

Computing Vision Market Entry Strategy

Pod 8: The Detroit Lions



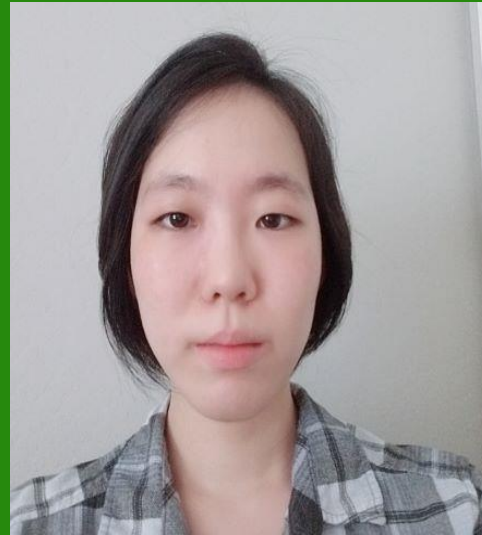
Meet the Team!



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Overview

01

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Key Questions

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Film Industry Overview



The film industry comprises of film producing companies, studios, screenwriting, festivals, and actors/actresses who collaborate to produce media for the consumer.

According to IMDB revenue data:

- As of 2018, the total market size was \$83,438,773,511
- 20 companies hold a 97% market share
 - Disney: 18%
 - Warner Brothers: 17.1%
 - Universal: 15.3%
 - Fox Studios: 12.5%

Key Questions



01

How much can you expect to gross domestically and globally?

02

What were the genres with the most movies from 2010-2018?

03

What movie genre will offer the most advantageous entry point into the market?



Data Sources

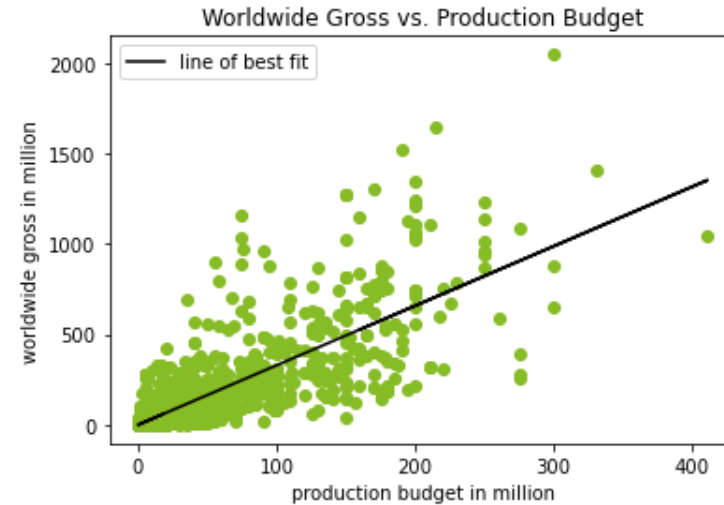
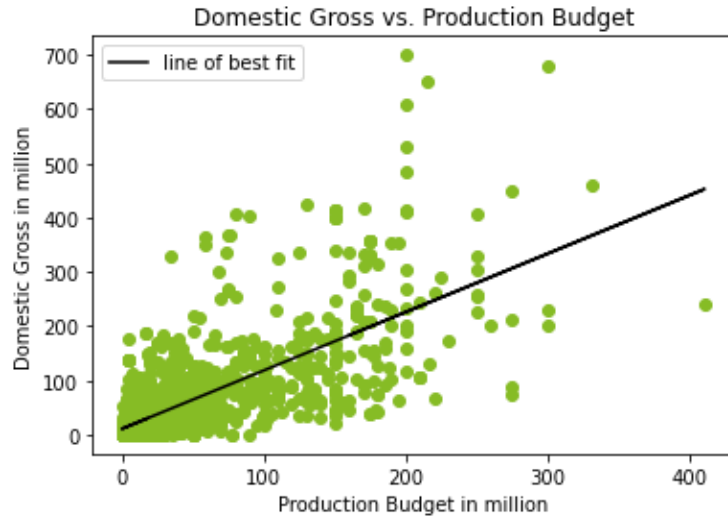
- IMDB: utilized movie rating information
 - [IMDB](#)
- TheMovieDB: utilized production budget
 - [TheMovieDB](#)
- The Numbers: utilized domestic gross, worldwide gross and studio
 - [The Numbers](#)

Data Overview



Data Analysis: Recommendation 1

How much can you expect to gross domestically and globally?

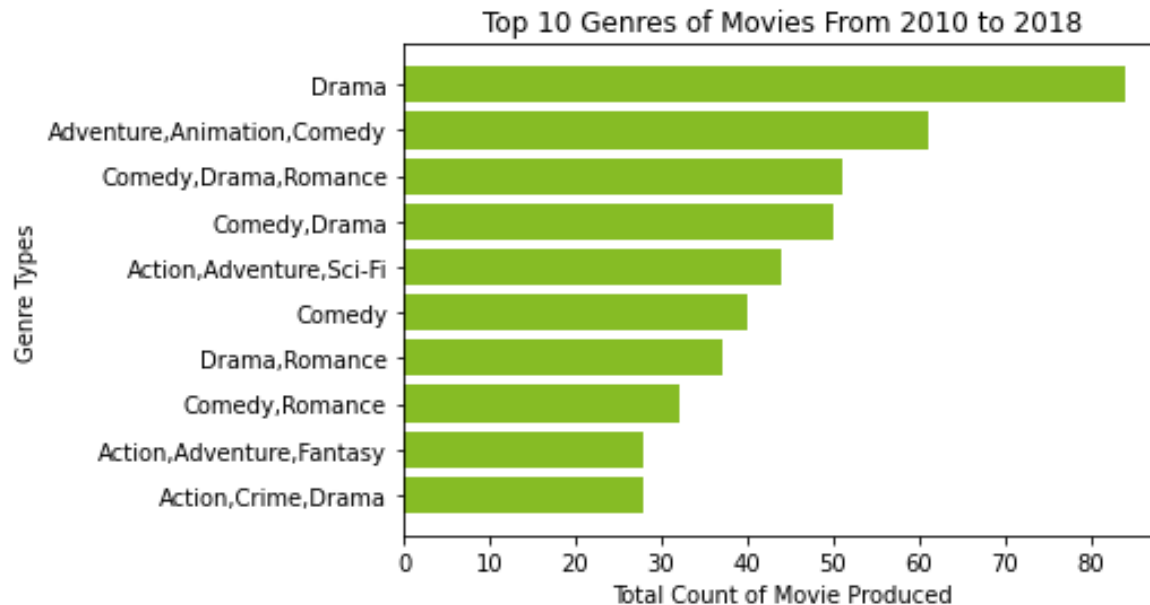


Insights

- 70% of variability in revenue can be attributed to production budget
- Median production budget across genres is \$25,000,000
- Given a median production budget, we expect \$27 million in domestic and \$82.5 million in global gross revenue

Data Analysis: Recommendation 2

What were the genres with the most movies from 2010-2018?

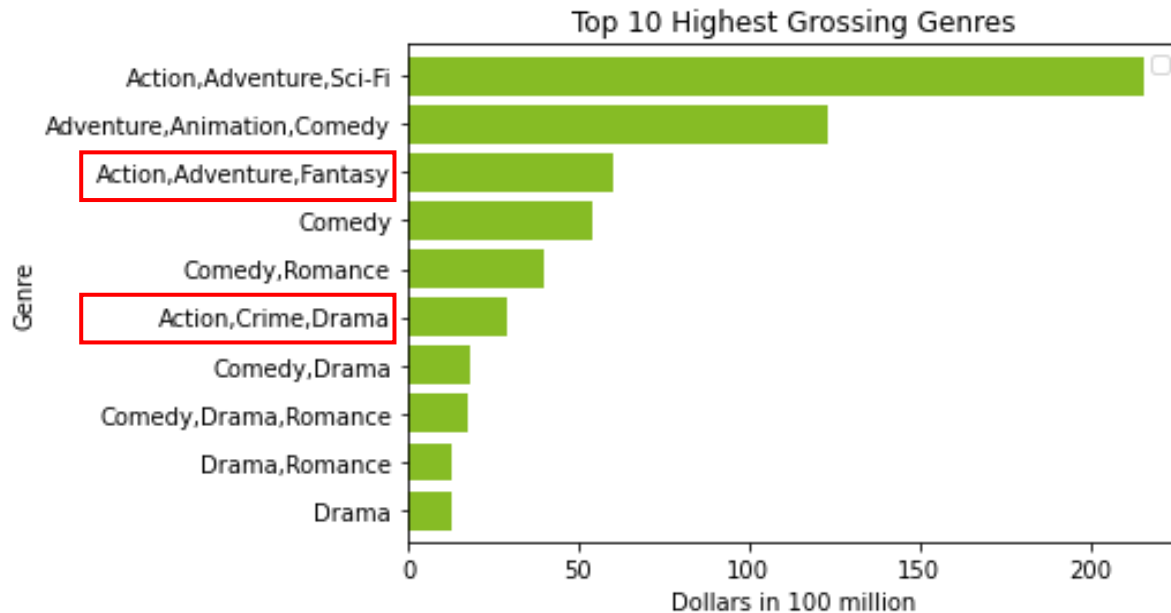


Insights

- Drama tops the list of genres with over 80 different movies produced
- Most movies are not considered one specific genre, but a mix of genres
- The most common elements in the top 10 genres are action, drama, and comedy

Data Analysis: Recommendation 3

What movie genre will offer the most advantageous entry point into the market?

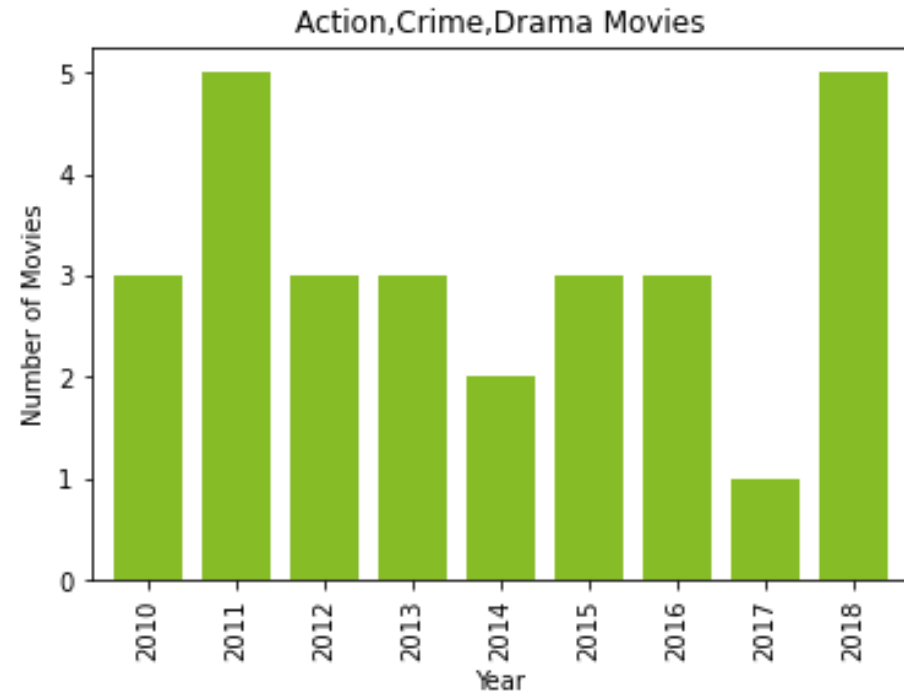
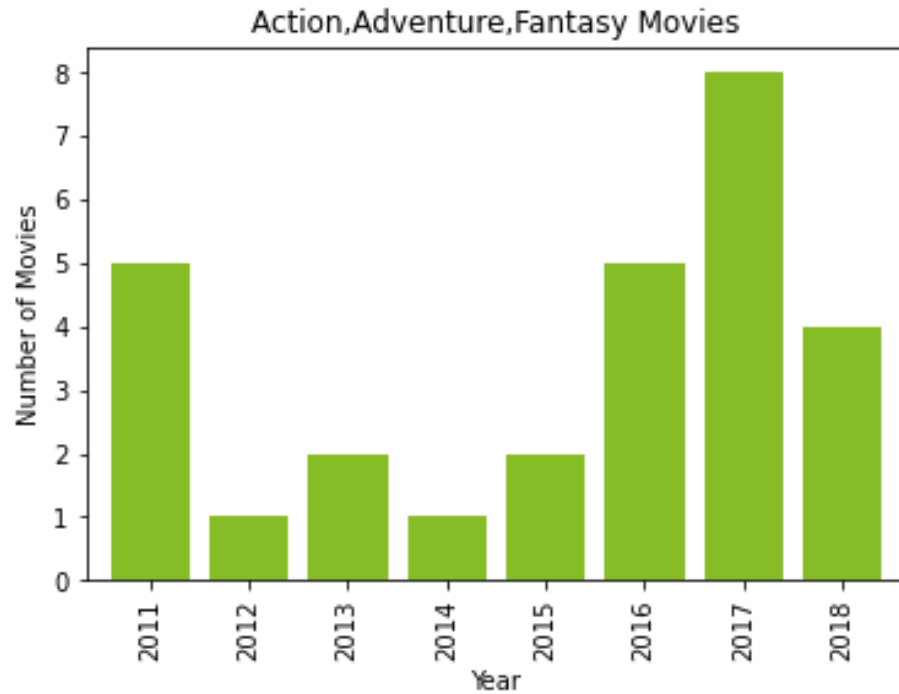


Insights

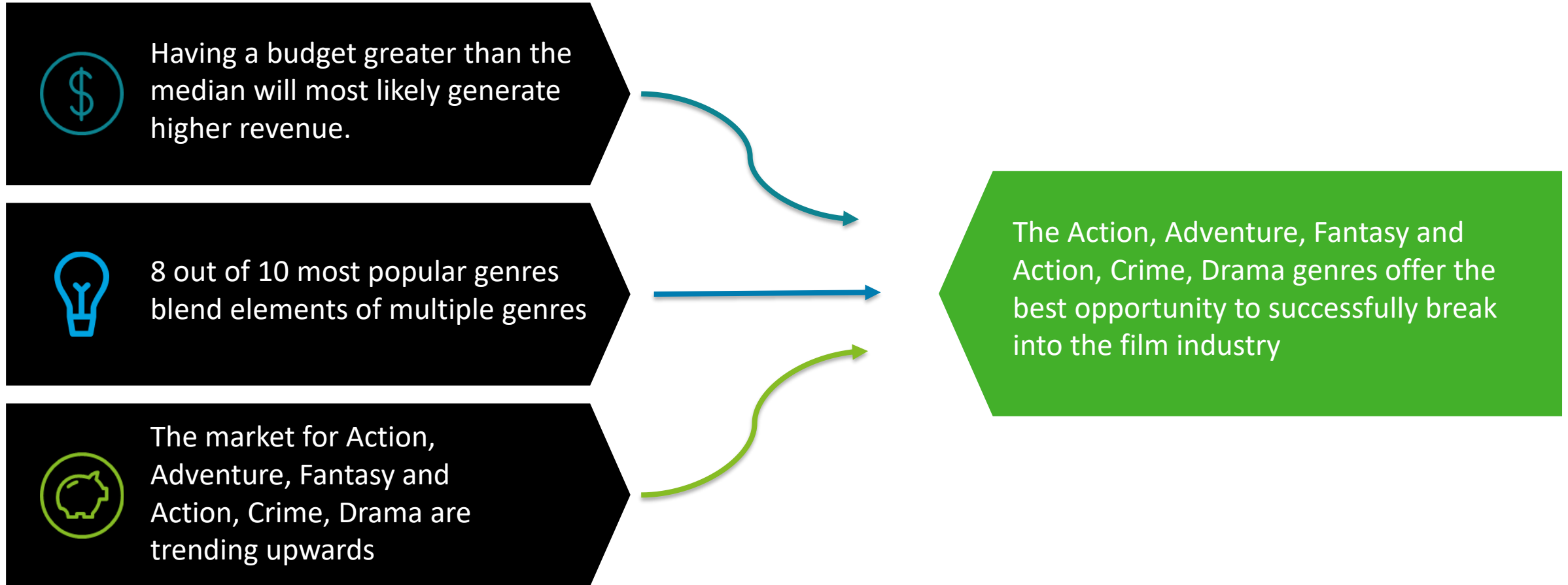
- Entry point should be a high grossing genre that hasn't been overexposed from 2010-2018
- While Action, Adventure, Sci-Fi is the highest grossing genre, it is an oversaturated one
- Action, Adventure, Fantasy and Action, Crime, Drama are quality candidates

Data Analysis: Question 3 (cont.)

What movie genre will offer the most advantageous entry point into the market?



Recommendations



Next Steps

1

Based on our research, choose the genre for the movie

2

Generate the storyline and script, conduct market research on ideas

3

Set production budget and research directors and actors/actresses

4

Produce movie

5

Conduct research on methods of release (Theaters, streaming, TV, etc.)



Thank you! Questions?