

# Breaking into the Movies Market 2020

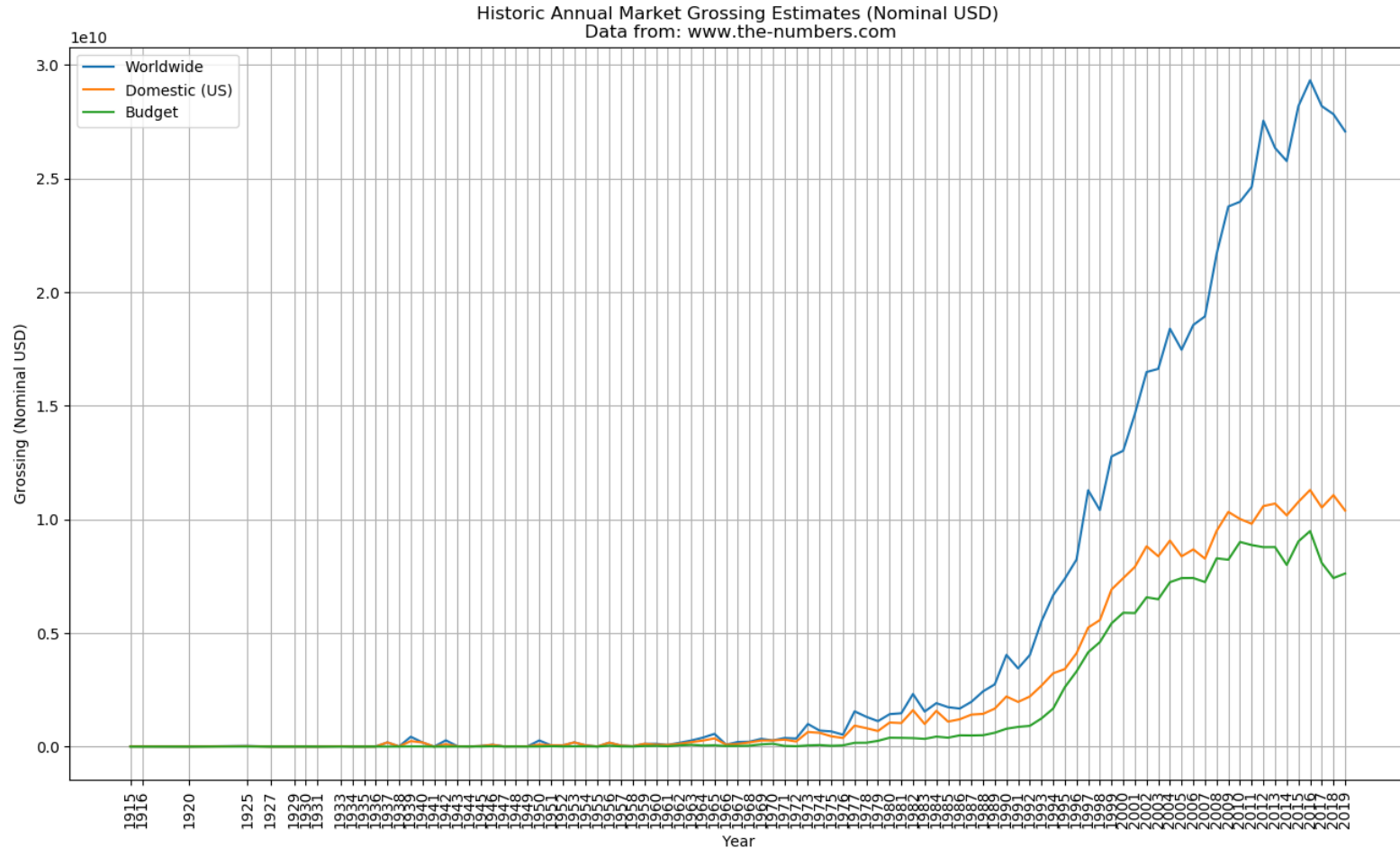
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# Methodology

- In order to assess the movie making market, data were scraped from IMDB, Box Office Mojo, and [www.the-numbers.com](http://www.the-numbers.com) for the most up-to-date information:
  - <https://www.boxofficemojo.com/year/world/>
  - <https://www.boxofficemojo.com/brand/>
  - <https://datasets.imdbws.com/>
  - <https://www.the-numbers.com/movie/budgets/all>

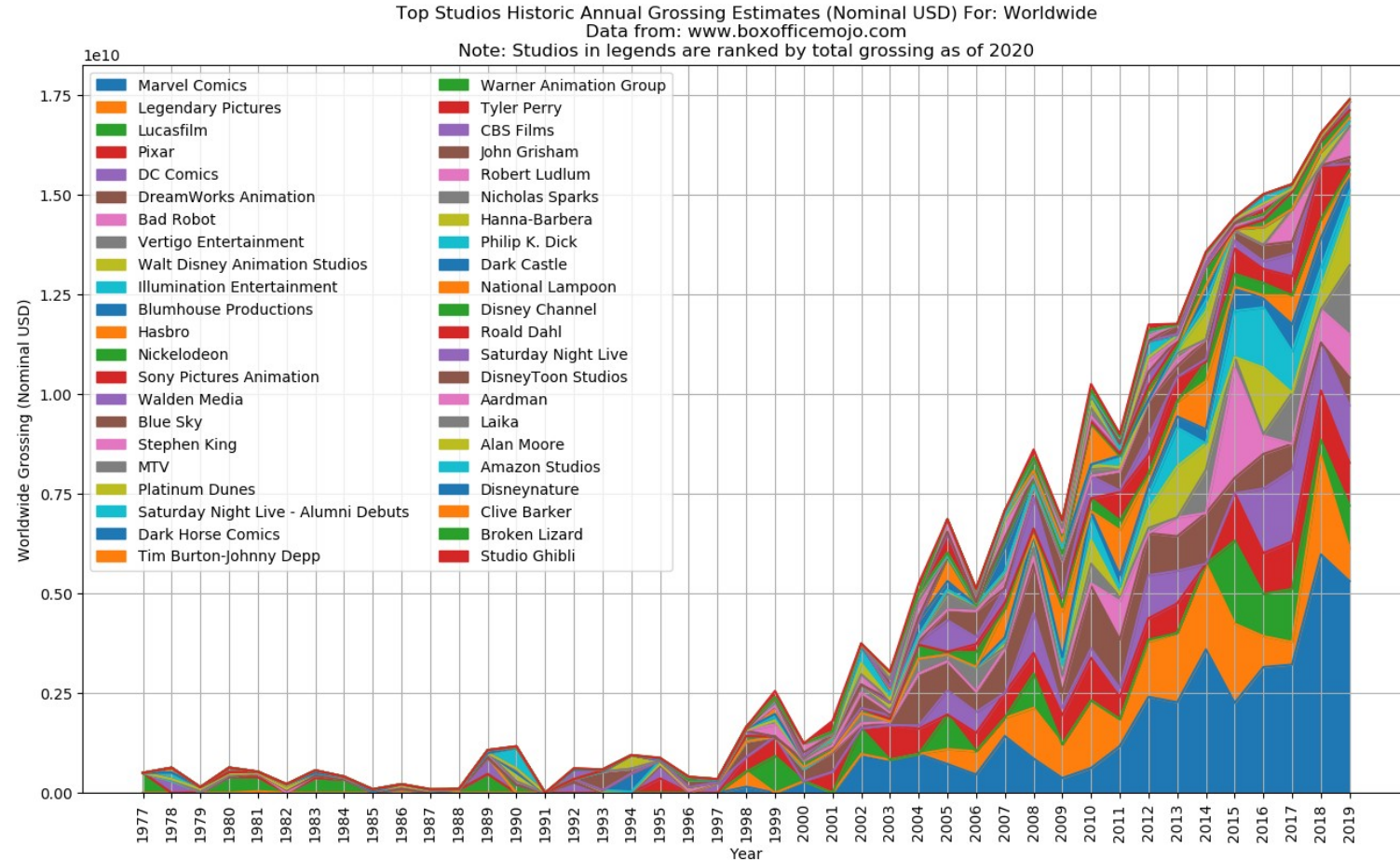
# Market

- The movie market is (at the start of 2020) a \$25 billion dollar market.
- It's a big market.



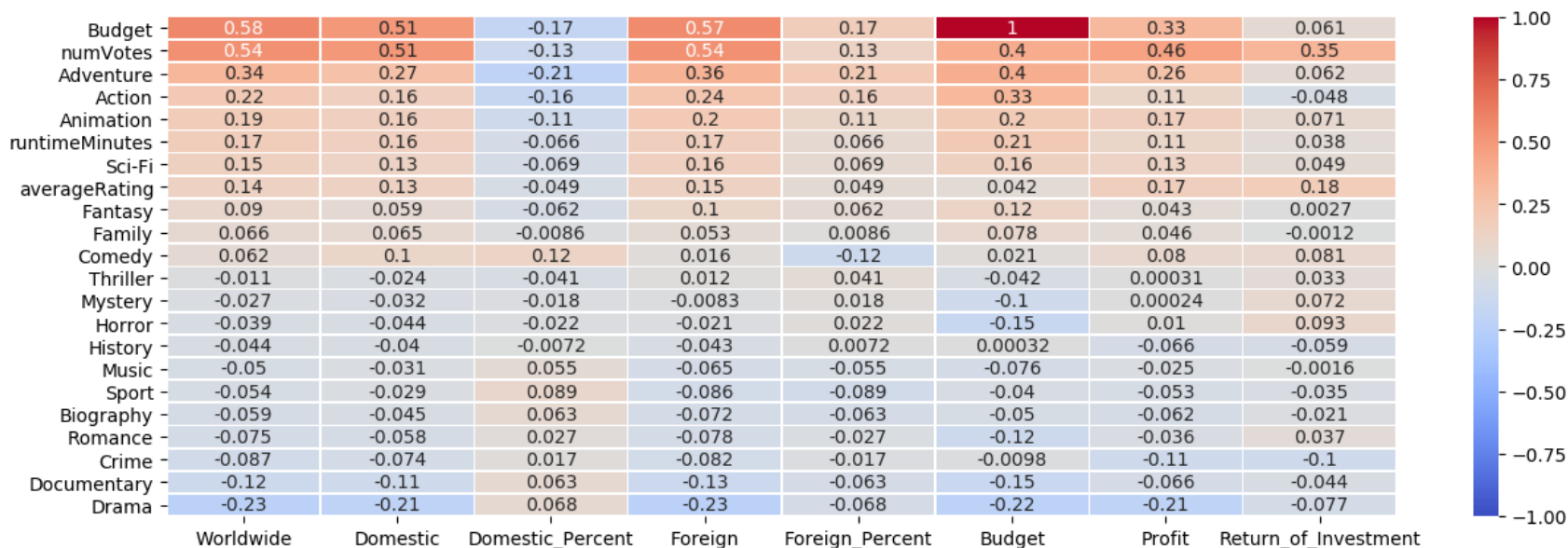
# Market Share

- There are a large number of players and a constantly changing market share. Therefore, it's market penetration is possible.



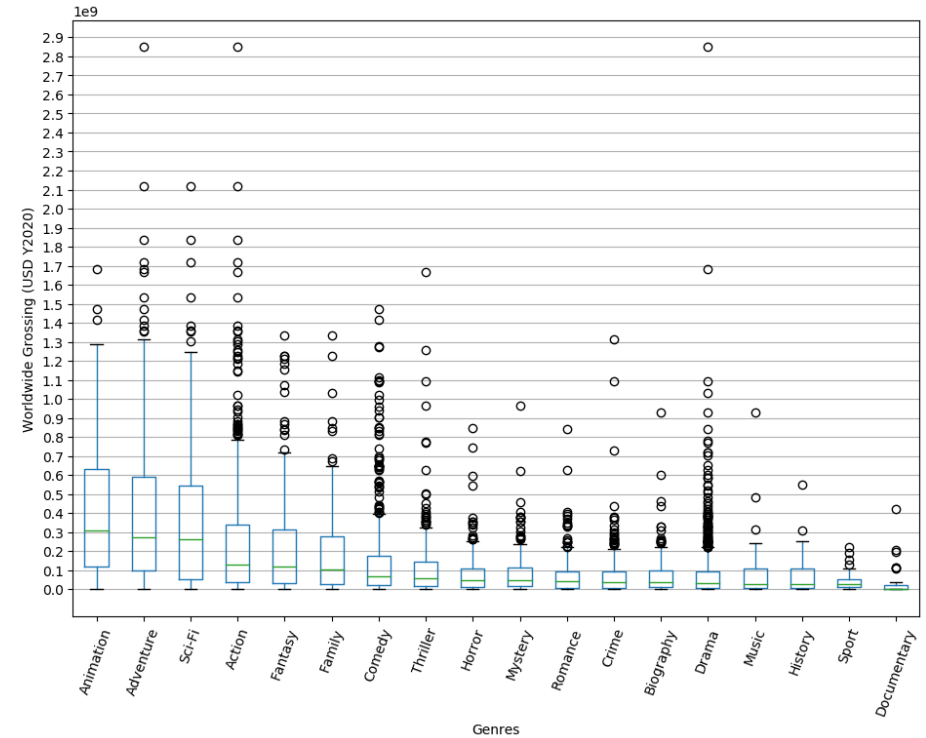
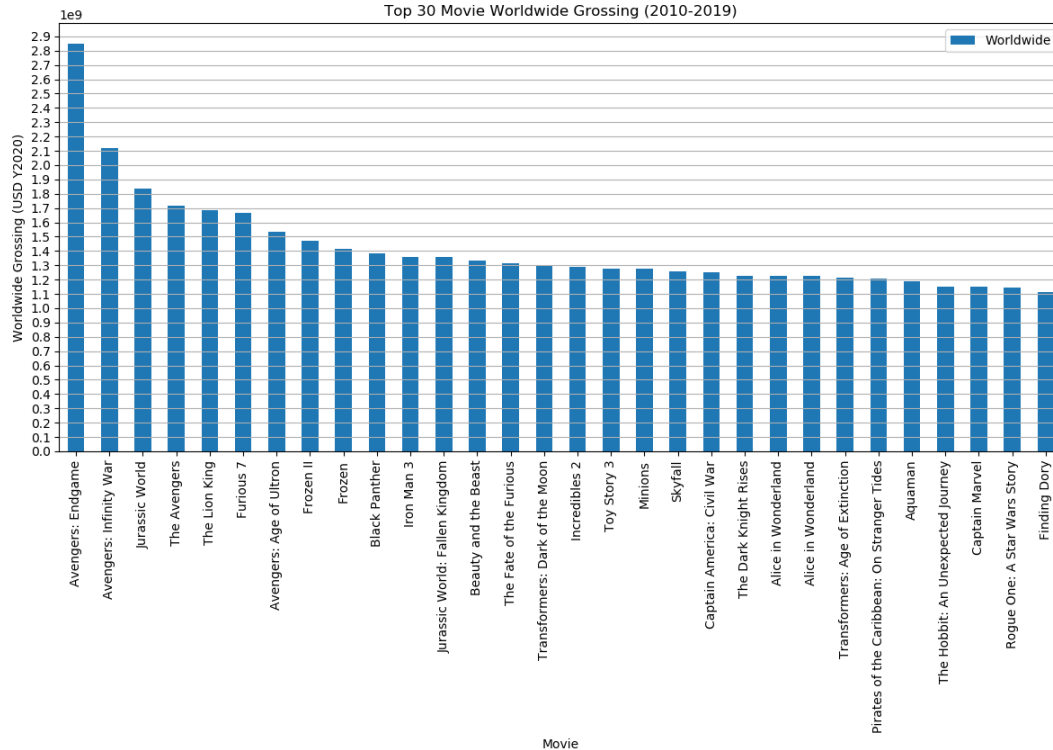
# Correlations

- The total number of reviews of a movie has a moderate correlation with the grossing and return of investment of a movie. Therefore a survey or release of preview on social media or YouTube may be a good idea, and we can gauge public interest from the number of reviews or views.



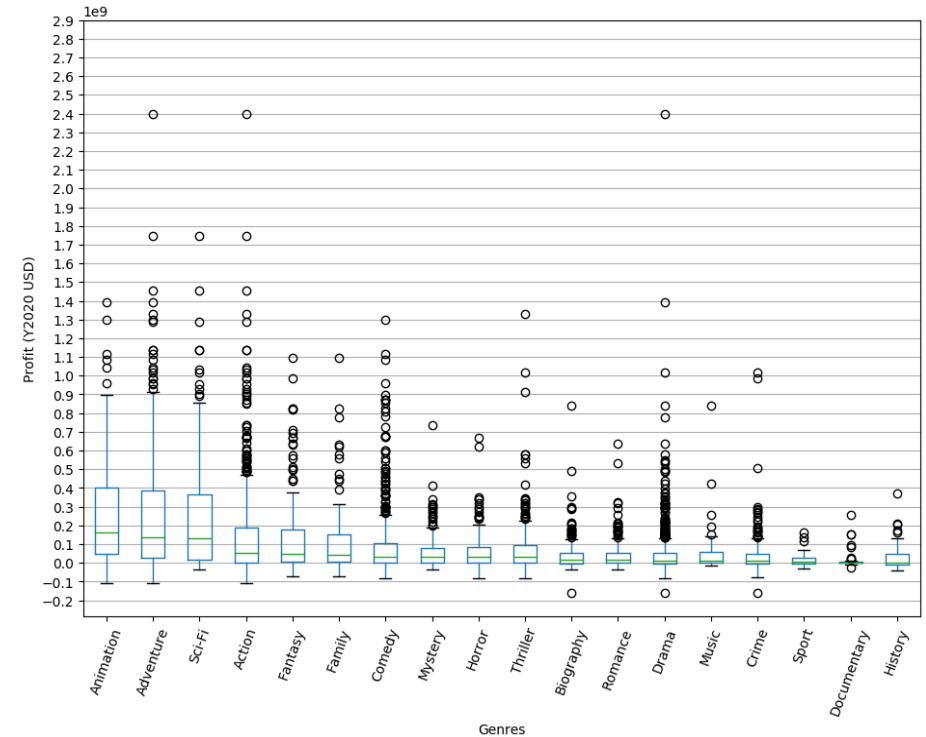
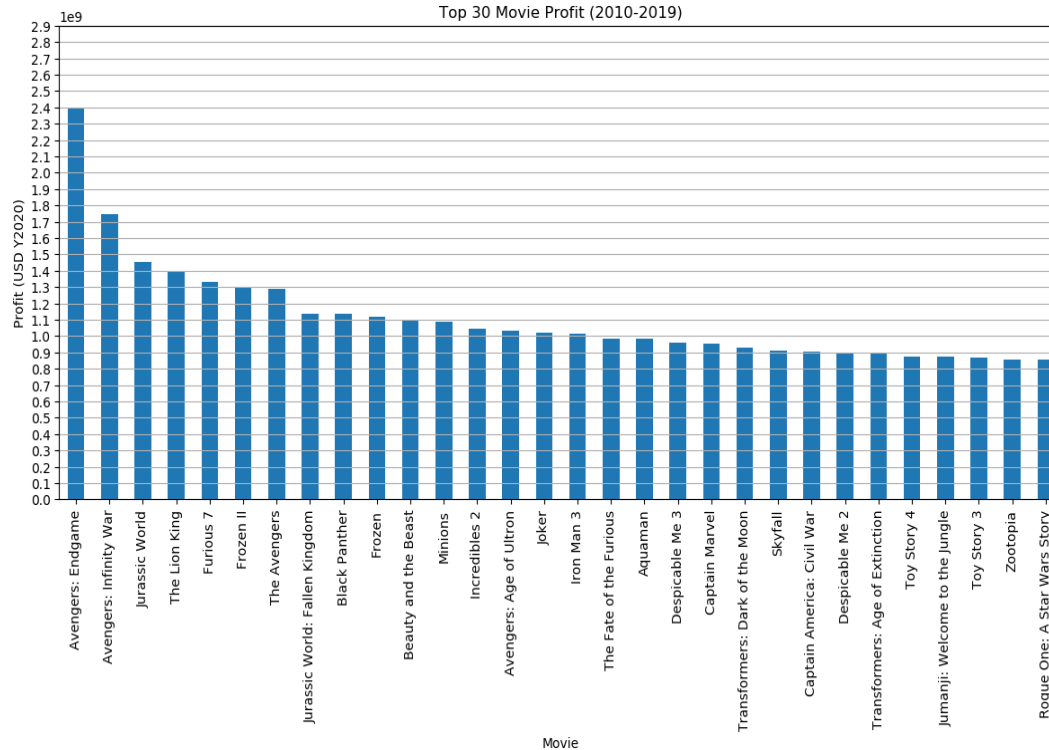
# Grossing

- Animation, Adventure, and Sci-Fi genre movies generally have strong grossing compared to other genres. Therefore, we can focus on these genres if we are aiming for large revenue and market capture.



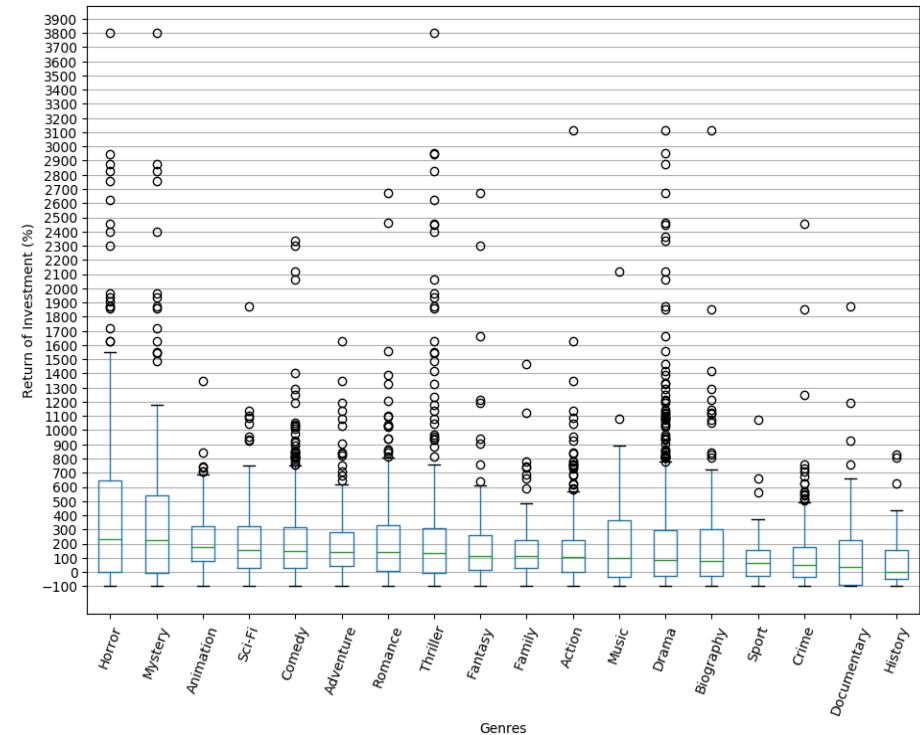
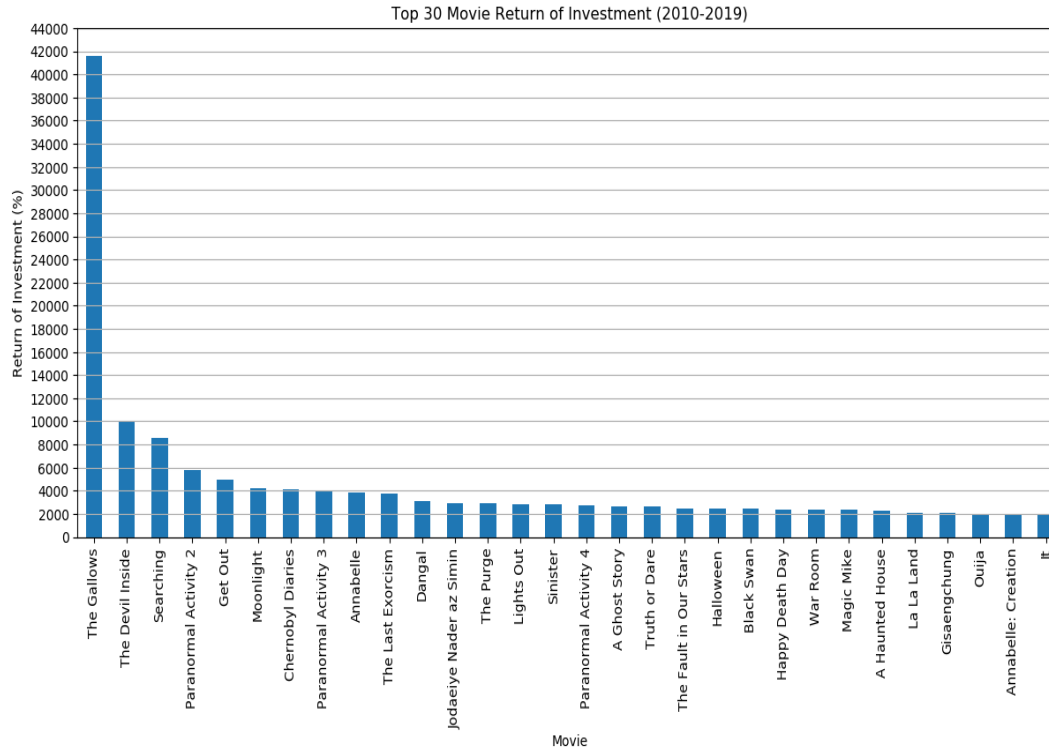
# Profit

- Animation, Adventure, and Sci-Fi genre movies generally have strong profit compared to other genres. Therefore, we can focus on these genres if we are aiming for large revenue and market capture.



# Return of Interest

- Horror and Mystery genre movies generally have very strong return of investment compared to other genres. Therefore, we can focus on these genres if we are aiming for high return of investment for our capitals invested. Note that Horror and Mystery in itself also have a couple of extreme outlier for return of investment such that the scatter plot data only include 3 sigma of ROI so the plot would not be too out of proportion.





# Future Work

- We know the market is large and there are chances to break in, the next thing we should do is to figure out how to best break in:
  - Domain knowledge!
  - Networking!
  - Research who are the best writers, directors, actors, and other film making roles and how to recruit them or invest in new talents.
  - Determine what's the current best and future platform to release to.
  - How to use the least amount of time and capital to capture and/or make new markets?

Thank you for you attention!

Any questions?

