



Macro Features for Movie Production

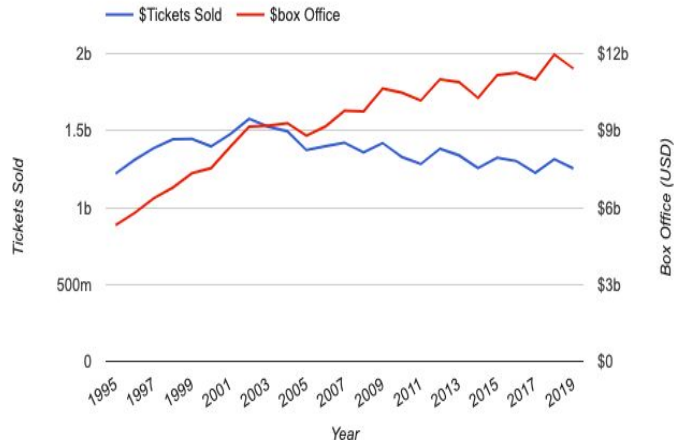
Sonia Mahop and Yijing Li

Variables Impacting on Box Office Success

- Movie genres
- Release time
- Movie duration

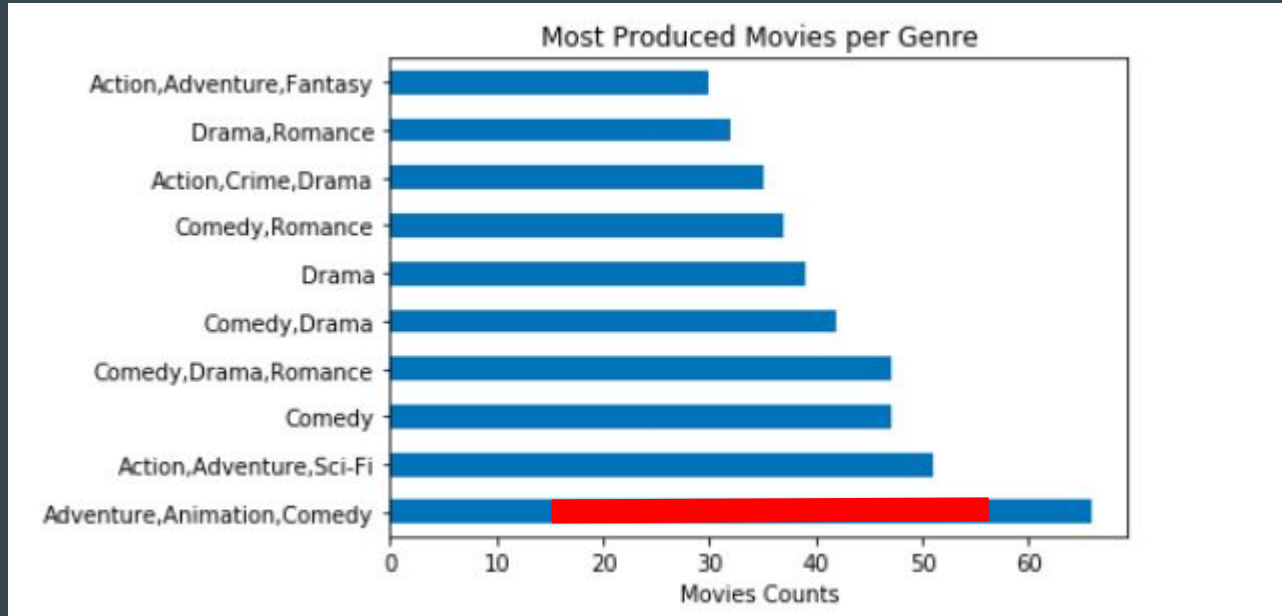


Annual Ticket Sales

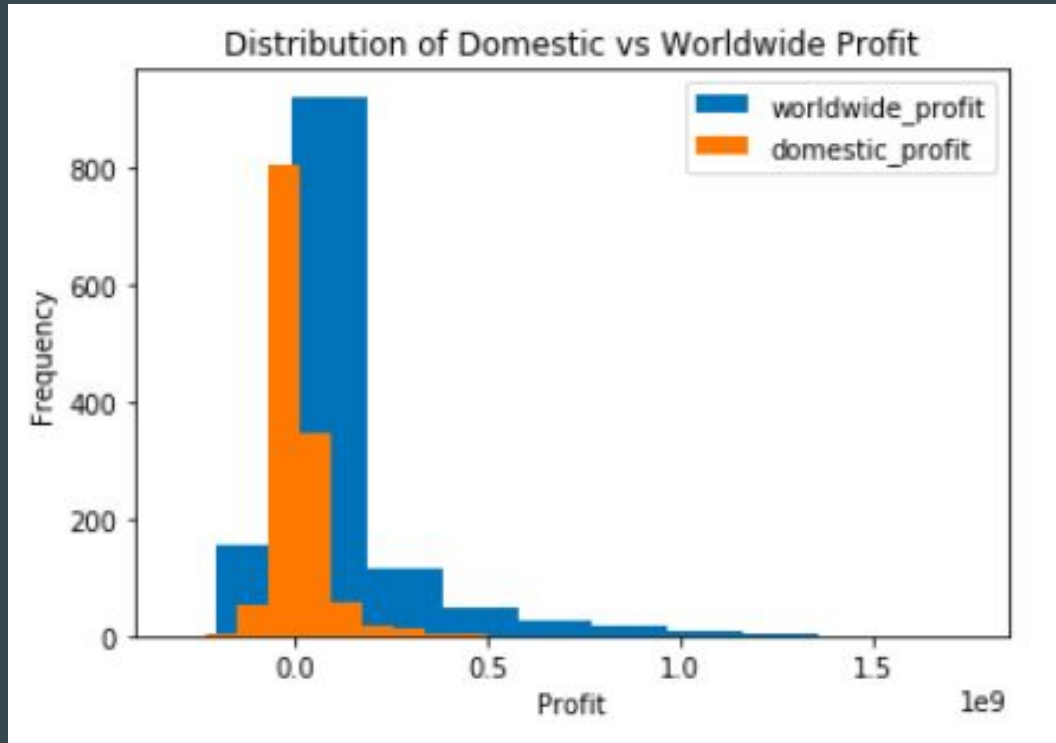


Note: Figures for 2019 are at an annualized rate (both in the graph above and the table below). The Box Office Totals in the graph above are *not* adjusted for inflation.

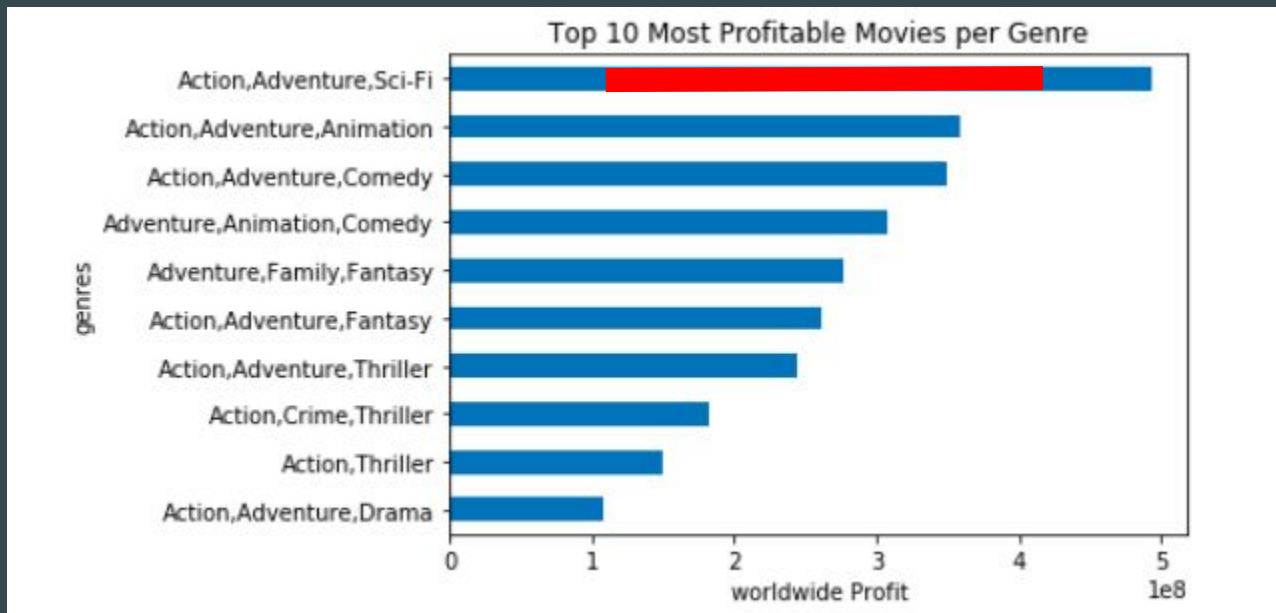
Market Trends of Movie Genres



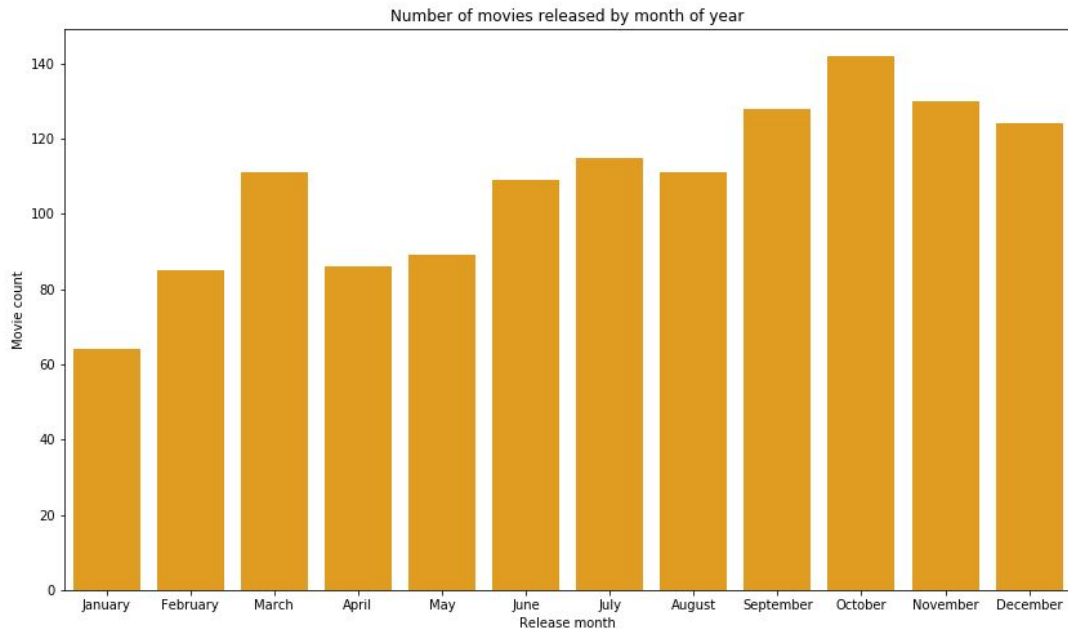
Target Global Market



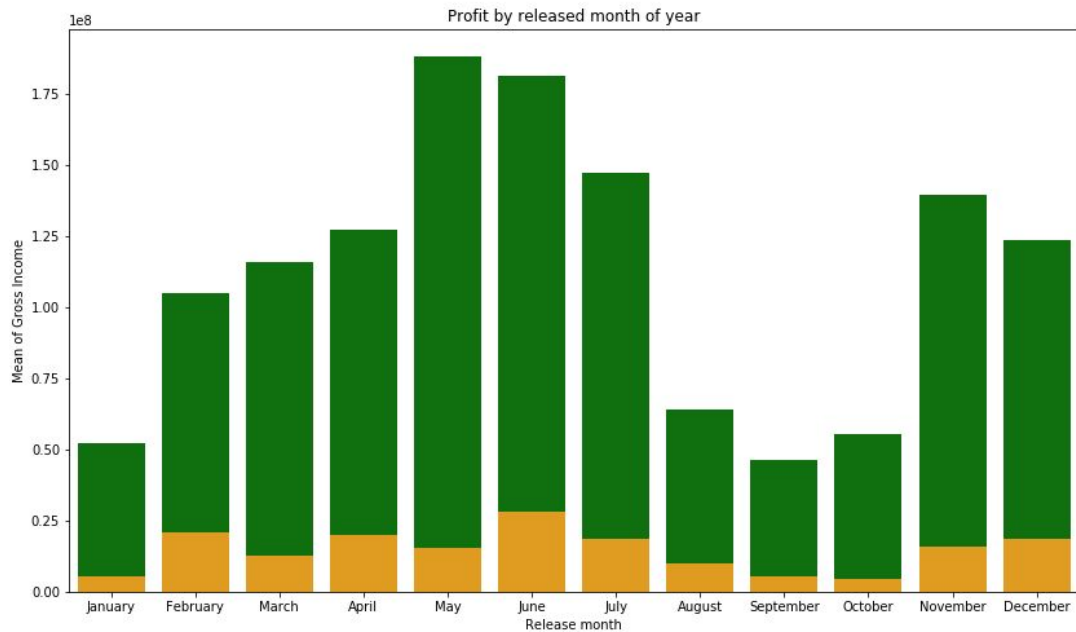
Most Profitable Movies Worldwide



Majority of the Movies Scheduled for Fall & Winter Release



Target Early Summertime and Avoid Holiday Seasons



Conclusion



What's Next?

Movie Duration:

Genres	Duration
Action, Adventure, Sci-Fi	130 min
Action, Adventure, Animation	100 min
Action, Adventure, Comedy	112 min

ROI:

-- Profit / Budget
