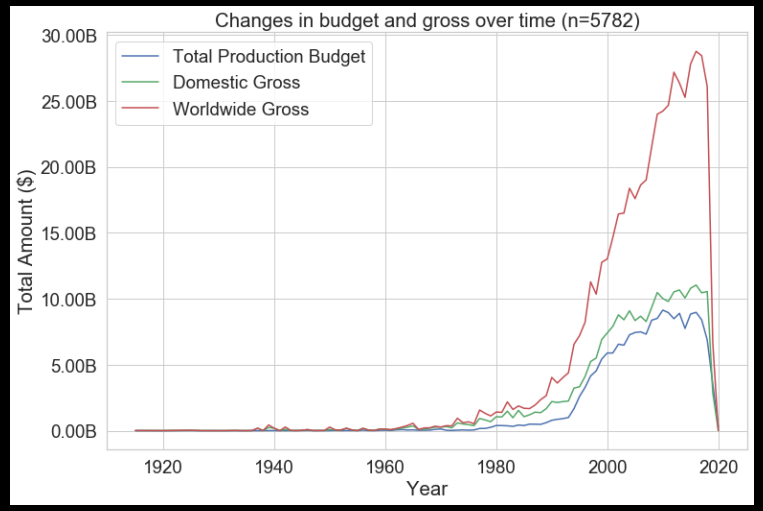
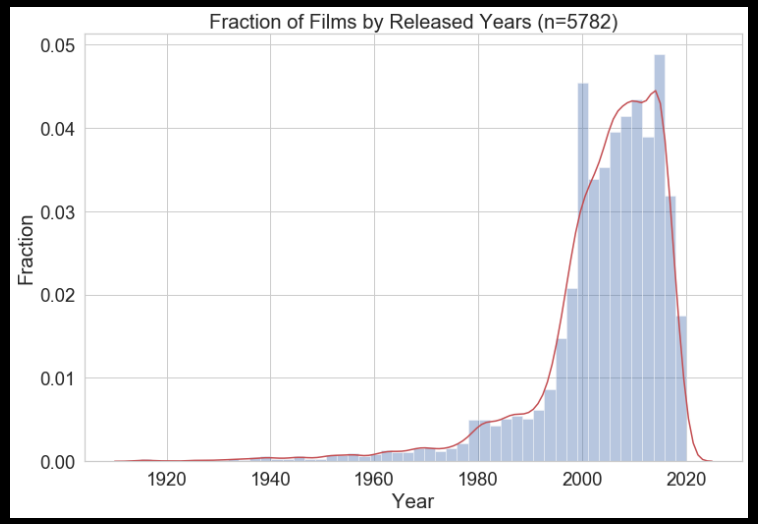
What type of films they should be creating

Introduction



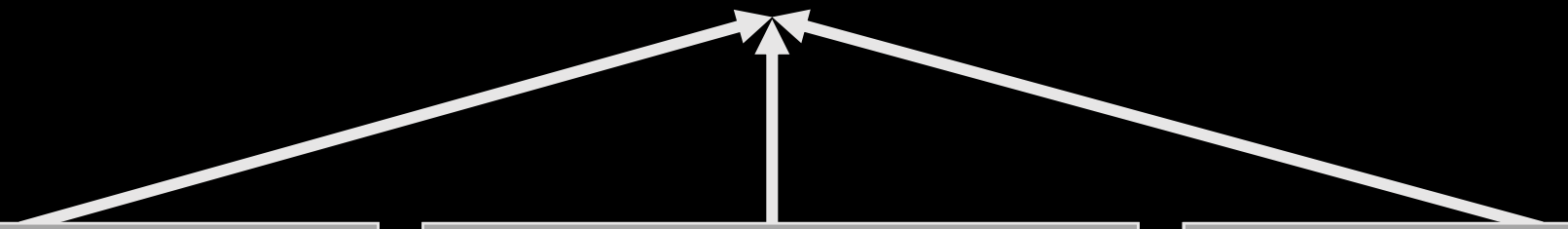


Defining the “best” type of a film

Return on Investment (ROI)	*Total Gross Profit*	*Average Ratings*
- Indicates effectiveness - Mainly focus maximizing domestic ROI - Limited since percentage does not fully describe total profit	- Indicates the magnitude of its impact - Mainly focus on maximizing domestic gross profit	- 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



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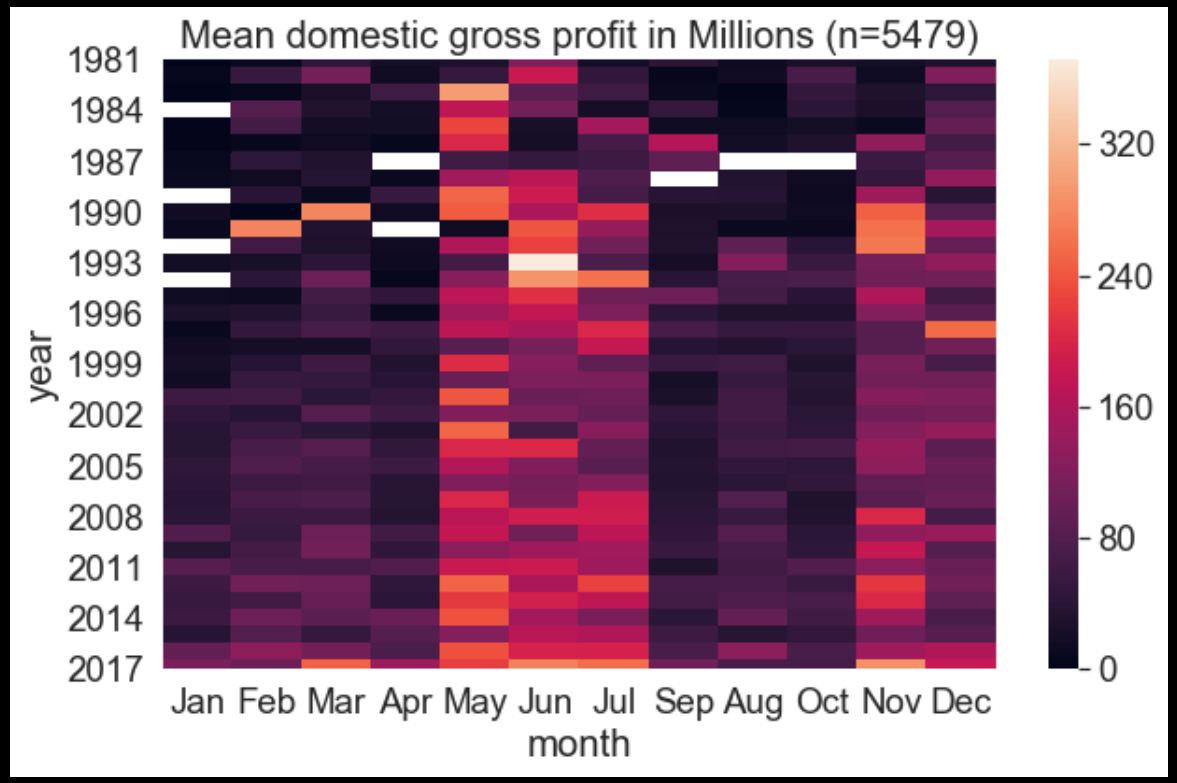
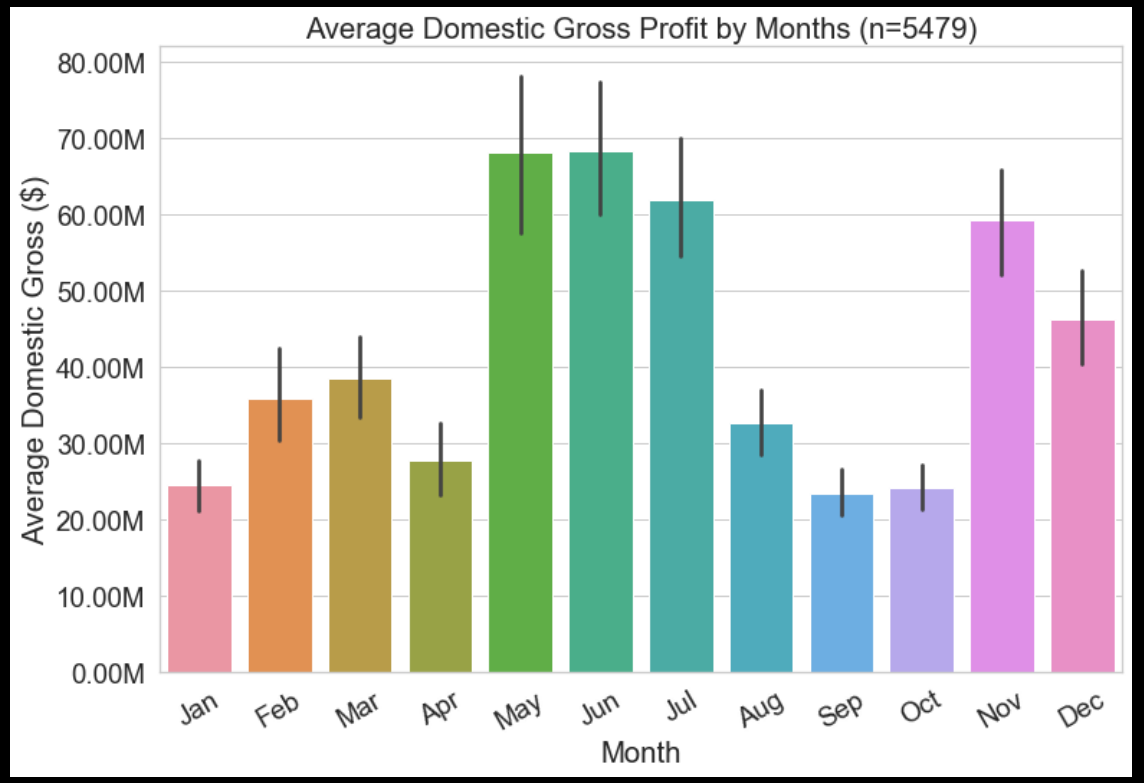
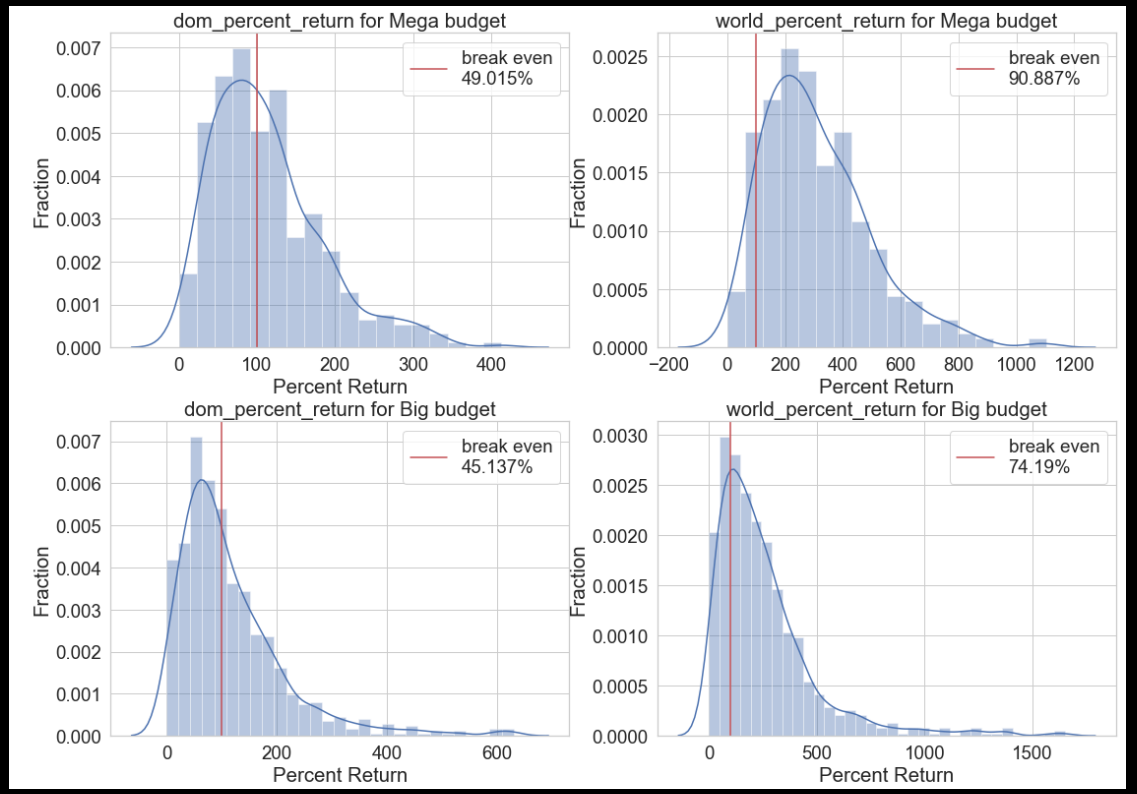
Action 1: Time Table

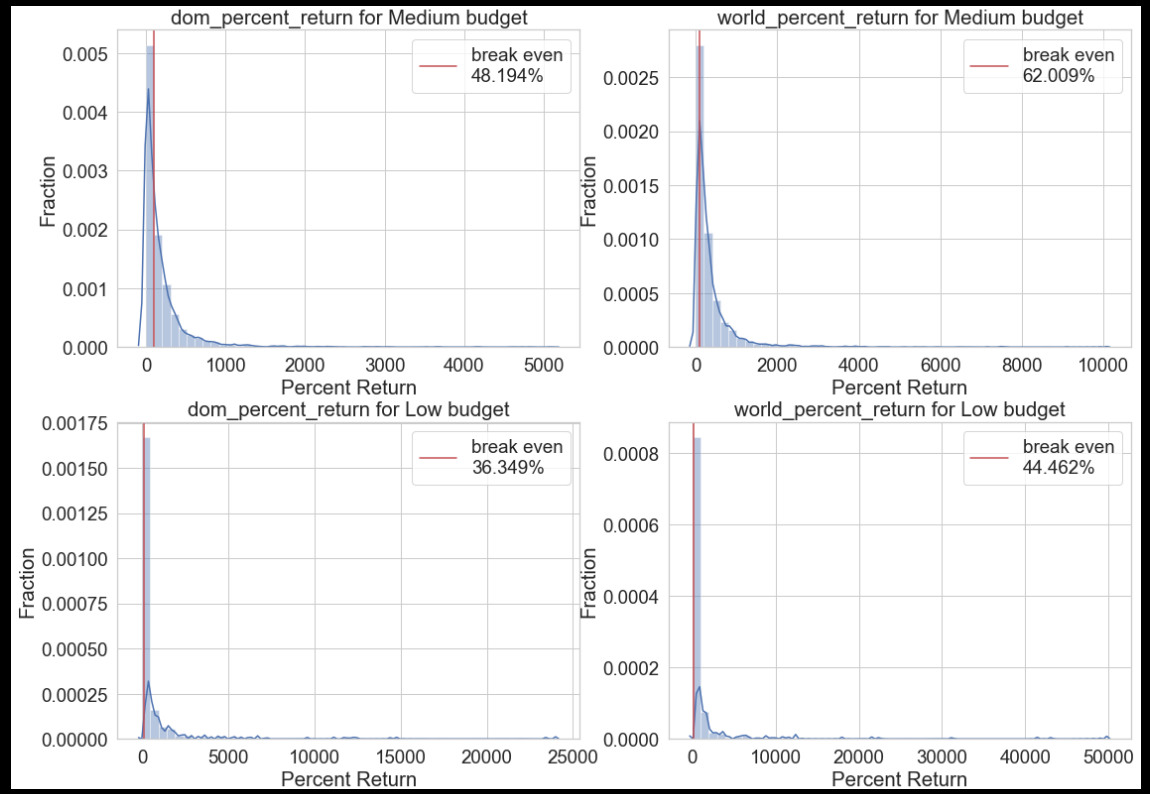




- Possible Months
  - May, June, July which result in average domestic gross of $60-70M

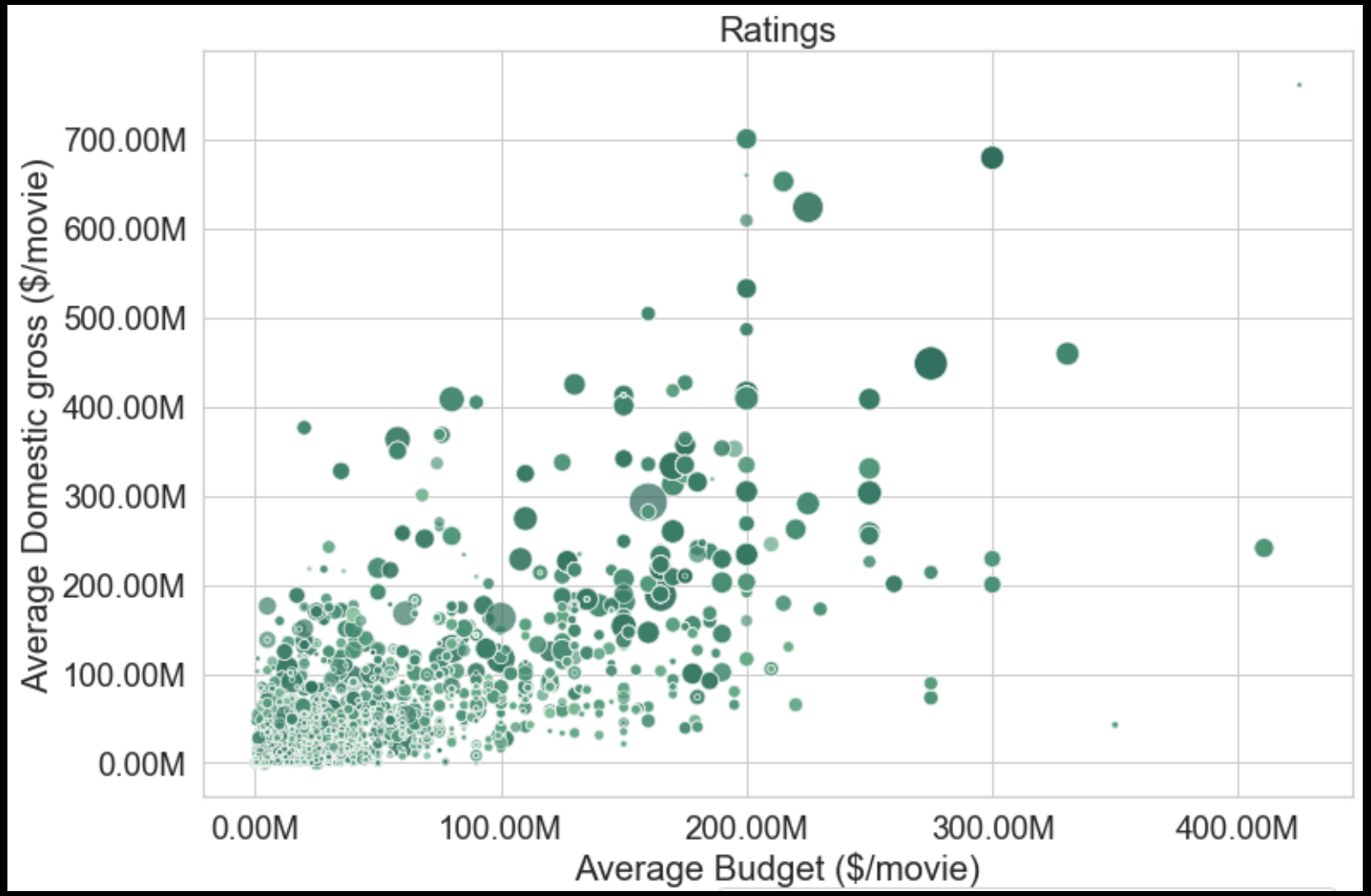
Action 2a – Setting the Budget



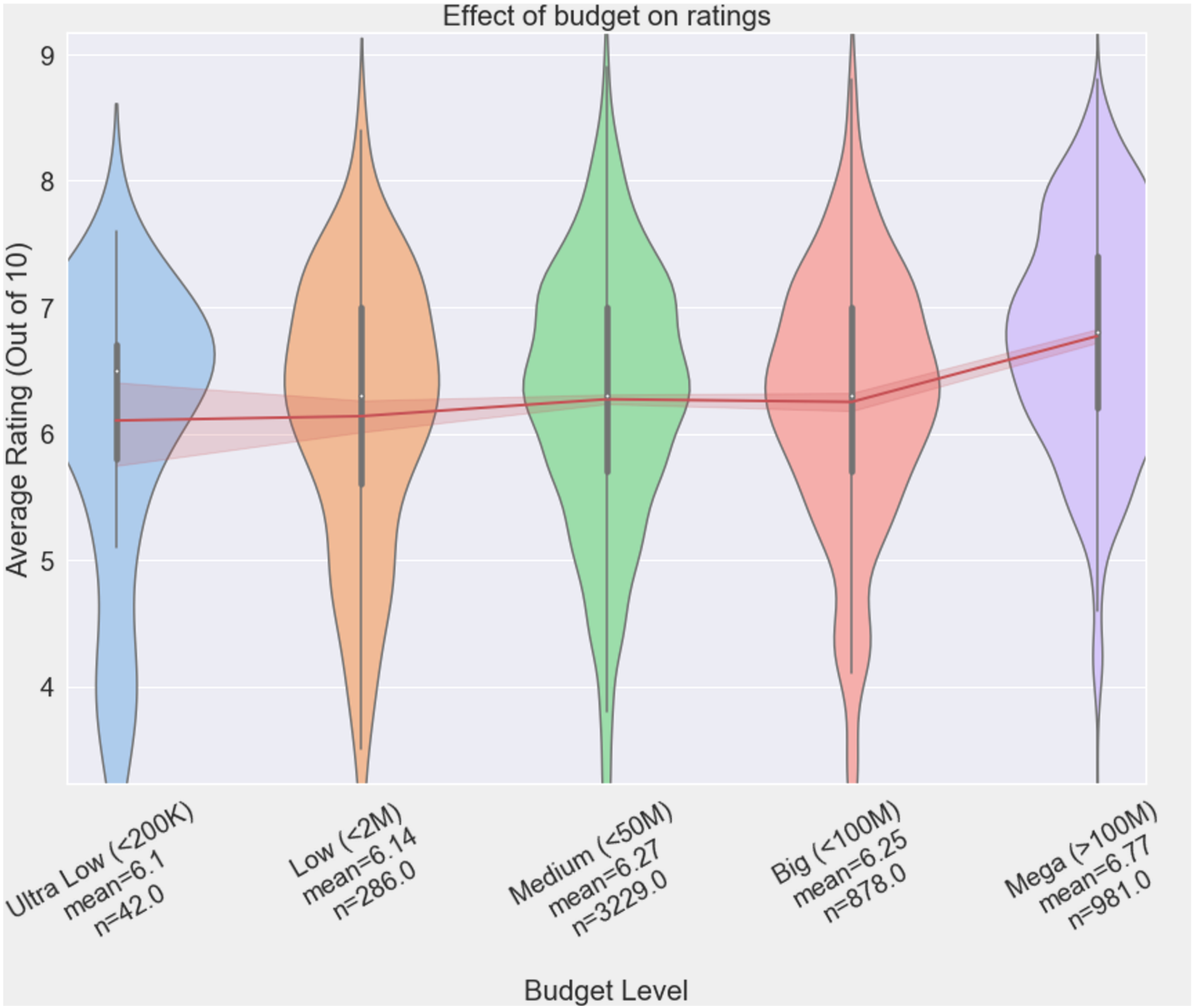


- Categories: Mega, Big, Medium, Low, Ultra-Low
- Production budget > $100 M

Action 2b – Setting the Budget



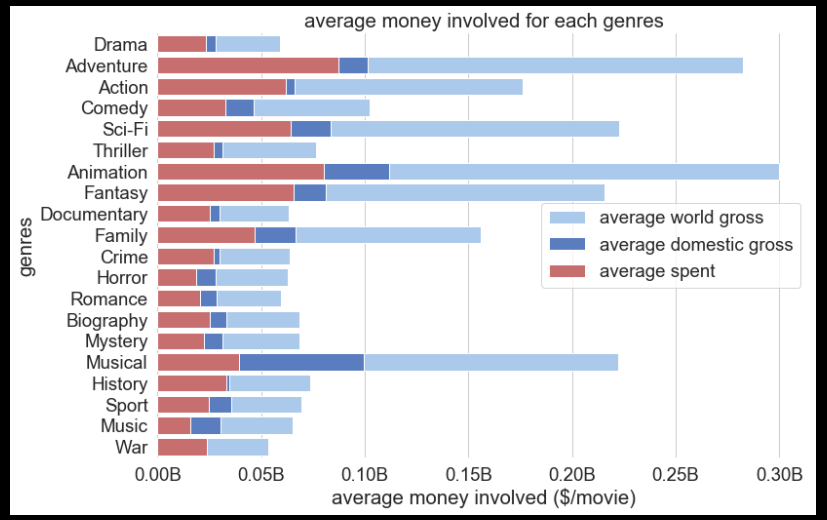
- Production budget > $100 M

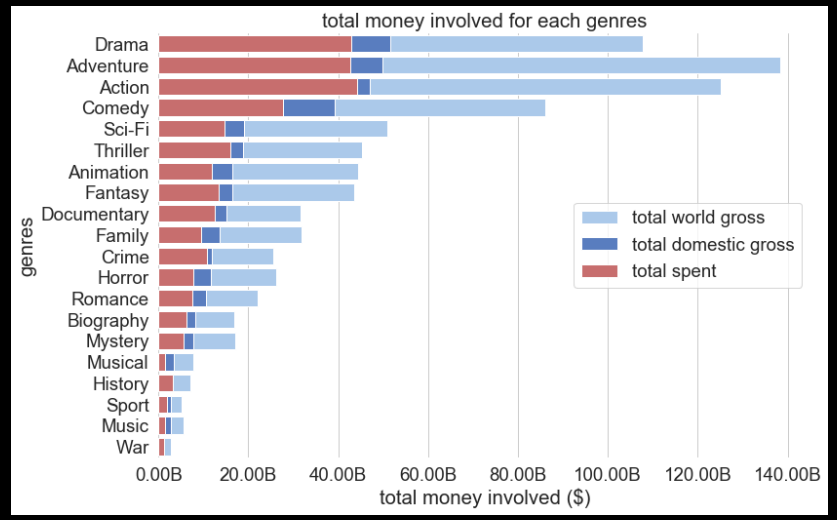


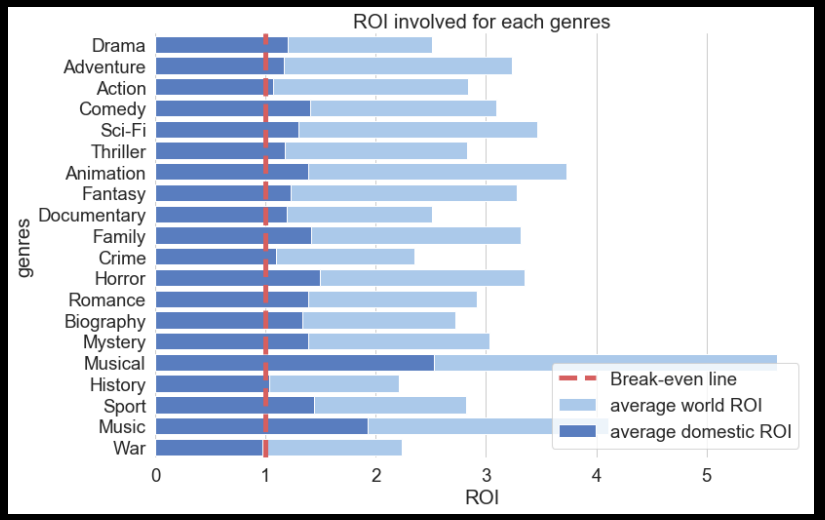
- Suggestion:

Production budget greater than 100M results in higher average ratings

Action 3 – Choosing Possible Genres

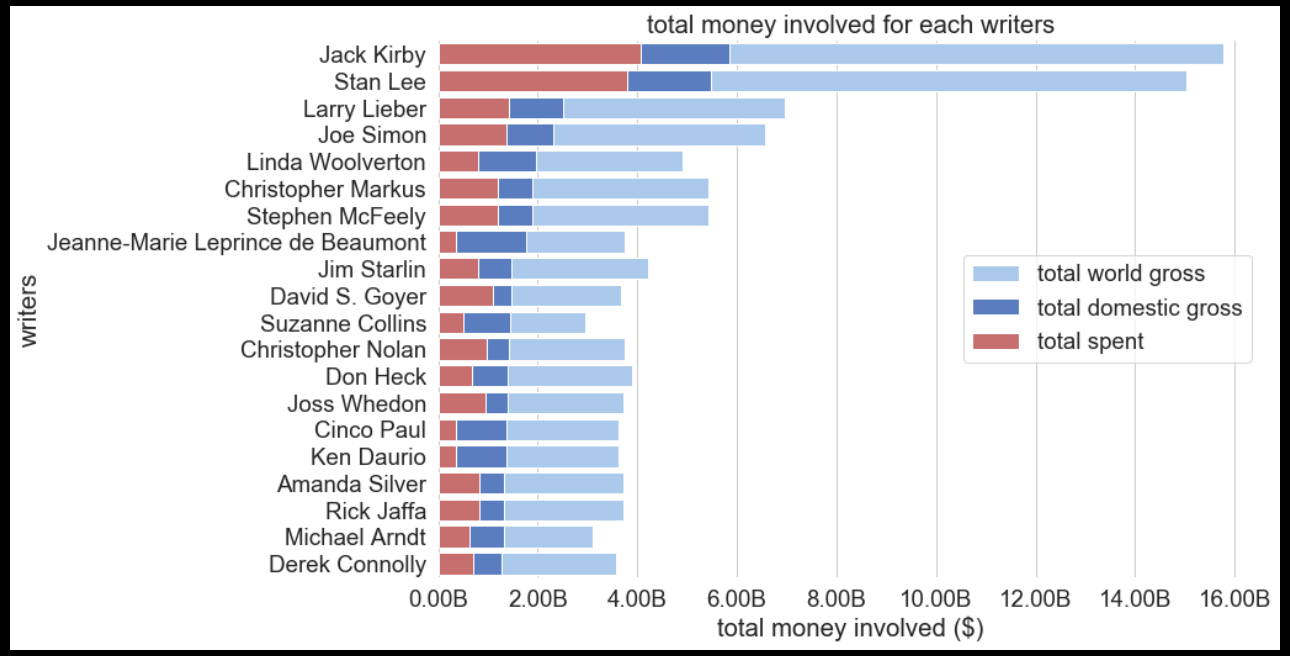


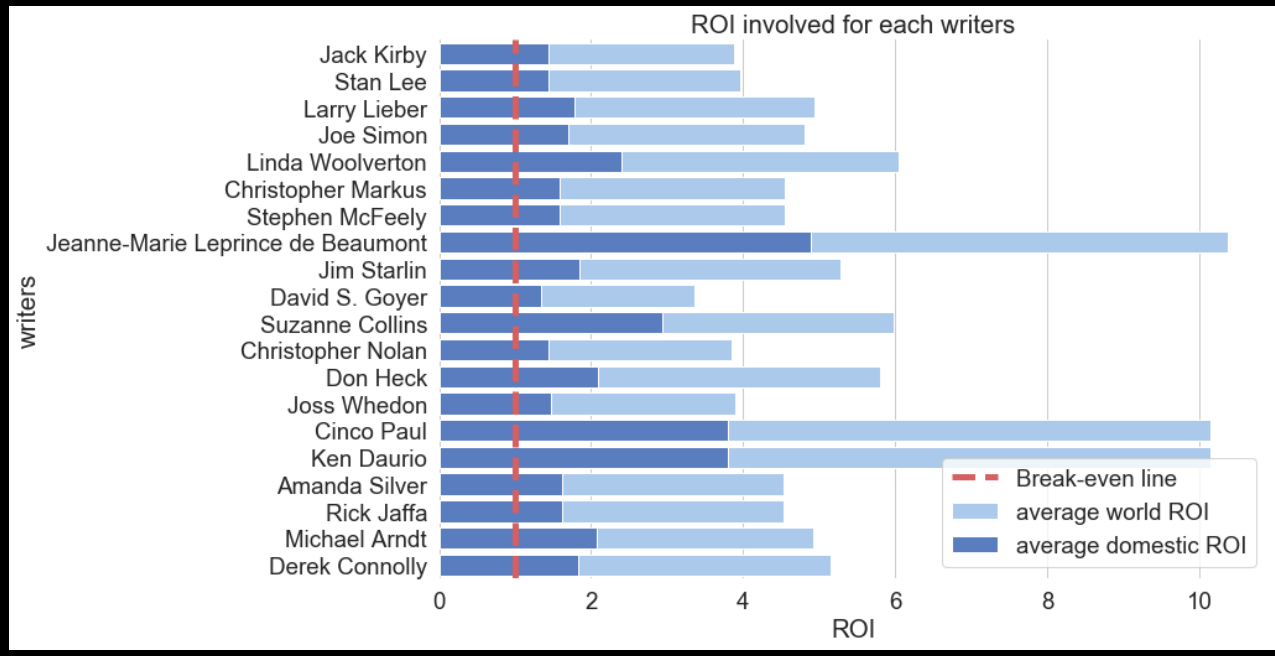




- For higher profit : drama, adventure
- For higher efficiency : musical, music

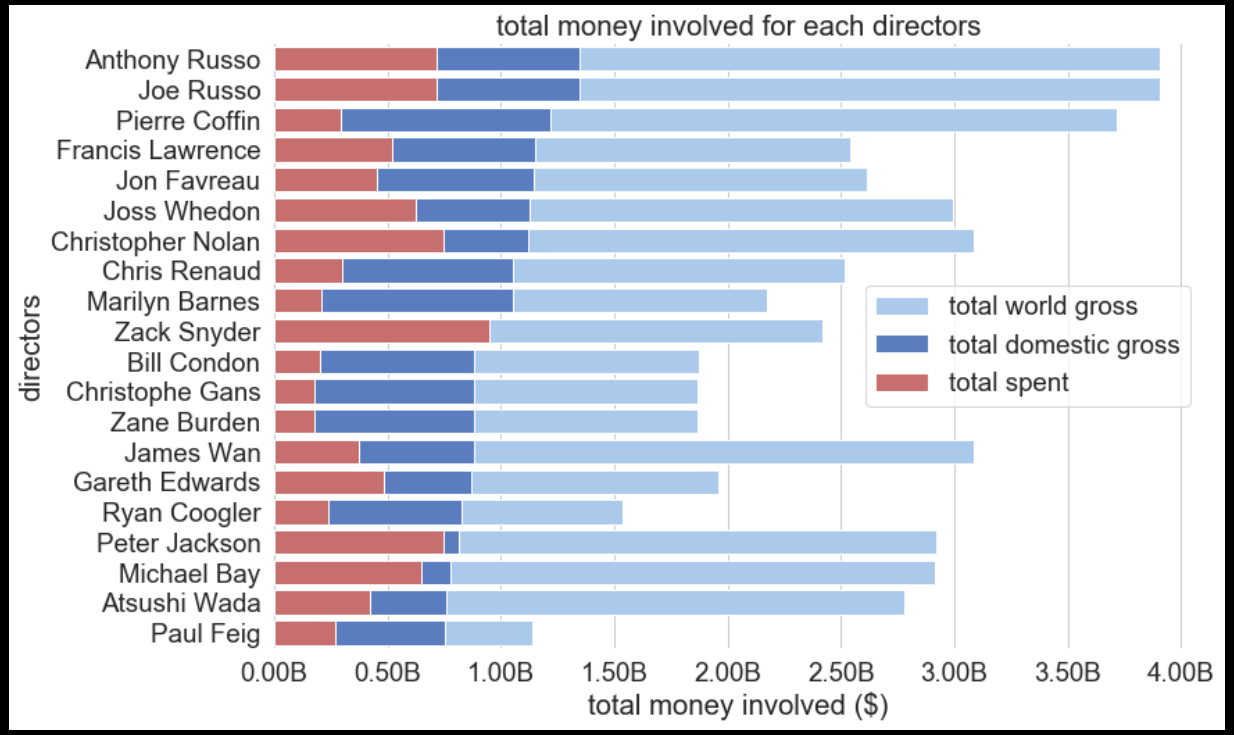
Action 4a – Assembling the Ultimate Team

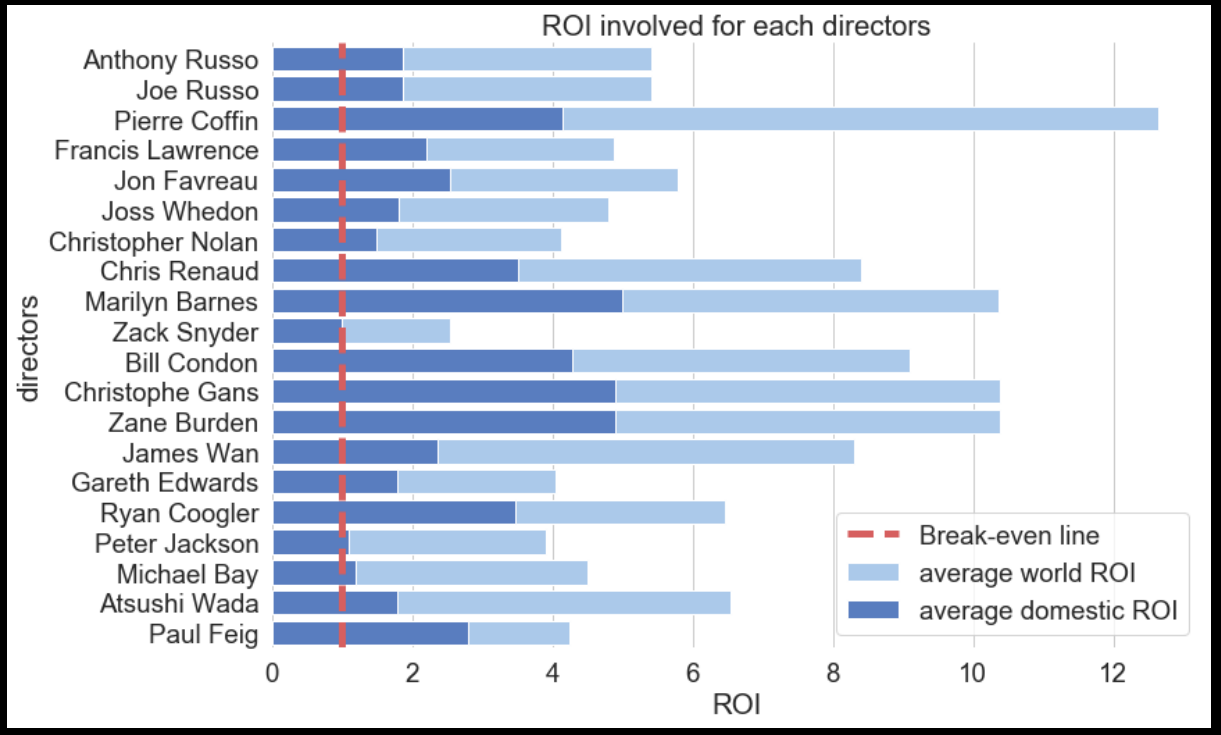




- For higher profit: Jack Kirby, Stan Lee
- For higher efficiency: Beaumont, Cinco Paul and Ken Daurio

Action 4b – Assembling the Ultimate Team



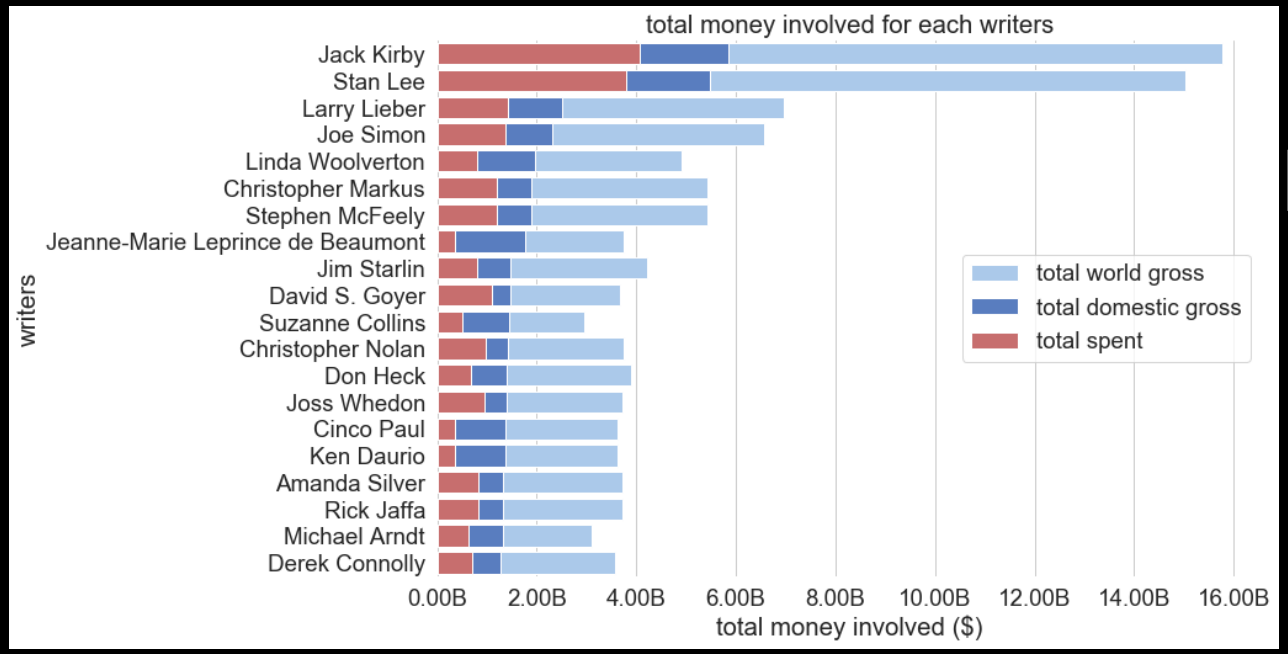


- For higher profit: Russo brothers or Coffin
- For higher efficiency: Avoid Peter Jackon and Michael Bay

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 Jackon and Michael Bay

Thank you for listening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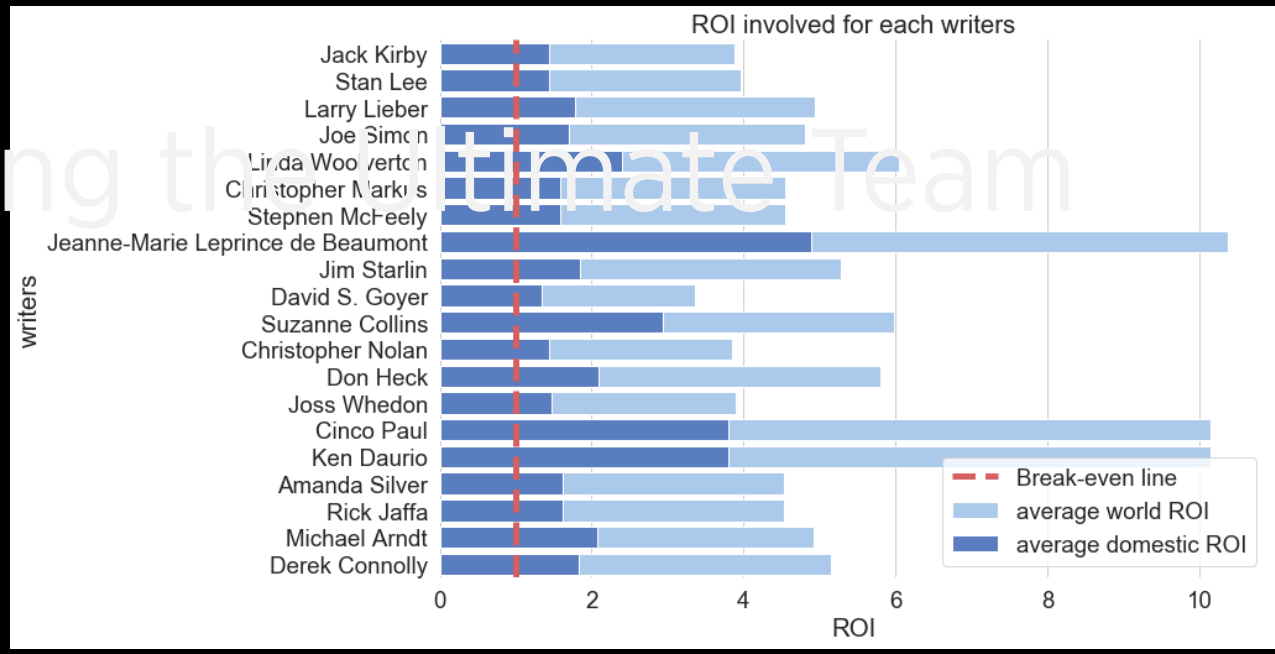
Jack Kirby
Stan Lee
Larry Lieber
Joe Simon
Linda Woolverton
Christopher Markus
Stephen McFeely
Jeanne-Marie Leprince de Beaumont
Jim Starlin
David S. Goyer
Suzanne Collins
Christopher Nolan
Don Heck
Joss Whedon
Cinco Paul
Ken Daurio
Amanda Silver
Rick Jaffa
Michael Arndt
Derek Connolly
writers
total world gross
total domestic gross
total spent
0.00B
2.00B
4.00B
6.00B
8.00B
10.00B
12.00B
14.00B
16.00B
total money involved ($)


ROI involved for each writers
Jack Kirby
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Linda Woolverton
Christopher Markus
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Jim Starlin
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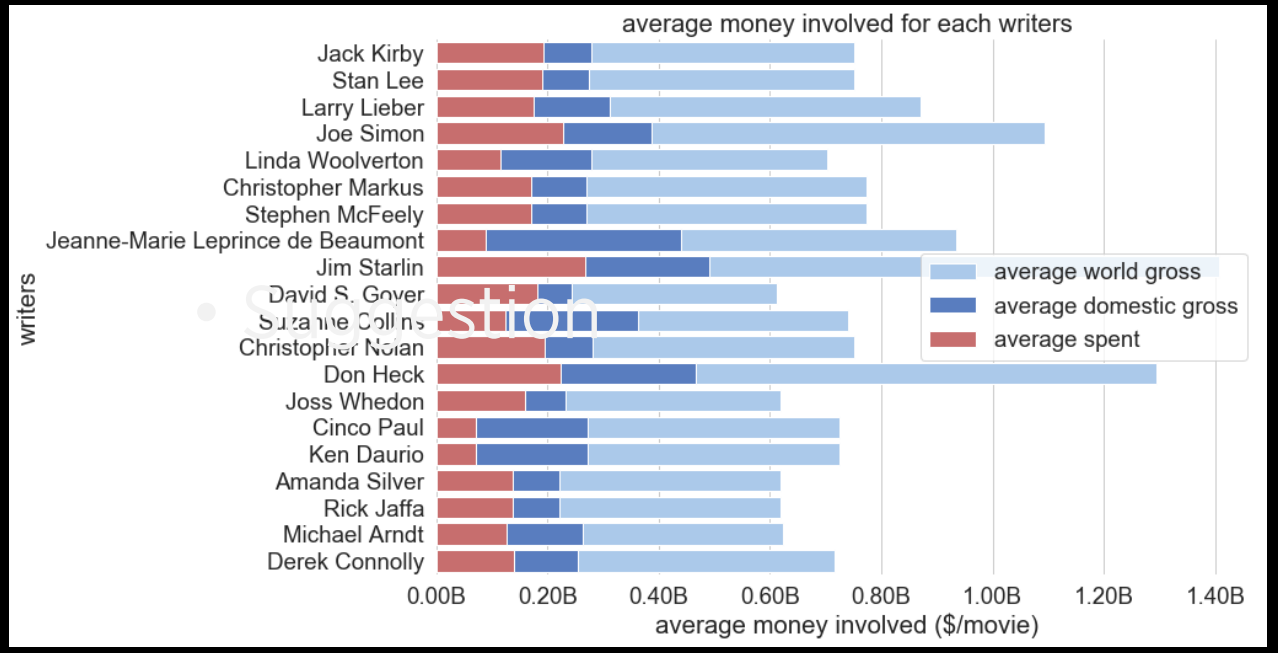
Christopher Nolan
Don Heck
Joss Whedon
Cinco Paul
Ken Daurio
Amanda Silver
Rick Jaffa
Michael Arndt
Derek Connolly
writers
Break-even line
average world ROI
average domestic ROI
0
2
4
6
8
10
ROI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Don Heck
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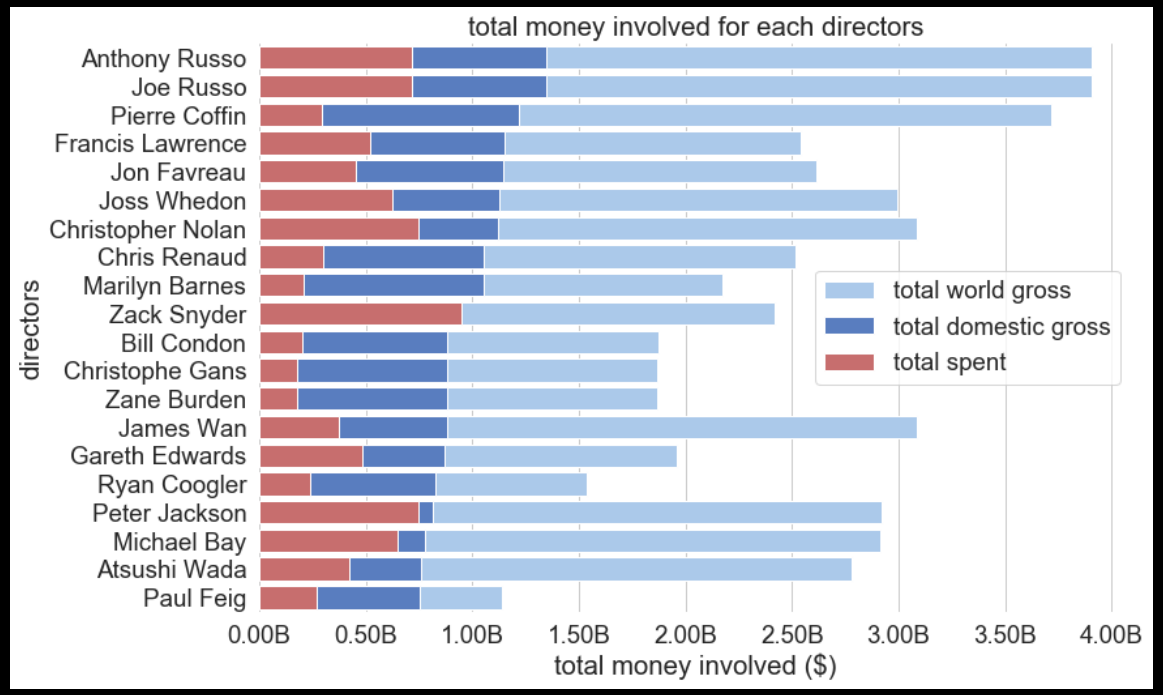
Cinco Paul
Ken Daurio
Amanda Silver
Rick Jaffa
Michael Arndt
Derek Connolly
writers
average world gross
average domestic gross
average spent
0.00B
0.20B
0.40B
0.60B
0.80B
1.00B
1.20B
1.40B
average money involved ($/movie)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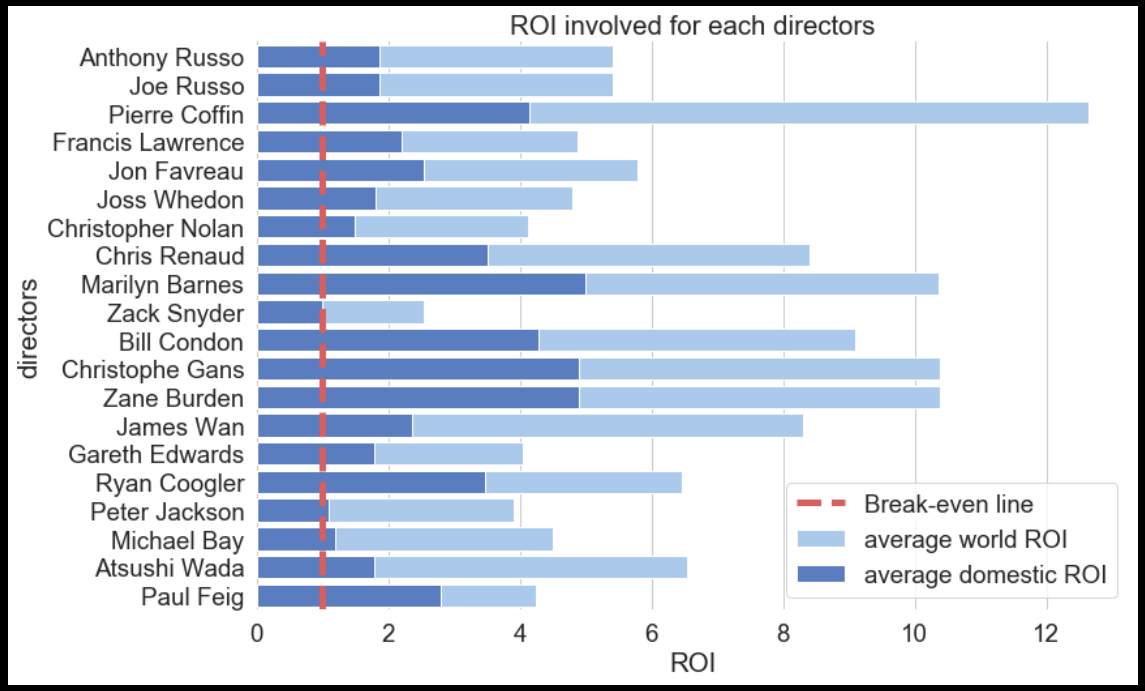
Christopher Nolan
Chris Renaud
Marilyn Barnes
Zack Snyder
Bill Condon
Christophe Gans
Zane Burden
James Wan
Gareth Edwards
Ryan Coogler
Peter Jackson
Michael Bay
Atsushi Wada
Paul Feig
directors
total world gross
total domestic gross
total spent
0.00B
0.50B
1.00B
1.50B
2.00B
2.50B
3.00B
3.50B
4.00B
total money involved ($)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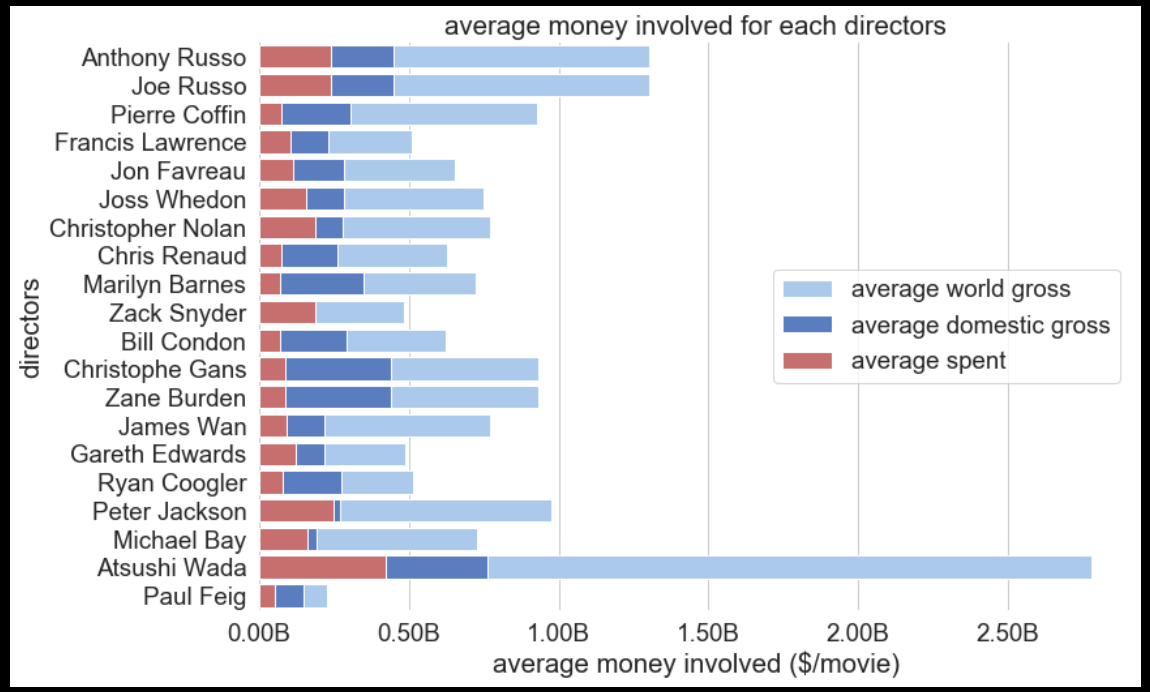
directors
Break-even line
average world ROI
average domestic ROI
0
2
4
6
8
10
12
ROI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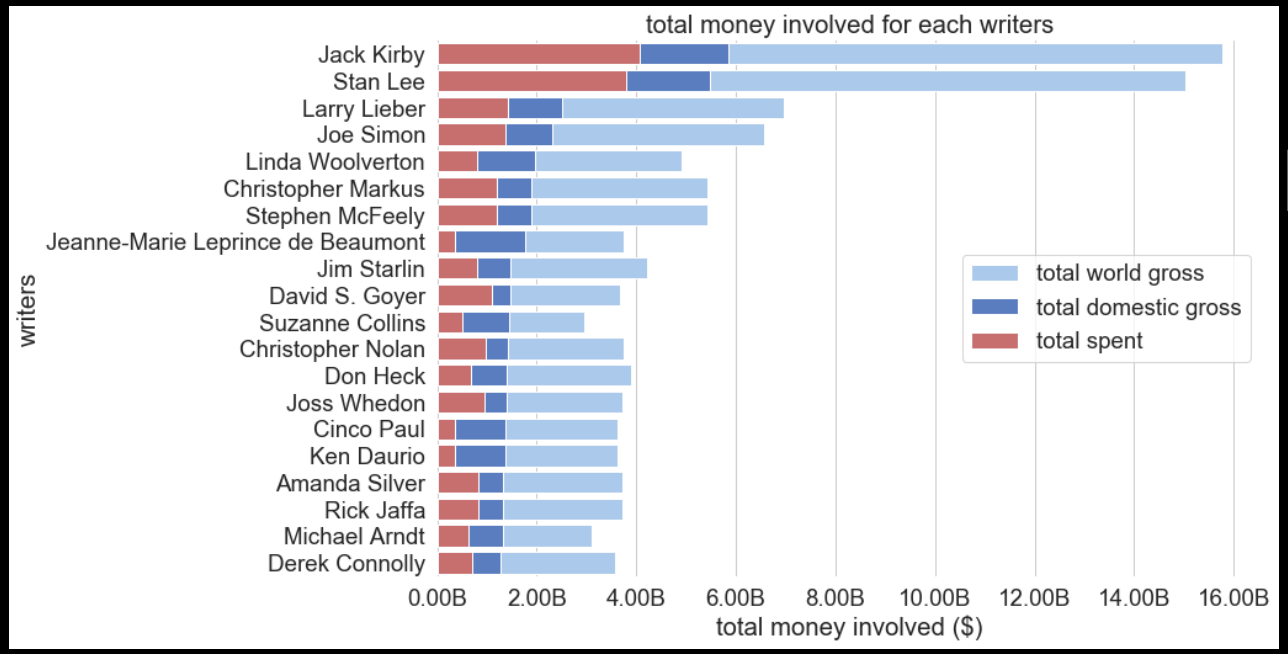
Michael Bay
Atsushi Wada
Paul Feig
directors
average world gross
average domestic gross
average spent
0.00B
0.50B
1.00B
1.50B
2.00B
2.50B
average money involved ($/movie)

Appendix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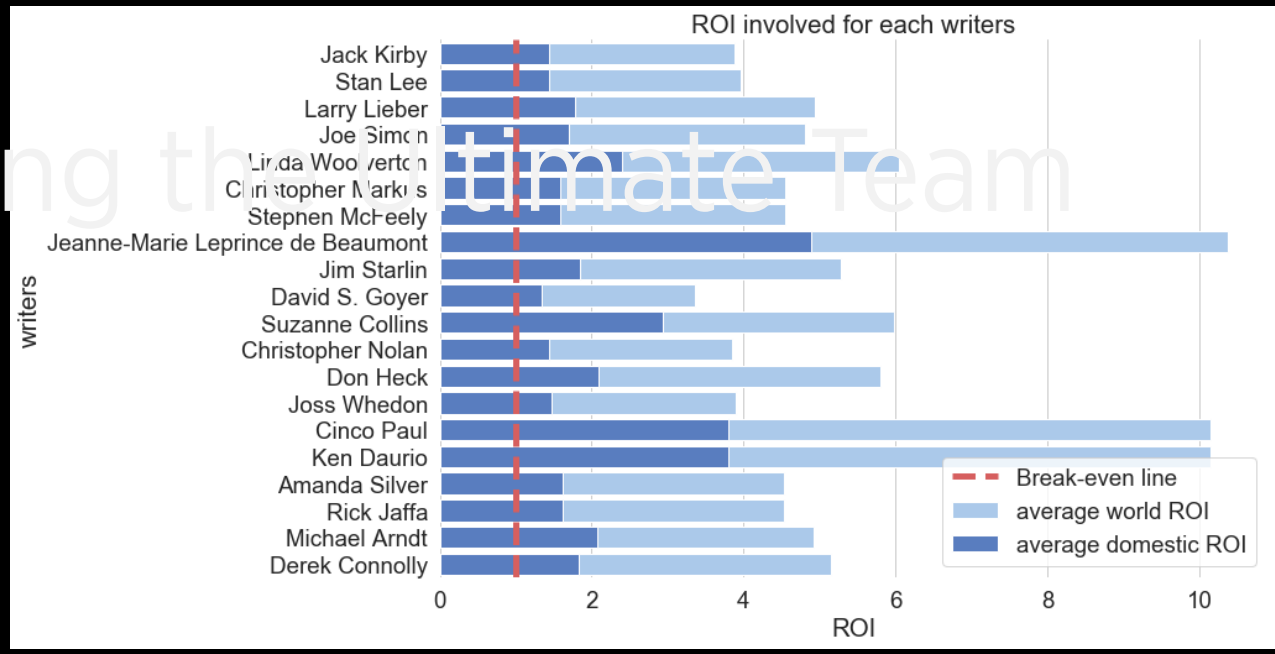
Ken Daurio
Amanda Silver
Rick Jaffa
Michael Arndt
Derek Connolly
writers
total world gross
total domestic gross
total spent
0.00B
2.00B
4.00B
6.00B
8.00B
10.00B
12.00B
14.00B
16.00B
total money involved ($)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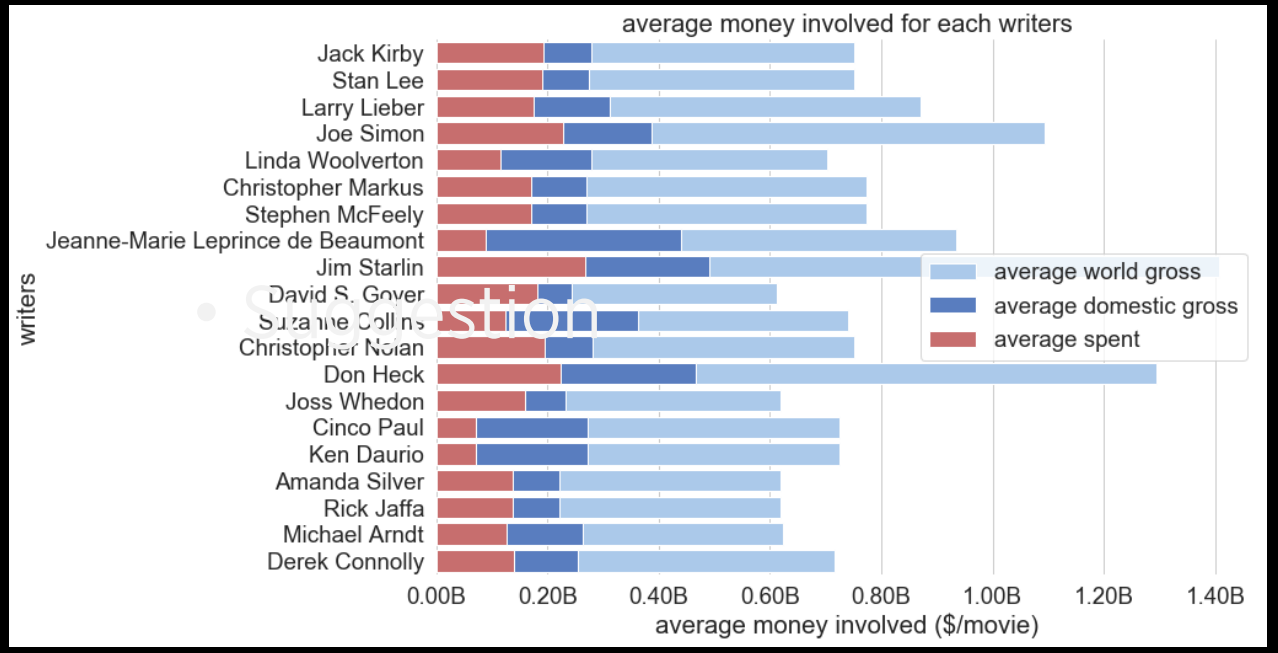
Cinco Paul
Ken Daurio
Amanda Silver
Rick Jaffa
Michael Arndt
Derek Connolly
writers
Break-even line
average world ROI
average domestic ROI
0
2
4
6
8
10
ROI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average world gross
average domestic gross
average spent
0.00B
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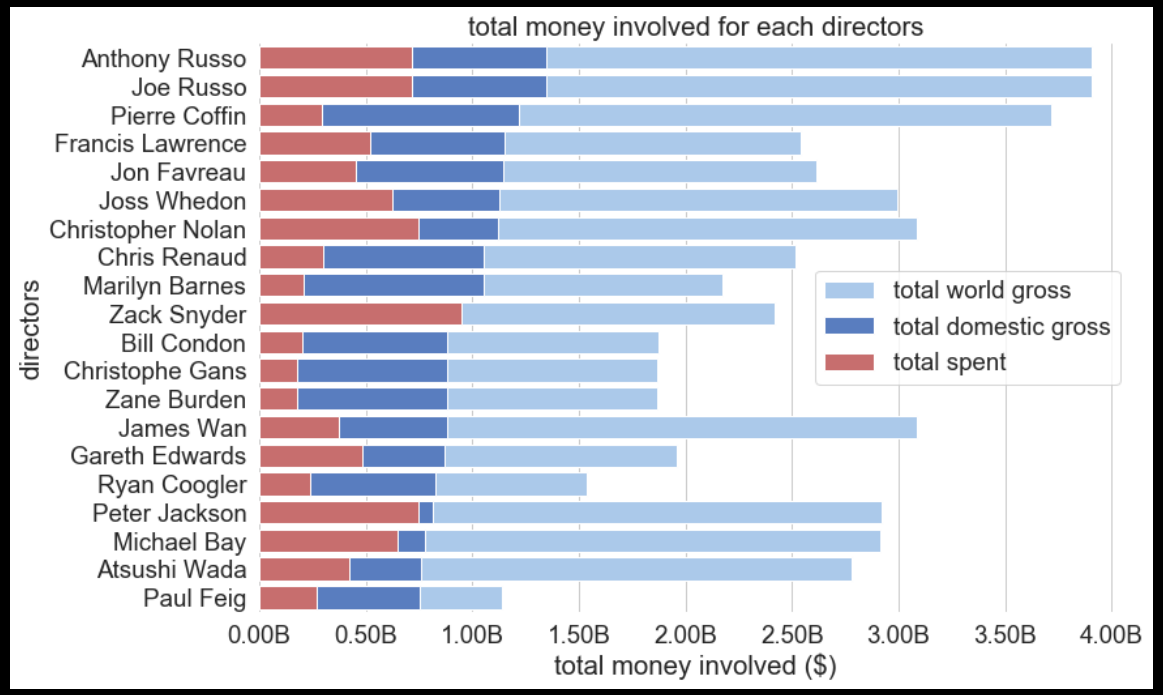
0.40B
0.60B
0.80B
1.00B
1.20B
1.40B
average money involved ($/movie)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directors
total world gross
total domestic gross
total spent
0.00B
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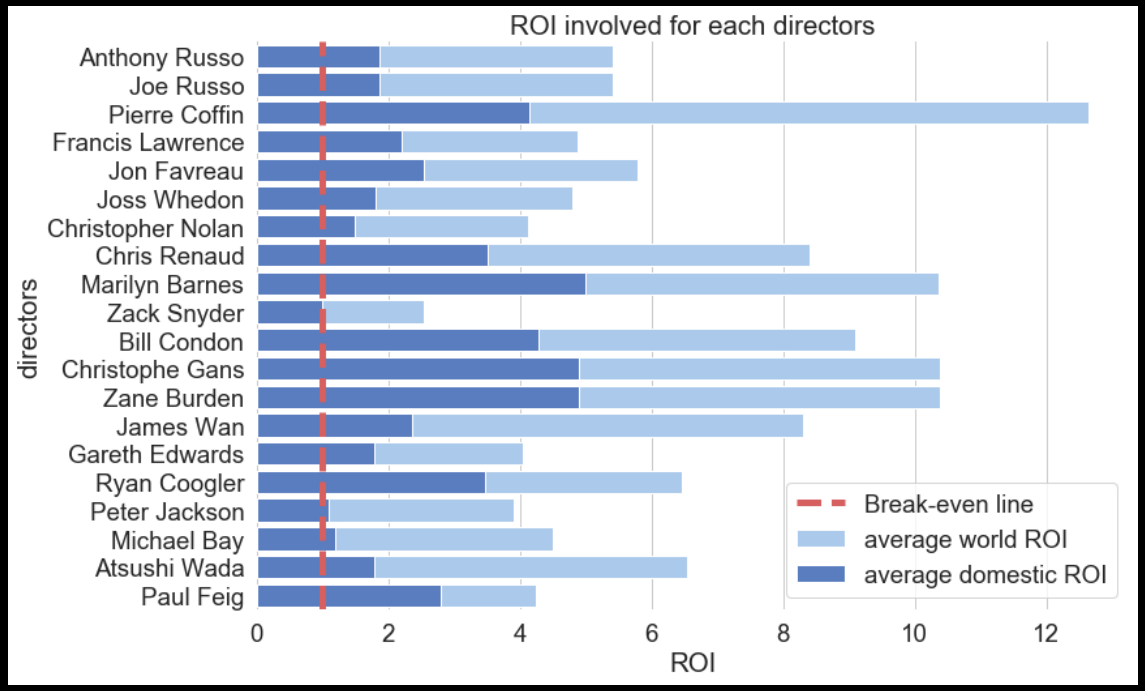
total money involved ($)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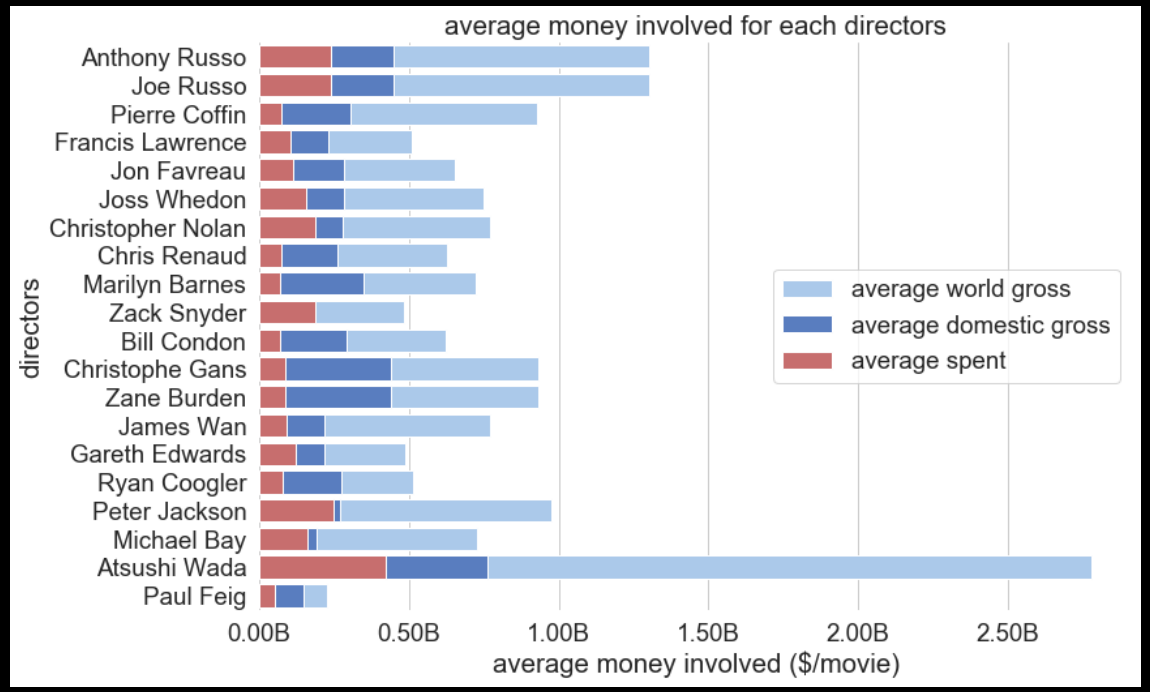
Peter Jackson
Michael Bay
Atsushi Wada
Paul Feig
directors
Break-even line
average world ROI
average domestic ROI
0
2
4
6
8
10
12
ROI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Atsushi Wada
Paul Feig
directors
average world gross
average domestic gross
average spent
0.00B
0.50B
1.00B
1.50B
2.00B
2.50B
average money involved ($/movie)

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