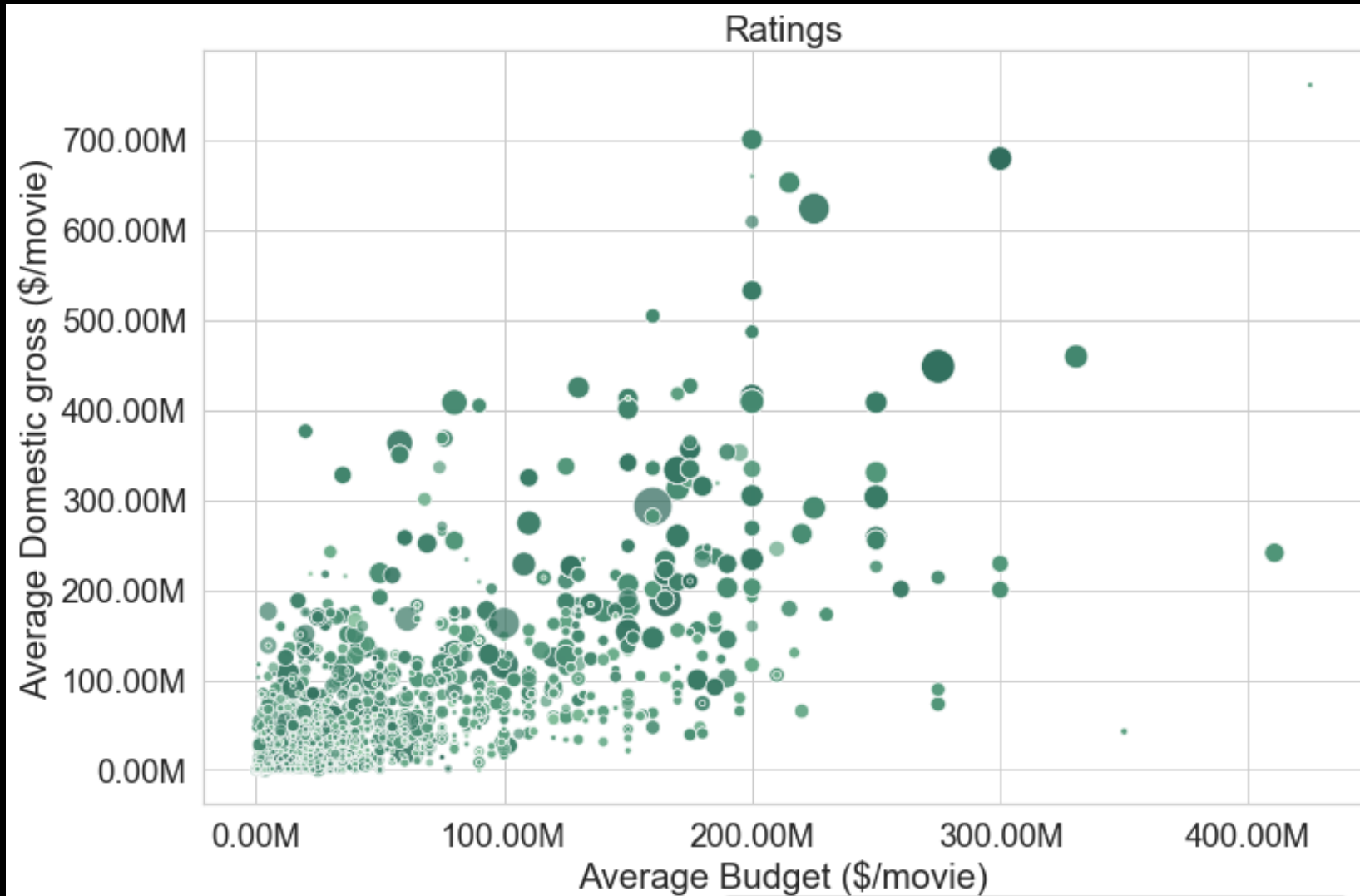
- Possible Months
  - May, June, July which result in average domestic gross of \$60-70M

# Action 2a – Setting the Budget



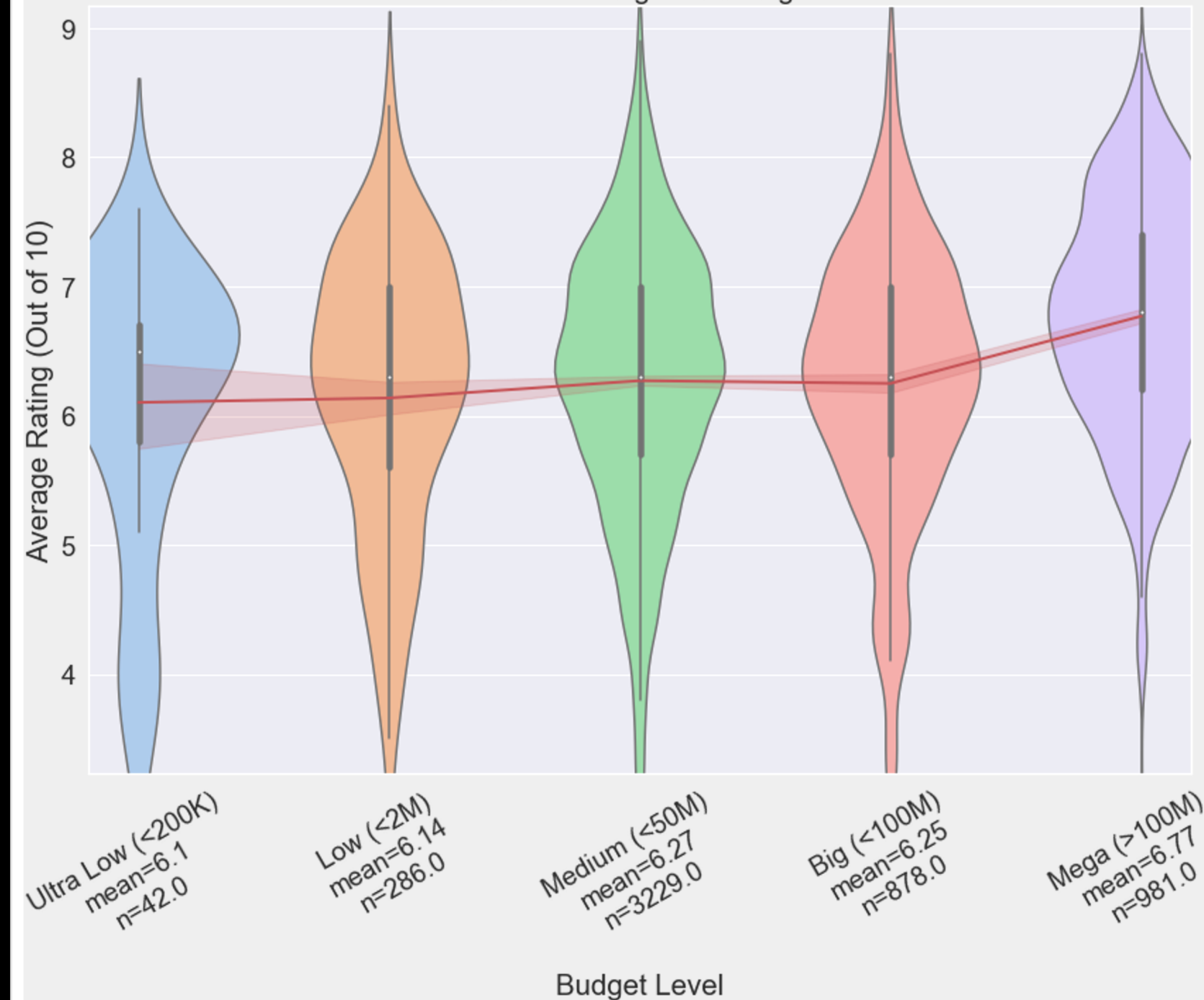
- Categories: Mega, Big, Medium, Low, Ultra-Low
- Production budget > \$100 M

# Action 2b – Setting the Budget



- Production budget > \$100 M

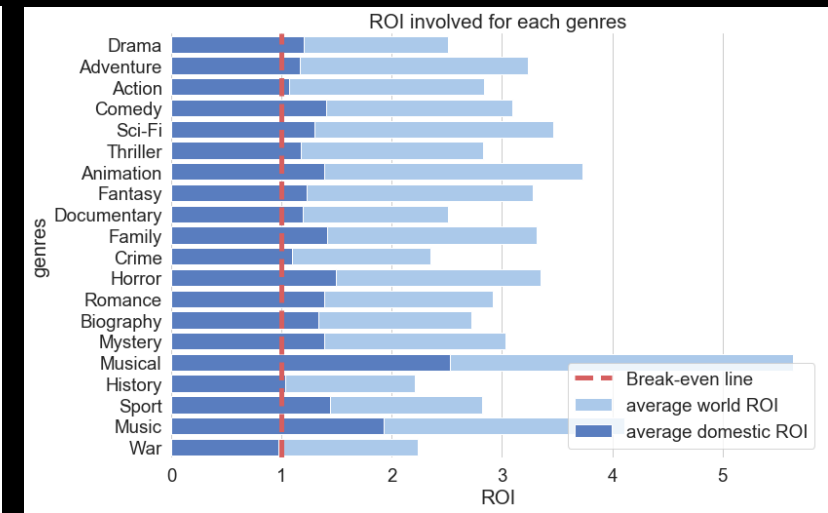
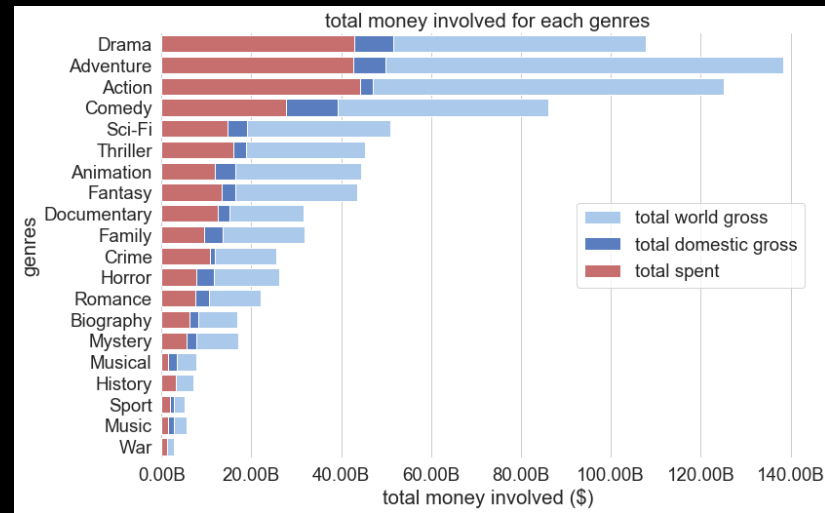
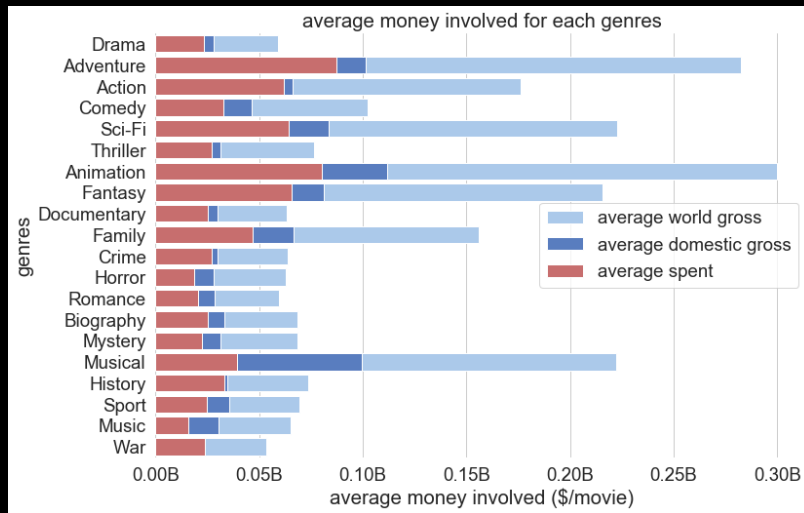
Effect of budget on ratings



- Suggestion:  
Production budget  
greater than 100M  
results in higher  
average ratings

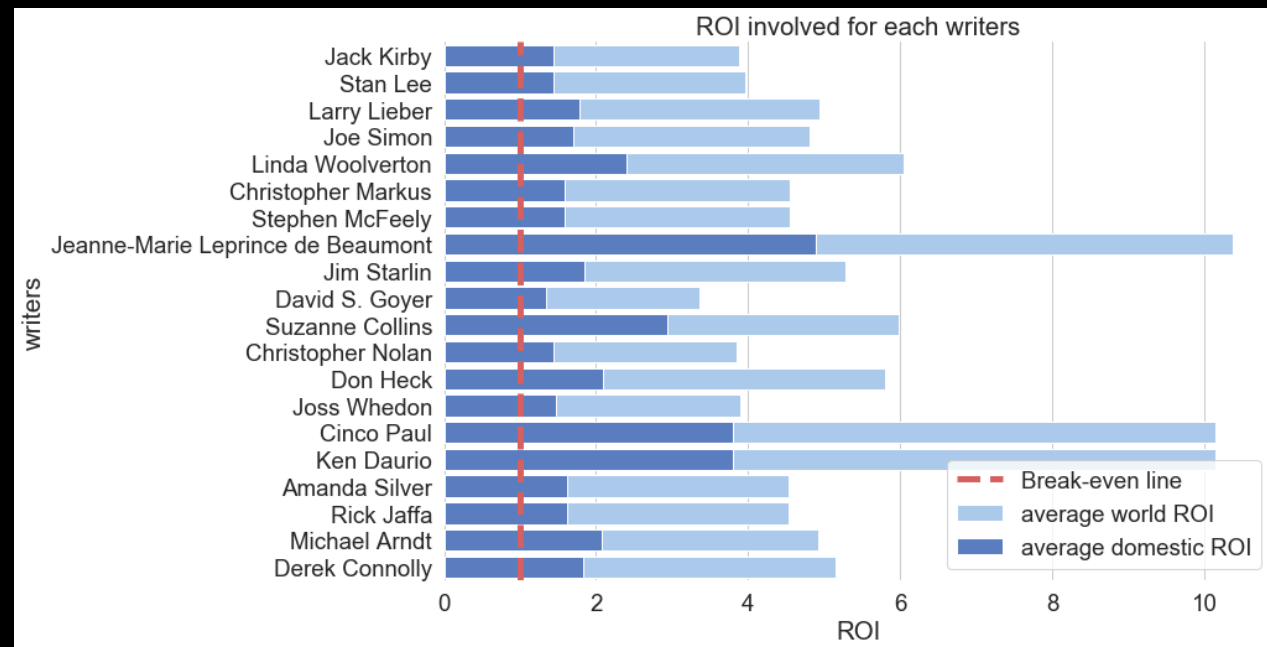
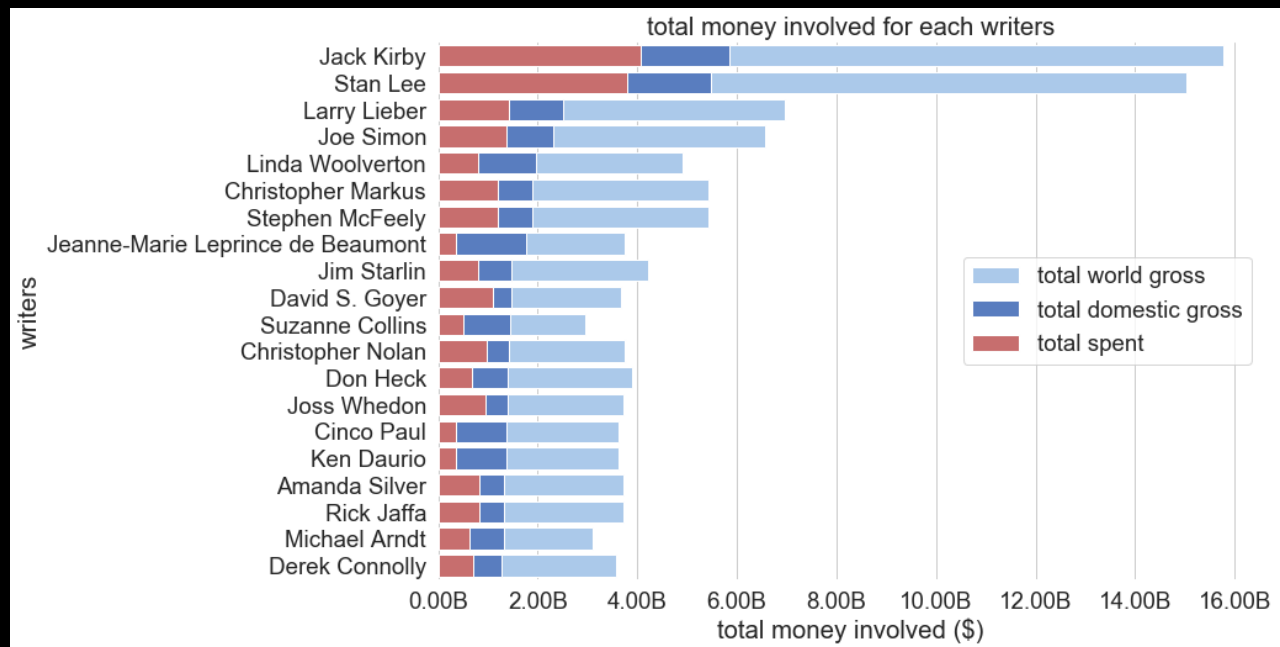


# Action 3 – Choosing Possible Genres



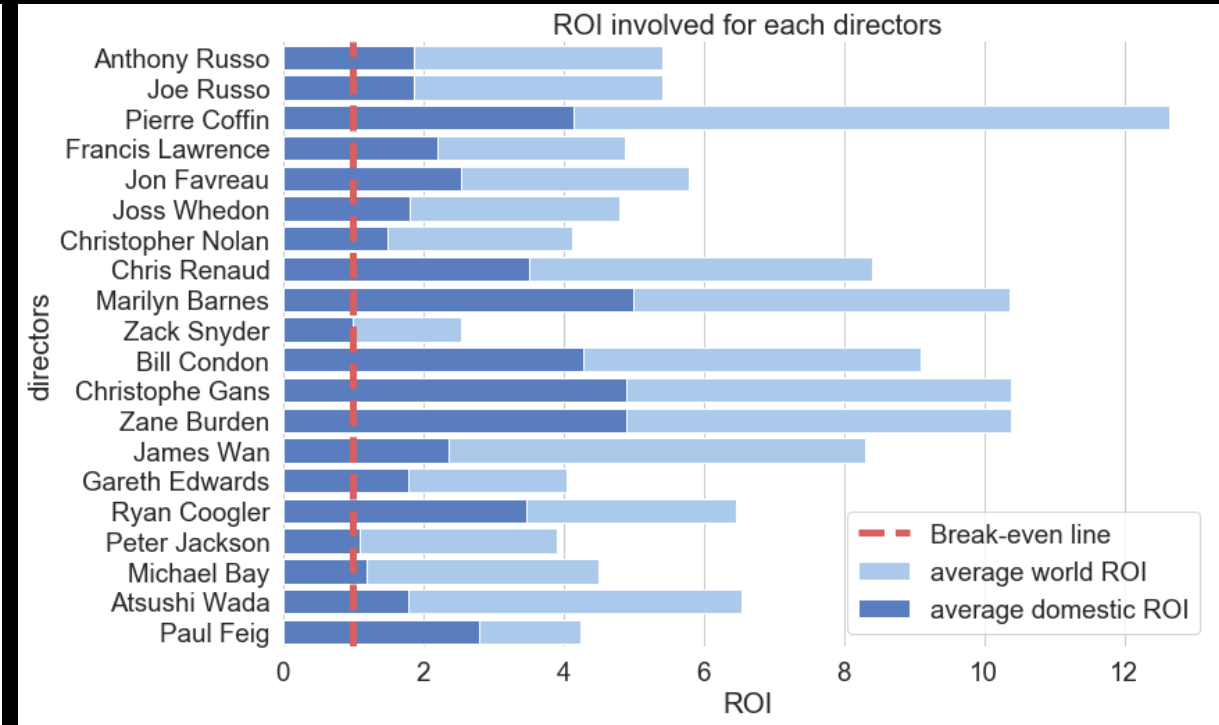
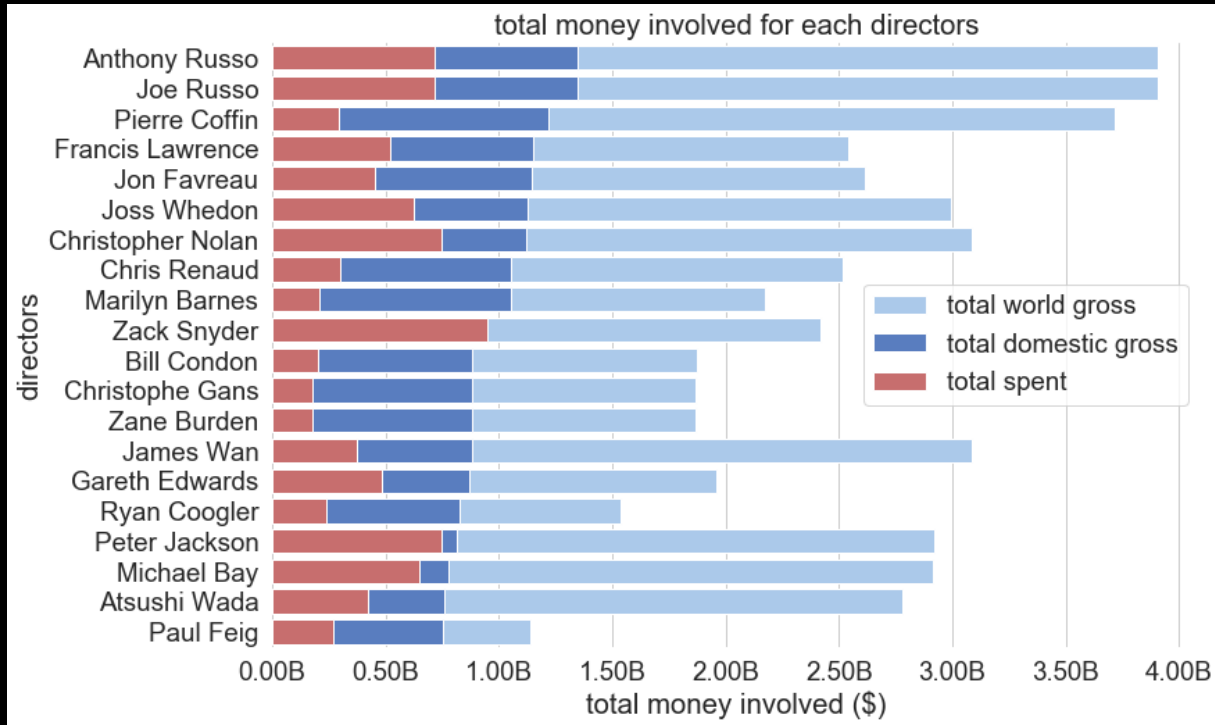
- For higher profit : drama, adventure
- For higher efficiency : musical, music

# Action 4a – Assembling the Ultimate Team



- For higher profit: Jack Kirby, Stan Lee
- For higher efficiency: Beaumont, Cinco Paul and Ken Daurio

# Action 4b – Assembling the Ultimate Team



- For higher profit: Russo brothers or Coffin
- For higher efficiency: Avoid Peter Jackson and Michael Bay

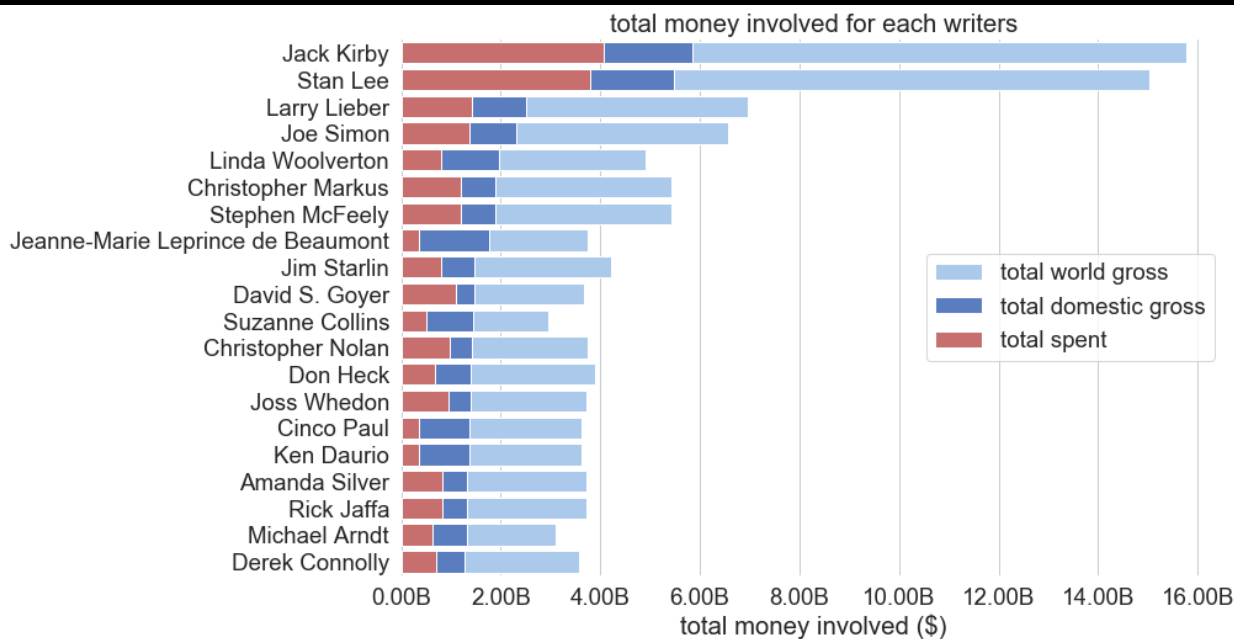
# Conclusion

- Time
  - May, June, July which result in average domestic gross of \$60-70M
- Budget
  - Production budget > \$100 M
- Genres
  - For higher profit : drama, adventure
  - For higher efficiency : musical, music
- Writers
  - For higher profit: Jack Kirby, Stan Lee
  - For higher efficiency: Beaumont, Cinco Paul and Ken Daurio
- Directors
  - For higher profit: Russo brothers or Coffin
  - For higher efficiency: Avoid Peter Jackson and Michael Bay

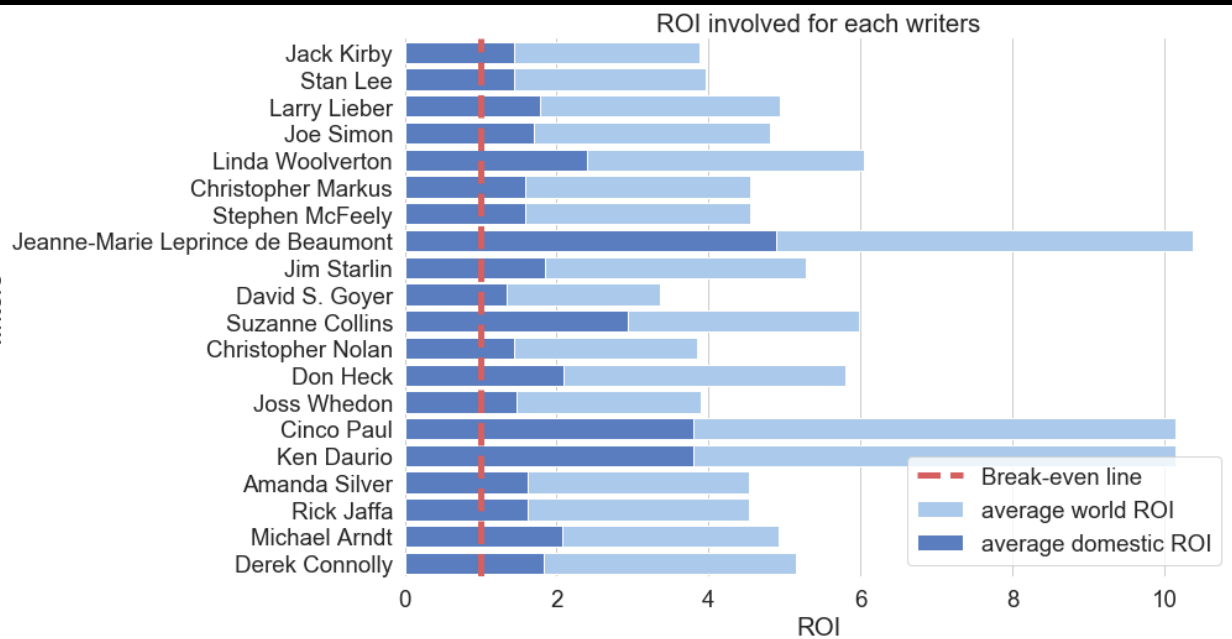
Thank you for listening

# Appendix

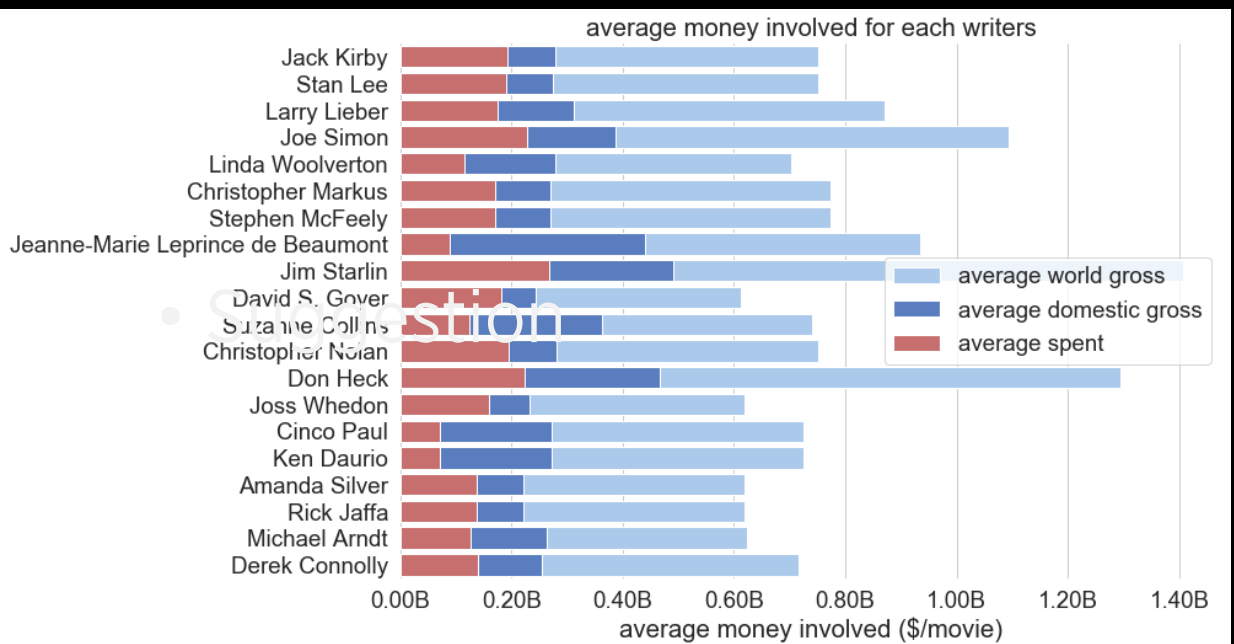
writers

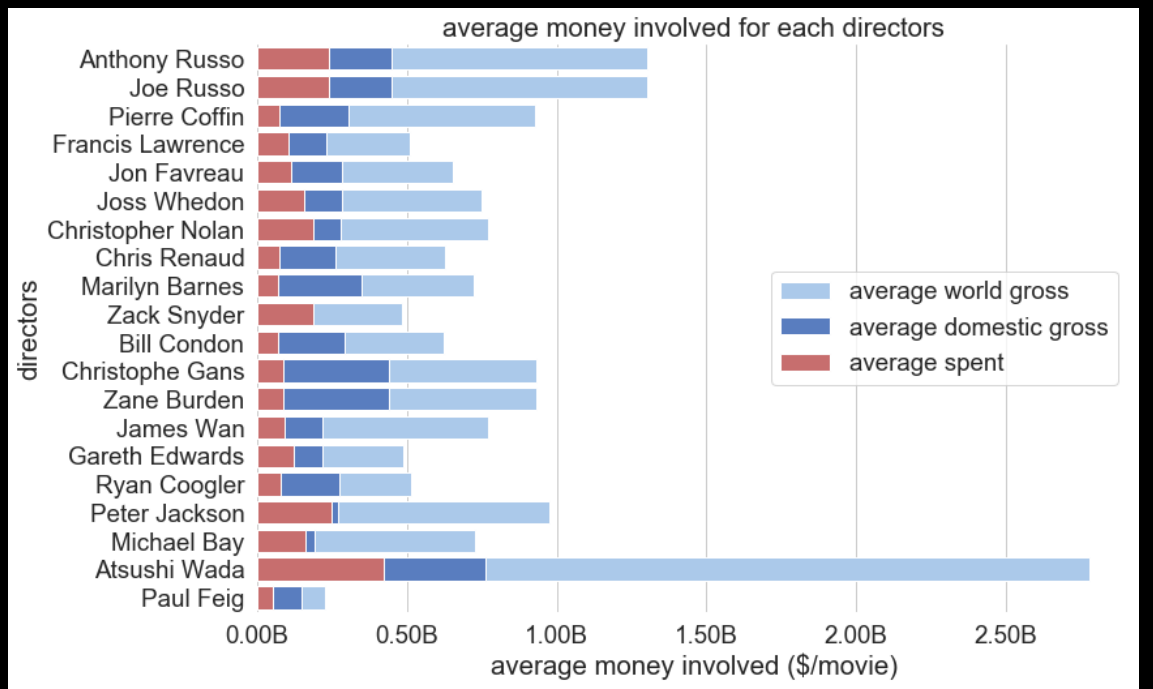
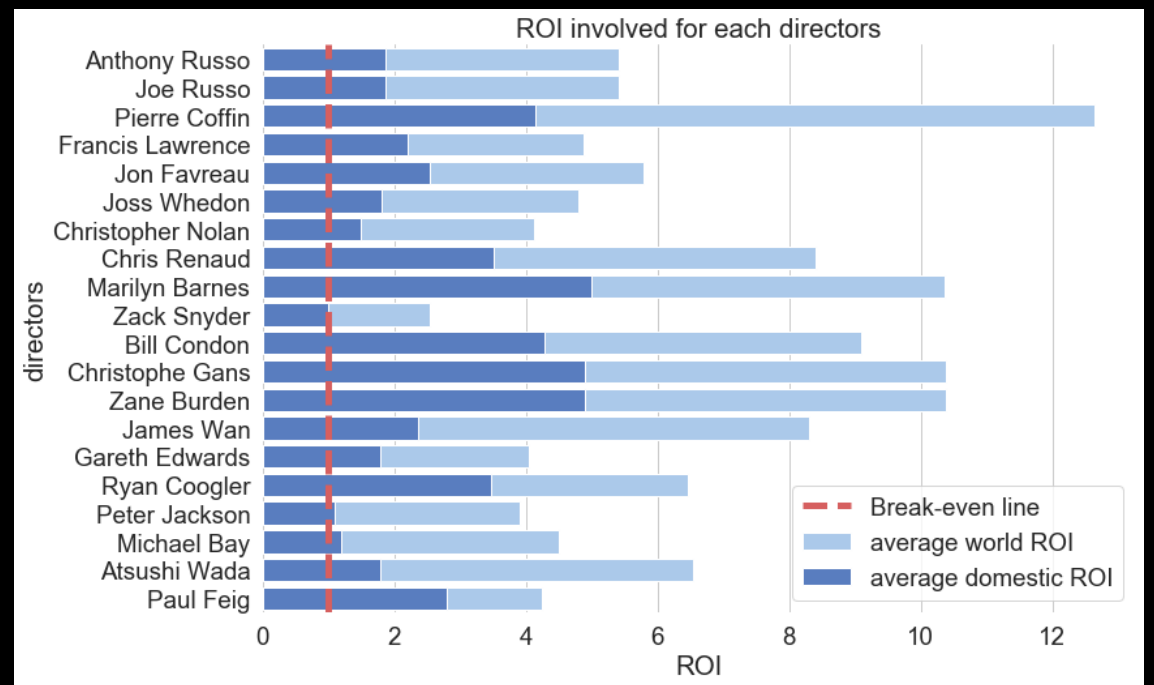
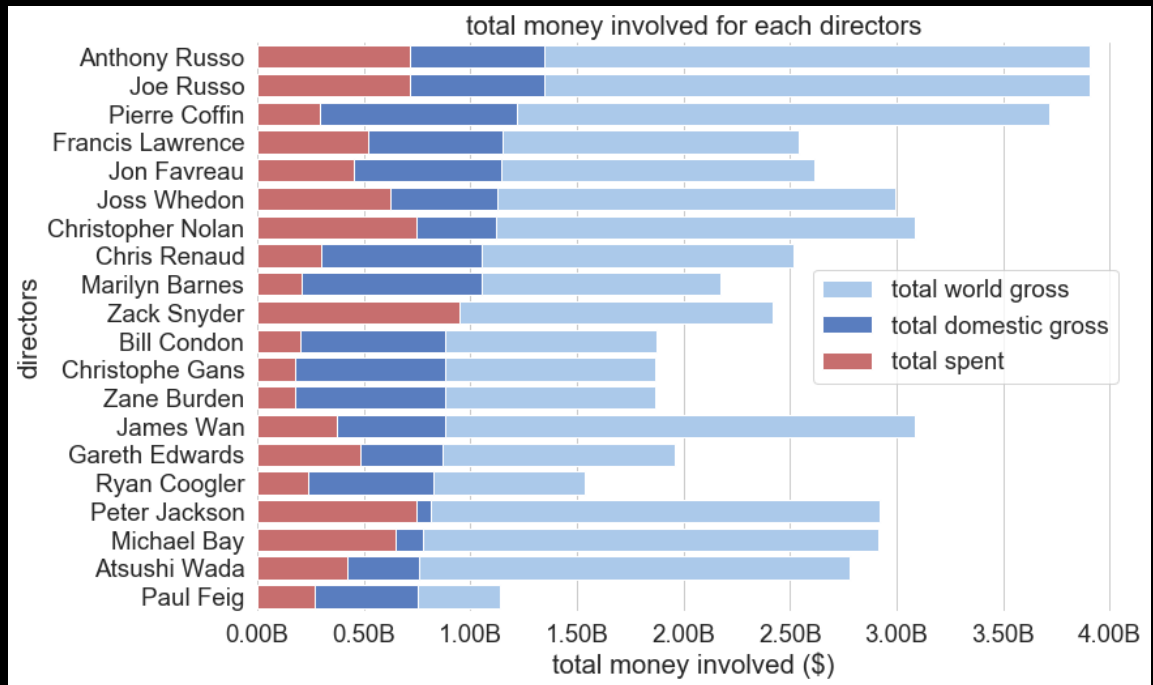


writers



writers

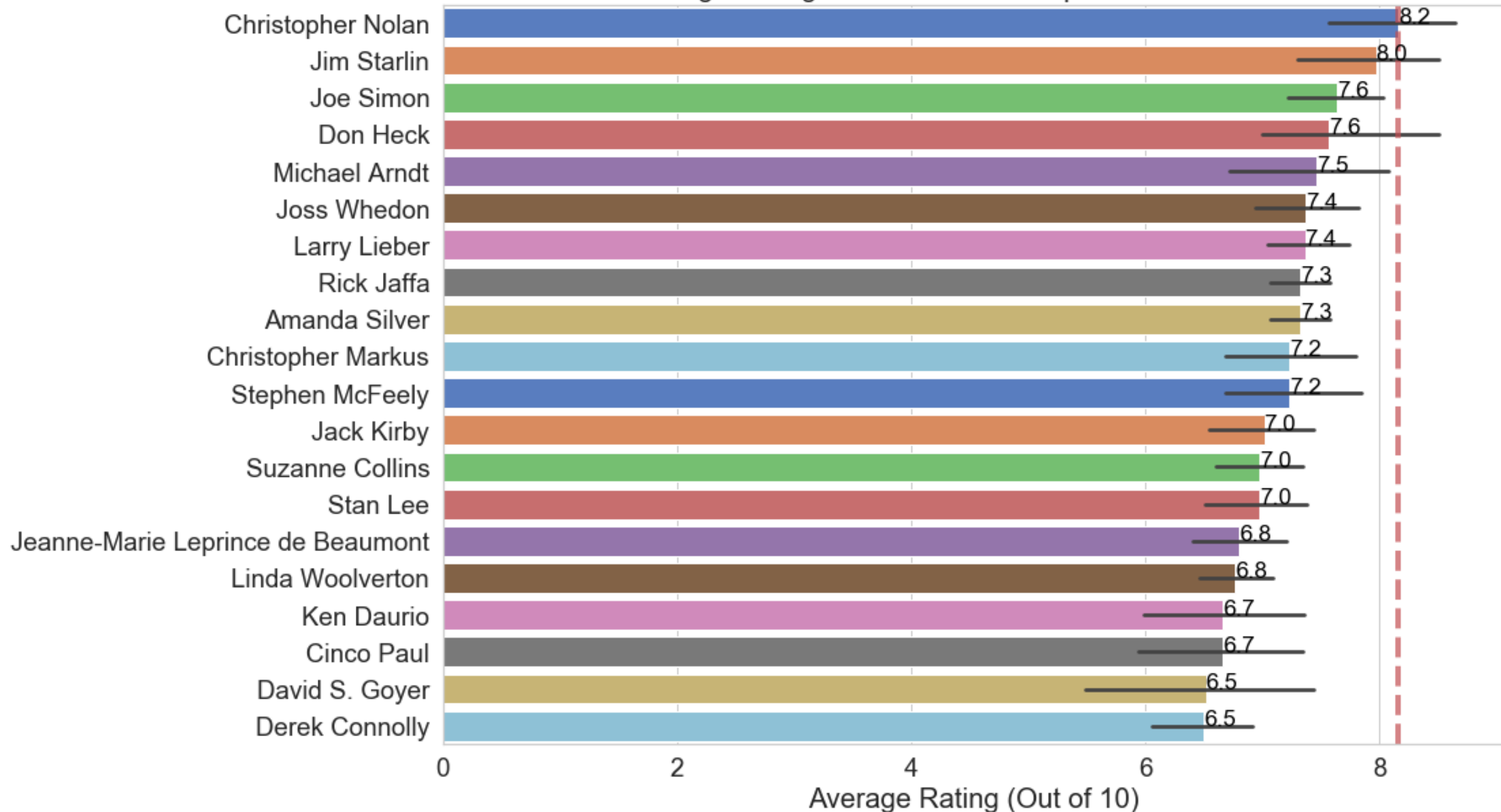




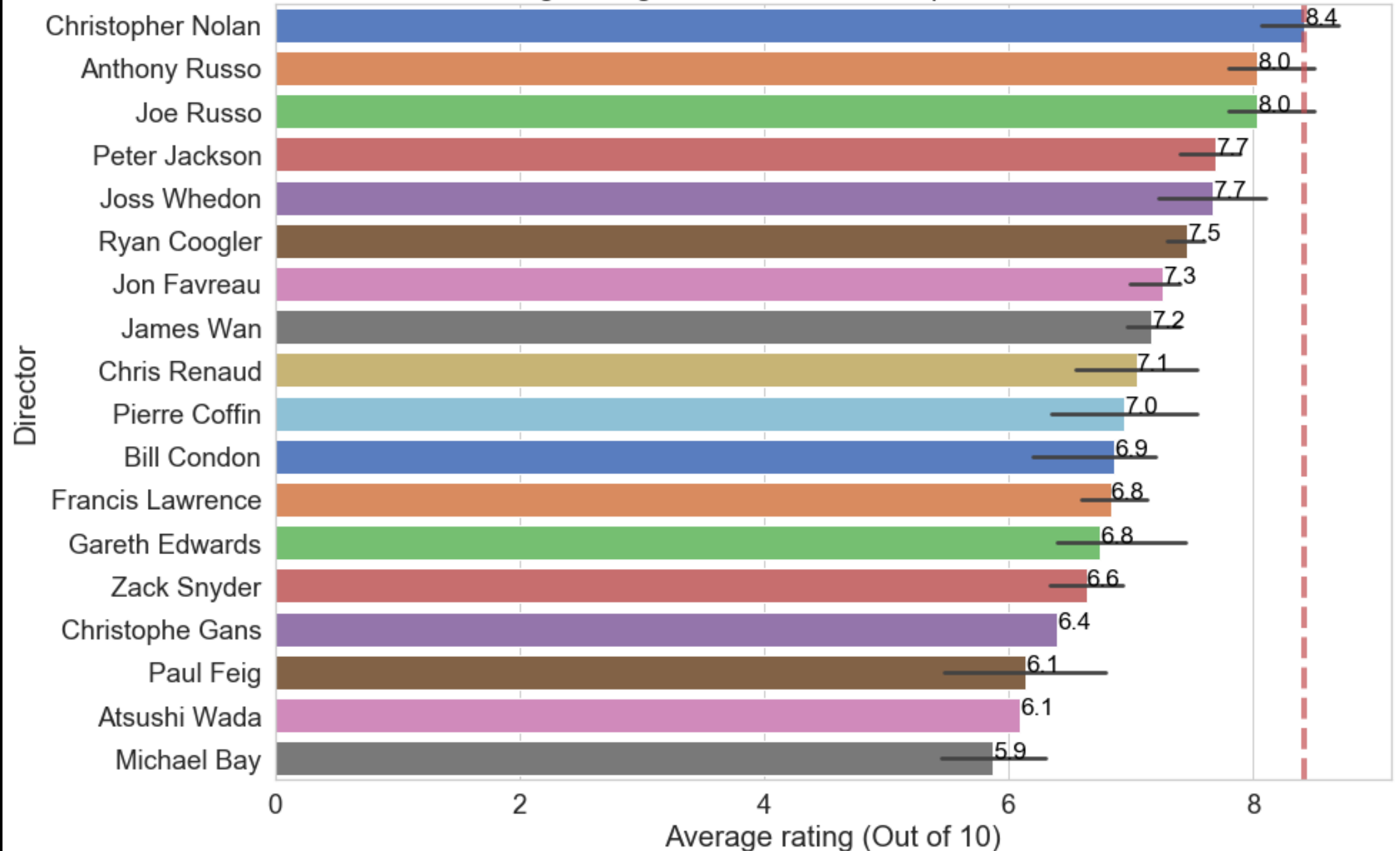


Average Ratings for Writers with Top 20 Domestic Gross

Writer



Average ratings for directors with Top 20 Domestic Gross



### **titleRatings**

**\*tconst**

averagerating  
numvotes  
(73856 x 2)

### **df\_movie\_gross (bom)**

\*title  
studio  
domestic\_gross  
foreign\_gross  
year  
(3387 x 4)

### **titleAkas**

\*title\_id  
ordering  
title  
region  
language  
types  
attributes  
is\_original\_title  
(331703 x 7)

### **titleBasics**

**\*tconst**

primary\_title  
original\_title  
start\_year  
runtime\_minutes  
genres  
(145144 x 5)

### **movieBudgets(tn)**

\*id  
release\_date  
movie  
production\_budget  
domestic\_gross  
worldwide\_gross  
(5782 x 5)

### **titlePrincipals**

**\*title**

studio  
domestic\_gross  
foreign\_gross  
year  
(3387 x 4)

### **movies (tmdb)**

genre\_ids  
id  
original\_language  
original\_title  
popularity  
release\_date  
title  
vote\_average  
vote\_count  
(26517 x 9)

### **nameBasics**

**\*nconst**

primary\_name  
birth\_year  
primary\_profession  
known\_for\_titles  
(606648 x 5)

### **titleCrew**

**\*tconst**

directors  
writers  
(146144 x 2)