

NOW SHOWING

HOW TO RELEASE A BOX OFFICE HIT

A RESPONSE TO COMCAST'S CHALLENGE: HOW CAN YOU PREDICT WHETHER A MOVIE IS A HIT OR BUST?

QUICK BOX OFFICE FACTS

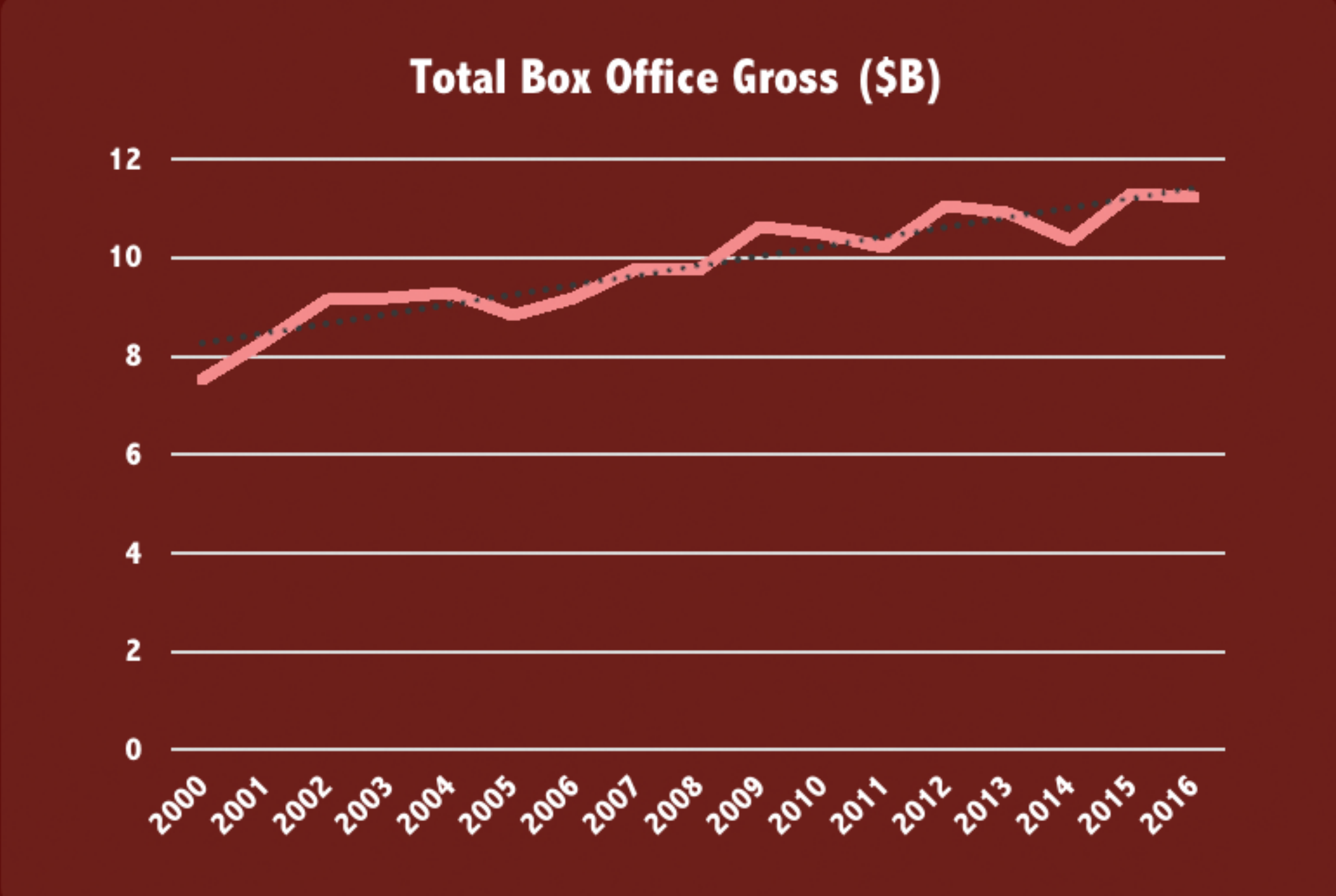
WHAT IS BOX OFFICE REVENUE?

"BOX OFFICE REVENUE IS THE AMOUNT OF MONEY RAISED BY TICKET SALES; A MOVIE THAT 'DOES WELL AT THE BOX OFFICE' ATTRACTS MANY PEOPLE AND GENERATES A GOOD AMOUNT OF REVENUE."

The average ticket price in 2017 is \$8.90

Box office revenue will jump 31.6% through 2020 to \$50 billion from \$38 billion in 2016

In 2017, over 8.7 million tickets were sold

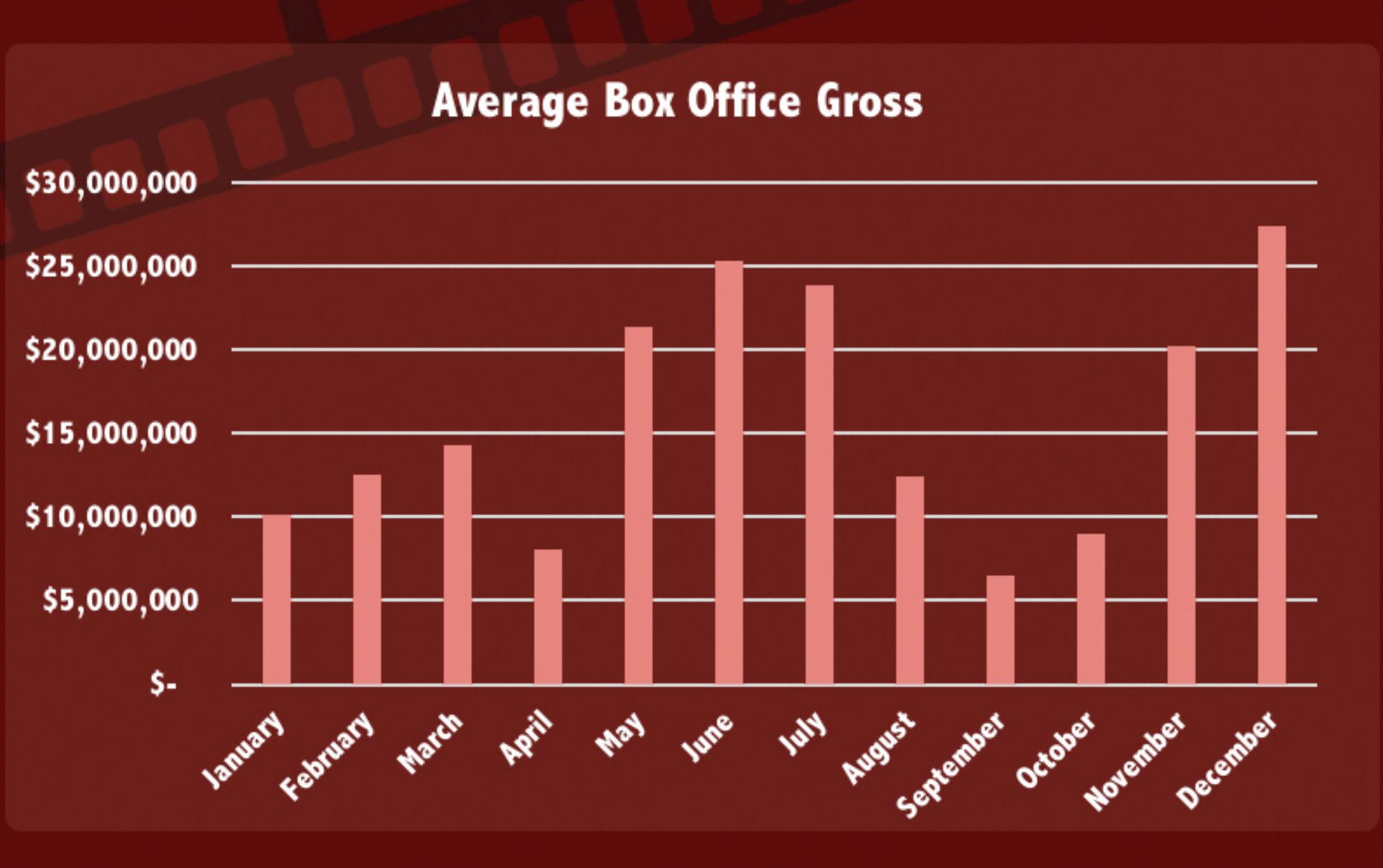


JUDGING FROM THE LINE GRAPH ON THE LEFT, TOTAL BOX OFFICE GROSS IS INCREASING EVERY YEAR

BUT WHAT ARE THE FACTORS THAT CAN DRIVE BOX OFFICE REVENUE?

VACATION MONTHS

MOVIES THAT ARE RELEASED DURING VACATION MONTHS, NOVEMBER, DECEMBER, JUNE, AND JULY GENERALLY PERFORM WELL.



LOOKING FROM THE BAR GRAPH, WE NOTICED THAT MOVIES THAT ARE RELEASED IN NOVEMBER, DECEMBER, JUNE, AND JULY, THEY GENERALLY PERFORM BETTER THAN OTHER MONTHS.

JUNE AND JULY ARE THE TIMES WHERE FAMILIES AND STUDENTS ARE HOME FOR SUMMER VACATION.

NOVEMBER AND DECEMBER DO WELL BECAUSE FAMILIES TEND TO GET TOGETHER FOR THANKSGIVING AND CHRISTMAS.

THE REASON BEHIND OUR HYPOTHESIS IS BECAUSE THESE ARE THE MONTHS THAT FAMILY AND FRIENDS ARE TOGETHER FOR THE HOLIDAYS AND VACATION.



DUMP MONTHS



February is a known as a dump month for horror films

"Taken" is one of the few titles to survive the dump month

Dump months are between January to February and August to September

VACATION MONTHS ARE FOLLOWED BY DUMP MONTHS WHERE PEOPLE GO BACK TO SCHOOL AND WORK. JANUARY AND FEBRUARY HOLD MANY AWARDS SHOWS SUCH AS THE GOLDEN GLOBE AWARDS AND THE ACADEMY AWARDS (THE OSCARS). IF THEY ARE RELEASED IN THOSE MONTHS, THEY WON'T HAVE THE CHANCE TO BE NOMINATED FOR ANY AWARD.

REMAKE / TENTPOLE / SEQUELS

NOSTALGIA IS WHAT MAKES REMAKES/TENTPOLES/ SEQUELS SUCCESSFUL. THESE TYPE OF MOVIES ATTRACT BOTH NEW AND OLD VIEWERS. TWO GREAT EXAMPLES OF THESE ARE "IT" AND THE STAR WARS FRANCHISE.

IT WAS ORIGINALLY RE-LEASED AS A TV MINI SERIES IN 1990.

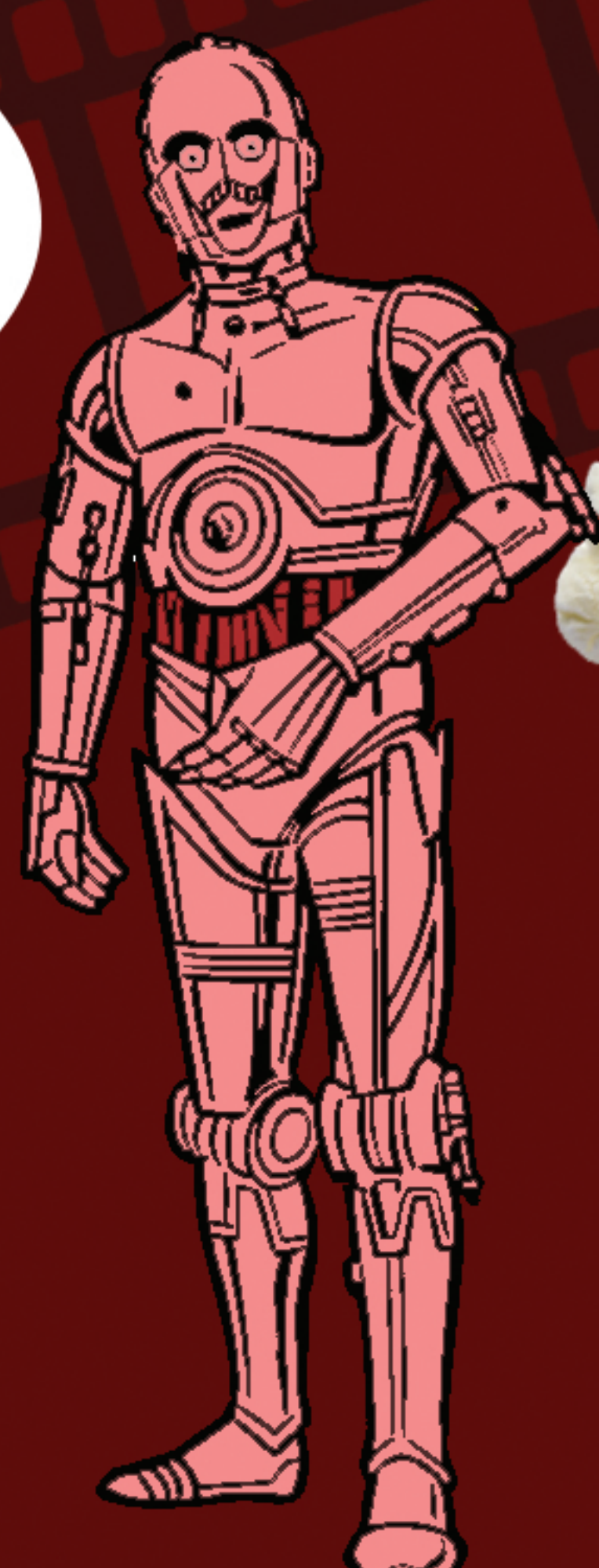
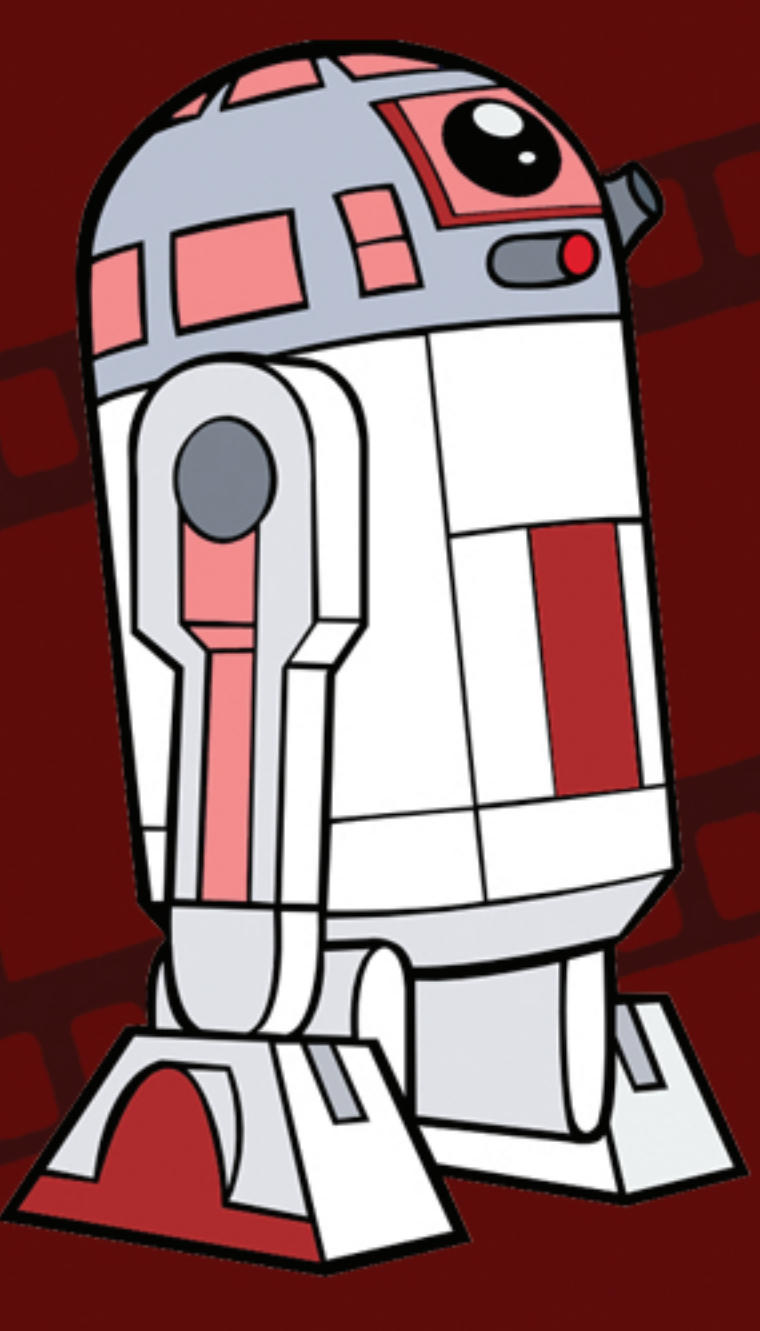
IT (2017) GROSS PROFIT: \$323,868,540

ONE OF 2017'S TOP BOX OFFICE HITS IS AN ADAPTATION OF STEPHEN KING'S "IT".

"IT" WAS RERELEASED IN SEPTEMBER 2017, A DUMP MONTH. THE STORY OF IT THE CLOWN COMES BACK EVERY 27 YEARS.

*BEEPYOOP
BEEDEEPPBOOM
WEEOP*

WHAT R2 IS TRYING TO SAY IS THAT FRANCHISES TEND TO BE SUCCESSFUL BECAUSE THEY CARRY OVER FANS FROM PREVIOUS FILMS!



THESE BUBBLES REPRESENT THE BOX OFFICE REVENUES OF THE STAR WARS FRANCHISE. EACH OF THE STAR GETS AN IMMENSE AMOUNT OF REVENUE. IT ONLY INCREASES FROM THERE. THE MOST RECENT FILM, "THE FORCE AWAKENS" (2015), TOPS THE OTHERS WITH A TOTAL BOX OFFICE GROWTH OF \$936.6 MILLION.

REVENUE OF THE SITH: \$380.2M

THE EMPIRE STRIKES BACK: \$209.3M

A NEW HOPE: \$307.2M

ATTACK OF THE CLONES: \$302.1M

RETURN OF THE JEDI: \$252.5M

THE PHANTOM MENACE: \$431.0M

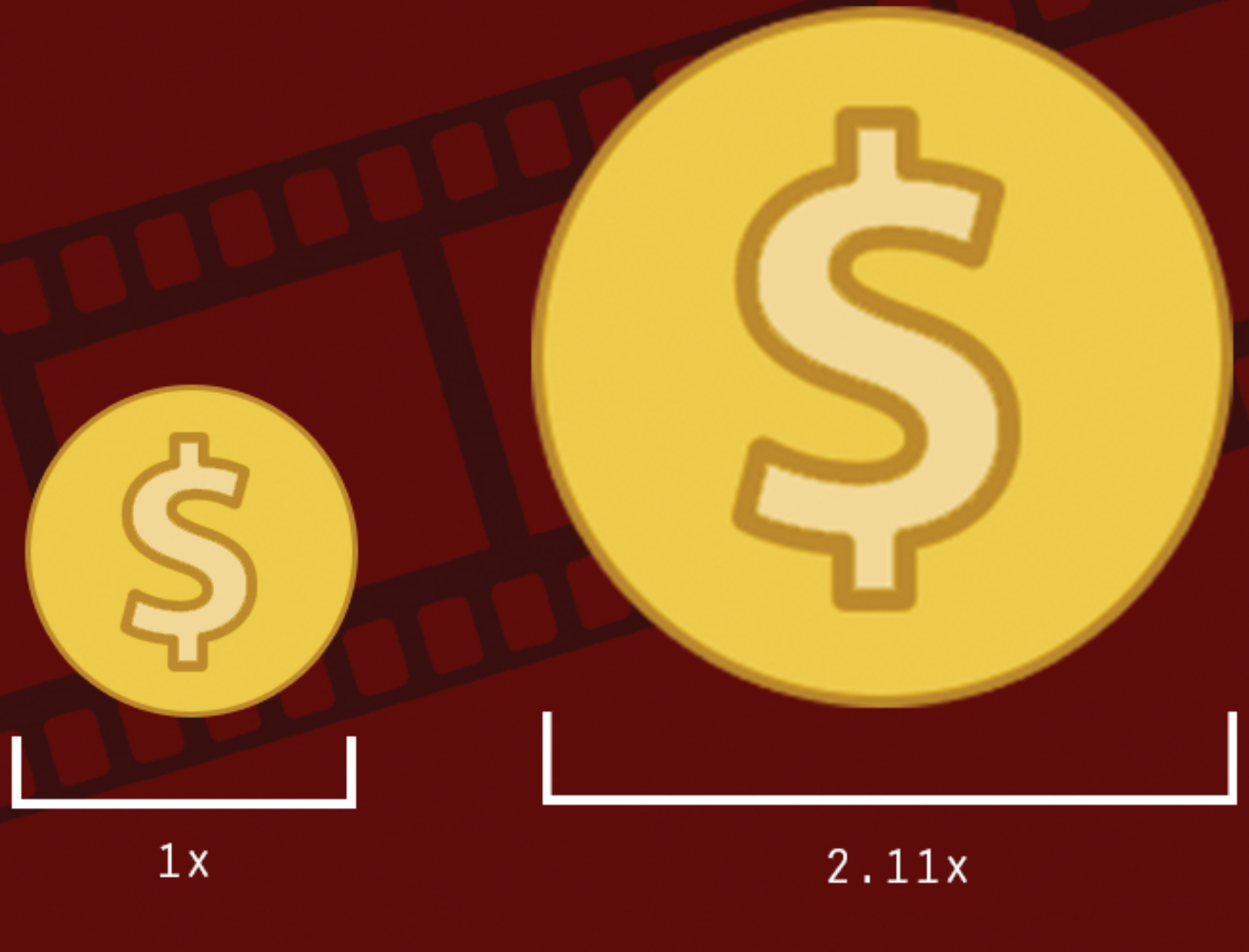
THE FORCE AWAKENS: \$936.6M

*SIZE SHOW SUM OF BOX OFFICE GROSS

DIRECTOR

AMONG THE 40 BEST PERFORMING MOVIES IN THE DUMP MONTHS, DIRECTOR IS A VARIABLE WE IDENTIFY AS A POSSIBLE INFLUENCER.

THE AVERAGE GROSS FOR THE ENTIRETY OF THE TOP 40 DIRECTOR'S WORK IS OVER 2X LARGER THAN THAT OF THE AVERAGE GROSS FOR THE FIELD (2.11X).



DIANNE OGALESCO TUC94269

ZOIS BOUTKIDIS TUC98331

DAVIS TRINH TUC83497

BRENDAN BILES TUC40903